

Walmart Luminate Customer Perception Concept Tests

Walmart Luminate Customer Perception Concept Tests empower you to make more customer-centric decisions by testing survey audience reactions to product characteristics like colors and flavors, and other elements of a new product launch such as branding and messaging – before your product ever hits the shelf.

No need to run separate projects to test separate concepts—now Customer Perception has a true-to-form Concept Test that enables you to test multiple product concepts in a single study.

Now you can:



Run multiple tests at once

Easily research multiple concepts simultaneously that you can review in a single report.



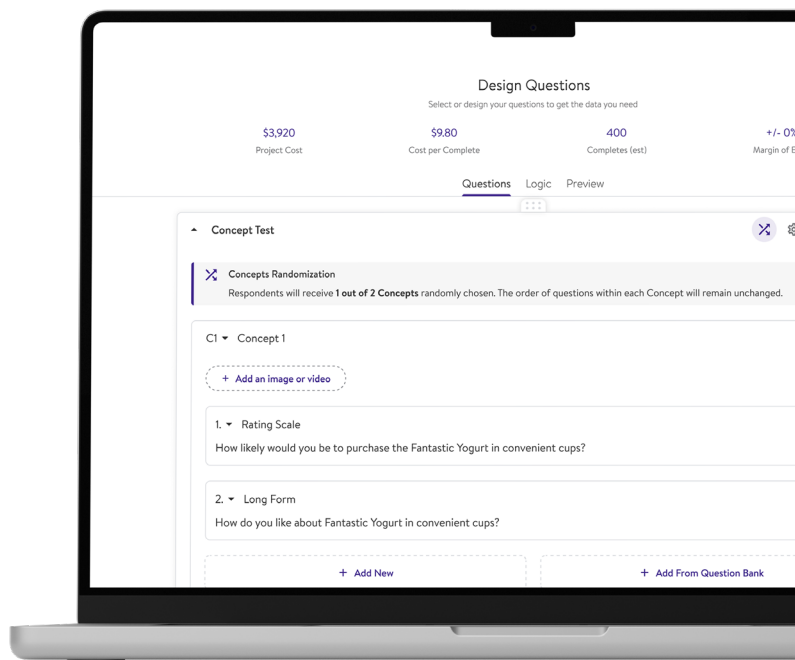
Randomize concept order


Reduce response biases by randomizing the concept order per survey with the option to present all or only a select number of your concepts.



Balanced data collection

Ensure all products you have set up to test are reviewed an equal amount to promote balanced data collection.



For more information about Concept Tests and how to use them, please reach out to your Account Manager or Account Services, or click on  to submit a question.