

Drive more impact with powerful



Drive more impact with your packaging with metrics and insight into the **three key success elements** of powerful packaging design: Visibility, communications and persuasion. A PACT test evaluates these three critical performance areas and offers cues for optimization.

Save time and budget. PACT is faster and more affordable than competitive solutions, even when offering in-context testing that is customized and built for each test. PACT Instant offers an AI powered diagnostic tool that instantly screens early-stage design ideas at low cost.

Collect quality multi-faceted data with **state-of-the-art methodology**, like 3D virtual store simulations, eye tracking and implicit association tests. Drag and drop exercises reveal price value/premium perceptions, and granular visual feedback offers design agencies actionable guidance.

Build on your results with **meta-learning and best practice guidelines** to systematically create disruptive designs that accelerate growth: Your own visual library, general and category specific meta-learnings, workshops and additional resources like whitepapers and guides.

Develop, screen, optimize and validate your new packaging designs at all stages with a flexible suite of six solutions - PACT Instant, PACT EQUITY, PACT SCREENER, COMPACT, PACT Immerse and PACT.

Trust results that are **triple benchmarked** against: Your current design, competitive context (shelf metrics and comparison with two key competitors across all KPIs) and our own benchmark database (7000+ cases).

Play on the level of top global manufacturers of packaged goods - like **Unilever, Mondelez** and **Ferrero** - who have already selected MetrixLab as an **approved or preferred partner**.



We're with you every step from inspiration to implementation!

Contact us to learn more about optimizing your package design at every stage