IDEA PULSE

From bitesized surveys to randomised controlled trials (RCTs), IdeaPulse bends to fit your experimental needs, recreating decision-making environments from customer letters and public posters to more complex website simulations.

IdeaPulse is at the frontier of online behavioural experiments, arming organisations with evidence-based insights to sharpen their decision-making.

How does it work?

DJS Research's use of **IdeaPulse** enhances traditional market research by introducing rigorous scientific methods to isolate and understand the variables driving human behaviour and perception.

Traditional market research often captures what people say they will do or feel, but **IdeaPulse** digs deeper by employing controlled experiments and validated frameworks to uncover why they act the way they do.

Sitting within our wider full-service consultancy offering, **IdeaPulse** is used as an in-house testing lab at DJS Research. Working side by side with you, we'd design, run, and analyse experiments built to tackle your business' challenges in a matter of days or weeks in a cost-effective way.

IdeaPulse provides:

Cost effective **quick turnaround results** and access to a **vast number of participants**, enabling rapid recruitment of thousands of UK consumers — including niche audiences.

Bespoke multi-media test environments whether that be text, graphic, audio or video materials.

Alex McCluckie
IdeaPulse
Research
Director

We work collaboratively with our clients throughout the project life cycle to ensure that the end result has clear findings and actionable recommendations.

djs research

Our process...

- Briefing meeting
- Collaborative design of materials to test
- Materials go into IdeaPulse & collect data
- We collate & analyse data
- We present back the findings

IdeaPulse improves research by scientifically testing one factor at a time, eliminating biases and providing clearer insights into what truly influences behaviour.

Traditional market research often asks participants to compare multiple versions of a message, but this creates biased results since people are unknowingly influenced by what they've already seen.

By isolating variables, our approach delivers **predictive** insights – helping your organisation make decisions based on real behavioural impact rather than assumptions.

Comparison testing would ask each participant about each idea, leading to contaminated results...
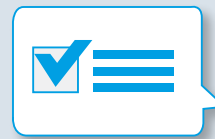
...because each previous iteration contaminates the views going into the next evaluation (which is not how customers would experience their comms in a real-world setting).

Multiple demographically matched samples being shown only one iteration each...

...keeps participants' views untainted by hidden variables (and is closer to how customers would experience that comms in a real-world setting).

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Email Alex to discuss how using **IdeaPulse** can help your organisation.