

MetrixLab pillar solutions overview

Product innovation

Market exploration, optimize product development, sales activation



Brand engagement

Brand assessment, optimize creative development, media effectiveness

Market exploration

Uncover new opportunities by exploring consumers' rituals, wants, frustrations and delights

INSPIRE

Leverage user generated social media content to fuel your innovation funnel

SCOUT

Build knowledge, identify areas for growth and monitor the competition

TOUCH

Map the consumer decision journey and understand influence of key touchpoints

Optimize product development

Transform product ideas into fully formed propositions

IMMERSE

Understand success potential in the early stages of the innovation process

IDEA

Gain an early read on the potential of new product or service offerings

CONTEST

Validate new product concepts and inform the go-to-market strategy

CHOICE Suite

Simulate consumer choices to optimize price, product offer, claims or portfolio

Sales activation

Optimize shoppers' experience so you convert and sell more in-store

PACT Suite

Inform, screen, validate and optimize the power of packaging design

CATVIS

Develop shopper-centric category vision that will optimize category performance

E-SHOP

Maximize e-commerce performance through the optimization of relevant assets

INFLUENCER MSS

Understand front line influencers to maximize performance at point of sale



Product innovation solutions

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Brand Engagement solutions

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Brand assessment

Optimize the health and position of your brand relative to competition and against your business objectives

TEMPO

Modern, agile brand tracking based on emotional, mental and physical availability

BRAND FAME

Continuously track digital brand health based on social media brand analytics

Optimize creative development

Identify and create winning advertising concepts and copy that resonate with your target audience

IMMERSE

Understand success potential in the early stages of creative development

ACT EARLY

Evaluate and optimize early-stage advertising ideas and concepts

ACT Animatic

Optimal testing of high quality animatics on Breakthrough potential

ACT COPY, AD-VANCE, BCT

Evaluate and optimize executions with a range of creative testing solutions

ACT INSTANT

Harnessing artificial intelligence to predict ad performance in as little as 2 hours

Media effectiveness

Evaluate the effectiveness of paid, owned and/or earned media investments during and after the campaign.

CAMPAIGN MONITOR

Understand and optimize the in-market effect of your cross-media campaigns

CAMPAIGN EVALUATION

Understand and optimize the in-market effect of your single media campaigns

BUZZ

Leverage social data to determine the brand impact from social campaigns/influencers

Overview of 'System 1' inspired techniques



Passive Behavioral Measurements

- 3D virtual store
- Focus (eye) tracking
- Digital media exposure



Implicit Associations Measurements

- Implicit reaction test (IRT)
- Emotional Resonance (Avaya-A)
- Personality type & values (VIP)



Holistic Perspective

- Mobile diaries
- Online communities
- Video storytelling
- Social media insights
- DOT technique



Advanced Modeling

- TPM migration analysis
- Conjoint/DCM
- Shapley value
- Derived decision tree
- Price distance

Contact us for more information

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