

Traditional IHUT

VS

Highlight.™ Agile IHUT

Traditional in-home testing eats up your time and your product development budget, often without delivering actionable data. Highlight's Agile IHUTs get you the data you need for successful product launches, on schedule and within budget.

The Process



Multiple vendors (i.e. fulfillment, recruiting) required to get the job done

Long delays in delivering products to testers

A drawn-out process that leaves you little time to incorporate test results into product development

Challenge to find testers that fit your target demos



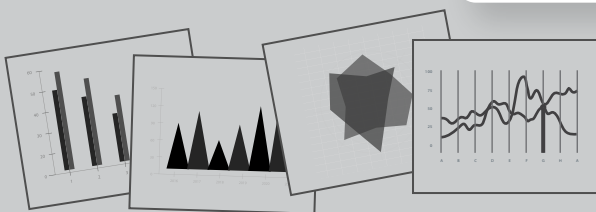
A single platform for end-to-end IHUT management

Your products are in testers hands less than a week after you send them to Highlight

IHUTs that move at the speed of your product cycle

Access to Highlight's tester community, with data for precise targeting

The Results



Data arrives in disconnected silos, hard to parse

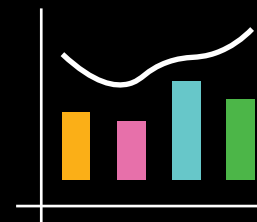
Wait weeks or months for reports to come back

Disengaged testers produce poor responses to open-ended questions:

"It's cool."

"I don't know."

"I like the feel."



View all your results in the easy-to-understand Highlight dashboard

Real-time results within a few days and completed IHUTs within a month or less

Enthusiastic Highlighter community averages 20-word responses to open-ended questions: "It seemed great but in practice it was really time-consuming and just irritated my skin. I prefer a more minimal routine with 4-5 steps."