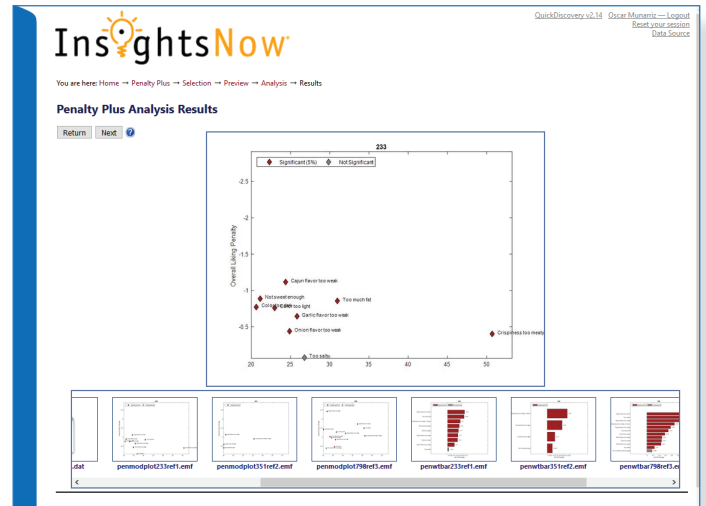


Quick Insights into Specific Product Research Needs

A powerful suite of customized applications within the InsightsNow technology platform, Quick Discoveries allows you to dig deep into various questions posed in your data collection. You choose the variable you need to explore and Quick Discoveries interrogates the data to give you the specific insights you need. These isolated software tools can provide immediate answers and be deployed rapidly.

Penalty Plus

Automates the reporting of consumer product testing research data, providing a robust statistical test into which sensory qualities to increase or decrease to lift a key rating (e.g. Liking) for product improvement.

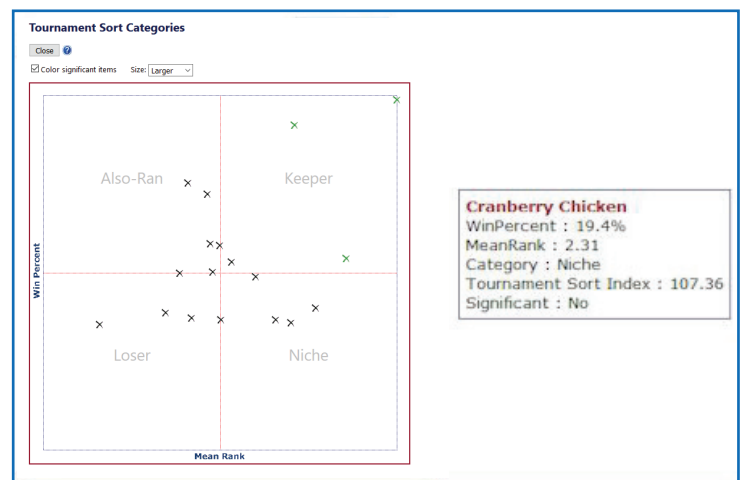


Price Sensitivity

Automates the reporting of pricing research data, providing an accurate price elasticity analysis to identify opportunities to maximize in-market responses for a product or service.

Tournament

Automates the reporting of choice data from concept screening research, providing a quick way to sort through large numbers of concepts to identify winners and losers with niche or broad market appeal.



Quick Discoveries applications can be seamlessly integrated with your survey platform and data, and also automatically create graphic PowerPoint presentations for your project. And the information deep dives offered are highly customizable through your partnership with InsightsNow, so that you can get the input you need right away and move forward quickly with your product development cycle.



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