DIALSMITH

SLIDERMETRIX

DO-IT-YOURSELF, ONLINE DIAL TESTING IS HERE!

What is Slidermetrix?

Slidermetrix is a web application that allows you to quickly and easily set up and field your own online dial testing studies with no hardware to purchase and no software to download or configure. Slidermetrix is built and supported by the developers and worldwide sellers/service providers of the market research industry's leading dial testing research tools.
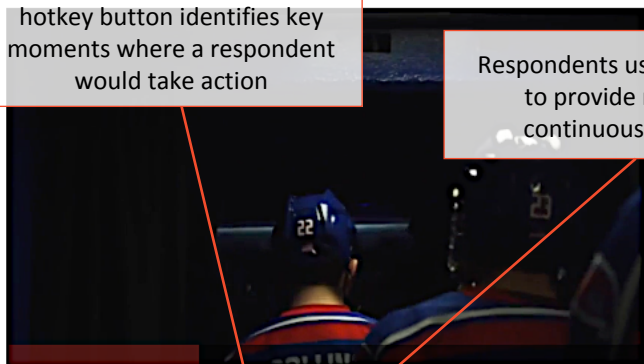
What can I test?

With Slidermetrix, you can dial test a wide range of video and audio content: **advertisements, demos, talent segments, sales pitches, presentations, trailers, radio programming, full-length television shows, infomercials and more.**

Slidermetrix offers the flexibility to either upload the content you want to test or work with content hosted on YouTube or third party media servers.
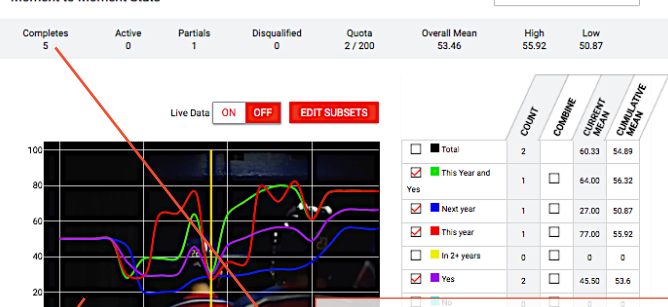
Optional and customizable hotkey button identifies key moments where a respondent would take action

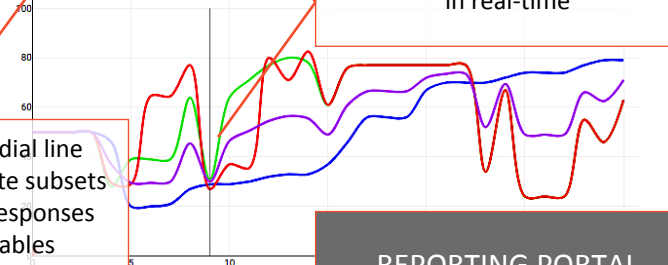Respondents use slider "dial" to provide real-time, continuous feedback

PLEASE CONTINUE RATING

50

0 — REALLY DISLIKE   50   100 — REALLY LIKE

VISIT WEBSITE

Powered by **slidermetrix**

RESPONDENT VIEW

Moment to Moment Stats   Standard ▼

Completes	Active	Partials	Disqualified	Quota	Overall Mean	High	Low
5	0	1	0	2 / 200	53.46	55.92	50.87

Live Data ON OFF   EDIT SUBSETS

		COUNT	COMBINE	CURRENT MEAN	CUMULATIVE MEAN
☐ ■ Total		2		60.33	54.89
☑ ■ This Year and Yes		1	☐	64.00	56.32
☑ ■ Next year		1	☐	27.00	50.87
☑ ■ This year		1	☐	77.00	55.92
☐ ■ In 2+ years		0	☐	0	0
☑ ■ Yes		2	☐	45.50	53.6
☐ ■ No					

00:00:09/00:00:31

View stats and dial line results in real-time

Replay media with dial line results overlaid. Create subsets based on question responses or passed-in variables

REPORTING PORTAL

GET MORE DETAILS…

VIEW RESPONDENT DEMO

SCHEDULE FULL DEMO | Q&A

GET PRICING