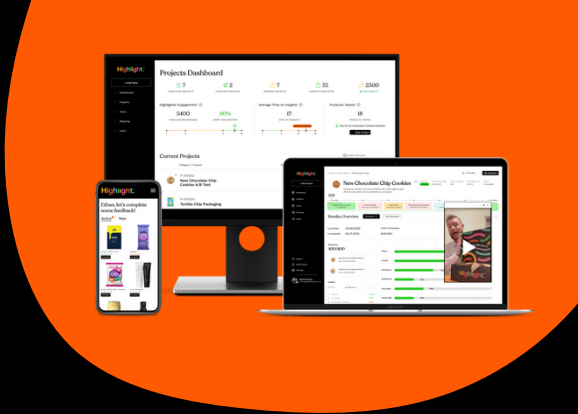**Highlight.™ Case Study**

Product Line Optimization for Postpartum Recovery Products

Challenge

A popular brand for postpartum mothers came to Highlight to understand product efficacy against a competitor product. They needed Highlight's help to engage a niche audience: pregnant women in their final trimester (38+ weeks), open to using test products upon delivery for a longitudinal trial period.

Solution

We fully recruited this low-incidence audience (~1% occurance) from our Highlight Community Panel, hitting completion and providing insights ahead of schedule.

7	Days until full recruitment with a >.2% national Incidence Rate
109%	Study Completion Rate
30	Day Trial Period
34	Days from start of data collection to final dataset upload

What We Delivered

In less than 4 days from fielding completion, the company had robust data on the product experience - efficacy, comparison to competitor brands, and opportunities for improvement.

via...

- A video highlight reel of key themes taken from 20+ video testimonials
- A qualitative one-pager summarizing findings
- Summary scorecard for direct product attribute comparison across three products
- A second study, using the same recruit, enabling the brand to test additional postpartum products against their main competitor's

Qualitative Feedback

How would you rate how compatible the [products] were as part of the postpartum regimen?
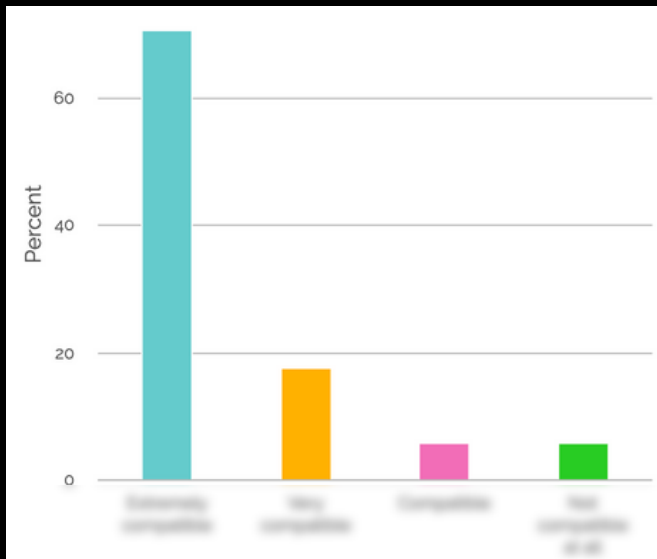
"The [product] is comfortable and protective. They also provide long term protection. The [product] really provided relief for discomfort. I like the all natural base for it and the lack of harmful chemicals. The [products] were excellent. Comfortable, easy to apply, and highly effective." -35, Midwest

"Great alternative to similar products I received at the hospital. I liked that the [products] were not too bulky yet provided adequate coverage for heavy postpartum bleeding. I wish the [products] were a bit thicker, provided longer relief but it is still an improvement over the standard [products]." The [product] also worked well in combination with the [product] and the [product]." 34, West

Curious how we can drive the same results for you?

Reach out for a demo, and get testing:

REQUEST DEMO

Highlight. Highlight. Highlight. Highlight.