

THE ESSENTIAL *PRODUCT LAUNCH* TOOLKIT

25 TOOLS FOR PRODUCT MARKETERS

THE ESSENTIAL PRODUCT LAUNCH TOOLKIT

RESEARCH

TEST & BUILD

TRAIN

LAUNCH

MEASURE



THE ESSENTIAL PRODUCT LAUNCH TOOLKIT

RESEARCH

TEST & BUILD

TRAIN

LAUNCH

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+ Which feature matters
most to women?

+ What do my customers
think of their shopping
experience?

+ What do people think of
my brand?

+ Which color should I use
on my website?



GOOGLE.COM/INSIGHTS/CONSUMERSURVEYS



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RESEARCH

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TEST & BUILD VERIFY

MANUALLY A/B TEST MOCKUPS.

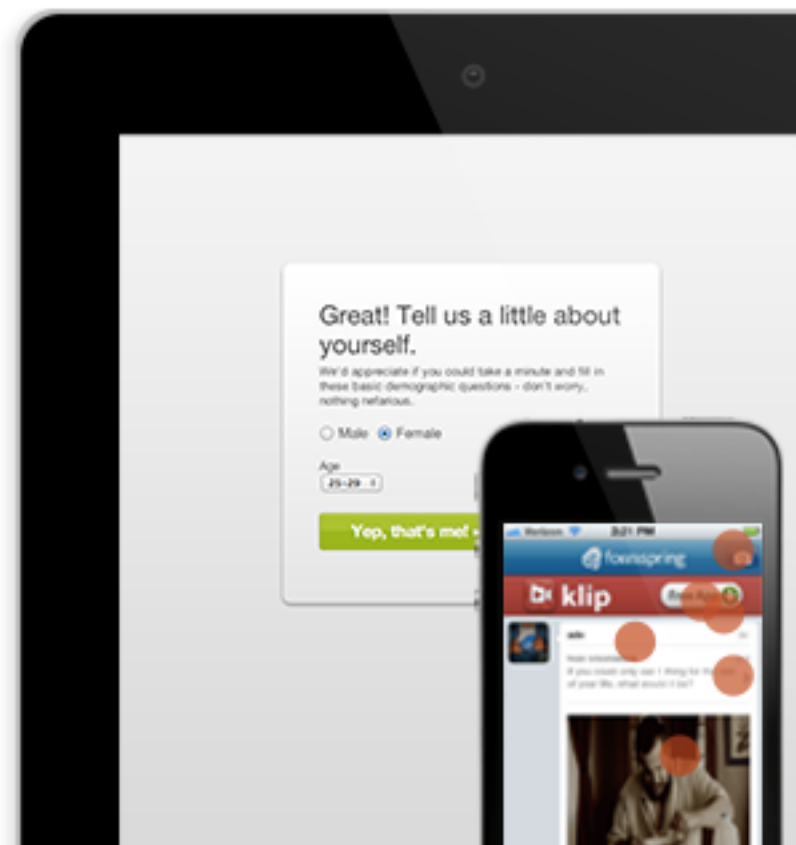


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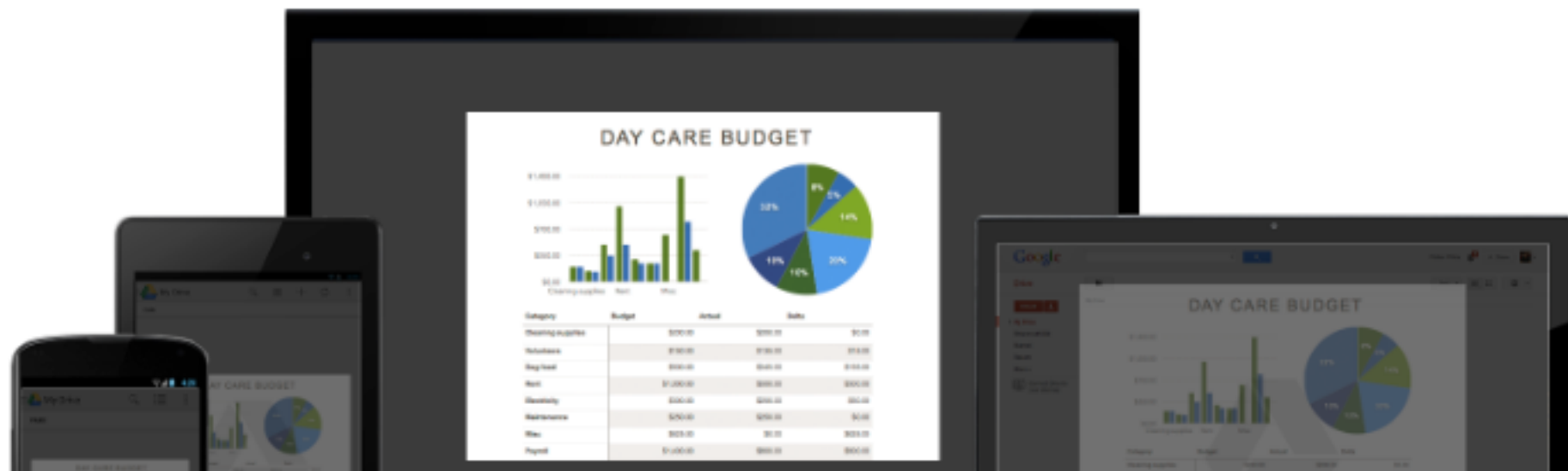
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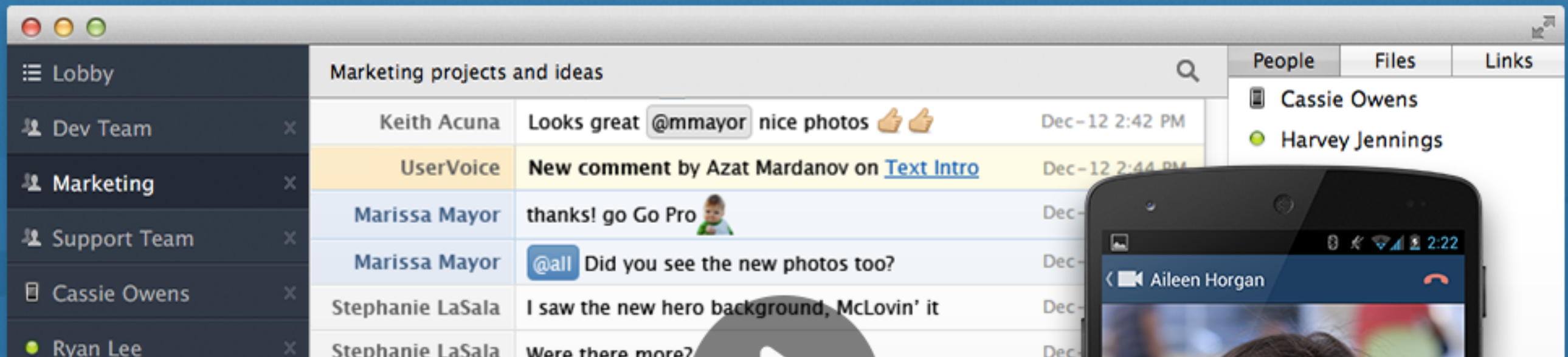
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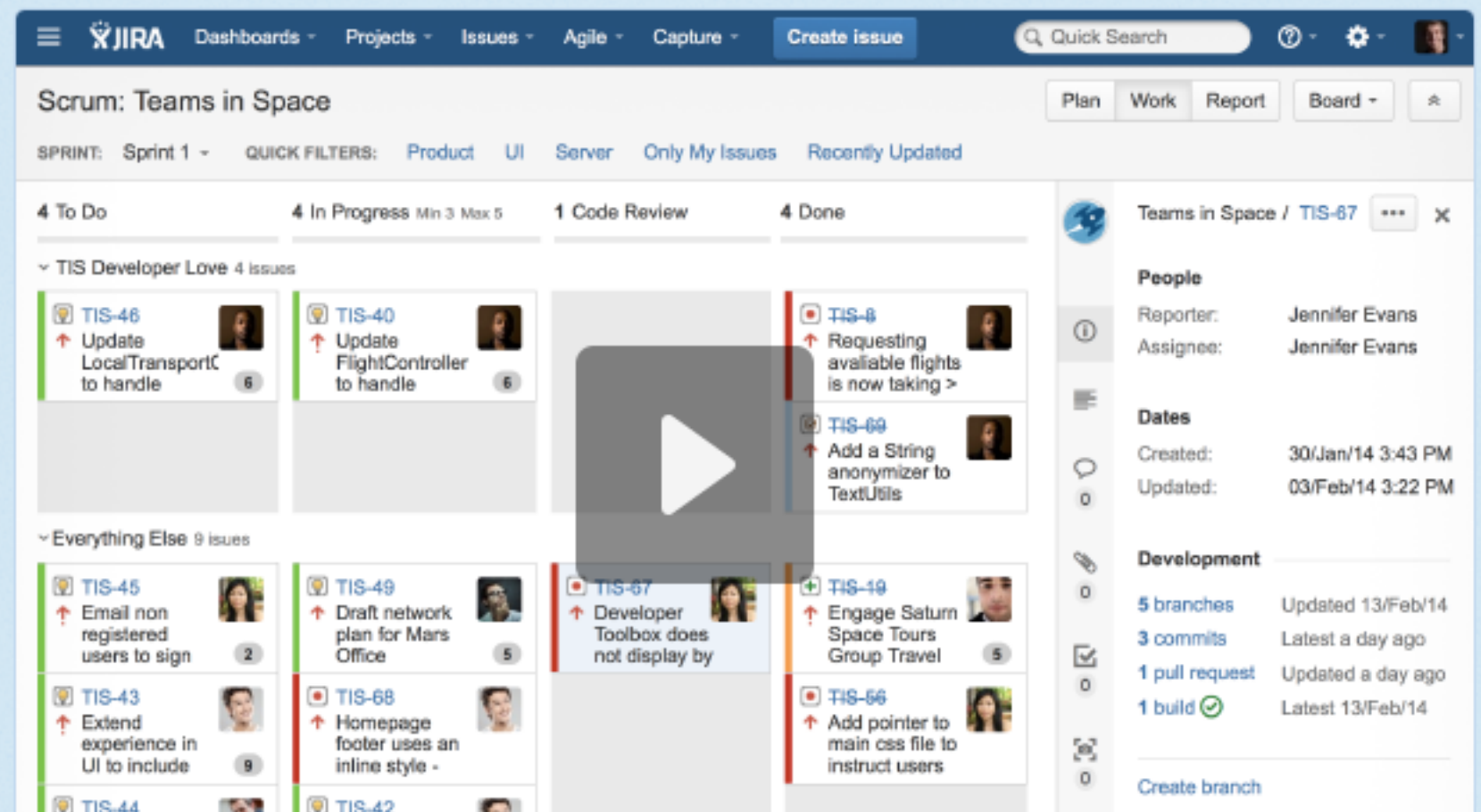
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TRAIN KEYNOTE

CREATE BEAUTIFUL PRESENTATIONS.

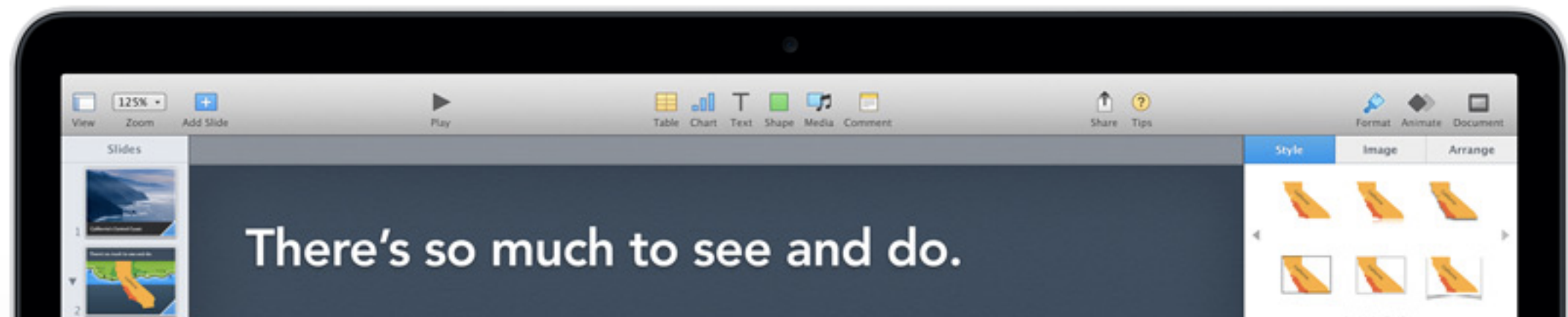
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LAUNCH

GOOGLE ALERTS

CUSTOMIZABLE NEWS ALERTS.

Alerts

Search query:

Result type:

Everything



Language:

English



Region:

Any Region



How often:

Once a day



How many:

Only the best results



Your email:

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Manage your alerts

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1



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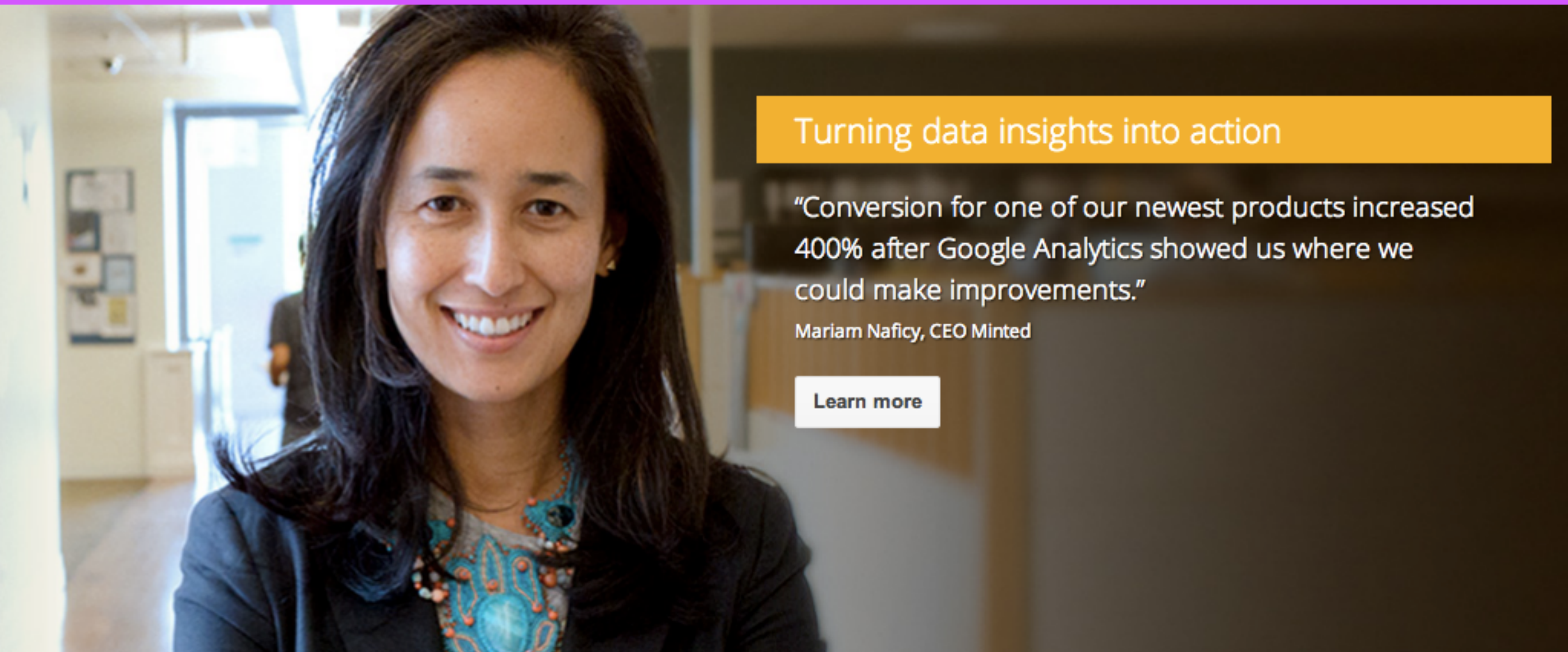
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MEASURE LOOKER

BUSINESS INTELLIGENCE AND ANALYTICS.



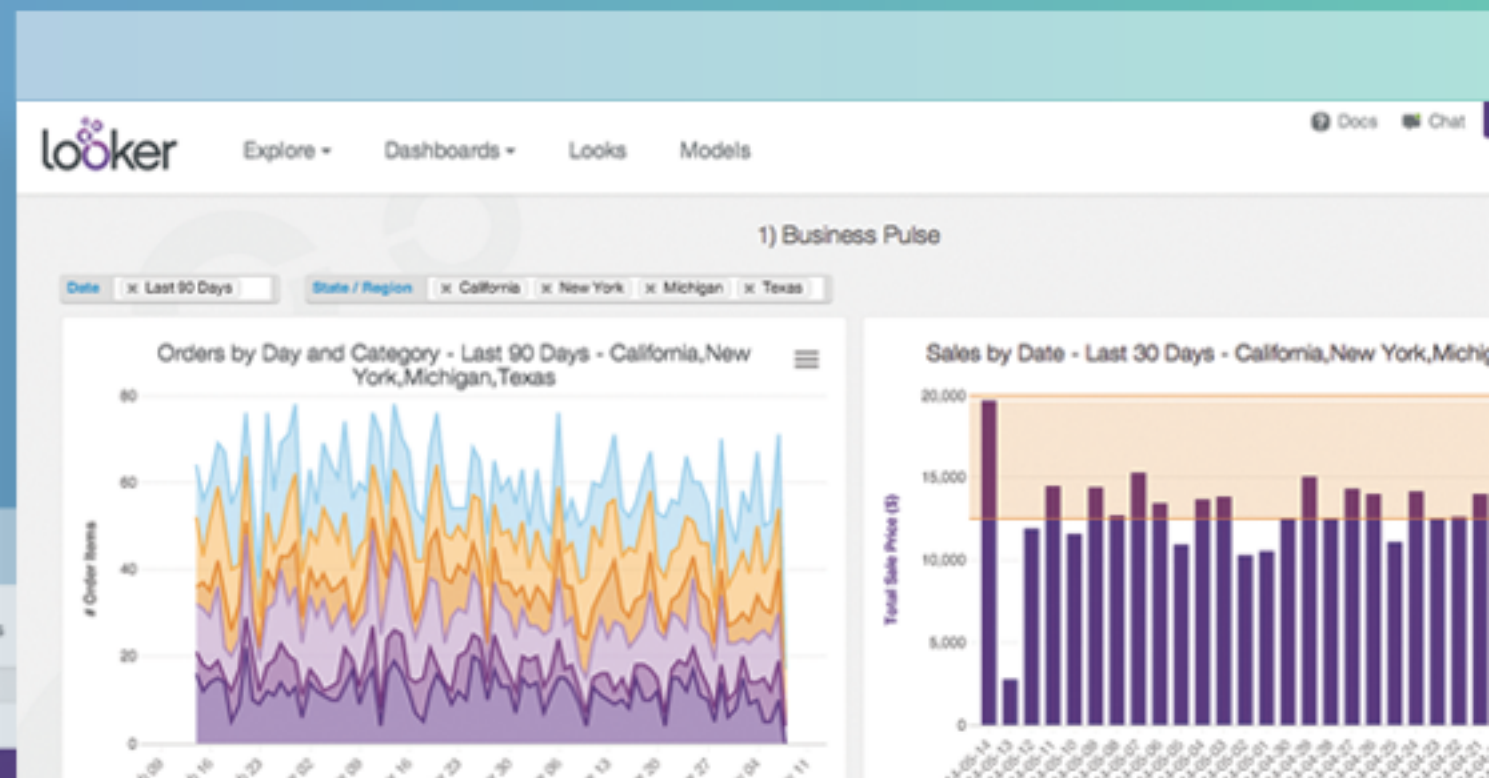
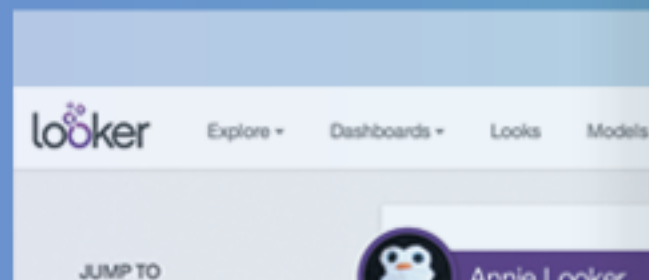
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OPEN SOURCE RELATIONAL DATABASE.

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