THE DIGITAL ADVANTAGE

LEADING CHANGE WHEN STATUS QUO RESEARCH IS NO LONGER AN OPTION

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VICE PRESIDENT, BUSINESS DEVELOPMENT
AYTM

1. HOW **TECHNOLOGY** CAN BE USED TO HELP **MANAGE STAKEHOLDER EXPECTATIONS**.

2. SIMPLE WAYS TO **EXECUTE COMPLEX RESEARCH** TESTS

3. HOW TO BE CONFIDENT YOUR **TECHNOLOGY PARTNER** IS SUPPLYING THE HIGHEST QUALITY DATA.

4. PRACTICAL ADVICE FOR ENSURING YOUR **TECHNOLOGY** PARTNERSHIPS ARE **FLEXIBLE AND ADAPTABLE**.

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GRIT
2019 TOP 50
INNOVATIVE
COMPANY

ISO 27001

AYTM MARKET RESEARCH PLATFORM

PROPRIETARY PANEL

Top-rated proprietary and partner consumer panels reaching over 60MM respondents globally

SURVEY PLATFORM

An easy but powerful self-service survey platform with advanced research tests powered by automation

RESEARCH SERVICES

Professional stats and visualization tools. Friendly support, expert Research Teams, and training tools that make your job easier

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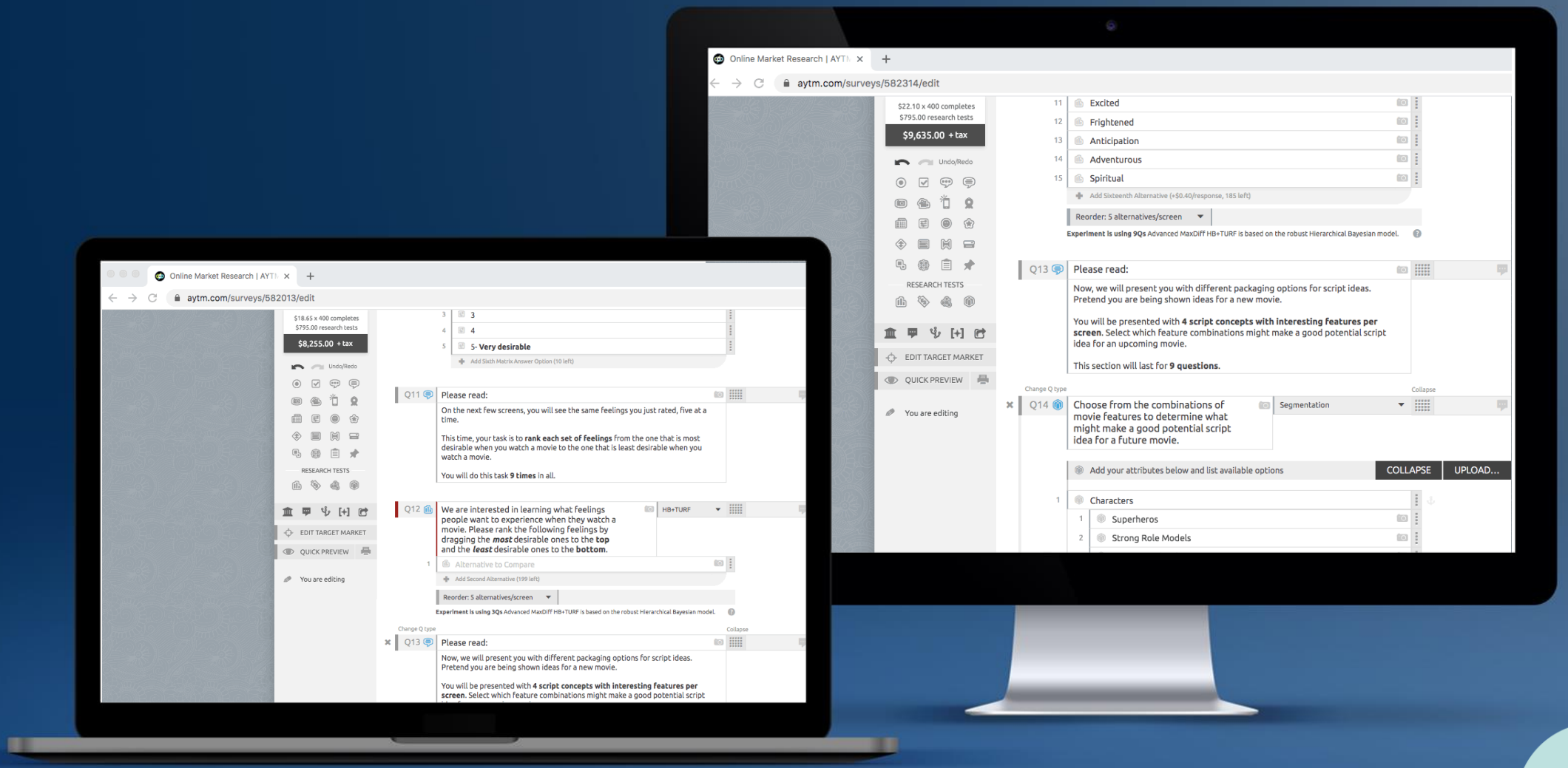
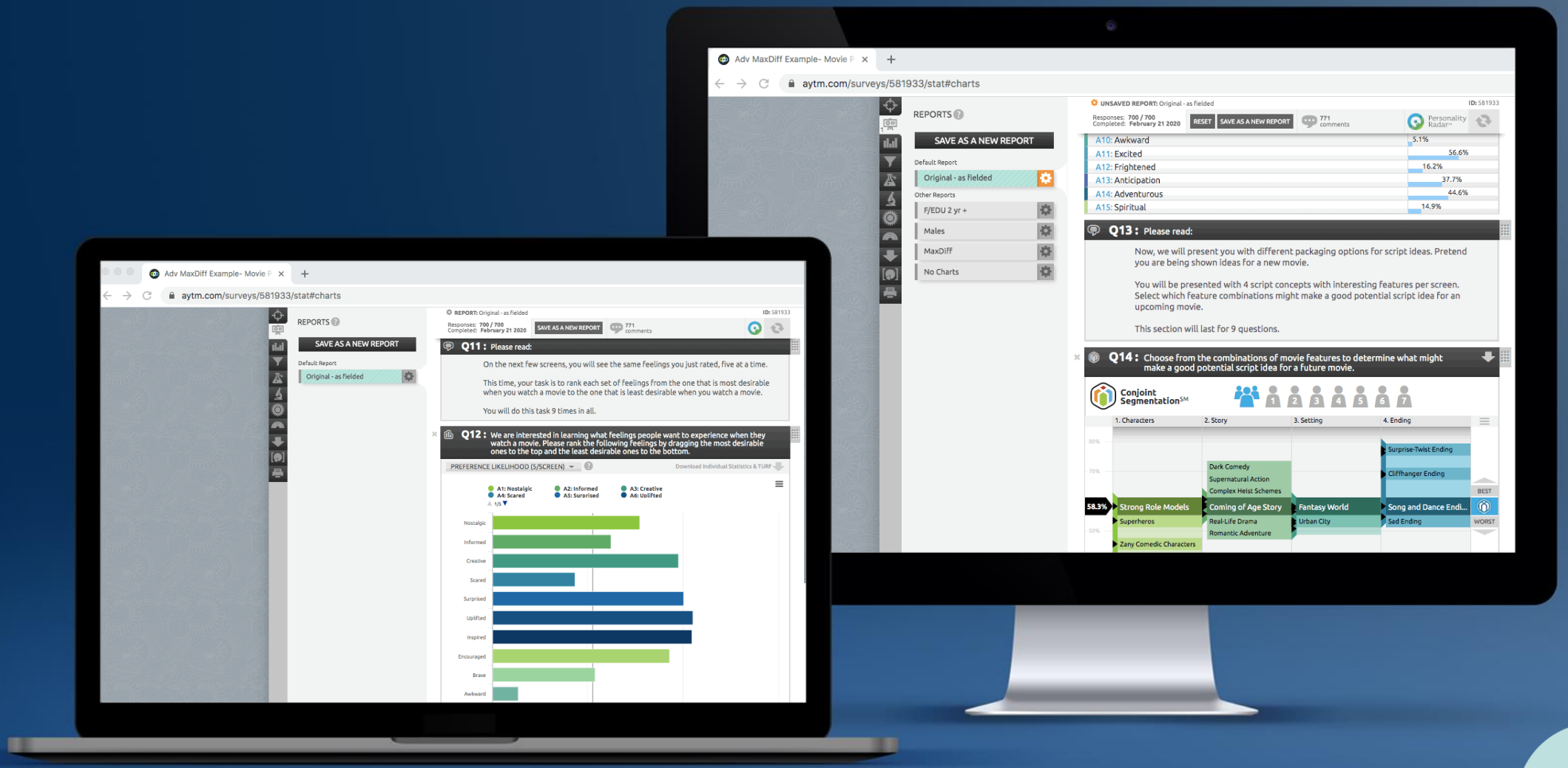
MEETING STAKEHOLDER EXPECTATIONS

PARTNERSHIP WITH **KEY STAKEHOLDERS** AND **INTERNAL TEAMS**

MEETING STAKEHOLDER EXPECTATIONS



MEETING STAKEHOLDER EXPECTATIONS



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MEETING STAKEHOLDER EXPECTATIONS

AMERICAN **CRAFT BEER COMPANY**

EXECUTING COMPLEX RESEARCH TESTS

MaxDiff

TURF

Conjoint

Van Konan

KANO

SUCCESS METRICS

3,776 DAYS

TIME SAVED FOR DISCRETE CHOICE

3-24 HRS

MAXDIFF RESULTS
VS.4 WEEKS

2-3 DAYS

CONJOINT RESULTS
VS.5 WEEKS

CHAIN REACTION

Poor data quality

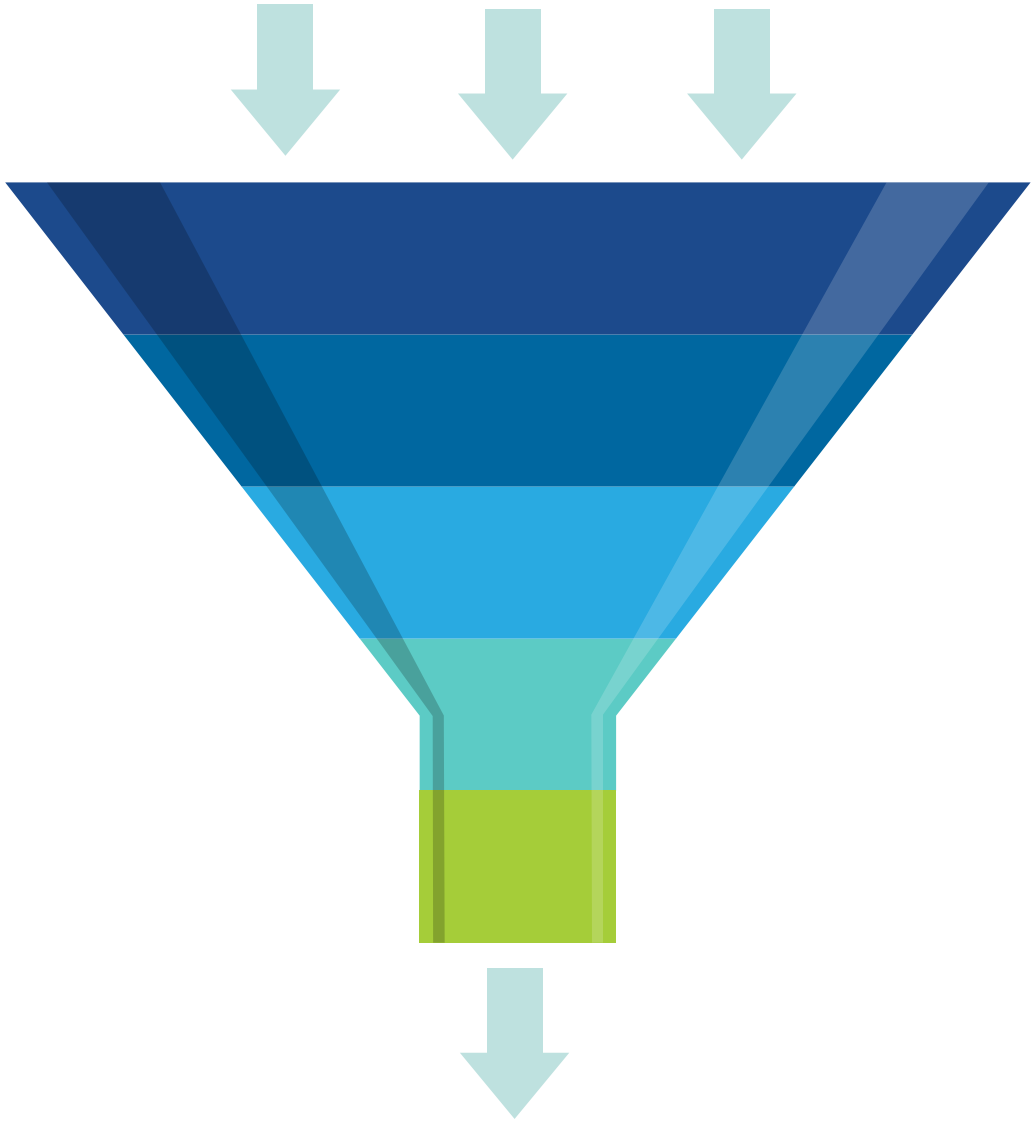
Business decisions that move the brand in the wrong direction

Lower market share

Erodes the trust built with stakeholders

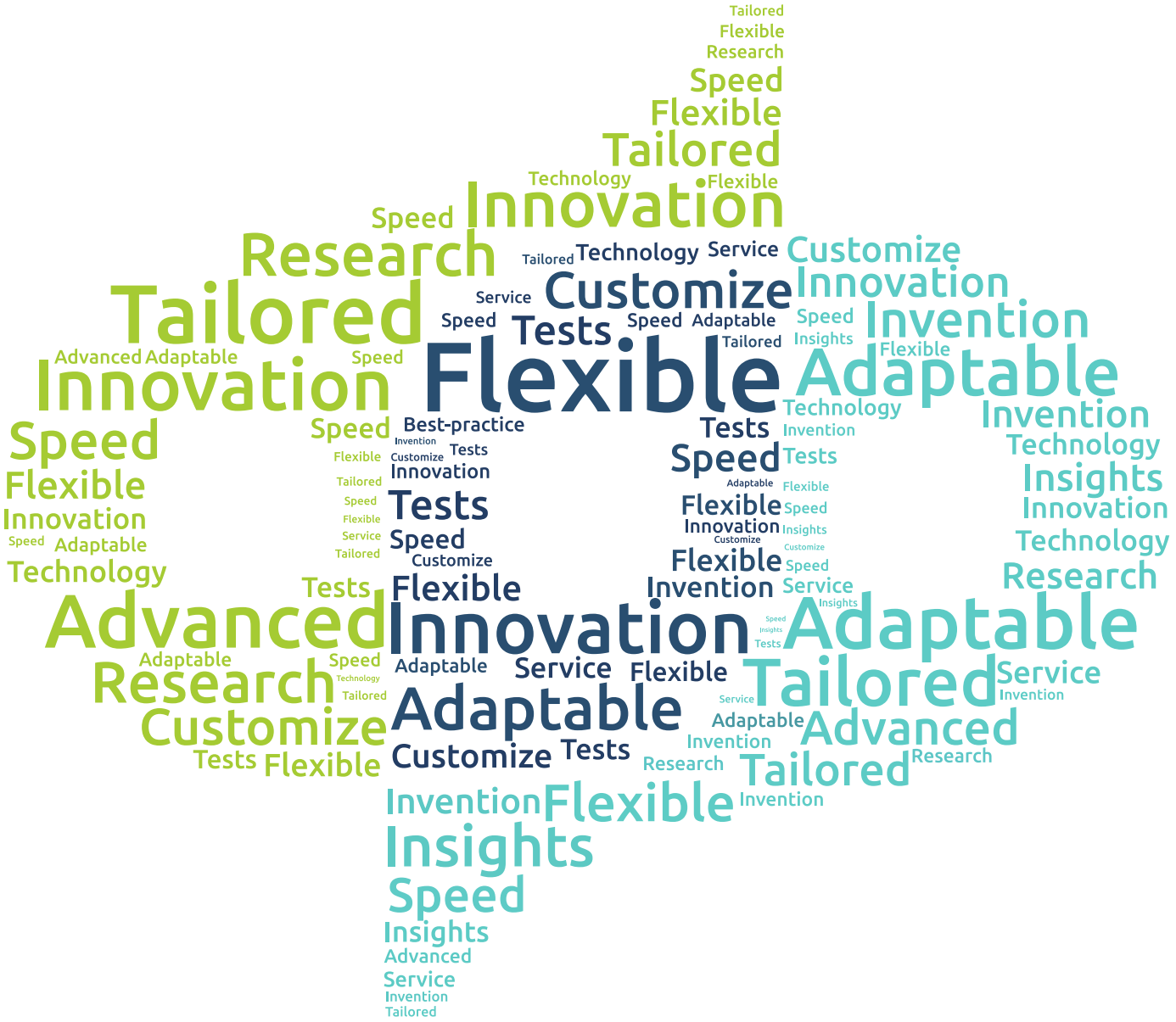
Negatively impact your company's ability to understand the consumer

WHAT TO LOOK FOR IN A TECHNOLOGY PARTNER - DATA QUALITY



1. **REMOVE BOTS**
   Fraudulent activity
2. **REMOVE DUPLICATES**
   Multiple ID/devices digital fingerprinting
3. **VERIFY TARGET AUDIENCE**
   Representativity PII, sampling methodology
4. **VERIFY RESPONSE QUALITY**
   Open-ends, Red herring, Prequal masking
4. **OVERALL EXPERIENCE**
   And fielding speed

WHAT TO LOOK FOR IN A TECHNOLOGY PARTNER - FLEXIBILITY



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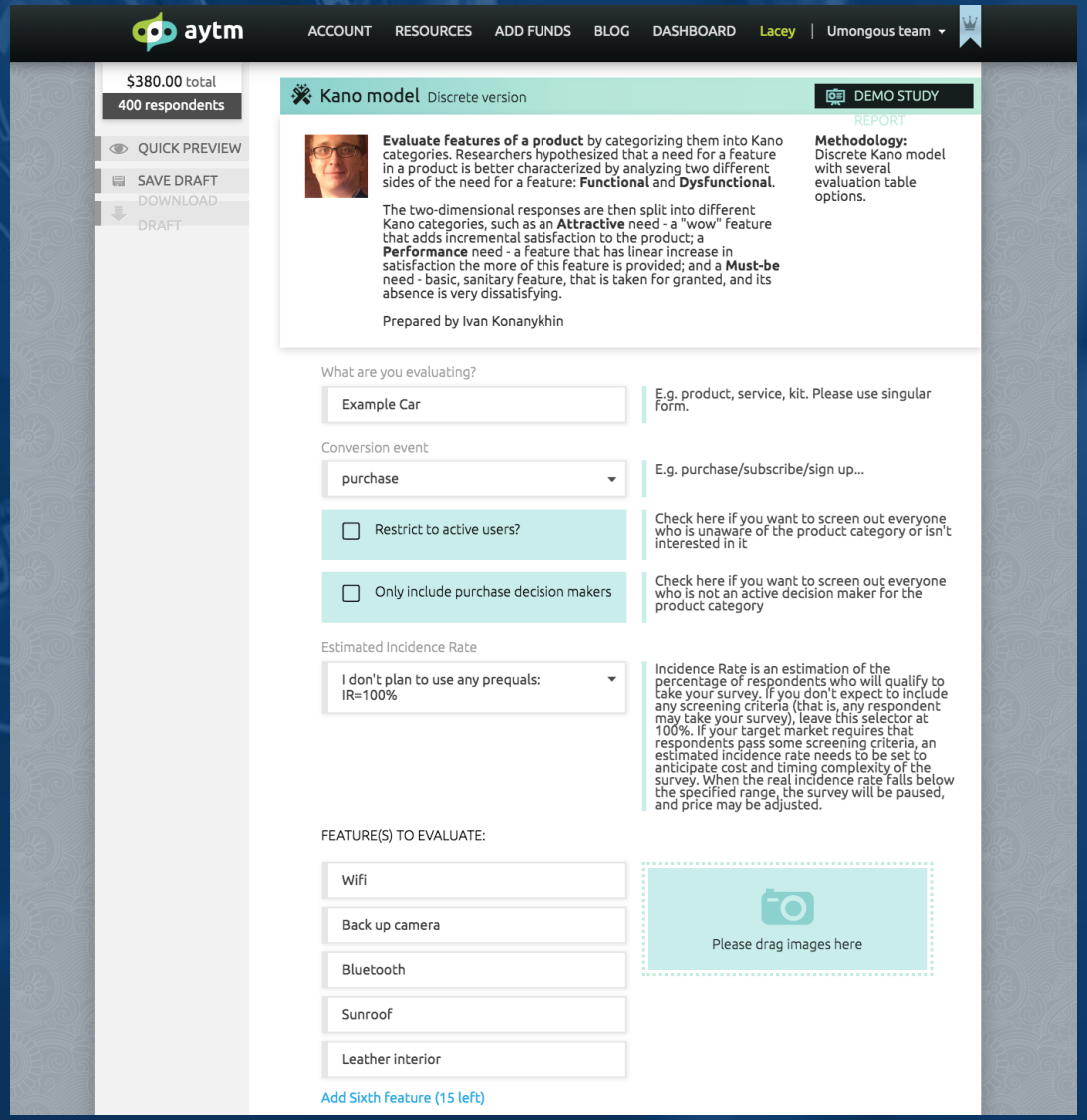
WHAT TO LOOK FOR IN A TECHNOLOGY PARTNER - FLEXIBILITY

KANO MODEL

AMERICAN **CAR COMPANY**



WHAT TO LOOK FOR IN A TECHNOLOGY PARTNER - FLEXIBILITY

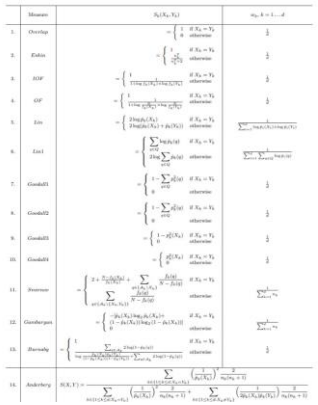
Empathy

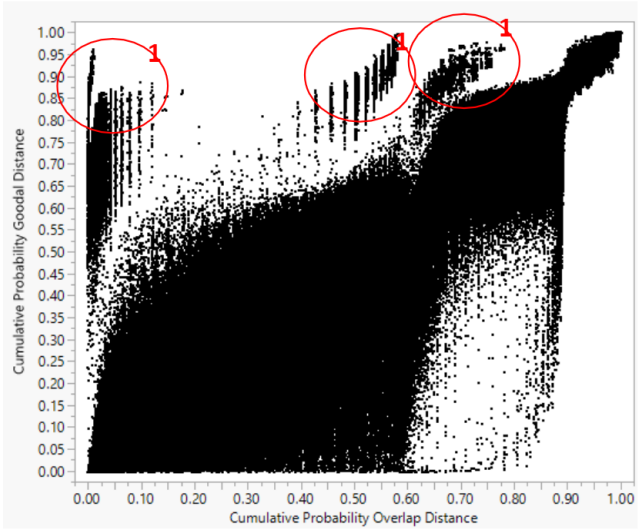
Responsiveness

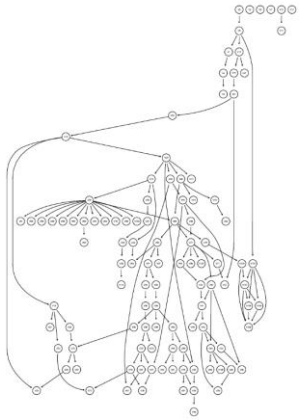
Expertise

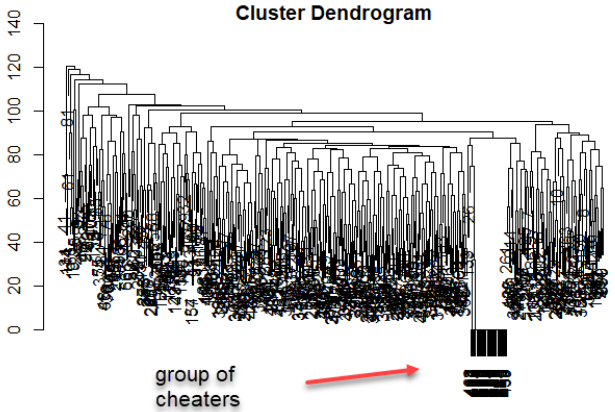
Training

WHAT TO LOOK FOR IN A TECHNOLOGY PARTNER – REPUTATION + THOUGHT LEADERSHIP









DIGITAL TRANSFORMATION BENEFITS

	Traditional MR Firms	AYTM Platform
Survey Design & Programming:	2 weeks	24–72 hours
Fielding/ Data Collection:	1-2 weeks	24-48 hours (unless low IR audience)
Reporting & Analysis:	1-2 weeks	data available in real-time in STATS page
Costs:	One price fits all ($50K+)	A la carte pricing; overall savings 30%+ depending on study objectives

Example DIY Study ~
$2,000-$5,000
(varies based on sample size)

Example FS Study ~
$10,000- $25,000+
(varies based on services needed)

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Q&A...

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