

ARE YOU EXPLORING SCIENTIFIC, FAST AND COST-EFFECTIVE MEANS TO TEST NUMEROUS GAMES/STIMULI?

NOW DUEL IS ON IPSOS DIGITAL

Ipsos presents an intuitive gamified experience grounded in Behavioral Science principles for effectively testing a wide number of stimuli in a cost and time effective manner

DUEL takes consumers away from scaled responses, directly pitting items against each other in a series of contests that are fast and intuitive...

We have seen lottery clients increasingly use DUEL for a multitude of use cases



NEW games: when there are multiple new games



Scratch game design



Association with branded elements



Key benefits

- ☆ Launch a survey in **three easy steps** – define your target, upload the stimuli and launch
- ☆ **Get results in as early as 3 days**
- ☆ Add diagnostic questions for a deeper understanding
- ☆ Get supported by an expert research team with deep expertise in lottery and gaming

Interested? For further details contact:

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