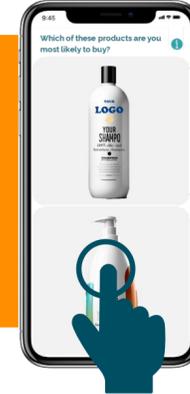


Unspoken is a mobile-first solution built on robust conjoint analysis that blends implicit research techniques with an engaging mobile interface. Unspoken consists of three modules:

1 ATTRACTION:
Swipe-based exercise that measures swipe direction and reaction time
» How do we grab attention and break through the clutter?



2 CONVERSION:
Forced choices mimic realistic trade-offs made at the point of sale. Reaction time taken as an implicit measure
» How do we maximize conversion?



3 EVALUATION:
Explanation of why certain elements are liked and others not
» How do consumers think and how do we optimize further?



Where can it be used?

Great for testing visual or written stimuli throughout the entire product lifecycle.

- **New Product Development**
Idea screening
Concept testing
Feature optimization
- **Brand Communications**
Message/claims testing
Ad testing
Key visual testing
Packaging evaluation
- **Revenue Management**
Assortment optimization
Price & size optimization
Promotions effectiveness

Why Unspoken?

Offers significant benefits over traditional market research techniques.

- **Implicit methodology**
Reduces response biases by bridging rational and emotional drivers of decision-making
- **Mobile first**
Engaging mobile interface holds consumers' attention
- **Robust analysis**
Reaction times combined with robust conjoint analysis
- **Modular and versatile**
Easily adapted to address various business objectives
- **Fast**
Can be conducted in less than a week

What can you expect?

Specific and actionable tools, benchmarks & insights to make confident decisions.

- **Score** of how each item stacks up against each other & vs. competition
- Ability to **deconstruct and optimize** stimuli

Why SKIM ?

- **Advanced and validated choice-based algorithms** which include reaction time
- Ability to include **various formats:** videos, carousel images, gifs, etc.
- **Chatbot integration** for more engaging conversation with consumers
- **Benchmarks** based on our robust global database

Unspoken in action

Leading brands (ranging from baby to beauty) have chosen Unspoken to uncover insights from **80,000+ consumers across 23 countries**

▶ Swipe for yourself
skimgroup.com/unspoken-demo

▶ Unspoken in 90 seconds
bit.ly/unspokenvideo

▶ For more information
skimgroup.com/unspoken

