



Get the consumer feedback you need
to build the optimal solution, fast!

PRIORITIZE
what's important

OPTIMIZE
creative or concepts

ITERATE
based on your learning

In just 7 days

Don't guess. Don't wait. Ask and learn in real time.

Digsite Sprints give you a practical way to get feedback on product concepts and designs, package graphics, advertisements and promotions, and more.

Have you passed on doing consumer research because of cost or timing? Now, with **Digsite Sprints**, you can get real feedback from your target consumers right away—without the logistical headaches of in-person interviews or the limitations of surveys.

Digsite Sprints provide a structured yet flexible way to have a dialog with consumers. Your consumers join a private online community where they can rate, mark up and provide feedback on concepts. They can even share images and short videos. You can monitor the discussion as it unfolds, see summary results, and ask follow-up questions. There's also the option to keep the community going after the **Sprint**, so you can include your consumers in more of the product or marketing development process.

There's a sprint just for you!



PRODUCT CONCEPT SPRINT

Explore shopping or product usage behavior. Clarify and prioritize unmet needs. Present multiple concepts to gauge interest and fit. Improve top solutions or offer new ideas.



MARKETING CONCEPT SPRINT

Explore consumer needs and creative assumptions. Reveal creative, ads or offers for in-depth feedback. Optimize communications, refine offers and get input on media placement options.



CUSTOM SPRINT

Ask consumers about their attitudes or behaviors on a specific topic. Share your ideas or solutions and get feedback. Follow up based on what you learn.

Call us right now at 844.344.7483 x1
or visit: www.digsite.com/digsite-sprints

Digsite Sprints let you make informed choices about your product or marketing direction. See what other companies have done: www.digsite.com/case-studies

Digsite does the hard work for you.

We set up a community of 25-100 of the people you'd like to reach. We can find them for you using our **SocialFind™** recruiting, or we can bring in your consumers. We customize our expert-developed activity templates with your concepts and content; we manage community participation; and we administer incentives.

You get the learning right away.

Digsite provides valuable reports from your Sprint, including:

- **Summarized responses:** You'll get overall ratings and responses to survey questions, as well as access to more in-depth comments.
- **Quotes from consumers:** Highlighted quotes are called out in summary reports, so you hear from consumers in their own words.
- **Whiteboard sentiment:** You see the feedback from consumers on what they like and don't like, as well as actual comments. The reactions and sentiment are summarized for each of the important elements of your concepts.

Starts at just \$3,000

Digsite Sprints cost as little as \$3,000 when you're talking to your own consumers. You also have the option to use our exclusive SocialFind recruiting to target your desired audience (starts at \$2,000).

Start to finish in just 7 days

Once you initiate your **Digsite Sprint**, you'll get your first feedback in just days, and receive full reports in 7 days or less.

We work with world-class brands and agencies:

FISKARS®



SUBZERO WOLF



Hiebing

"With **Digsite**, we can hear from all our consumer groups, across all geographic locations and segments and dive in on product questions. This input ensures that we have a good stream of products down the road."

**Director, Product & Channel Marketing
Sub-Zero | Wolf**

"**Digsite** is great for teasing out unmet needs and ideating concepts with the group. You're able to get a really good sense of what resonates with your audience."

**Director of Innovation
Palermo's Pizza**

"**Digsite** has become a valuable tool for tera's for developing and evaluating products. It's become the go-to method for getting this kind of feedback."

**Market Research Consultant
tera'swhey**

"We got really strong takeaways and timely, actionable responses. We strengthened our understanding of our customer, got valuable insights and were able to capture the voice of the customer with **Digsite**."

**Marketing Manager
Studenttreasures Publishing**

"Being part of the **Digsite** group was great. I would love to keep going!"

**Participant in Digsite community
for an online retailer**



Start your Sprint!

Call us right now at **844.344.7483 x1** to discuss your specific requirements.
Or visit www.digsite.com/digsite-sprints to learn more.