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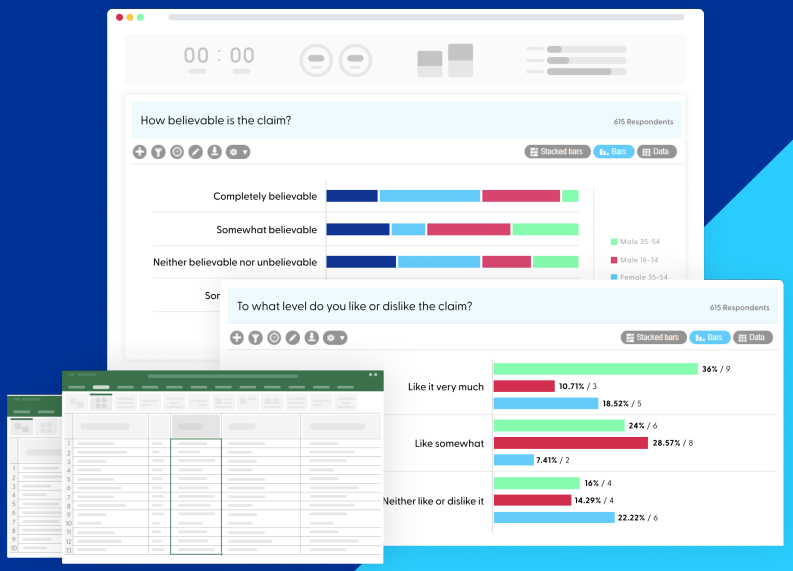
# Claims Testing

**Identify the strongest product/service claims amongst your target audience**




Our agile, templated claims testing solution helps you to Identify the strongest claims amongst your target audience. This determination is based on the claim achieving the highest believability, differentiation and brand fit ratings, to strengthen brands and concepts.

## Benefits

- Find winning claims faster – those that are distinctive, fit the brand, and drive purchase intent
- Understand stated claims believability, relevance, importance, likeability and more
- Identify the impact of individual words within the text idea/need statement
- Automatically calculate the project rank of each claim
- In a multi-country scenario, identify the strongest claims that are universally acceptable across different markets.

## Access key metrics that are designed to deliver critical insights

| Recommended KPIs | |
|---|---|
| Distinctiveness | ● |
| Believability | ● |
| Brand Fit | ● |
| **Choose from** | |
| Distinctiveness | ● |
| Believability | |
| Brand Fit | ● |
| Relevance | ● |
| Importance | ● |
| Likeability | ● |
| Purchase Intent | ● |
| Clear/easy to understand | ● |

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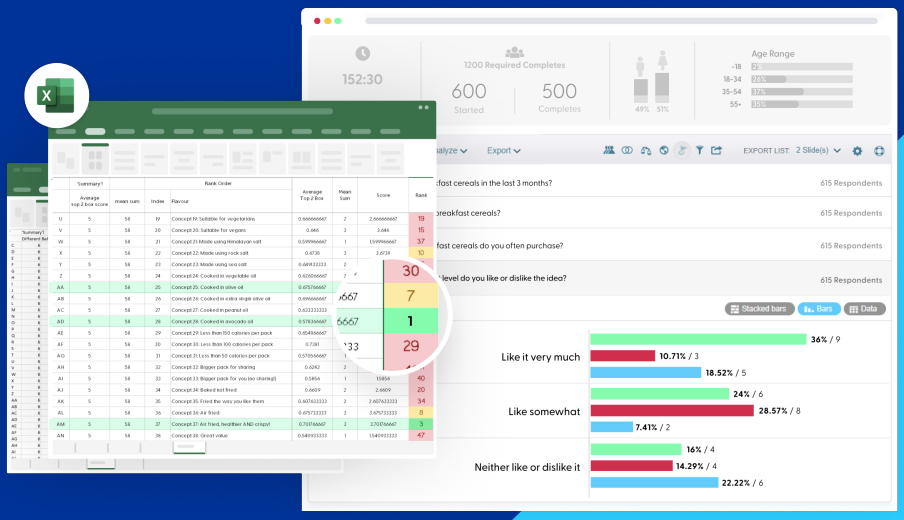
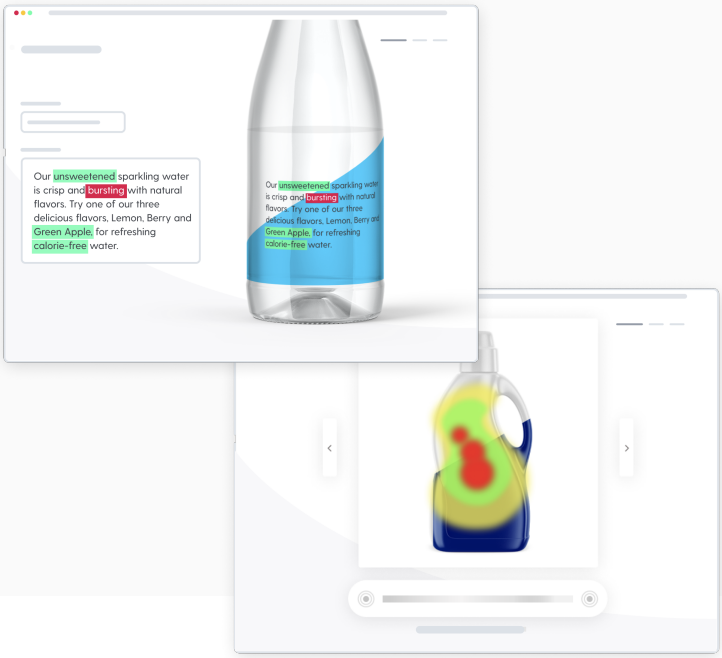
## Score Card & Analytics

- Results populate in real-time in our analytics tool as soon as your survey is launched
- KPI Scorecard consists of
  - Overall data
  - T2B Summary
  - Project Rank




## Product Features

### Automated claims testing from start to finish
### Research Quality & Expertise

- Best-practice survey design and core metrics
- Test up to 50 claims per survey
- Sequential monadic (each respondent rates up to 5 randomised claims)
- Minimum of 100 respondents per claim
- Stimulus = image and/or text
- Quota Balancing

**Special Tools available**: Text highlighter, Heatmap

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- **Real-time insights from our integrated global panel of 40+ million**
- **Quantitative and qualitative wrap-around**
- **Powerful methodologies built-in**

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