

## Suzy launches insight tools

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**RL** [research-live.com/article/news/suzy-launches-insight-tools/id/5081282](https://research-live.com/article/news/suzy-launches-insight-tools/id/5081282)

The ‘Suzy Solutions’ service, built into the platform, combines the company’s US consumer panel with templates, custom integrations and managed services.

It offers three approaches: standard templates for idea screening, packaging evaluation and copy evaluation; custom research tools; and research design services including advanced analytics.

Avi Savar, president, Suzy, said: “We are continuing to evolve our solutions and the Suzy stack of advanced research tools will continue to expand this year with an extension of global networks and more.”