

Brand Experience Predictor (BXP)

Predict, measure & optimize the performance of your experiential brand activations.

3 PILLARS OF BXP

1 Pre-Testing Experience

Predict engagement, share-ability and brand impact of potential experiential activations

2 In-The-Moment Feedback

Capture video-based reactions & understand cultural relevancy during experiential activations

3 Post-Experience Impact

Re-engage with consumers to quantify behavioral change and residual brand lift

A CONVERSATIONAL, MOBILE-FIRST RESEARCH SOLUTION

Maximize the ROI of experiential brand activations

AI-Accelerated Research Framework

Brand Experience Predictor (BXP) enables marketers to gain fast and contextual feedback from consumers on experiential brand activations through our AI-accelerated, in-the moment mobile research techniques.

MEASURABLE RETURN ON EXPERIENCE (ROE) VIA OUR PROPRIETARY NORMATIVE DATABASE

ENGAGE

56%

say experiences make them feel more emotionally connected with a brand

SHARE

55%

are more likely to share or talk about brand experiences

PURCHASE

43%

say brand experiences are more likely to make them want to try a brand

Test a variety of stimuli, in any environment, in any stage of design.

Sponsorships

Live Events

Pop-Up Stores

Guest Appearances

Social Media Activations

Sporting Events (e.g. Olympics)

Brand Stunts

Creator Content

Influencers