



*Business Intelligence & Market Research*

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New Module

# Ad-Hoc Testing

*Custom Market Probing*

Powered by:

**SEO**invoke  
digital marketing agency

## General Description

Ad-Hoc Testing is a custom market research service, structured for companies in expansion phases, launching disruptive products, or exploring "blind" niches. It deploys a network of qualitative and quantitative analysis outside standard automated workflows.

## Technical Capabilities

<b>Custom Agent Configuration</b>	Manual fine-tuning of AI models to search for hyper-specific parameters within the client's industry.
<b>Closed-Source Scraping</b>	Integration with SerperAPI to analyze niche forums, local regulations, B2B databases, and technical information repositories.
<b>Qualitative Sentiment Analysis</b>	Assessment of consumer perception regarding specific problems that the new product or service aims to solve.
<b>Isolated Viability Projections</b>	Market penetration scenario modeling based on customized variables.

## Problems It Solves

- Extreme capital investment risk when opening new business lines without empirical validation.
- Lack of pre-packaged market data for highly specialized or innovative sectors.
- Uncertainty in initial Product-Market Fit before committing development or marketing budgets.

## How It Will Be Used

The client provides a briefing detailing the hypothetical product, the new vertical, or the target market. The SEO-INVOKE technical team manually configures the tool to track the exact requested variables, executing a highly precise, focused investigation.

## Immediate Benefits

✓	<b>Zero-Risk Mitigation</b>	Conclusive data that validates or discards the investment viability before launch.
✓	<b>Evidence-Based Go-To-Market Strategy</b>	Precise identification of optimal channels to introduce the new offering.
✓	<b>Entry Barrier Detection</b>	Advance knowledge of legal, technical, or saturation obstacles in the new market.