GutCheck Constellation™

This solution makes big data actionable in a meaningful way, allowing you to quickly address modern business problems using research-grade data. By connecting survey data with billions of big data points, we give you a more holistic view of your consumers and how to effectively reach them.

Turn data into intelligence

We fuse 4 areas to deliver audience insights at the speed of your business

Big Data   **Methodology**   **Technology**   **Human Expertise**

Tangible answers that enable you to build products & content that speak directly to your evolving consumers

Identify
Market Opportunity

Understand the dynamics of your category to size, and evaluate your best opportunities for growth.

Understand
Target Audience

Dive deep on demographics, lifestyle, interests, and content consumption for a fuller picture.

Execute
Messaging Tactics

We combine preferences, behaviors, and social listening to tell you how, when, and where to reach consumers.

Purchase Drivers   *Demographics*   *Category Opportunities*   *Market Share & Equity*   *Behavioral Profiles*

Drive high-value, unique insights by combining survey and big data

Audience Exploration

Segmentation

Creative Development

Product Development

Survey Data + Big Data

Shopping Behavior

Media Consumption

Social Listening

Mobile & IoT