

# LaunchEvaluate delivers fast, actionable post-launch innovation insights to help you make quick course corrections with lasting commercial impact

## Overview

How can you tell if your new product or service launch is gaining traction and resonating with consumers?

What if your launch underperforms—how do you identify the problem and adjust quickly?

What insights can you gain from this launch to inform strategy and enhance future efforts?

**LaunchEvaluate helps you stay on track of your innovation success beyond launch—now available on Kantar Marketplace for faster, seamless access to post-launch insights.**

Uncover the “why” behind your launch’s performance with clear insights into core success drivers so you can course-correct quickly and set the stage for future success.

## Key benefits

- An agile post-launch tool to proactively catch issues and make quick course corrections to maximise sales impact and build brand equity
- A quick read on early traction with Pulse Check or comprehensive insights with Deep Dive—designed to help you optimise your launch and keep it on track for success
- Key learnings from successful launches to fine-tune strategies for future innovations
- Results in as few as 48 hours
- Global coverage in over 70 markets to stay competitive, uncover new growth opportunities, and boost brand presence
- Expert guidance and tailored insights from Kantar’s global innovation specialists to address your unique needs

## Key metrics

### Pulse Check

- Awareness, trial, repeat, profiles and source of awareness

### Deep Dive

- Growth potential, diagnostics, optimisation, brand impact
- Optional modules to dig deeper into specific topics

## Design snapshot

A monadic survey for a single product or service launch evaluation with a sample size of up to 1,000

## Deliverables

An interactive dashboard with best-in-class visual analytics, giving you instant access to your results all in one place

Editable PowerPoint and Excel downloads