



Why Did We Create Agile Research?



We created agile market research to **deliver actionable consumer insights, quickly and affordably**, so our clients can include the voice of their consumers throughout the development process.

Matt Warta
GutCheck CEO & Founder

According to the Harvard Business Review, **marketers depend on data just 11% of all customer-related decisions.**¹ The majority rely on gut intuition instead, because traditional market research cannot keep up with the speed and costs of their business.

1. Marketers Flunk the Big Data Test, Harvard Business Review

How Does GutCheck Deliver Answers in Days?

We've pioneered an agile market research platform comprised of processes, technology, and services. The result? Lean research methods that deliver answers to our clients' business questions in days.



Full-Service Online Research Experts



Technology-Enabled Automation



Iterative Quantitative & Qualitative Methodologies



Actionable Answers & Insights in Days

We Provide Research Solutions In...



Product Development



Advertising & Marketing



Shopper Marketing

Across These Industries...

Consumer Packaged Goods

Healthcare

Technology

Financial Services

Quick Service Restaurants

Retail

Food & Beverage


Insurance

Entertainment

Travel

When Can I Use GutCheck?

We developed our suite of market research products to deliver answers to key questions throughout the development process for products and marketing communications.

 Consumer Exploration & Definition	 Idea Development & Prioritization	 Protocept Development & Validation	 Marketing Communications	 In-Market Execution
<p>Uncover consumer needs and identify attitude and behavioral trends</p> <ul style="list-style-type: none">• <i>Exploratory Research Group</i>• <i>Agile Attitudes & Usage</i>	<p>Test ideas and concepts with targeted consumers.</p> <ul style="list-style-type: none">• <i>Feature Prioritization</i>• <i>Concept Prioritizer</i>• <i>Concept Refiner</i>• <i>Pricing Evaluator</i>	<p>Refine concepts, develop prototypes and validate product potential.</p> <ul style="list-style-type: none">• <i>Competitive Checkpoint</i>• <i>Agile IHUT</i>	<p>Refine product and brand messaging for marketing and advertising communications.</p> <ul style="list-style-type: none">• <i>Creative Refiner</i>• <i>Creative Prioritizer</i>• <i>Pre-LinkNow</i>	<p>Assess in market execution and apply learnings to future communications and product development.</p> <ul style="list-style-type: none">• <i>Mobile Shop-Along</i>• <i>Shopper IHUT</i>

Where Does GutCheck Operate?

