

ENGINE

INSIGHTS

WHY ENGINE?

It is more important than ever to understand the needs and wants of your consumers. However, you're faced with the challenge of delivering valuable insights that drive business results in more compressed time frames and with shrinking budgets.

THAT'S WHERE WE COME IN.

WHAT WE DO

Examine your specific needs & business objectives to design the best approach, utilizing ENGINE's fit-for-purpose Agile Tools.

These tools can be deployed in a number of ways depending on the questions / issues to be addressed:

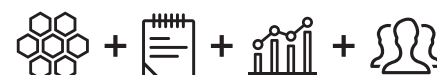
NEW PRODUCT INNOVATION



TRACK & IMPROVE BRAND EQUITY



UNDERSTAND AN AUDIENCE



OUR AGILE SOLUTIONS BRING IT TO LIFE



CARAVAN SURVEYS

Quickly get a pulse of the market to fuel your next big marketing, PR, product and growth initiatives by utilizing our CARAVAN Omnibus surveys.



DIGITAL HIVES

Connect with consumers in real-time, make authentic connections, and understand the emotions driving behavior to reveal opportunities through our online qualitative communities.



5-STAR REVIEW ANALYSIS

Collect product feedback from consumers in a way that ties to real world reviews to determine drivers of 5-Star Ratings.



ACCELERATED INTELLIGENCE

Utilize our advisory expertise and insights from extensive authoritative published sources, professional insights from peer-recommended experts, and rapid consumer surveys to gain deep market intelligence.



AUDIENCES

Validate and optimize digital advertising by leveraging machine learning to integrate the voice of the customer into the audience build.



SOCIAL MEDIA

Monitor analytics to understand the conversation consumers are having about you and your competitors and its impact on brand equity.



CASSANDRA

Uncover youth insights (Gen Z & Millennials) and macro trends to prepare you for what's happening now, next, and prepare your brand for the future.



ALWAYS ON ANALYTICS & REPORTING

Dive into the results and continue learning more about your customers, getting smarter every week.

Test new product concepts or messaging, size and define the market, build demographic profiles, and measure attitudes, awareness and usage of your products by using the various CARAVAN options.

Partner with consumers to co-create and build out new ideas, test new concepts and products with consumers to get real-time feedback, uncover opportunities for new product development, and understand attitudes and perceptions towards your brand, products, advertising, messaging, etc.

Understand which attributes are driving 5-Star Ratings to defend shelf space in retail, inform product revisions, and aid in new product development.

Reveal new opportunities through market, company and trend assessments, identify whitespace through media audits, find potential acquisitions through product sample & supplier identification, and tap into industry experts to future-proof your ideas and strategies.

Maximize your return on custom acquisition expenditure by building an audience based on customer survey data and digital behavior appends and activating on it.

Reveal what consumers are saying about your brand and products through social media and uncover the emotion behind what they're saying as well as the level of reach & engagement your content is getting.

Gain access to the leading syndicated study of the behaviors, mindsets, and emerging preferences of young consumers to help your company understand and adapt products/messaging to reach your target consumers.

Proactively track and keep a pulse on results through interactive dashboards & infographics, cross tabulations, open ends, and act on feedback to close the loop.