



Empower your brand

Home

About Inez

Marketing Research

Speaking

Consulting

Contact us



Marketing Research

Better Product Development and Success from Accurate, Real Time Marketing Research...Results in Just 24 Hours



Real Time Actionable Consumer Insight - Understanding Customer Emotions

What if you had advanced knowledge of your customers' future purchases? And you knew how they really feel about you? Your company could consistently offer the right product at the right time, selling more with greater efficiency. Well, that's precisely the kind of priceless knowledge that we make available to you now.

Our exclusive Web based marketing research interprets your customer's emotions for actionable metrics in real time. It's designed to provide customer feedback that promotes creativity, visual expression, and honesty from subjects resulting in actionable insight. Fact: You can't hide your emotions and customer emotion is the best predictor of current and future behavior.

Our research goes beyond the confines of time and space as we combine qualitative and quantitative research capabilities and interpret results based on the respondent's emotion. The insights are in real time with preliminary results in 24 hours.

Here's what you get with our total research solution: Actionable Insight fully integrated with Marketing Initiatives.

- **Emotive Mapping and Insights from Multiple Sources in Real Time with Video, Audio, and Text** - Analytics include facial expressions, audio, and body movements along with traditional written surveys for deeper, more accurate results.
- **Gather 100s of Participant Responses Without the Constraints of Time and Place** - Surveys conducted at the convenience of participants online and with video. Reach a much broader audience with more accurate insight at a reduced cost and compressed timeframe.
- **Review, Comment, Rank, and Share Insights and Results with Peers Online** - Easy company wide access for more and better input and seamless integration into marketing strategy.
- **Combine Shopper Insights at Shelf with Shopper Behavior at Home** - See how a new product or display influences behavior at shelf in advance of launch. Then gain feedback post purchase at a critical moment-of-truth when the consumer actually uses the product.
- **Capture Spontaneous Feedback that Promotes Creativity, Visual Expression, and Honesty in Your Subjects Without Threat of Peer Influences** - Considers body language, intonation, and emotion, all noticeably absent from traditional research methods for better, more accurate analytics.
- **Heat Mapping and Shopper Preferences - Real Time Analytics for Speed to Market with Minimal Coaching** - Video technology provides faster speed to immediately actionable insight.
- **Predictive Analytics for Customer Insights in Advance of Marketing Campaign Launch** - Know what products to make for a better campaign.
- **Video Testimonials and Shared Experiences** - Use on social media and websites to reduce visitor anxiety and publish for content marketing program.

We eliminate the lines between branding research and marketing. Test and validate a strategy, brand claim, or display. We anchor consumer research to product creation so you get a more accurate predictor of the products you can make that your customers will want. It's the new way to build customer relationships.

The marketing research and best practices benchmarks are so new your competitors probably haven't grasped the full meaning of them yet. That's why it's so important to jump on board now.

Call Inez Blackburn at 416-399-4563 or [email](#) her for a free 30-minute consultation to learn more about how this amazing technology can help you increase market share faster and more efficiently than ever before.