




# Content **FLASH** Testing

-  Lightning fast and efficient content testing, for outstanding marketing material. Objective and effective decision-making, based on consumer centric insights.
-  Providing target group specific perception benchmarks for decisions with highest impact.

## What you get

-  Results **from 1 week** after briefing
-  Insights Presentation & Optional Workshop for knowledge transfer

## Required Briefing

Content Information, Country, Target Group, Brand Information

**Technology** For objective and lightning fast content testing, our AI performs a neuro-semantic-analysis with the help of our Big-Data-Brain, created with 30+ billion words from any target market. As a result we are able to deliver the untainted judgement of your marketing content. Free of framing-effects caused by staged situations (focus groups) and interview bias for decisions with maximum impact.