



Prove your gut feeling

Make the right decisions, fast.

Real-time consumer feedback

Setup in minutes. Results in hours



Select

Which product design, ad, logo
option is better?



Improve

Which parameters work well and
which don't?



Understand

What do consumers like and dislike?
What do they say?



Ad Visual

Do consumers like your banner or leaflet? Do they understand it? Will they act on it? Which option to choose? What to improve?

Explore

Starting from
300 €

Ad Message

Which message to choose for your ad? Do consumers like it? Does it communicate the core idea?

Explore

Starting from
300 €

Ad Video

Do consumers like your video? Do they understand it? Will they act on it? Which version to choose? What to improve?

Explore

Starting from
300 €

Product Idea

Is your product or service idea attractive enough? Does it sell? What are likes and dislikes?

Explore

Starting from
300 €

Naming

How should you name a product, service, promotion, event, anything at all? Which name is most appealing, appropriate and interesting?

Explore

Starting from
300 €

Product Claim

Which of the USPs to focus on? Which show the most promise? Which claims are most important to the consumer?

Explore

Starting from
300 €

Product Design

Design is important. Is it appealing? Which is the best version? What to improve? What is the priced purchase intent?

Explore

Starting from
300 €

Promo Idea

Have got promo ideas? Want to choose the most promising? Will it bring new consumers? How can it be improved?

Explore

Starting from
300 €

Rank It

When you simply need to rank designs, names, any short texts or images; reveal the best ones whilst keeping it top level. We will capture those consumer preferences.

Explore

Starting from
600 €

UX Check

Is your website user friendly? Is it easy to find required information? How it compares to competition? Is the product page clear? Does your landing page work?

Explore

Starting from
600 €

DIY

Ask your consumers up to 10 self-defined questions.

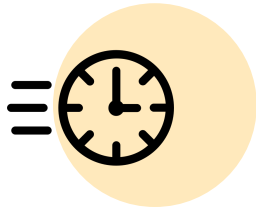
Explore

Starting from
600 €



We have developed a fully automated, user-friendly online toolkit for a wide range of business decisions.

Why Fastuna



Fast **(<24 hours)**

Launch in minutes,
results in hours.



Simple

Easy to
comprehend
without any special
knowledge.



Actionable

Immediate
application to
business decisions
with necessary
'whats & whys'.

When Fastuna

Helping you in different situations

Lonely thinking

When shaping and verifying your ideas before pushing it further.

Group brainstorming

When you need to prioritize from massive pool of ideas quickly.

Management meetings

When you urgently need to get fact based decision support.

Project process

Integrating different solutions into your product development route.

Late calls

Now it's never late! You can handle urgent requests and overnight decisions.

Every detail matters

Getting client feedback at all development stages for any detail you are working on.

How to use Fastuna

It's simple!

1. Choose a solution

We developed a range of fully automated solutions to inform wide range of business decisions

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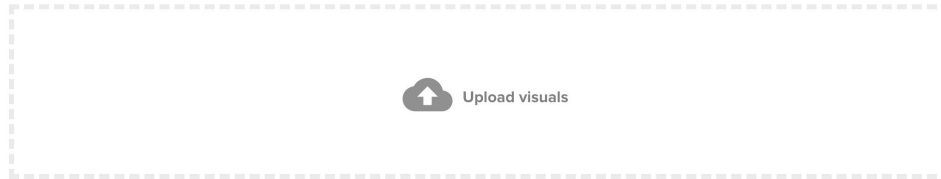
Explore

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2. Intuitive setup

Just upload marketing materials, choose your target and you are ready to go.

Upload visuals (up to 10)



Who should we ask?

They live in

Age

18 25 35 45 55 65

A horizontal slider bar with a yellow fill and a white circle handle positioned at the 65 mark. The scale is marked with 18, 25, 35, 45, 55, and 65.

Gender

male female

How to set it up correctly?

Think who you would like to target with this promotion and who might find it useful then reflect this audience using the proposed parameters.

If you need additional selection parameters for the survey, we shall set them up for you. [Contact us](#).

3. Data collection

Automated data collection. Data you can trust

Real consumers

Our respondents are real consumers who participate in online research on a regular basis and share their opinions with us.

Trusted online panel partners

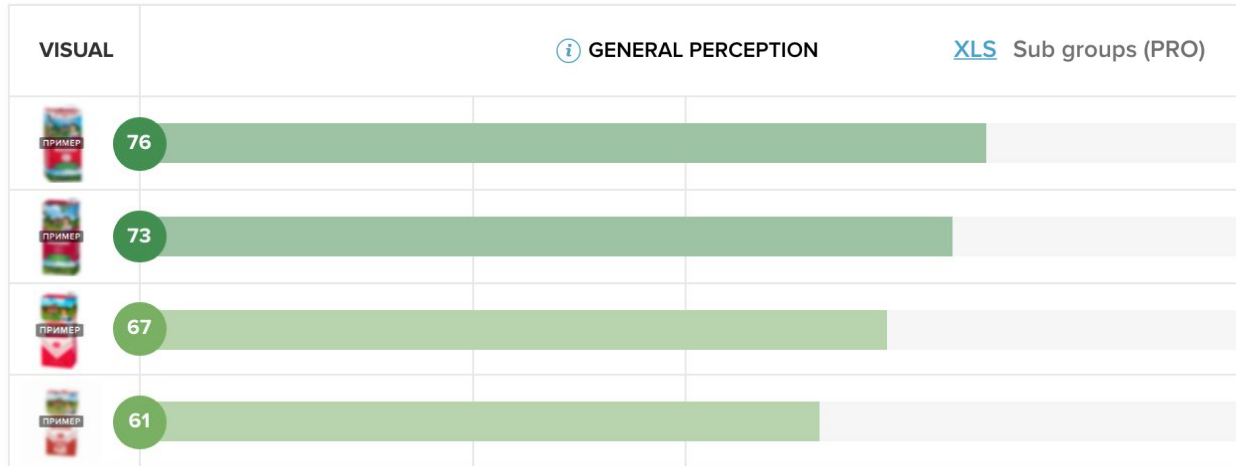
We collaborate with reputable online panel aggregators offering quality respondents and a worldwide reach.

Automated sampling

Our smart algorithms automatically collect responses from your target audience, ensuring efficiency as well as data quality.

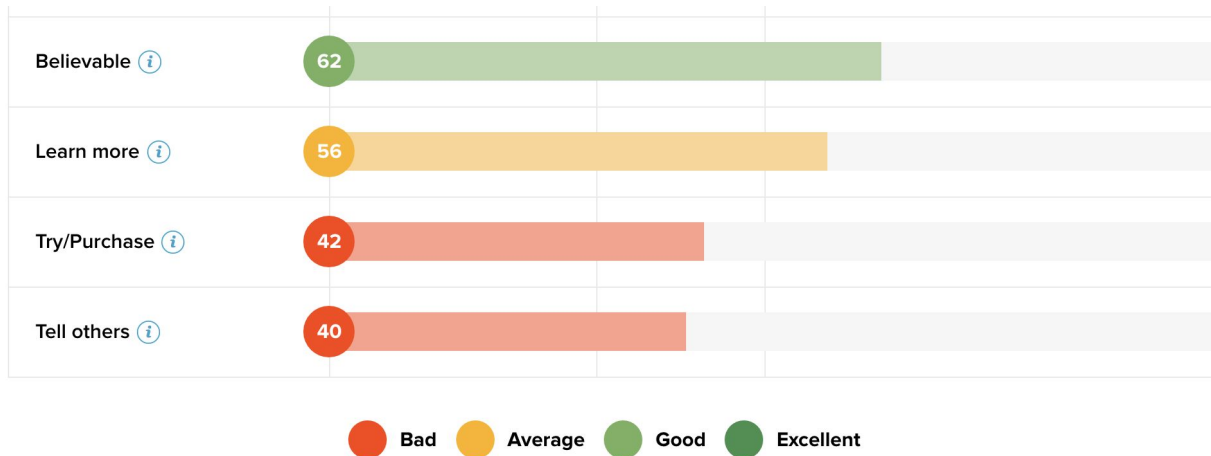
4. Actionable report

An easy to comprehend report which helps make the right business decisions. Includes quantitative scores ('whats') as well as qualitative comments from your consumers ('whys').



Benchmarks

Thanks to our standardised approach you can benefit from comparing your test results with the 'industry average' at no additional cost.



Target Audience

You can define your target group in one of two ways.

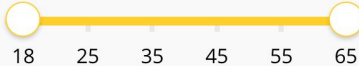
Standard Audiences

Who should we ask?

They live in

United Kingdom ▼

Age



Gender

male female

Customised Target Groups

If something specific is required (e.g. property owners, mothers, dog owners), simply send details to ask@fastuna.com.

You'll receive our feedback on feasibility within a few hours.

Clients and Cases

Already using



Kimberly-Clark

Beiersdorf



ESTÉE
LAUDER
COMPANIES

dentsu
ÆGIS
network



**Raiffeisen
BANK**

TELE2



Yandex



SBERBANK



...and what they say!

Fastuna has become for us a tool that helps to cull irrelevant insights in the very beginning. This is a great software, excellent value for money. The most important benefit is time. In the end, we save money and time, as we reject non-working ideas at the very beginning.

Head of Research, Avito

We traditionally try to do all research at high speed, in agile mode. The Fastuna service is ideal for such a format of work and the pilot parallel test confirmed this. Advantages of Fastuna: 1) speed, 2) the ability to delegate tasks, 3) standardization and the ability to collect norms, 4) price.

Head of Research, Raiffeisenbank

I liked very much: speed, convenience, ease of launching the project, the cost of advanced options and the speed with which results were provided. Another great addition was the open question, which helps determine the direction for finalizing the material.

Research Analyst, Ikea

Case Study: Sberbank is using Fastuna to make a wide range of decisions across organisation



Background. The biggest bank in Russia: 86 mln active retail clients, 2 mln corporate clients. Undergoing one the biggest AGILE transformations in the world with more than 800 product teams. The research team is facing explosive growth of demand as the product teams struggle to fuel their business decisions with voice of their customers.

Fastuna is helping us to empower hundreds of product teams (with zero "research" experience) to develop better products based on consumer opinion in a fast and efficient manner. That means the research team is able to focus on strategic and insight research.



Alexander Katsuro
Research Project Director

Marketing Team

Uses Fastuna for brand and advertising development.

Business Units

Product Teams

Customer Journey & UX

Design Thinking Lab

Uses Fastuna for product development including at an early stage.

Management

Uses Fastuna for a broad range of decisions including 'gut feeling' debates.



Let's launch!

www.fastuna.com
ask@fastuna.com