

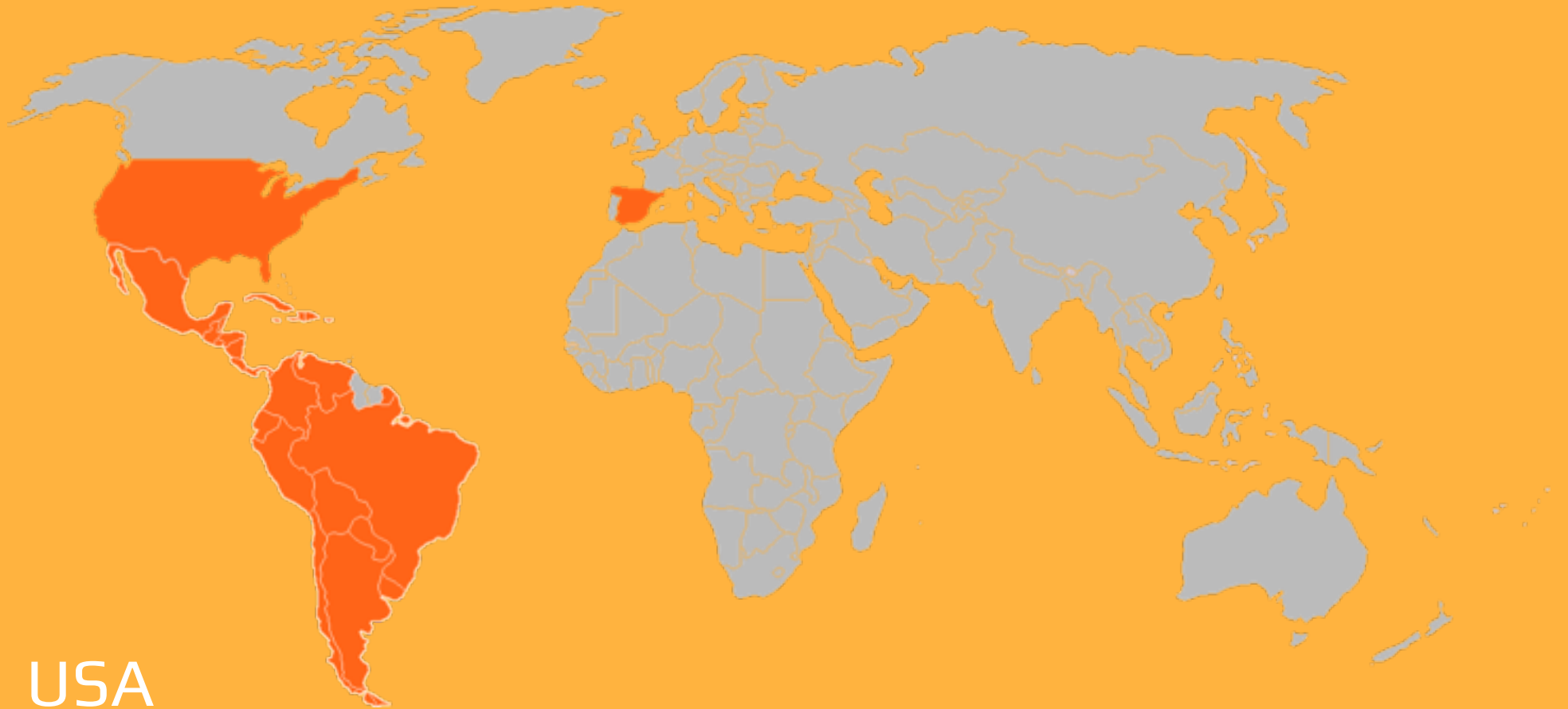
Susping. The
qualitative **research**
tool that takes
marketing researchers
directly into **Latino**
lives.

jsusping™

Powered by the SusPing mobile app & web platform.



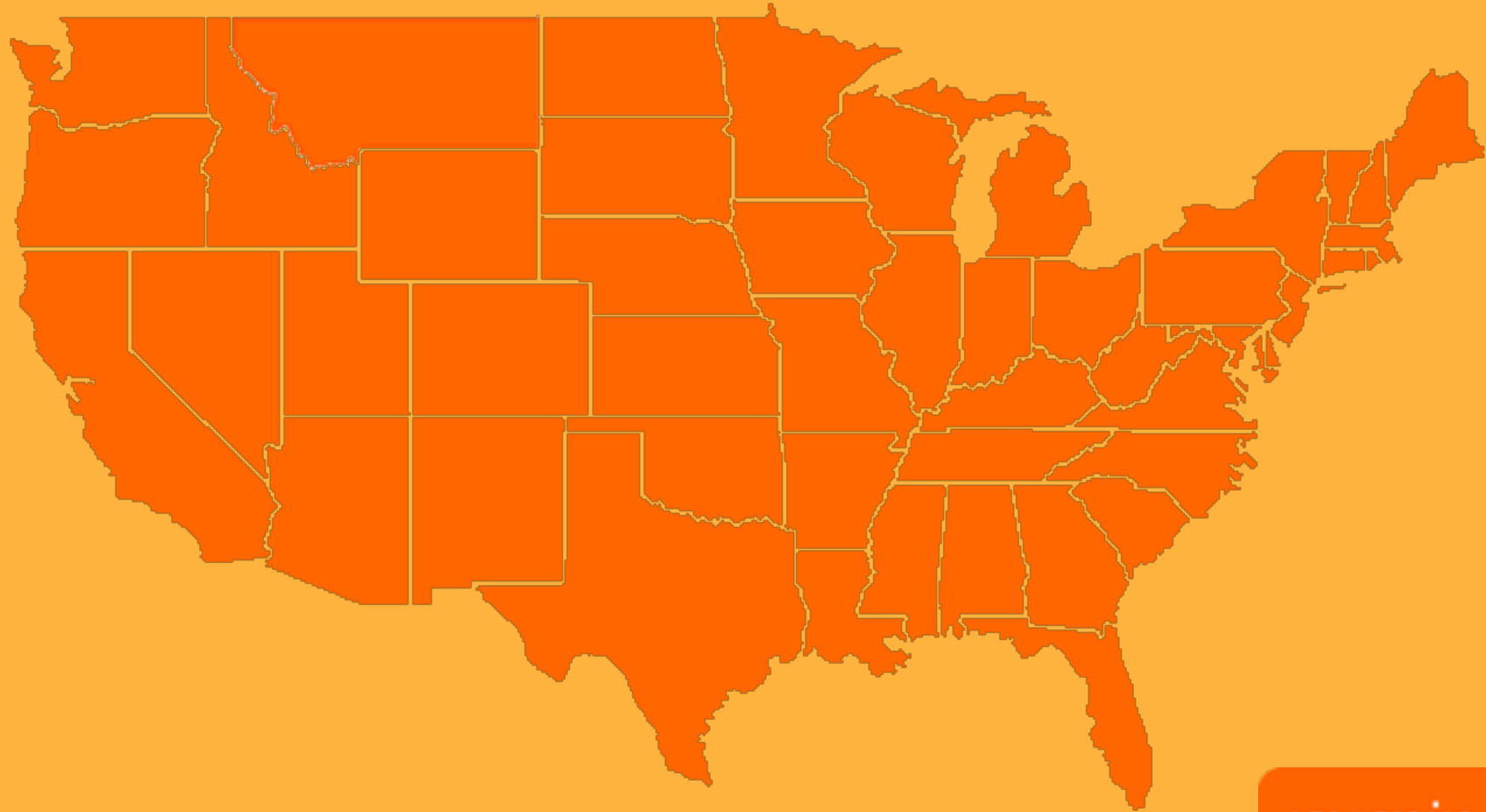
Panelists in Spanish speaking countries globally.



USA
Central & South America
Spain

jsusping™

Both Spanish & English speaking US Latinos.



jsusping™

Representing multiple consumer segments.



Activity-based diaries.
Bulletin boards.
Insight communities.
Brainstorming.



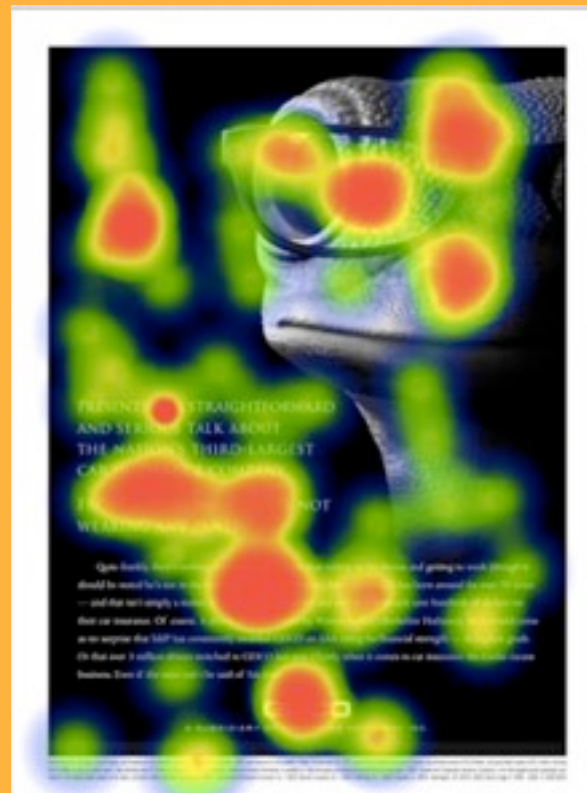
jsusping™

Capturing real Latino life. In home. At work. At play.



jsusping™

**Authentic behavioral data
translated quickly into
actionable insights
with our analytical toolsets.**



“I’d recommend SusPing as a tool to conduct qualitative Latino research in an authentic way.”

**-Jill Bos, Senior Scientist,
Procter & Gamble**

P&G “Hair=Pelo” case study:
<http://bit.ly/1CiUNDv>

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¡Welcome to Latino life!

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