



Scintilla

Harness the Voice
of the Customer

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Agile Research, Accelerated Insights

Understanding customers—their mindsets, behaviors, experiences—is a critical need of any business. Thanks to the **Walmart Customer Spark Community** and **Scintilla Customer Perception**, the power of customer-guided decisions is yours. With access to **Walmart first-party data** and insights from Scintilla, you can understand omni-channel Walmart customer needs faster, and on a deeper level, than ever.

Customer Perception puts **real shopper insights, validated by transactional history**, at your fingertips. No more unreliable self-reporting, just accurate data from those who **bought your products or products from your competitors**. And through our hyper-targeting capabilities, hear from just the right customers, the ones you wish to understand the most—down to the UPC level, store level, or online-only transactions.

This intuitive tool empowers you with multiple research types ensuring you capture the **Voice of the Customer**, including quantitative surveys, qualitative video feedback, and In-Home Usage Tests (IHUT). By **partnering with our research experts**, you can choose the level of support you need, from plug-and-play consulting to fully managed, end-to-end projects, and the option to tap into additional research methods through our best-in-class partnership. Our team can help reduce knowledge gaps and biases, so business leaders can make informed, trend-aware decisions that drive success.

Ready to **turn up the volume on the customer's voice**? Read on to learn how Customer Perception is delivering an elevated research experience to help your brand grow at Walmart.

What makes Customer Perception fast and engaging?



Hyper-target your ideal audience of verified Walmart shoppers



Leverage tailored research solutions that adapt to any stage of the product lifecycle



Achieve confidence with expert-led research review across every project



Make smarter, faster decisions with quick results

Quantitative Surveys

Using structured questions, Quantitative Surveys provide data-driven insights into customer preferences, purchasing behavior, and satisfaction.

Qualitative Video Feedback Surveys

Go beyond traditional data by revealing emotions, preferences, and real-life product interactions to enable deeper insights that help refine strategies with rich, first-party feedback.

In-Home Usage Test (IHUT)

Invite your products into verified shoppers' homes via our Walmart Customer Spark Community. While we get your products into the hands of your target audience, you can focus on their opinions and experiences to help you better meet their needs.

Introduction to Quantitative Surveys

Quantitative surveys involve structured questionnaires designed to efficiently collect large amounts of standardized data for statistical analysis. With the ability to ask up to 30 questions, these are valuable tools to:

- gather feedback from hundreds of thousands of respondents.
- track and compare KPIs like customer satisfaction, brand awareness, purchase intent, or NPS.
- increase speed and cost-effectiveness when scaling to large numbers.

“What percentage of our customers are satisfied with the newly launched product, and how likely are they to repurchase it?”

Why Choose a Quantitative Survey

- Want statistical data on satisfaction, purchase frequency, or repurchase intent
- Need to compare results across demographics, regions, or other groups
- Track satisfaction over time
- Make data-backed decisions (keep the product, tweak the recipe, adjust pricing)

Build your Quantitative Survey

(Up to 30 questions)

Question Types

Choose from an assortment of easy and efficient tools for crafting your surveys.



Text Response

Detailed, open-ended feedback in the respondents' own words



Ranking

Understand respondents' priority or order of importance among choices



Single Selection

Respondents to choose one clear option from a list



Drop-down

A clean, space-saving way for respondents to pick one option from many



Multiple Selection

Respondents to select several applicable options



Image Capture

Visual evidence or examples as part of the response



Matrix

Ask related questions that share the same answer scale for easy comparisons



Media/Message

Upload a video and up to four images (up to 4MB each) to demonstrate concepts or ideas



Rating Scale

Respondents to rate items based on preference or satisfaction



Concepts

Test multiple ideas or variations to see which resonates the most with respondents

Customize your Survey Logic

Include additional, relevant details to facilitate a better experience.

Piping Logic (insert previous responses)

“Pipes” question responses for single and multiple-choice, drop down, matrix and rating questions into a subsequent question.

Why it matters:

Makes the survey feel personalized and relevant

Example:

- Q1: Which concept do you prefer?
Respondent selects Concept A.
- Q2: You selected Concept A. Why do you like Concept A?

Benefit: Helps dig deeper into reasons behind choices and improves analysis by linking responses

Display Logic

Displays a selected question or question block only if your desired conditions are met

Why it matters:

Keeps surveys relevant and avoids unnecessary questions

Example:

Show Q3 only if Q1 = “Yes”

Benefit: Creates a cleaner experience and reduces respondent fatigue

Skip Logic

“Skip” users to a new destination based on their responses to certain questions (e.g., if you answer “yes” to Q1, you will automatically skip to the end of the survey). This can also be used to disqualify customers who do not meet your in-survey screening criteria.

Why it matters:

Saves time and ensures respondents only see relevant content

Example:

If Q1 = “No” skip Q2 and go to Q3

Use cases: Disqualifies respondents who don’t meet screening criteria or guide them to the right path

Piping

Personalization (carry forward answers)

Display

Conditional visibility (show only when needed)

Skip

Routing (direct to different questions or sections based on previous answers)

Results are updated as responses flow into the system

Leverage two tabs on the results page to review your Results and Survey Details.

The Results tab displays:

- an information bar showing questions, responses, completion %, median time to complete, and date deployed.
- response cards for each of your project's survey questions, all on a single page.

Toggle between different views:

Charts and table view, charts only, table only

Visualize

Valuable visualizations are populated depending on the question type.

Word Cloud visualizes collections of words where size and boldness represent prominence—the larger the word, the more frequently it appears in responses.

Sentiment Analysis gauges the overall sentiment of the statements in a customer's responses from positive to neutral to negative.

Explore to see additional insights, such as the percentage and count of customers who chose a particular answer, as well as any available additional visualizations.

Filter results to systematically narrow down your responses, enabling deeper insights into what matters most to you.

Compare to view results broken out by customer segments:

- Visualize group similarities and differences
- Create flexible group definitions based on audience variables, specific survey questions, and even previously created filters
- Analyze for statistically significant differences among customer segments (similar to crosstab analysis)

Download your results

Download your project's results in full or on an individual question basis in multiple formats (raw, charts and tables).

Introduction to Qualitative Video Feedback Surveys

Qualitative video feedback surveys are an online method by which respondents record short videos sharing their thoughts, feelings, and experiences about a product, service, or concept.

This methodology is often used to add nuance to a customer opinion, lending a human voice and emotional depth to data, and is frequently conducted in partnership with quantitative research to provide richer, more holistic understanding.

Qualitative video feedback is valuable for:

- understanding customer motivations, preferences, and reactions.
- collecting feedback on products for which sensory impressions matter.
- capturing nuances that numbers can't.

For example, if you want to know:

“How do customers experience discovering and choosing our product in-store or online? What catches their attention first: packaging, price, or placement? How easy is it to find, compared with similar brands?”

Ask customers to:

- record a short video;
- share what stood out when they saw the product: design, price, or shelf position; and
- explain if they'd buy it again and why.

Why Choose a Qualitative Survey

- Ideal when conducting initial research to gain broad insights that inform and shape future, more targeted studies focused on testing specific hypotheses
- Want emotional, detailed reactions (facial expressions, spontaneous opinions)
- Understand specific likes/dislikes, in a customer's own words, for insights to help refine the product

Build your Qualitative Video Survey

(can include one screener and up to five video questions)

Question Types



Screener

Choose between single response or multiple selection question type (in addition to hyper-targeting).



Video responses

30-to-60 second video responses

Customization Options

Customize your questions

“Skip” users to disqualify customers who do not meet your in-survey screening criteria. Additionally, include up to four images and one video for more dynamic surveys.

Preview survey

Ability to preview how users will view your survey from the respondents' POV (desktop, mobile, tablet) to confirm it's programmed as intended

Results are updated as responses flow into the system

Toggle between different views:

Summary

Visualize the unique recurring themes that arose from the responses. Using Artificial Intelligence (AI), these themes undergo a Sentiment Analysis that classifies the words as either positive, neutral, or negative.

Responses

View each question's responses in full, along with a transcript and the identified themes.

Download and share results

- Download your screener questions results in multiple formats (raw, charts and tables).
- Download individual videos or share URLs with other Scintilla users.
- Showcase project highlights by downloading showreels (mp4).

Showreel Editor

Create a showreel of the video clip responses which can be downloaded as a mp4 file for easy sharing.

Project Details

A snapshot of your whole project featuring an outline of how it was set up along with any quantitative screener questions that were included.

In-Home Usage Tests (IHUT)

IHUT invites products into customer homes. Verified shoppers in our Walmart Customer Spark Community can test up to two products per test before sharing valuable feedback, which can help shape critical business decisions.



Product innovation

Test product concepts (like a new flavor), gather feedback on design, determine pricing, and more as part of your pre-launch development strategy.



Product renovation

Gather feedback from Walmart customers that can help you learn what improvements might influence sales for products already on the shelf, like new packaging, new concepts, or updated branding. Additionally, gauge brand health by measuring key indicators, like awareness, perception, loyalty, and customer satisfaction.

Up to two products can be tested simultaneously, enabling the comparison of new and existing formulas, the evaluation of alternate branding, or benchmarking against competitors.

By integrating both quantitative and qualitative methods*, IHUT projects provide a deeper understanding of consumer behavior and product performance. Quantitative data delivers measurable, statistically reliable insights, while qualitative feedback captures the context and emotion behind the numbers.

The flexibility of IHUT supports deeper insights and faster, more confident decisions surrounding your product strategy.



* Qualitative research can be requested through Research Services.

Turning Shopper Truth into Strategic Foresight

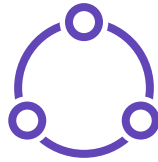
Scintilla Research Services helps translate verified shopper voices into decision-ready insights that power growth across the ecosystem.

Who we are

Scintilla Research Services is your embedded research insights consultancy. We combine retail expertise, behavioral science, and advanced methodologies to help you interpret not just what shoppers do, but why they do it, and what that means for your next move.



Predictive by design



Connected by context



Human by approach

What we do

Every project blends validated survey design, advanced analytics, and consultative interpretation, translating shopper signal into foresight.

Identifying white space: Innovation testing, shopper need segmentation

Optimizing launch and messaging: Concept, packaging, and claims testing

Diagnosing in-market performance: Experience, satisfaction, leakage analysis

Building foresight: Trend mapping, predictive modeling, strategic advisory

Why it matters

We deliver findings and guidance designed to inform your growth decisions.



From Insight to Impact

Whether you're exploring new growth spaces, validating go-to-market plans, or diagnosing performance in-market, Research Services can help design the right approach to turn shopper truth into foresight that drives action.

How we collaborate

Our Research Team collaborates with you at any stage, from defining the right methodology to interpreting the story behind the data.

The following scenarios provide just a few examples.



Explore

Discover the customer journey, unmet shopper needs, and white space to shape innovation pipelines with **in-store shop-alongs**



Validate

Confirm ideas, claims, and packaging with verified Walmart shoppers using **concept testing and Total Unduplicated Reach and Frequency (TURF) analysis**



Optimize

Diagnose in-market performance and uncover opportunities through **In-Home Usage Tests and satisfaction tracking**



Predict

Anticipate category and shopper shifts with **longitudinal tracking and trend mapping** to inform long-term strategy

How it comes together

Every engagement is collaboratively designed to be tailored to your business priorities and seamlessly integrated with Walmart's behavioral data foundation.

Whether you need end-to-end study design or targeted support, Research Services offers plug-and-play flexibility, from quick-turn concept validation to longitudinal tracking programs. Our teams apply validated methodologies across Quantitative surveys, Qualitative Video Feedback surveys, In-Home Usage Tests, and more approaches, to uncover not just what's happening, but what's coming next.

Good decisions need honest data

The quality of decisions is only as strong as the quality of the data behind them. Poor data doesn't just give us bad answers: it provides false confidence.

Did you know?

- **95% of new products miss the mark** often due to misleading or insufficient data¹
- **45% of launches are delayed** because teams don't truly understand the market²
- **75% of organizations say data quality issues hurt decision-making**³



The Walmart Customer Spark Community exists to bring back premium, trustworthy samples and make high-quality research the baseline for data-driven decisions.

We believe **quality starts with real people.**

The Walmart Customer Spark Community is made up of engaged, diverse, curious customers who don't just click through. They provide meaningful insights that help shape successful business decisions.

Single-Source, Not Mystery Panels

Recruited directly from Walmart's ecosystem: one trusted, verified source—not a stitched-together mix of unknowns

Human-First Engagement

We treat members like people, not completes: clear value exchange, respectful cadence, and community—not churn

Quality by Design

Shorter, relevant, well-tested surveys that respect time and attention, earning better data instead of forcing it

Sources:

¹professionalprograms.mit.edu/blog/design/why-95-of-new-products-miss-the-mark-and-how-yours-can-avoid-the-same-fate

²marketlogicsoftware.com/blog/understanding-product-launch-failure

³gitnux.org/data-quality-statistics

The Walmart Customer Spark Community difference

Exclusive community

Our verified participants are real people who are **required to confirm their participation twice**, reducing the likelihood of fake accounts and increasing the chances of receiving high-quality feedback.

Hyper-targeted audience

Ensure you always talk to the right end customer by hyper-targeting your audience through enrichment variables such as demographics and transactions that can be tracked through purchase channel and **targeted to the store level, UPC level, and more.**

Insights from highly engaged respondents

With a single-source community, human-first engagements, and thoughtful survey designs, the Walmart Customer Spark Community delivered a **30% higher total quality rating** than the leading average panel*.

Retail behaviors beyond Walmart

The community's diverse **shopping habits beyond Walmart** enrich their perspectives and make their feedback invaluable. This broader representation ensures that the insights we gather are comprehensive and reflective of a wider customer landscape.

Responsive panels with national reach

Tap into a highly engaged and diverse group of shoppers from all over the United States** to gain **valuable metrics** (and results within an average of **48 to 72 hours** after survey launch) that fuel creativity while maintaining a competitive edge.

*78 Data Trust Score™ by Data Quality Co-op | **excluding Puerto Rico

Build your target audience: 9,000+ variables to choose from

Customer Perception provides extensive data on customer demographics and other enrichment variables, providing a holistic view of Walmart shoppers. This information includes standard variables that are available at no additional cost, as well as optional enrichment features that can be accessed for a fee.

Specify the number of qualified completes that you need.

Quantitative survey: No fewer than 25 and up to 1,000 responses

Qualitative video feedback survey: No fewer than 10 and up to 50 responses

Start creating your audience with:

Demographic and Product Category Attributes

Include geographic, individual and household demographics, and transactional (sales) variables.

UPC Groups (Max 5,000 UPCs)

Receive feedback from individuals who have or have not purchased your products or competitors' products.

Project Participation

Include or exclude Walmart Customer Spark Community members based on their participation in other projects you and your company have run over the past six months.

Audience Attributes Customization Parameters

Control who is included and excluded. Exclude past purchasers to focus on new buyers when testing awareness or interest in a new product.

Hyper-Targeting with Transactional Variables (Product Categories or UPC Groups)

Target customers based on when and how they purchased items over the previous year: online, in-store, online and in-store, online and/or in store.

Behavioral Segments*

Address groups of respondents based on nuanced shopping behaviors and trends. Include customers whose Brand Loyalty segment has changed (either decreased, maintained, or increased) for your product group.

* Available through Research Services

Append additional variables to your dataset to garner richer insights

All projects will automatically have the following variables selected as standard data enrichments at no extra cost:

Age range: 18-24, 25-34, 35-44, 45-54, 55-74, 75+

Children under 18: Yes, No

Gender: Male, Female, Other

Hispanic or Latino: Yes, No, Prefer not to answer

Race: Caucasian/White, African/African American, Asian, Indigenous Peoples, Other, Prefer not to answer

Region: Northeast, Midwest, South, West

Add-on data enrichments (additional cost)

Education level

Employment status*

Household income last year

Marital status*

Rent or own*

Children in household

Number of children under 1

Panelist household strength

(how many individuals live in the household)*

Baby expectancy**

Pets in household

Purchase decision responsibility

Urbanicity classification

Panelist's State

Walmart Target Segments

(Budget-Sensitive Busy Families,

Time-Sensitive Busy Families)

Amazon Prime membership

*For these specific data enrichment categories, Walmart Customer Spark Community members are requested to update their profiles one to four times a year to ensure accuracy. Members can also make changes at any time.

**Washington, Virginia, and Nevada are not eligible for targeting.

Walmart Data Ventures

Formed in 2021, Walmart Data Ventures develops new business applications using powerful Walmart first-party data.

Turning up the volume on the voice of the customer

WalmartDataVentures.com