



Who are Primary Shopper Category Advisors?

Research Communities

Behavioral Insights

Consumer Opinion

The Primary Shopper Category Advisor research community at InsightsNow includes consumers who are pre-screened as specific category buyers and/or representatives of shoppers with specific buying behaviors. Most often clients use this group for Home-Use-Testing (HUTs) and product evaluations. The community is built to reside in key markets to ensure they can pick up product from specific locations—or products can be couriered directly to their homes.

Centrally located in three major testing areas (Chicago, Illinois; Portland, Oregon; New York/New Jersey Metro), InsightsNow actively engages with our national and global network of field sites to expand into new markets. These collaborations support your product testing initiatives in a range of consumer packaged goods (CPG) industries from personal care, fast-moving consumer goods (FMCG), food and beverage—including refrigerated and frozen products!

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The Community

While the InsightsNow Primary Shopper Category Advisors community is pre-screened for specific category buyers and users, their buying behaviors are also confirmed prior to any study placement. One key benefit to conducting your product testing via HUTs is the more natural environments for the consumers (using their own kitchens, their own bathrooms and so on). Local partners can help prepare take-home-kits—and products may be tested blinded or branded.

In addition to traditional questionnaire feedback, community members are also available for follow-up focus groups, online interviews, video requests and more. We can work with you to develop ad-hoc mini-communities for project needs like short-term online boards or when product trial may expand beyond more than a day or two of evaluations.

Also, some members of our Primary Shopper Category Advisors community are tagged with our behavioral segmentation as Clean Label Enthusiasts®. CLEs are InsightsNow's behavior segmentation of consumers who are heavily influenced by ingredients, they exist across products and categories. Ask about our introduction information sheet on CLEs, and we will send it over.



Interested in developing your own community?

Communities are helpful when you want to stay continuously engaged with a consumer group. They also provide a way for you to gain quick—almost spontaneous—reactions and responses for a variety of product or service needs. When InsightsNow creates a custom community, we design the engagement to provide behavioral, contextual layers to your research. This behavioral data can help uncover insights to make business decisions, innovate or develop products, or hone marketing messaging to best resonate with your target audience. The type of community InsightsNow can help establish and maintain depends on the level of engagement or involvement you or your stakeholders provide, as well as the extensibility, or how flexible, the community is to other research categories and/or business functions. Let us know how we can help partner with you to start leverage an online community for your next research project.

**Contact us today to learn more about Primary Shopper Category Advisors,
and how this research community can streamline your next project.**