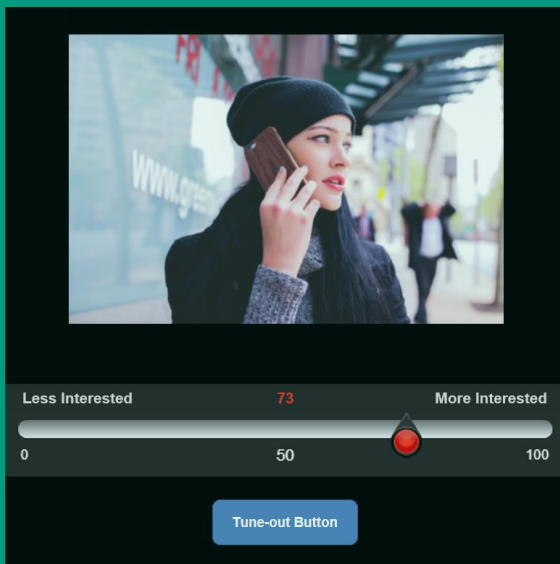


# Engagious

## VSL Testing with Slidermetrix® Direct

Why guess whether your VSL will hit the mark when you can **know for sure**? Together we test and analyze the appeal of your VSL to ensure it will **resonate and move your audience to action**. With a finely-tuned mix of cutting-edge tools, qual/quant research methods, and principles from social psychology, behavioral science, and storytelling, we give you the **intuitive and data-backed insights** you need to make **critical business decisions**.



Through quick-turn, cost-effective surveys and online dial testing we learn what your target audience thinks—**moment-to-moment**—and **why**.

With decades of experience in advertising, publishing, television, direct response, public policy, and more, we know how to craft, test, and refine messages that will hit the mark. From Hollywood to Capitol Hill—and all stops in between—we fuse science, innovation, and intuition to deliver wins—time and again.



Rich Thau (left) and David Paull (right) bring together a long history in message testing and research technologies. They blend the power of behavioral science and social psychology with the methodology of dial testing for maximum impact. Their work has spanned direct response, direct selling, advertising, television, presentations, speeches, and more.

## Pricing & Timing

Simple: \$7K. One week in the field.\*

We'll get your VSL in front of a representative audience, learn what they think, dive into **why**, and get you the quick feedback you need so you can hit the mark. Ready? Let's go.

*\* Based on the nature of your audience, pricing and timing may vary, but we strive for it to not.*