

Scintilla

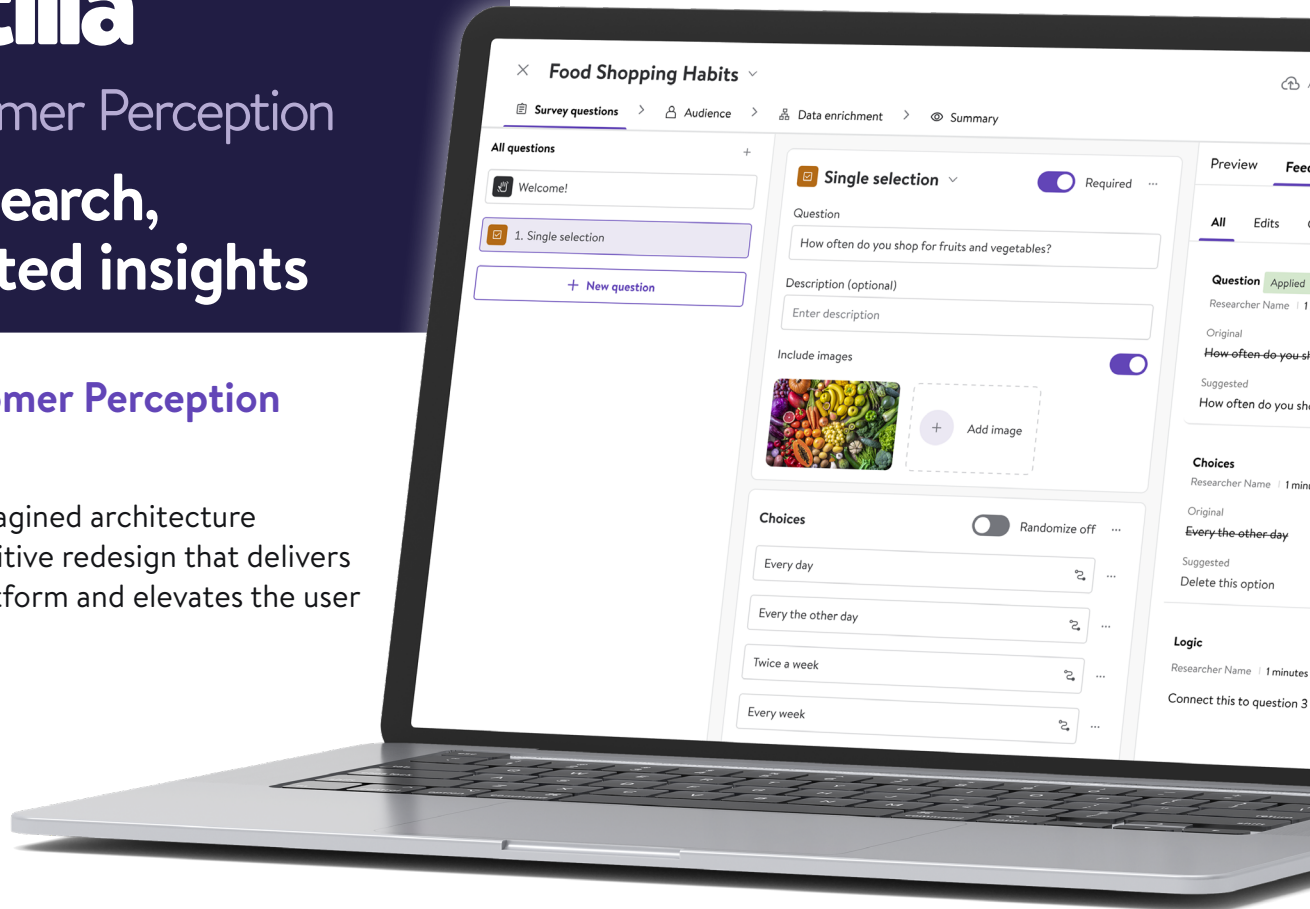


Customer Perception

Agile research, accelerated insights

A new Customer Perception experience

Experience reimagined architecture featuring an intuitive redesign that delivers an enhanced platform and elevates the user experience.



Simple, intuitive workflows

A streamlined navigation, unified editing view, and smoother ranking flow make it easier than ever to design, review, collect feedback, and deliver engaging surveys.



Constant visibility. Faster hypertargeting.

Effortlessly reach your ideal audience with intuitive tools and real-time UPC validation against Walmart's UPCs. Plus, gain improved visibility into hypertargeting variables and survey costs—no guesswork, just clear, confident decisions.



Dynamic surveys, built your way

Gain more control than ever by viewing, editing, and previewing your survey questions simultaneously. Discover enhancements to:

- Concept testing
- Piping
- Skip logic
- Matrix (7x7)



Direct in-app collaboration

Collaborate directly with the Walmart Research Team through in-app comments and real-time visual alerts.

Researchers now have direct edit access, streamlining the review process.

Ready to discover what Walmart shoppers think about your products—or your competitor's products?
Talk to your Account Manager or one of our expert researchers to learn more.

Bringing you closer to the Voice of the Customer



Ask the right crowd

Talk to our highly-engaged Walmart Customer Spark Community of verified shoppers and pinpoint respondents by purchase behaviors, channels, and more.



Include the customer voice

Enhance the decision-making process with quantitative surveys, qualitative video feedback, and In-Home Usage Tests (IHUTs)-for new speed and confidence in product innovations and renovations.



Support, how you need it

Leverage Research experts to help you write and run your survey, improve an existing survey, create showreels, support your IHUT, and more.

The right conversations with the right customers

Hypertargeting vs. screening



Verified, invite-only Walmart Customer Spark Community



Demographic, geographic, behavioral, and transactional variables



Drill down to UPCs, lapsed behaviors, and flexible date ranges

Flexible formats



Quantitative studies



Qualitative video surveys



IHUTs



Meet the Walmart Customer Spark Community

Our Walmart Customer Spark Community introduces verified and engaged customers into crucial conversations for your business. Learn about their purchasing habits, brand loyalty, and more.

These rich insights add meaningful context that can unlock deeper understanding about your brand and products, and can help shape your next move towards success.



Verified shoppers



Access via invitation and application



Double opt-in



Eliminates bad data from speeders, cheaters, and bots



98%
avg. survey completion rate



48-72
hours
avg. results time
(after survey launch)

With several hundred thousand verified members, our community of shoppers is robust, varied, and ready to talk. Hyper-target who you want to hear from by over 800 variables, including:

- Demographics like age, gender, household size, and more
- Purchase channel
- Category
- Brand and/or product
- Walmart store