

Highlight.™

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WILE

Case Study

Claims Validation for Wile Perimenopause Supplement



Challenge

Wile came to Highlight to gather consumer feedback on their in-market perimenopause support supplement and validate their product claims. The various product claims included product efficacy, symptom relief, and purchase intent over a 30-day trial period. Additionally, Wile sought to leverage consumers' product reviews to bolster communication with their target audience, and inform their product/brand positioning and marketing efforts.

Solution

We shipped the perimenopause support supplement to women within the Highlight Community currently experiencing perimenopause or menopause symptoms, for agile in-home testing.

- 110 samples sent to...
- 110 Highlighters across the US
- 1 month until actionable insights were available in the Highlight portal
- 103% completion rate of target (n=100)

What We Delivered

In under five weeks, the brand had its answers and insights uncovered, including:

- Product efficacy, symptom relief, and sensory insights about the supplement
- Clarity around purchase intent and price sensitivity
- Over 100 product reviews to be used for their website and marketing communications

via...

- Dashboards providing real-time insights on the product while in data collection
- Qualitative depth via honest, unbiased open-ended product feedback

Qualitative Feedback

4. Explain your reaction to how this product delivered. What did you expect and how did it compare? (I was expecting it to ____ because ____, and I was ____ because it ____.)

other supplements supplement surprised helped
expect mood flashes
expected hot or sweats
felt night expecting notice
difference symptoms
work sleep energy product

"I was able to test this product for 30 days and felt it helped my mood and night sweats considerably. I am so thankful to have found this natural supplement as I am nearing premenopause stage in my life. I would recommend this to anyone of my friends in my age bracket as it worked well and I had no side effects"

"I loved the that this supplement improved my sleep and my mood. I no longer wake multiple times at night. Amazing! My mood is more balanced and I feel calmer. I feel I manage stressful situation better too."

Data-Driven Insights

When did you begin to notice improvements in sleeping difficulty?



I've been using this product for the past 30 days and have seen a huge difference in my perimenopausal symptoms. Here are five things I noticed: 1) I felt a feeling of calmness and my anxiety was reduced 2) My brain fog cleared and I was able to better focus. 3) I slept better due to the sense of calmness, but also because my night sweats were reduced. 4) My mood and energy level improved 5) I was less fatigued. I recommend this product to anyone going through perimenopause who is experiencing symptoms.



Curious how we can drive the same results for you?

Reach out for a demo, and get testing:

[REQUEST DEMO](#)