



Veterinarian and Pet Owners TruRX

The Situation

TruRx reached out to qSample to conduct a series of in-home usability testing (IHUT) of pet products and medications. TruRx would use both our Veterinarian and pet owner panel to conduct these IHUT studies.

- A new pet treat/pocket for the purpose of masking pet medications.
- A new line of pet vitamins.
- A recently approved drug to treat canine's with hip/joint problems.

The Challenge

Two major hurdles that needed to be cleared in order to fulfill the client's needs.

- Finding veterinarians who fit the client's project criteria (licensing, years of experience, ideal geographic area, etc.)
Incidence for this specialized target hovers around 10 percent.
- Creating an effective initial survey to further identify the clients ideal participants (their target market) for the follow-up study.

Response/Strategy

Utilizing qSample's robust Veterinarian and Pet Owner Panels, qSample was able to conduct an initial quant survey with 300 Veterinarians and 300 Pet Owners for each product test within 5 days. Samples of the products were sent to respondents who volunteered to participate in the IHUT study. A total of 100 samples were sent to Veterinarians who opted to participate. A follow-up survey was deployed to gain feedback on the product testing. About 75 respondents completed the follow up survey.



The Results

After the three studies were concluded, our client was able to see how each participant's animal was interacting with the new product that was sent to them. The follow up survey, gave the client the kind of participant insight to confidently launch all three products within the next year.

Testimonial

"We have used qSample's services for a number of internal product and marketing projects. We have found their services to be professional, accommodating and responsive. We have also been pleased with the data that has been generated. We have found it to be accurate and very useful."