

## WHAT YOU NEED TO KNOW

Changes in the beauty industry are more than skin deep. If you're relying on traditional research methods you're only scratching the surface.



Trendspotting



Evolving routines



Product innovation



Marketing activation strategies

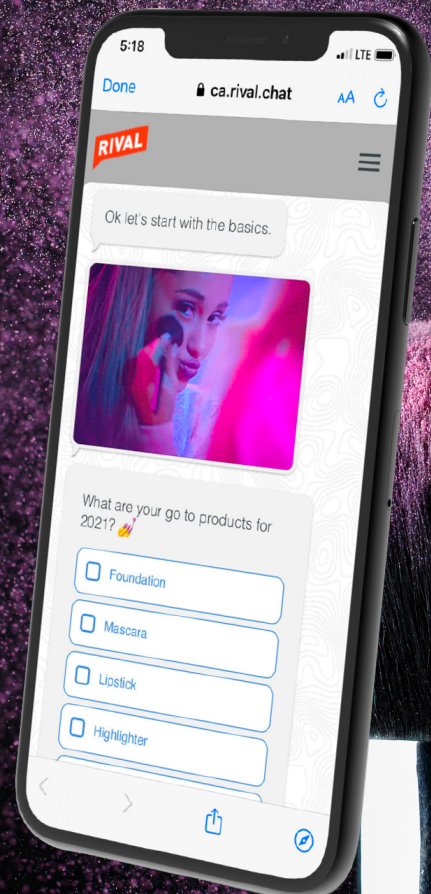
Discover how engaging our approach really is. Click the phone for a demo.

### Brush up on your research strategy

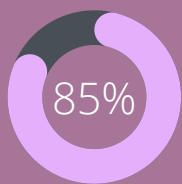
Our approach blends conversational research design principles with the power of mobile messaging.

### How it works

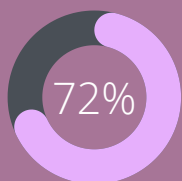
Our team will work with you to identify and recruit a target group of influencers. Next, we engage with them via messaging to uncover robust insights that are shaping the industry.



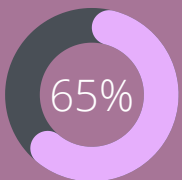
# The type of insights you can expect



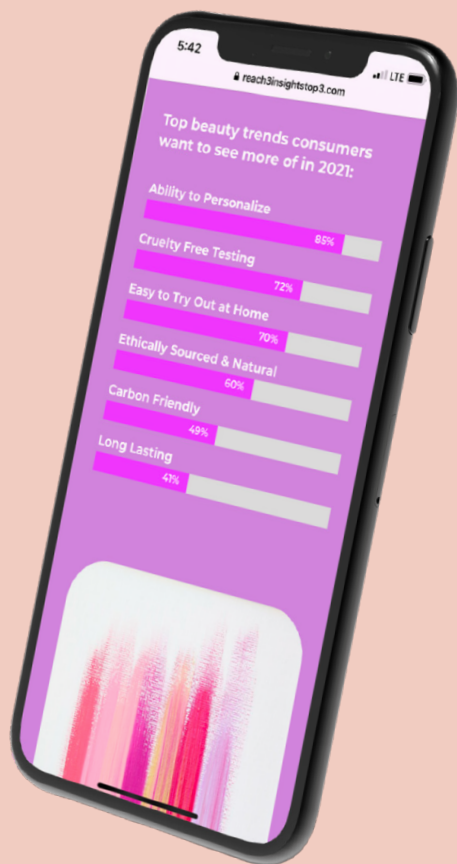
want more subscription boxes



would like to see more zero-waste products



are looking for more virtual try-on experiences



## Instant Video Feedback

Inspire your followers to share experiences in their own words through the power of video and pictures

## Open Conversations

Create an organic space for thought leadership and candid feedback for proactive trend-spotting

## Fast, Effective and Engaging

Jumpstart your mobile community in days and receive in-the-moment feedback for subscription boxes and new product releases

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