POWERED BY AIRA

OMNIVIZN

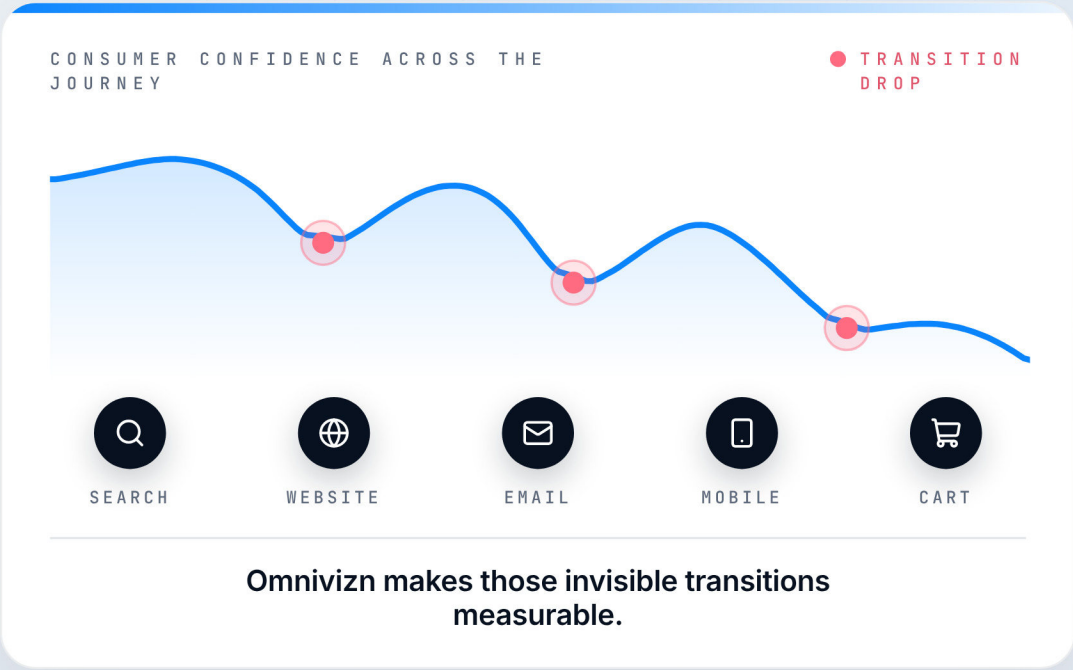
Omnichannel journey research.

Most research studies channels in isolation. Consumers don't experience them that way.



THE PROBLEM

Brands lose people between touchpoints, not on them.



Omnivizn makes those invisible transitions measurable.

WHAT WE EVALUATE · 01–02

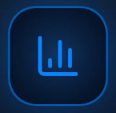
Every touchpoint scored. One brand, or many?



01 JOURNEY CONTINUITY

Does it feel like one brand everywhere?

Consistency measured across the full journey, and exactly where it breaks.



02 TOUCHPOINT PERFORMANCE

Which channels do the work?

Each touchpoint scored on its own and on its contribution to the journey.

WHAT WE EVALUATE · 03–05

The moments between channels reveal the most.

03 TRANSITION ANALYSIS

Where people drop between channels.

Every channel shift mapped and every failure diagnosed.

04 BEHAVIORAL SIGNALS

What people can't self-report.

Hesitation and navigation paths reveal intent.

05 ECOMMERCE JOURNEYS

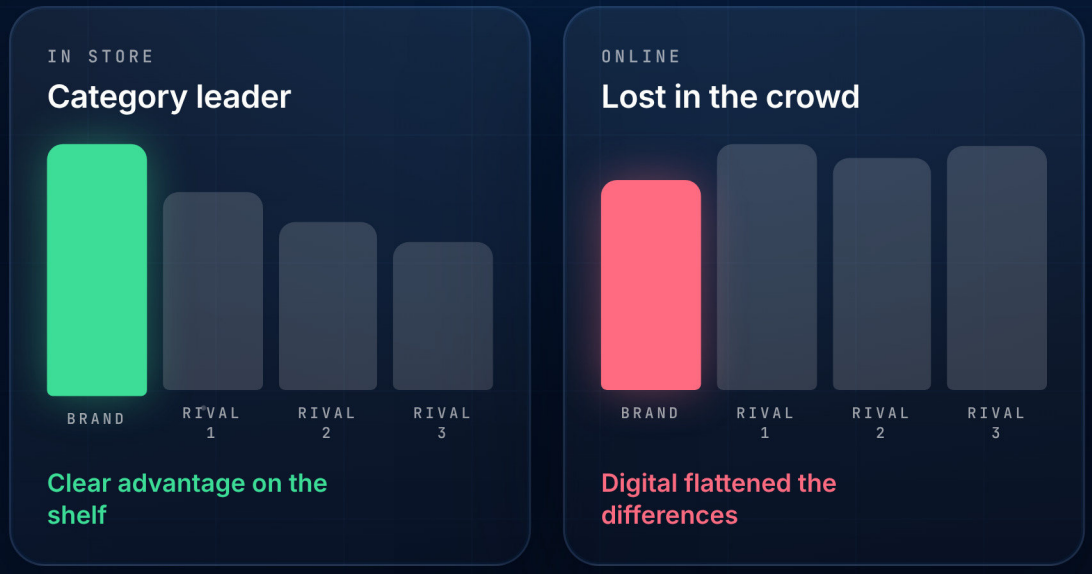
First touch to transaction.

The friction that suppresses conversion.

FIELD NOTE · CONSUMER HEALTH

A category leader's offline strength didn't travel online.

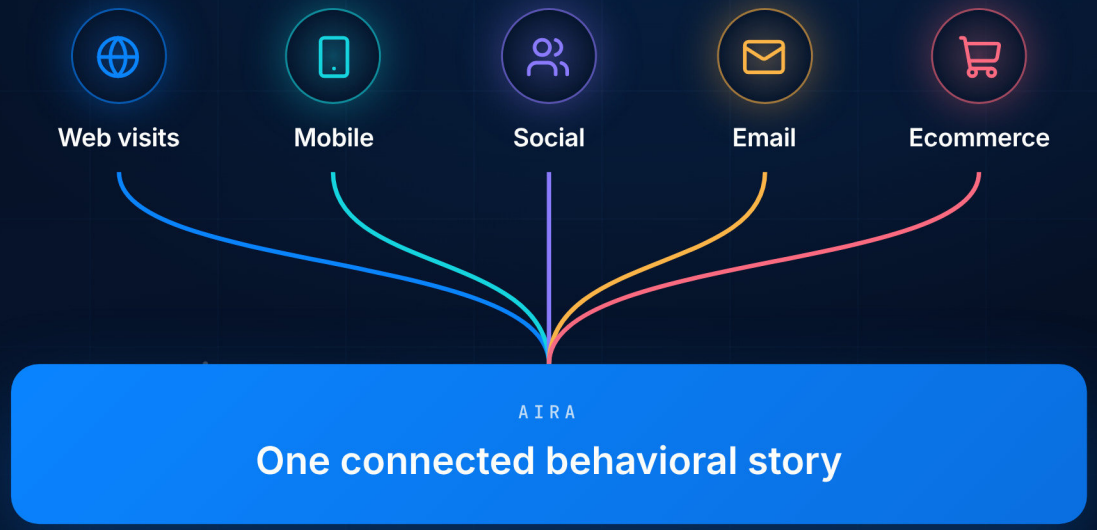
Online, legacy equity doesn't carry forward. Digital flattens the differences.



ILLUSTRATIVE

THE ENGINE · AIRA

Every channel read as one behavioral story.



WHAT YOU RECEIVE

A complete view of the journey, not a stack of reports.

- Omnichannel journey map
- Touchpoint scorecards
- Transition & friction analysis
- Consumer intent mapping
- Ecommerce journey optimization
- Prioritized roadmap

THE WEBLAB SUITE

Better digital decisions.
From strategy to experience.

Start with a focused question, or connect the full journey with ASAP.is. Every offering below runs standalone, or as part of a full ASAP engagement.

01 THE CONNECTED INTELLIGENCE SYSTEM

ASAP.is

Strategy, diagnosis, prototypes and consumer validation in one connected engagement.

02 MEASURE YOUR DIGITAL BRAND EQUITY

Site Equity Score

Score how well your site persuades, engages and builds relationships with its audiences.

03 FIND THE STRATEGIC OPPORTUNITY

5C Strategy

Map company, customers, competitors, collaborators and context before design.

04 DIAGNOSE THE EXPERIENCE

Web BQ

Evaluate Information, Interactivity and Image to understand what works and what to fix.

05 TURN INSIGHT INTO DESIGN

Design Foundry

Translate research into product briefs, design directions and testable prototypes.

06 UNDERSTAND CHOICE ACROSS CHANNELS

Omnivizn

Study how people choose across ecommerce, retail and the wider omnichannel journey.

weblab™

START WITH THE EVIDENCE

Make your next digital move count.

Bring a website, an app or a digital challenge. We'll help you understand the experience and decide what to do next.

EXPLORE WEBLAB

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AI-POWERED. HUMAN-LED.

C3R

THE RESEARCH BEHIND WEBLAB

WebLab is the digital research division of C3Research, founded by Dr. Samar Das, a marketing scholar and former industry executive, to connect rigorous academic research with practical business decisions.

Two decades of digital behavior expertise. Proprietary frameworks. Human judgment at every stage.

20+
Years of research

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Controlled studies

IP
Proprietary frameworks

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Founded in 2003 by Dr. Samar Das, a marketing scholar and former industry executive, to bridge rigorous academic research and practical industry application.

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EXPERTISE

- Brand & Consumer Strategy
- Advertising & Media
- Digital Experience
- Product Design & Innovation
- Retail & Omnichannel
- Healthcare Intelligence

CLIENT SECTORS

- Fortune 100 Tech
- Universities
- Fortune 500 Pharma
- Travel & DMOs
- Major health systems
- CPG brands
- Top cancer hospitals
- Ecommerce
- Media conglomerates
- Retail