



Testing Messages for a Cybersecurity Solution

Measure the Impact of Cybersecurity Solution Messages on Customers

CHALLENGE

A client came to GLG wanting to understand what marketing messaging would be best to target customers for a cybersecurity solution.

The client wanted to choose among six short messages, each aimed at marketing the value of a new solution from a cybersecurity provider.

THE GLG APPROACH

GLG's team of market researchers, survey methodologists, and analytics experts designed a survey to fit the way the mind processes and evaluates marketing messages. People react quickly to marketing messages, so the survey included exercises to capture intuitive reactions to messages.

We surveyed the target consumer audience across several regions (U.S., U.K. and Germany). For the main exercise, respondents chose their favourite message across several message pairs until a final winning message was determined. The study also captured respondents' ability to recall the messages, as well as the values they associated with each message.

OUTCOME

GLG's study revealed a clear winning message as well as differentiated insights around each message's strengths and weaknesses. The research delivered rich insights around the best messaging for a cybersecurity solution.

FEATURED PRODUCTS



GLG Surveys

GLG Message Testing

[Learn more](#)

GLG designed a quantitative solution for Message Testing backed by behavioral economics.

Why GLG?

Expert Service Team

GLG is especially equipped for evidence-based quantitative solutions. Our in-house team includes seasoned market researchers, survey methodologists, and data analytics experts with a background in behavioural economics.

Targeted Methodology

Our focused quantitative solution is based on how the mind absorbs messages to gather clear, actionable insights.

Best-In-Class Populations

GLG has access to niche target populations from its high-quality panel of experts across the globe.

As the World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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