

Advanced research experience

Extend your UserTesting solution with advanced research capabilities

Leverage the powerful quantitative research capabilities of the UserZoom platform to validate the human insights your organization generates with UserTesting every time you conduct research.

The UserZoom platform provides UserTesting customers with advanced quantitative research methods, mixed-methods research, and the ability to source large sample sizes of the right audiences from around the world.



120M+

Source large numbers of your target audience with 120M+ verified research participants

Leverage the power of qualitative and quantitative insights together

Define and measure the potential scope, scale and impact of your qualitative insights with fast, efficient, quantitative research using the right methods and large, statistically significant sample sizes.



Mixed-methods research

- Combine multiple research methods in a single study
- Click tests
- Card sorts
- Tree tests
- Live intercepts
- Measurement and benchmarking



Find large sample sizes

- AI-powered sourcing engine
- 40+ global research panels
- 120M verified contributors
- Live intercepts
- Invite your own contributors
- Source niche audiences
- Unlimited recruiting per study



Automated insights analysis

- Auto-generated charts and graphs
- Word clouds
- Heatmaps
- Click paths
- Demographic filtering and segmentation
- Benchmarking scorecards (QXscore)*

*optional upgrade

Increase your confidence with extensive mixed methods research capabilities

From early-stage customer discovery to concept validation, usability testing, and experience measurement, the UserZoom platform gives you quantitative methods and large, flexible audience sourcing options to validate all of your qualitative insights, every time.

Competitor research Efficiently measure and compare behavioral and attitudinal insights about your experience and that of your top competitors with a large audience and a wide range of methods.	Concept testing Get quick, valid feedback on usability and attitudes with large numbers of your target audience, to increase decision confidence before committing to one design.	Pre-A/B testing Save time and money by running simulated A/B tests with designs across large samples of customers and prospects to prioritize and narrow your scope before you go live with a formal A/B test.
Measure performance Combine the right methods with the large numbers of your target audience to measure experience performance over time with statistical accuracy.	Accessibility evaluation Find authentic, hard-to-reach niche audiences, and test with users of assistive reading technology to quickly and accurately validate the accessibility of designs before they go live.	Test and inform messaging Test your messaging early with your target audience, including behavioral metrics for calls-to-action to understand the impact it has at scale.

Partner with the market leader

With more than 3,400 subscription customers, we power more than half of the top 100 brands in the world.



About UserTesting

UserTesting is fundamentally changing the way digital products and experiences are built and delivered by helping organizations get insights from customers—from creation through execution. UserTesting enables companies to get input earlier in the process, helping to reduce guesswork, and bring experience data to life with human insight.