GutCheck®

Quick CP

Identify Your Strongest Concepts, Ads, or Ideas in Days

You have...

A Fast-Approaching Deadline
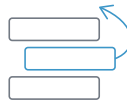
Many Concepts or Ideas

To Have Reliable, Real-Time Data

Quick CP has you covered...

Rapid Results

As soon as we launch your study, you can see real-time data trends as your study fills; final results are available within 1-3* days.

Easy Prioritization

Our prioritization scorecards leverage significance testing to provide a quick overview of how your consumers rated your concepts.

Interactive Reporting

The GutCheck Platform gives you the flexibility to dive deeper into the data with crosstabs, key drivers, and heatmaps.

On-Demand Results Delivered in the GutCheck Platform

Within our interactive, easy-to-use platform, we deliver the answers you need from your target audience to prioritize your concepts. Get on-demand access to:

Prioritization Scorecards   **Heatmaps**   **Key Drivers Analysis**

An Easy 4-Step Process

1 Align on key objectives, metrics, and audience

2 You provide final stimuli and sign the proposal

3 We launch the study and respondents begin evaluating immediately

4 Once the study is launched, you receive a link to view results as they come in

Our Concept Prioritization Solutions

Whether you're looking for fast results to analyze within our platform or some additional depth and flexibility with a report prepared by our expert researchers, we have a solution for you.

	Quick CP	Concept Prioritizer
Timing*	Final results in 1-3 days* from study launch, plus access to real-time data as it comes in	Results in 5-8 days from study launch
Questionnaire	Up to 6 metrics Up to 3 extra questions (outside of concept loop) Heatmaps (when applicable)	Up to 6 metrics Up to 3 extra questions Heatmaps (when applicable)
Audience	Tier 1-3 audiences	Tiers 1-3, plus additional audience targeting
Markets	English speaking (USA, UK, Canada)	35 countries, 20 languages
Stimuli	Any stimuli format Monadic, sequential monadic, and grid designs available	Any stimuli format Monadic, sequential monadic, and grid designs available
Deliverables	Results delivered via the GutCheck platform: • Interactive prioritization scorecards • Heatmaps (likes and dislikes, including those of mobile respondents) • Unlimited, DIY crosstabs • Key drivers Scorecards, graphs, .xls crosstabs, and open-end transcript files downloadable for immediate analysis	Expertly prepared report based on your business objectives: • Key takeaways, diagnostics, and recommendations • Prioritization scorecards • Heatmaps • Up to 4 crosstabs • Key drivers • Open-end analysis & summary • .xls crosstabs and spss files available
Pricing*	Starting at $6000	Starting at $7200

*Varies based on audience. Non-domestic and harder-to-reach audiences affect turnaround time and pricing.

PRESENTED BY

GutCheck®

877-990-8111
info@gutcheckit.com

633 17th Street, Suite 1300
Denver, CO 80202

FIND US ON

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