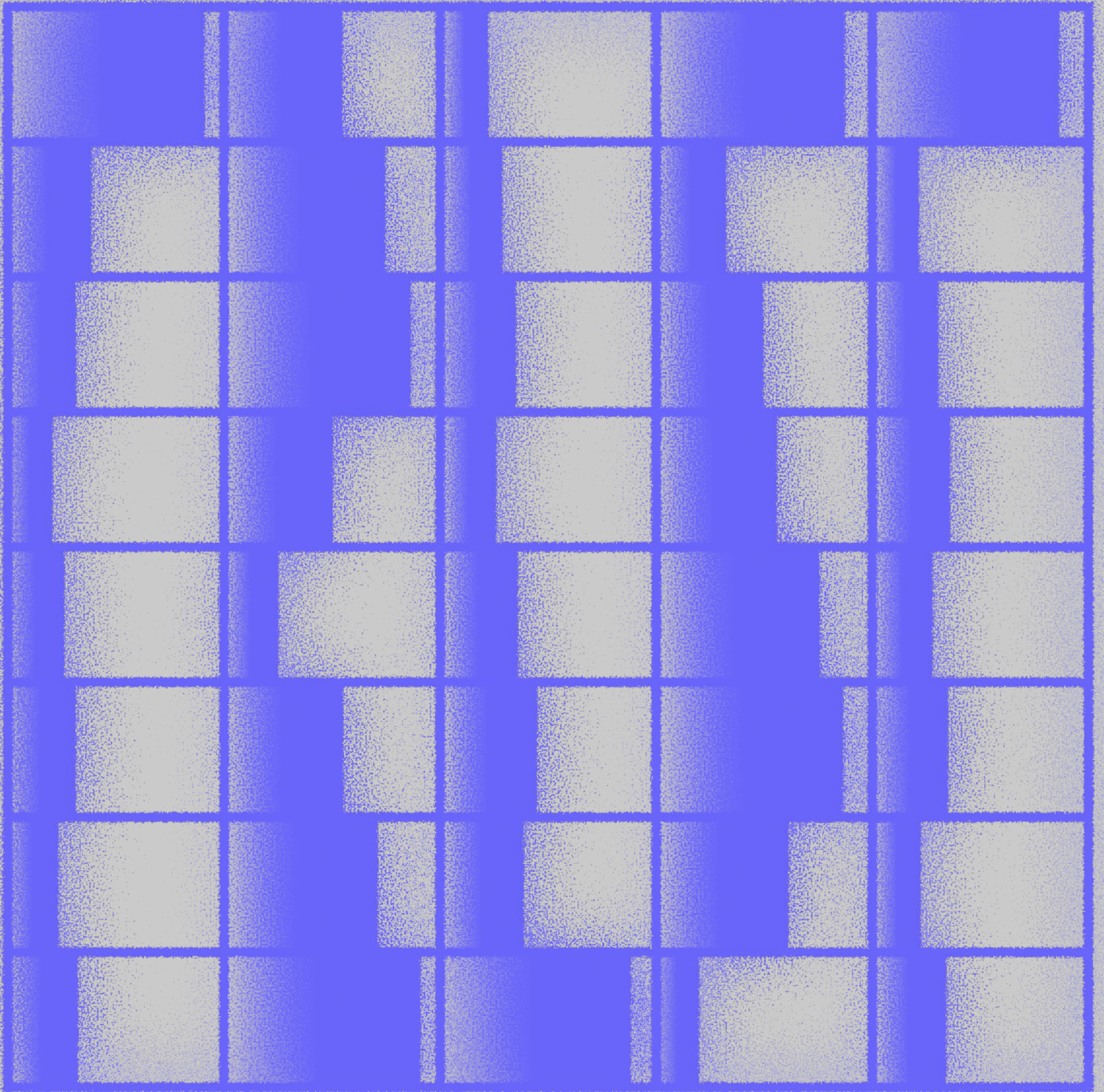
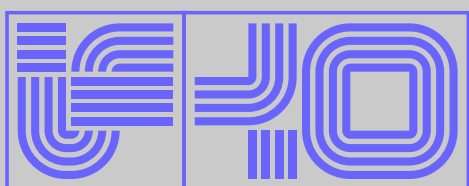




THE AGE OF TRUST

Measure multiple trust signals



PROJECTS BY IF TEN YEARS

Many organisations poll trust in their brand as a whole, but it can be more helpful to measure specific trust signals to inform product design at a more granular level. These can take the form of actions taken during a user journey, and multiple metrics can be combined to eliminate false positives.

