

# EVERY TEST HAS A WINNER... WHAT DO LOSING TESTS COST YOU?

## Reduce in-market testing AND improve results

What if you could launch your next product or campaign confident that you're maximizing conversions because you crafted the winning combination of features, benefits, offer, copy, and pricing?

### Limitations of in-market testing

Many marketers use past results, existing research, and their gut to create campaigns. They test, refine, iterate, optimize, and send thousands of messages to find winning — and losing — versions.

There is a significant opportunity cost using budget for under-performing test efforts.

### Better, faster, cheaper

LaunchPad<sup>®</sup> is a proprietary research platform that employs online panel surveys, conjoint analysis, and a uniquely designed simulator to accurately predict the best elements to promote.

### Identify elements that influence response

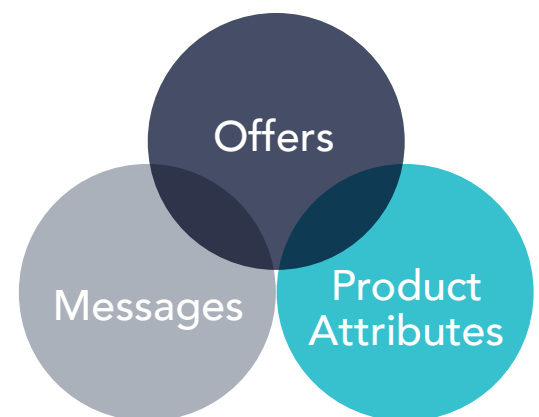
Pinpoint which combination will incite action out of hundreds of possible permutations.

LaunchPad<sup>®</sup> starts with traditional testing methodologies and applies next generation technology and strategy.

<b>LaunchPad<sup>®</sup> can be used to incite action</b>
What to feature?
How to position message, offers, attributes?
What product extensions will get people to switch?
Which offers, messages, attributes should be given great prominence?
How to streamline creative process to go to market with most effective creative?

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### Winning Combinations

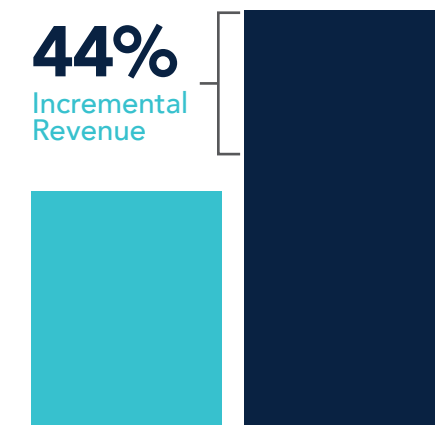


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## Case #1:

### Bank reduces test budget by 75% and improves credit card acquisition

One of the nation's top issuers of credit cards needed new programs and benefits to boost acquisition. A saturated marketplace commoditized the industry, reducing reliable options to unprofitable price-and rate-driven offers. LaunchPad® addressed dozens of potential benefits to discover the most attractive and profitable options. Insights from LaunchPad yielded reliable predictive data at a fraction of the cost of a conventional test and roll-out program. LaunchPad allowed our client to test more than 130 different credit card offers, find winners to put into market, and reduce annual testing budget by 75%.



## Case #2:

### Cable company improves conversions by 31%

One of the largest cable providers in the U.S. came to Hiccup to help them quickly select the best offer to drive customer acquisition efforts. Hundreds of possible marketing message permutations were evaluated through LaunchPad.

The results revealed price positioning and connection speed are the most compelling attributes for influencing people to change their current cable package. The new campaign informed by LaunchPad converted 31% more customers than their existing control.

For information, please visit [hiccupny.com](http://hiccupny.com) or email [info@hiccupny.com](mailto:info@hiccupny.com).

## About Hiccup

Hiccup is a content marketing & communications agency that creates and executes multichannel programs informed by the application of advanced analysis.

Founded in 2007, we offer creative media planning and buying multichannel branding, direct response analytics, digital strategy web development, mobile & tablet app development, call center management packaging, research and point of sale under one roof.