High light.™

In-home product testing that lets you do good research fast.

Highlight delivers fast, actionable insights from your target demos.

End-to-end product research

We handle everything from recruitment to procurement to fulfillment.

No more data silos

Manage your projects from setup to results in Highlight's easy-to-use dashboard.

Fast response time

Start getting user data within a week. Complete a survey in a month.
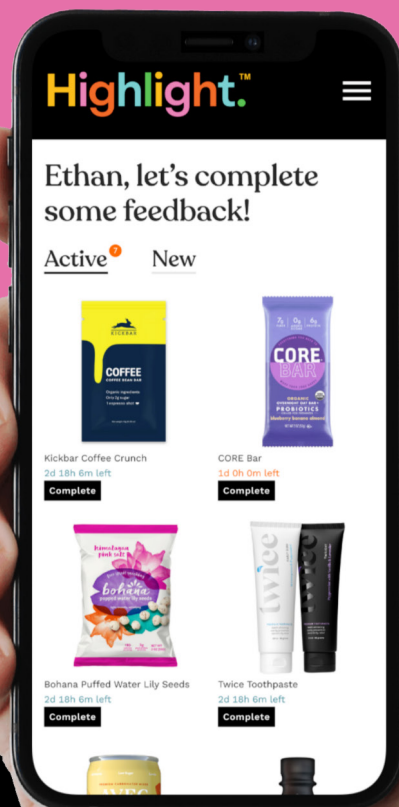
Engaged testers & granular targeting

We've created an engaged Highlighter community with a 90% survey completion rate and average 20-word open-ended response. Use our tester data to focus on your core demos.

Lower cost, better results

Get insights you can use to craft successful product launches for a fraction of the cost of traditional product testing.

Trusted by teams at:

MARS   Nestlé   mission   pepsi   Colgate

P&G   SAKARA   Mondelēz International   ESTĒE LAUDER COMPANIES   KING'S HAWAIIAN

Consumer trends move fast. Stay one step ahead with Highlight.™

Letshighlight.com