



The Curion Score™—Redesigned for Speed and Simplicity

When product performance is in question, waiting isn't an option.

Introducing **Curion Score PULSE™**—an agile alternative to our full Curion Score™ offering. While it leverages the same trusted Curion Score™ methodology and database, Curion Score PULSE™ strips away complexities that add time & cost to your project.

Why Choose Curion Curion Score™ PULSE?



Comprehensive Product Performance

Curion's database of 1.5+ billion data points measures your product against the category.



Top Quality Agile Testing

Trusted recruitment of high-quality consumers. Perfect for pulse checks or quick, timely decision-making.



Affordable Insights at Scale

Evaluate one, or multiple products across multiple categories without stretching your budget.



Flexible Testing Options & Rapid Results

Available as a CLT or pick-up iHUT. Results available 2 days post fielding completion.

Curion Score PULSE™ is Applicable at Any Stage of the Product Lifecycle!

- **New Product Entrant:** Keep a pulse on your full competitive set
- **New Product Development:** Prioritize concepts and prototypes
- **In-Market Monitoring:** Check performance of existing products and identify areas for improvement.

Fast Insights To Propel Your Products Forward

In a rapidly evolving marketplace, understanding your product's performance is non-negotiable. With **Curion Score PULSE™**, you'll get the fast, actionable data you need to ensure your product meets or exceeds category expectations—no matter where you are in your product lifecycle.

Ready to see how **Curion Score PULSE™** can give you the insights you need to propel your products forward? Reach out to your Client Relations Director or visit www.curioninsights.com