

MAKE BETTER MARKETING DECISIONS WITHOUT THE GUESSWORK. UMATTER® GIVES YOU THE INSIGHT YOU NEED.

Reduce risk, maximize rewards.

In marketing, there's always risk ... whether you're launching a product, rolling out a fresh campaign or testing an offer. You can choose to take fewer risks, but that usually means fewer rewards. Or you can control your risk by eliminating guesswork and testing assumptions before you commit substantial time, money and effort.

UMatter delivers time-efficient, cost-efficient results.

UMatter is the proprietary online panel developed by Hiccup. It's ready when you need it to deliver information and insights fast — typically within one or two weeks.

Even better, our approach costs far less than creating a one-time research panel — and Hiccup clients enjoy preferred pricing on UMatter.

The more you know, the better your decisions.

UMarketing is committed to using customer knowledge to create more effective, more accountable marketing. Hiccup is another way we help our clients find the insights they need to make informed marketing decisions.

Learn how UMatter can strengthen your marketing through powerful insights.

For information about the UMatter Online Panel, please visit hiccupny.com or email info@hiccupny.com

6 ways to use Umatter.

- ▶ **Gain insights**
about lifestyle, culture, motivation and behaviors.
- ▶ **Uncover pain points**
to understand customer reasoning and decision-making.
- ▶ **Generate, explore and screen ideas**
for products, advertising or brand positioning.
- ▶ **Learn more**
about consumer attitudes and preferences.
- ▶ **Recognize**
changes in market trends.
- ▶ **Eliminate guesswork**
to make better marketing decisions at every stage — concept, development, launch and post-launch.