

Behavioral Research Online



Test creative impact and predict in-market success prior to product launch

Scale behavioral research globally with browser-based biometrics that measure consumer attention, engagement and emotional response. Test ads, packaging and digital concepts to make stronger decisions before investing at scale.

Study type capabilities



Facial expression analysis

Identifies 20 Action Units, 7 core emotions and more.



Multi-stimulus study designs

Build multi-stimulus studies with randomization and counterbalancing.



Webcam respiration

Deeper insights into moments of tension, arousal and excitement — no specialized hardware required.



Connect to global panel providers

Connect to your preferred panel providers to recruit the right respondents globally — without leaving the platform.



Webcam eye tracking

See what captures attention and when it drops.



Segment & filter analysis

Slice data by any survey answer — demographic, condition or response pattern — and compare side by side in the analysis view.

Built for

- UX Testing
- Packaging Design
- Consumer Neuroscience
- Digital Product Shelves