



# Brief Messaging Guide

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# How to use this guide

**This guide is not a presentation deck.** It is an internal resource to:

- Assist with the creation of sales, marketing or other corporate or external content and communications. Please do cut/paste relevant sections should you need to create public-facing materials, but *the actual deck and slides themselves should not be in the market as is.*
- Help align employees and external contractors to our specific lane, our competitive differentiators and the singular advantages WEVO delivers.

This document contains the most fundamental parts of the WEVO story. A more detailed version with feature descriptors, terms we use or do not use, personas, etc. is in the works. Questions? Hit up Crystal and Melanie.

# The overarching narrative

## About WEVO

**WEVO is a UX research platform that uncovers insights with significantly less effort than typical tools. Research, product and marketing teams get synthesized quantitative and qualitative insights, scores and benchmarks with less than 30 minutes of effort. WEVO's statistically significant feedback de-risks their decision-making, delivering the confidence to build valuable customer experiences.**

### **WEVO proofpoints/datapoints/reasons to believe:**

- WEVO requires less than 30 minutes of active time for a researcher, as opposed to 50 hours to launch and analyze a study using typical tools
- We offer reliable benchmarks based on more than 80 million generated responses to score test results against competitors and within industry
- AI takes on the time-consuming tasks of conducting a study; human UX experts synthesize the results and ensure quality
- Integrated with a global network of panel companies to build fresh, high-quality panels of lookalike audiences from 30 million consumers and business decision-makers
- Leading brands trust WEVO to make the right key decisions about their user experiences
- G2 customer reviews rank WEVO higher than competitors on every evaluation criteria

# Buying triggers

**Organizations who need to make significant decisions about their digital experiences need WEVO to deliver the high-volume, reliable user insights that give them greater confidence. With WEVO, it's never been more effortless to de-risk digital journeys. It's the professional-grade platform appropriate for UX researchers, and easy enough for non-practitioners, to conduct their own reliable studies.**

## Get more done.

To meet demand, insights-gathering must be fast, effortless and reliable. UX researchers are unable to do so when:

- A reliable study requires 50-100 hours of resource-intensive survey development, recruiting, execution and analysis.
- Many current insights tools require specialized expertise and knowledge, preventing researchers from delegating lower-priority work to non-researcher colleagues.
- More needs to be tested than there's time and resources for: WEVO can help you conquer this.

## Get more right.

When millions of dollars and innumerable resources are on the line, executives want to de-risk big bet decisions. Small-sample anecdotal results delivered by typical tools cannot do this when those studies and results:

- Don't provide the confidence needed to make decisions, resulting in backlogs, over-analysis, and lost opportunities
- Are based on opinions of three to eight users only
- Are hard to compare against other concepts and competitors
- Lack a standardized scoring metric / benchmark
- Are prone to bias creep in the final analysis

WEVO is the effortless way to gain the reliable user insights you need to make big decisions confidently.

**Effortless:**

**“I can run more tests, more often, with my existing team.”**

**Offload your test creation, panel recruitment and synthesis.**

WEVO does the labor-intensive work for you—including panel recruitment, cleansing and grooming, and summarizing findings. A researcher’s active participation time for a WEVO test is only 30 minutes.

**Get findings, ready to go.**

WEVO delivers the insights you need, without spending days poring over videos or surveys. Our human-augmented AI summarizes the results for you in an easily shareable format (including diagnostics and sentiment maps).

**Deliver more real-world comparisons.**

WEVO lets you run champion/challenger or iterative tests against your own existing or proposed experiences. Then they’re benchmarked against your industry and competitors.

**Get the big-picture view.**

Unlike tools that test specific elements of an experience, WEVO tests the overall experience, providing a more reliable view of how real-world users will react to that experience.

**Reliable:**

**“I have a system for rapid & reliable testing.”**

**WEVO gives you higher statistical confidence.**

Our N is 120-150. Compare that to the N of 5-10 of typical tools, or when conducting 1:1 interviews.

**WEVO makes it safe for anyone to run a test.**

WEVO is a professional-level platform UX practitioners will appreciate, with thoughtful provisions that make it easy for others to run reliable tests as well. Our proprietary methodology is based on standard questions and uses emotional elicitation techniques to generate authentic responses.

**WEVO benchmarks results.**

For every test, WEVO provides statistically-significant scores and benchmarks results against your industry and product. It is the only platform with a data set of 80 million+ responses that provide meaningful scores and benchmarks.

**WEVO removes analysis bias.**

Insights synthesis from WEVO’s UXR-augmented AI is an added layer of independent review that removes inadvertent bias or deliberately-selected answers.