

Want to know the opinion of your potential customer? Get affordable and quick feedback on social media.

With increasing pressure to innovate and improve customer experience, **knowing your customers and target markets has become more critical than ever.** However, classic opinion research methods like phone surveys or panels are expensive and time-consuming.

Boomerang Ideas is a platform that allows you to **use social media as an opinion research channel!** With this, we help businesses broaden their reach and collect consumer opinions **faster and cheaper.**

Our Boomerang Ideas polling platform **harnesses the power of crowd-sourcing to quickly validate an idea or get answers to your question.**



Quick insights

With a verdict **in just 1 week**, Boomerang Ideas is one of the fastest validation tools on the market, giving you the critical time advantage you need.



Precise results

Broaden your reach and get **representative opinions** from targeted users. You will be able to drill-down the responses by age-groups, gender and region.



Super convenient

Simple yet sophisticated. With **just 3 clicks**, you can start your poll and follow the results on our dashboard without being a social media expert.



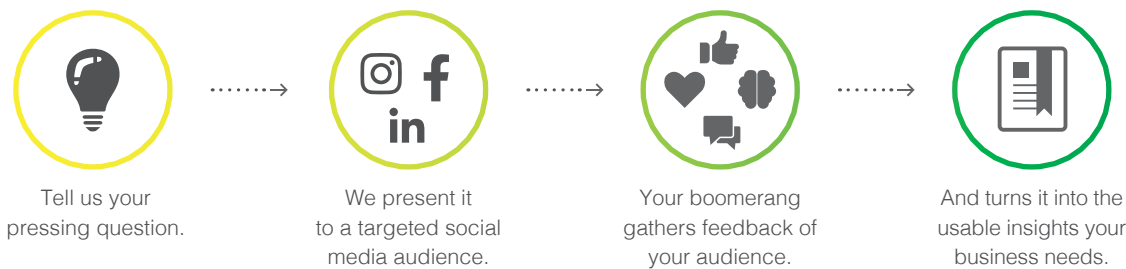
Boomerang Ideas brings crowd intelligence and consumer market research within your reach.

On-demand feedback, powered by crowd intelligence

Boomerang Ideas transforms your question into white-labeled **social media posts**. These posts are distributed to **your selected socio-demographics** by the accurate **micro-targeting feature** known from advertising technology.

Our online dashboard gives you **live insights** on the collected feedback. Within just 1 week you get a **fully-fledged PDF-report** with diagrams, tables and comments to present to your stakeholders.

Feedback from **real users on the most relevant platforms such as Facebook or Instagram**, allows you to tap into a powerful population sampling. This sourcing method can even get you **representative answers** based on the age, gender, language and regional distribution of a country.



Team Boomerang Ideas

Boomerang Ideas is a team of professionals with startup, corporate, design and research backgrounds. We are proud to offer a radically new way of doing consumer market research. The Swiss company, founded in 2018, is based and registered in Zürich.

Some happy customers



FUTURE
PRENEURSHIP

keen_



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