



Why Choose Ignition

The Agile Insights Platform



We believe that everyone should have streamlined access to these crucial insights, so we created Ignition: the agile insights platform designed to help organizations move quickly to deliver incredible products, optimize brand presence, and connect with customers & employees faster than ever before.

Key Benefits



Monitor Brand Health

Track brand health over time with transparent, customizable, and actionable methodologies that provide unparalleled efficiency and speed.



Optimize Digital Ad Spend

Marketers can use the advertising effectiveness measurement solution to assess the impact of digital assets, adjust targets, and maximize ROI.



Develop Deep Understanding

FC Live, an Ignition solution, enables real-time, virtual focus groups and in-depth interviews for fast-moving product, UX, CX, and market research teams.



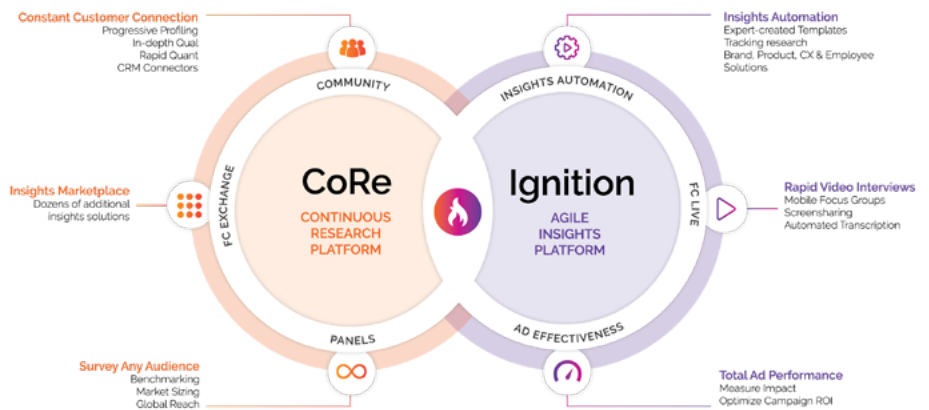
Move Fast with Expert Insights Solutions

Ignition provides out-of-the-box, expert-crafted, agile market research solutions for many needs and is customizable to suit your industry and brand.

Agile Market Research

Ignition's insights platform can be used to validate every decision quickly and efficiently.

- Quickly adopt expert insights methodologies
- Target any audience, no matter how specific
- Review results with automated reporting



Use Ignition & CoRe separately, or together. Whatever suits your needs.