THE BUSINESS CHALLENGE

Constant evolution is the new normal, making innovating more challenging today

Getting the attention of consumers today is harder than in the past

Hyperconnected consumers are bombarded with advertisements and standing out among thousands of new products launched every year means innovating is more challenging than ever before

THE SOLUTION

InnoTest is grounded in behavioral science and replicates how consumers make choices in real life

A gamified choice approach, between the innovation and the consumer defined competition, that mimics the fast and intuitive decisions consumers make in today’s digital world

Response time to detect conviction or hesitation in choice

Machine learning tool to understand the emotions associated with the choice

THE ANSWER

It delivers outcomes that will truly impact your business

- InnoTest offers maximum predictability of success and better discrimination between innovations tested
- Validated and predictive KPIs at your fingertips

Available as DIY in a secure, easy-to-use platform in the U.S. and globally through your Ipsos account teams

WHY InnoTest?

Capturing today’s innovation adoption behavior, InnoTest engages consumers in a way that closely mimics the decisions people make by focusing on:

REAL PEOPLE
We talk to your consumers – no matter how targeted – without losing the ability to compare to norms

REAL BEHAVIOR
We capture behavior in the true competitive context your innovations are actually up against in market

REAL SUCCESS
We are innovation experts who understand the behavioral science of innovation adoption

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