

## What is Unspoken®

Unspoken® is a mobile-first, intuitive methodology with three core 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, powered by conjoint, and incorporating reaction time  
» How do we maximize conversion at point of sale?
- 3 Heat Maps & Open Ends:** Explanation of why certain elements are liked  
» 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 & versatile**  
Easily adapted to address various business objectives
- ⚡ Fast**  
Can be conducted in less than a week

## What you can expect

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

**007** Score of how each item stacks up against each other & vs. competition

**🔧** Ability to deconstruct and optimize stimuli

## Unspoken in action

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



## 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