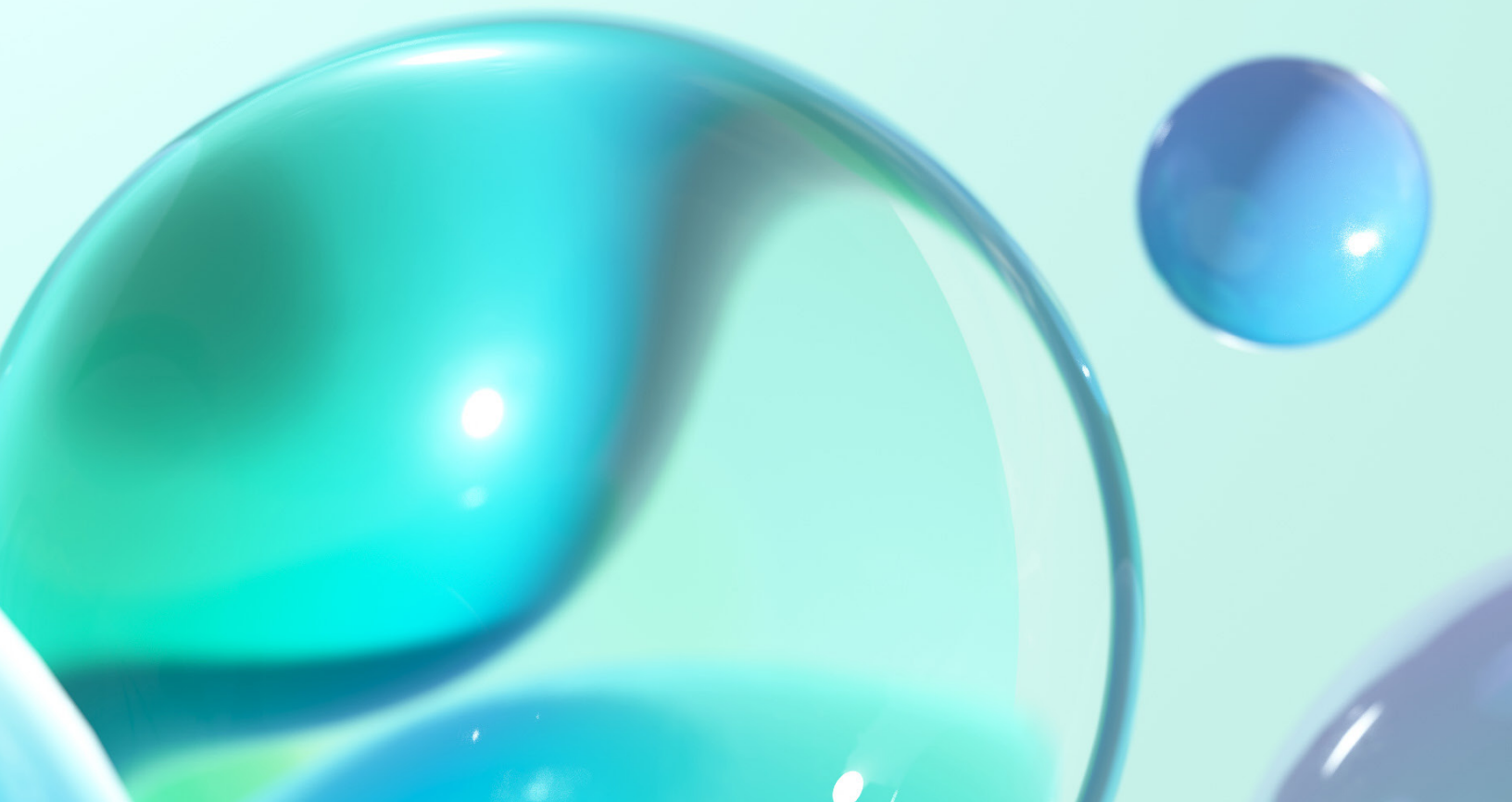# Upsiide

6 Benefits of Modernizing Your Research Stack

1

Concept Screen [Use this Blueprint]

STUDY CONTENT

99 Use this intro if you are showing only test brand …

99 We are going to show you some products. If you …

👋 Idea Screen

99 We are nearly done. We have just a few final qu…

➕ Create from scratch

➕ Create from Blueprint

Build custom studies quickly

The least exciting part of running a study is setting it up. That's the beauty of templates, or as we so fondly call them, Blueprints. With our Blueprints, you can speed up study and audience creation.

And if you're looking for a better way of tackling an age-old type of tactical research (think: concept testing), you can use our Dig Solutions Blueprints. Pros at our parent company, Dig Insights, have modernized the approach to this kind of tactical research, and they're baked right into the platform.

2

Compare and contrast ideas with Upsiide's advanced methodologies. Read more ↗

How do you want people to see your ideas?

Primary View | Commitment

1:29

Tap the checkmark on your favorite

or

Create multiple ideas ✕

Upload images as a starting point to create all of the ideas you are testing. Later you can fill in the rest of the content as needed.

☁ Drag & drop your files here or browse.

Cancel   Create ideas

Test up to 50 ideas at once

Modern market research tools significantly reduce the amount of time it takes to generate study results and provide valuable insights back to the business. But, depending on the way a platform is priced or functions, it's still challenging to test lots of ideas at an affordable rate.

On Upsiide, we don't price based on ideas tested, meaning you don't need to limit yourself. You can bulk upload ideas in whatever format makes the most sense (think: copy, copy and imagery, or a fully-fledged concept) and test them against each other in an afternoon. You're welcome.
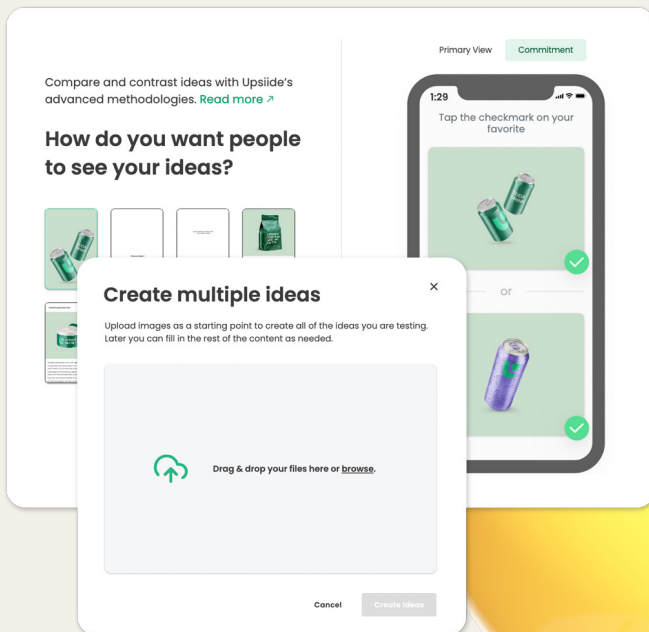
3
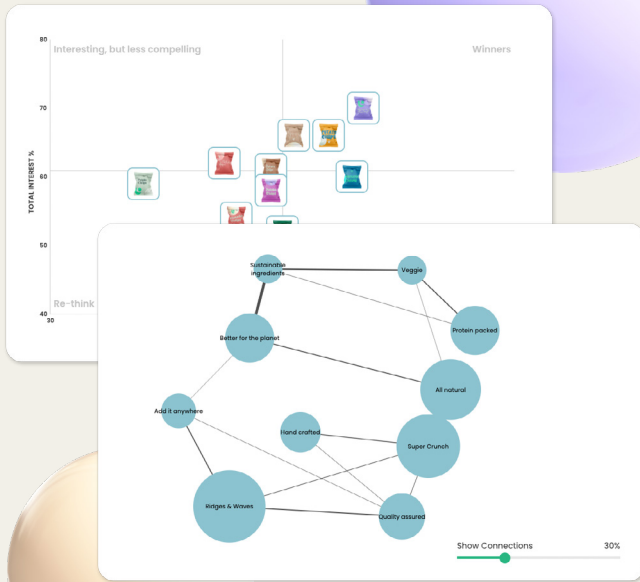
Turn insights into actions

In this day and age, it's table-stakes for DIY research platforms to offer interactive dashboards that allow users to explore their results freely. But not all dashboards are created equal…

At Upsiide, we've created 5 dashboards to help you make decisions at pace and understand how your ideas fare in the context of the real world.

Our Quadrant Chart uses the Idea Score metric to plot out winners, losers, niche performers, and those that need a bit of finessing. Our Idea Map dashboard visually demonstrates the connections between ideas tested, moving beyond knowing which idea is "best" to help you unlock the underlying structures that make an innovation territory worth pursuing.
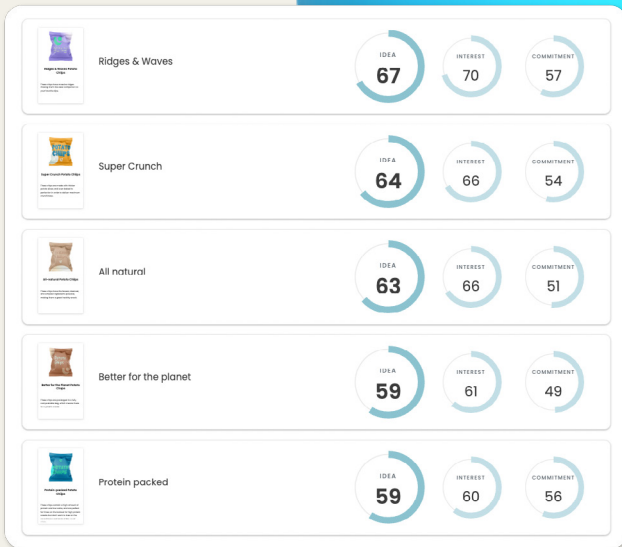
4
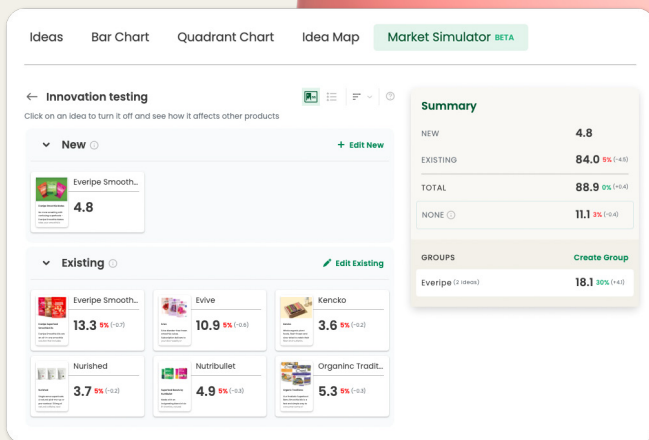
See share of choice on-demand

So you've tested a bunch of ideas and you're relatively confident that a few have potential. But what about the market dynamics? How does introducing any of these ideas into the market impact what's already there? Will you steal share from existing competitors, or cannibalize your own brand's growth?

Upsiide's newest offering - Market Simulator - is a self-serve and cost-effective way of answering that question. In a few clicks, you will learn where your new idea sources volume/ steals share from, and to what extent.

5

|		IDEA	INTEREST	COMMITMENT
	Ridges & Waves	67	70	57
	Super Crunch	64	66	54
	All natural	63	66	51
	Better for the planet	59	61	49
	Protein packed	59	60	56

Test ideas in a competitive context

While DIY tools have made it easy to test ideas quickly, the way these tools have been built often means you're testing each idea in isolation. At the end of the day, you end up with 15 middle-of-the-road percentages to compare against each other and a sinking feeling that you're still a bit stuck.

Upsiide is built different. The way respondents assess ideas allows you to gauge their initial reaction to each idea on it's own, and then compare each idea with others they've liked. And there's more; in the back-end, we calibrate these data points with market sales data to produce a proprietary metrics called the Idea Score. This metric has been proven to be predictive of in-market potential.

6
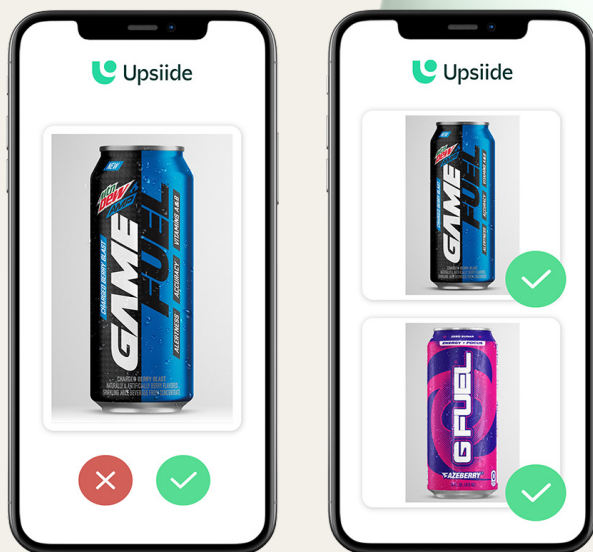
Ensure high quality data

Most modern research platforms implement quality checks to filter out profanity, speeding, and professional respondents to ensure high quality survey results.

With Upsiide, we've implemented 9 quality checks pre, during, and post survey. But we've also re-engineered the way respondents answer questions to optimize for high quality, engaged responses. When respondents like an idea, they swipe right. Dislike it? Swipe left. Once a respondent has 'liked' 2 ideas, they're asked to choose between the two. Think Tinder, but for innovation research!

Upsiide is a research platform that has reimagined innovation testing. If you, like us, feel like there's gotta be a better way to run research - one that's equal parts effective and engaging - get in touch.

And yeah, some people *kind of* like us.

> We've saved money, a lot of money. Before Upsiide, if we wanted to test 30 ideas with a traditional agency partner, we would spend tens of thousands of dollars.
>
> And the amount of time that you would need to wait for the results to come back would mean weeks lost. Upsiide has saved us weeks of waiting for results and allowed us to act on key insights right away - while saving valuable budget.

Devon Lawrence, Marketing Manager

Pizza Hut

> I love the Upsiide tool because it gives my team the ability to test concepts that they may not have had the opportunity to test otherwise. In a category like ice cream, where innovation drives growth, there are always so many ideas in the pipeline and Upsiide allows us to have quick consumer feedback to make quality decisions quickly.

*Katie Mundell, Consumer
& Shopper Insights Strategy*

Nestlé

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