

User Testing

Stop guessing, start knowing

How to stop scaling ineffective
content and breakthrough on
saturated channels

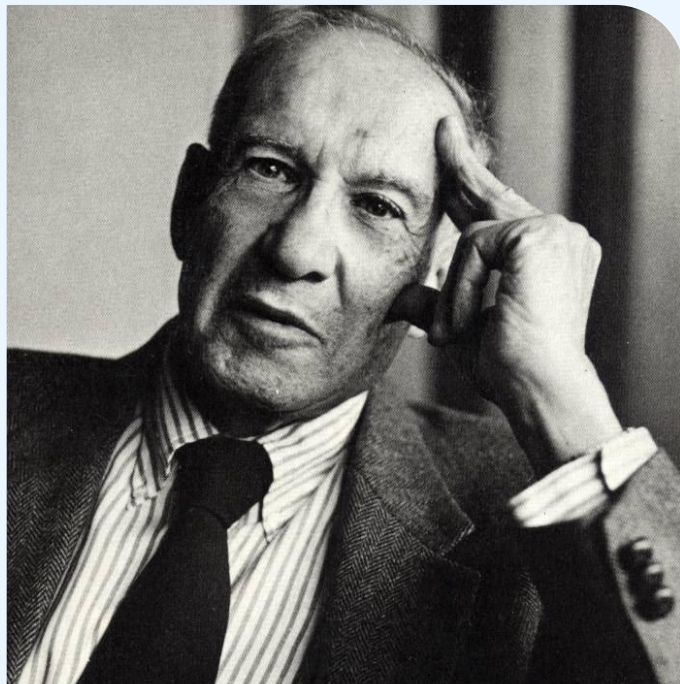


“

The aim of a marketer is to know and understand the customer so well the product or service fits him and sells itself.

”

— Peter Drucker
Consultant, educator, author



All marketing feels broken right now

Channel performance is worse...

- **19%** decrease in Instagram engagement for luxury brands
- **93%** decrease in Youtube views
- **6%** decrease in website conversion rates even though business paid more for traffic

Sources:

Vogue Business' 2025 Index
Contentsquare's 2025 Digital Experience Benchmarks

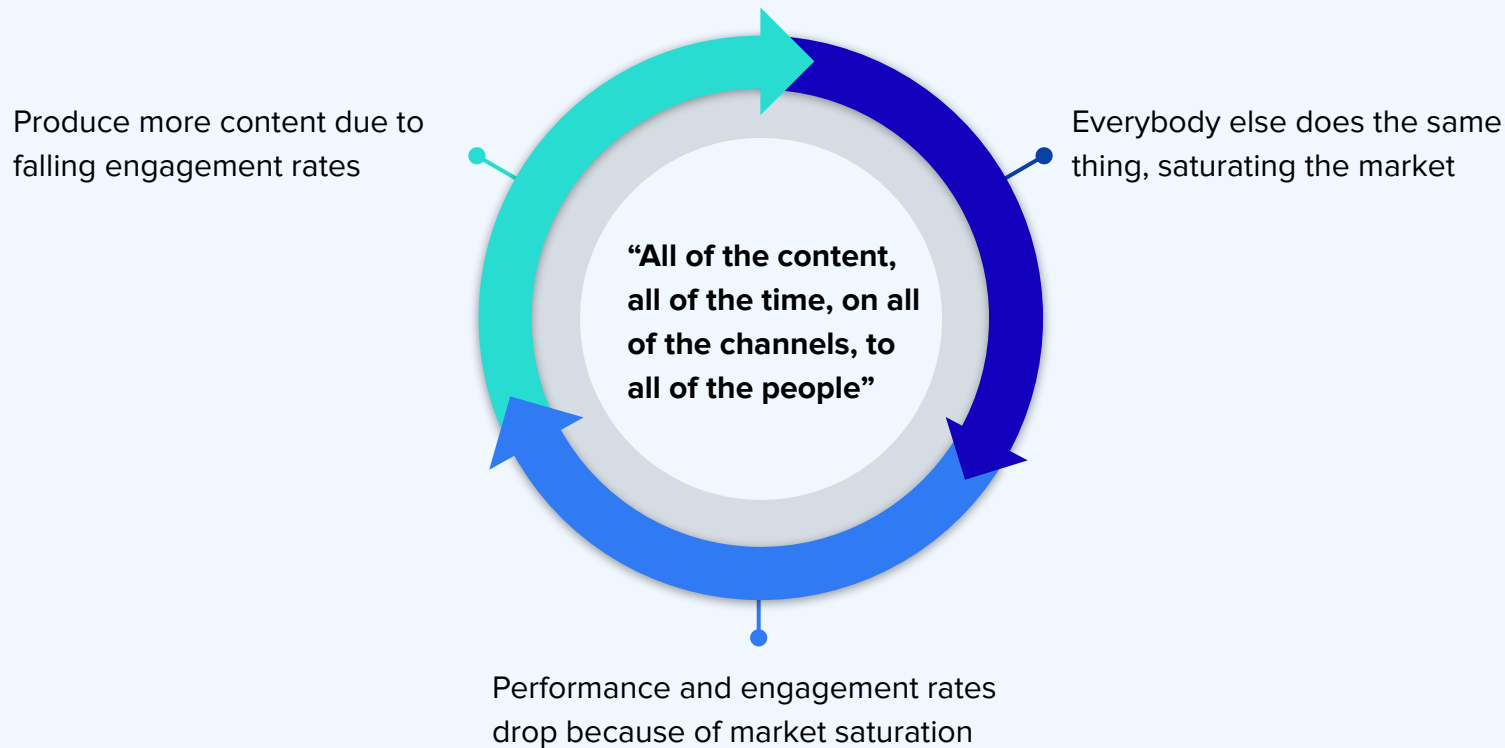
....while costs are rising

- **87%** of industries saw increased search CPC (Almost 40% more for some)
- **5%** increase in CPL across almost half of all industries
- **\$200+** is the average CPL on LinkedIn, highest it's ever been for B2B tech

Sources:

WordStream's Google Ads Benchmarks
Benchmarkr's 2025 B2B SaaS Marketing Performance Benchmarks

The numbers game doesn't work anymore



When we guess, we create business risks



We think we're listening, but we're too far from our customers



Existing customer research processes are too slow when we have to scale content

Analytics tell us what happened, not why

Social listening amplifies the superfans and the haters

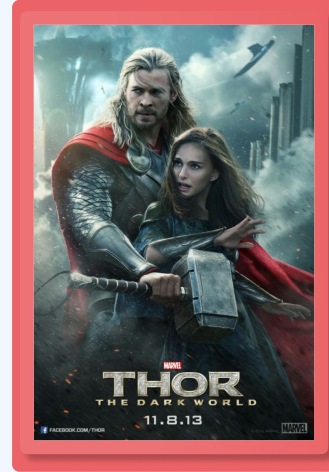
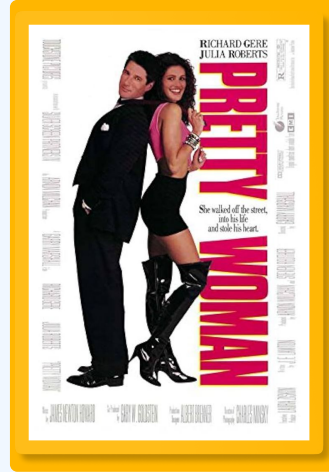
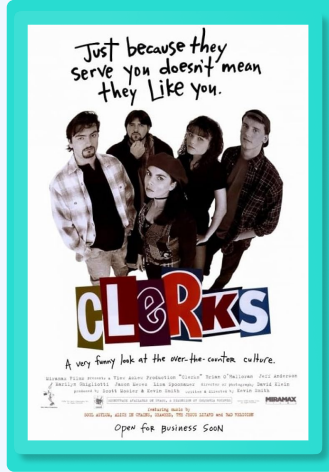


"We're sitting on a mountain of analytics, but we still can't answer the simple question:

Why did people drop off here?"

— Director of Digital Experience,
Enterprise Software

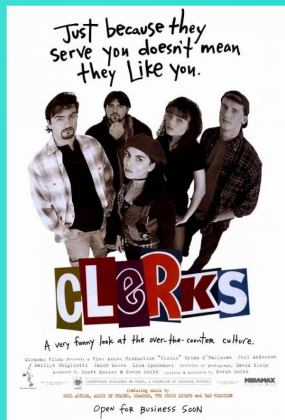
What do each of these movies have in common?



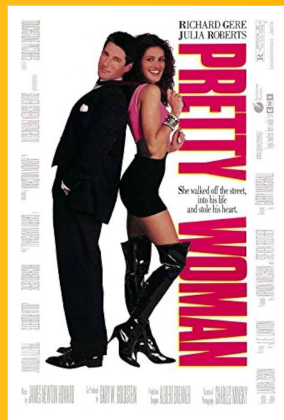
They all changed their endings after the originals tested poorly with audiences 🌟



Alex frames Dan for her death.



Dante is shot and killed by a robber after closing the store.



Vivian gets thrown out of Edward's car with money thrown at her, and she returns to her gritty life.



Loki sacrifices himself and dies.



Rambo dies by suicide after a breakdown.

Our answer: Test before you guess

Talk to your audience, don't just track them



1

Getting customer feedback has never been quicker or easier than it is today.

2

We can get feedback in hours and minutes, not days and weeks.

3

Insights are richer, we now get the **“why”** along with the **“what”** and **“how”**

4

Instead of **“failing fast”** and learning, we can now just “fail less”

5

It's easier to incorporate testing into the workflow with integrated platforms

Our fast feedback options are better than ever



Video feedback

Participants complete tasks while verbalizing their thoughts. Best for:

- How users naturally interact with your asset (e.g., ad, landing page, prototype).
- What they find confusing, engaging, or frustrating.
- Why they make certain decisions.



Live conversation

A real-time, 1:1 video call with a participant, guided by a moderator (usually a researcher or marketer). Best for:

- Deeper probing into user thoughts, motivations, and reactions.
- Real-time exploration of ideas and messaging.



Quick surveys

Participants answer a series of structured questions without video. Best for:

- Quantitative feedback on preferences.
- Validating patterns seen in video tests.
- Post-video follow-ups or segmentation.

What marketers are saying...



“

We've gone from debating headlines in a vacuum to testing with real people. It's saved us time and tension.

”

Brand Director, B2B Tech



“

One insight from a 15-minute test helped us avoid an expensive creative rework.

— VP of Marketing, DTC Retail

”



“

If I can get quick input on a headline or a landing page before launch, I sleep a lot better.

”

Product Marketer, EdTech



“

There's something about seeing someone's face as they read your copy. You catch things no metric would show you.

— Brand Strategist, Beverage

”

Test Example: Which of these pictures did the best?

We asked people to help us choose the picture for a cover of a travel brochure



Test Example: Which of these pictures did the best?

We asked people to help us choose the picture for a cover of a travel brochure



- People felt it was cold and lonely
- They felt there was nowhere to eat or drink



- “This is my ideal vacation”
- “Can see myself fishing and swimming”
- “Looks like there might be mosquitos”



- Most didn't realize this was NYC
- Made some people feel melancholy

How do you get started?

Key steps to incorporate fast feedback into the campaign creation process

1

Build the case for customer insight with leadership.

Show how first-hand feedback reduces waste and boosts ROI.

2

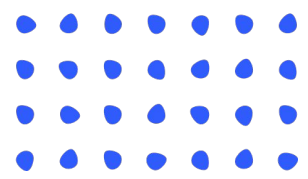
Identify the best places to test

Where are you relying on guesswork? Where can you co-create with your audience?

3

Choose the right platform

Look for tools that give you rapid access to feedback from your actual target audiences—not third parties or proxies.



Test anything. Learn everything.

Thank you for attending,
come meet us at our booth!

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