





GAUGE

Instant feedback with a simple swipe

Gauge is a new lifestyle app that allows you to capture immediate feedback on ideas, concepts, and designs with a simple swipe. Just like any app, it's a simple download and is simple to use. Participants can be targeted based upon your own specifications.

Here's how it works:

-  Panelists download the Gauge app – push notifications let them know when surveys are available
-  Once the app is opened it will display all available surveys – simply tap on a survey to begin
-  Two options are presented (A vs. B) - Swipe right or left to make a choice
-  Users are instantly rewarded with points towards a gift card of their choice

The Gauge App

Suggested applications:

- | | |
|-----------------|----------------|
| Concept testing | Product design |
| Ad testing | Taglines |
| Packaging | Copy |
| Logos | Promotions |

- Conditional logic can be employed
- Results provided within 24 hours of field close in a PDF report
- High response rates
- Fast turnaround - data collected in first 24 hours
- Pricing is based on the number of swipes and your target audience.

