



# Digsite®

## Insights for Innovators

Got an idea you need to test dependably on budget and yesterday? Get the data and insights you need on new products, services, ads and more in as little as 24 hours. Your first decision: Qual or Quant? Rich insights or statistical validation? Digsite does both. It's called flexibility. For the first time you have Qual and Quant capabilities in one integrated platform. We call it Sprints for qualitative iteration and Pulse for quantitative validation. Let's say you start with a pulse to test a new product concept, use one of our templates or make your own. Choose how you want to engage people with surveys, image markup, voting or fill in the blank stories. Pulse tells you which ideas are the winners, allowing you to benchmark your results to prior tests. Now, your team has a ton more questions to bring that winning idea to life. Create a Sprint and dive deeper to optimize them with a Qual study. Explore by asking questions in a variety of ways. Use live video interviews. Have conversations, share photos and videos, and create chats to follow up on answers. You're always in the know and in control with our smart dashboard. Go full DIY, full service or choose a hybrid approach. It's easy to get started with super fast recruiting using our proprietary social find targeting or our million household plus national panel. Bottom line, cut your research timelines in half, get more research for your budget and make better decisions. Oh, and get extras like automated reporting straight to PowerPoint so you're not up at 2:00 a.m. with your preso. You're welcome. Get the data and insights you need to keep innovating fast, Digsite, insights for innovators.