



THE DIGITAL ADVANTAGE

LEADING CHANGE
WHEN STATUS QUO
RESEARCH IS NO
LONGER AN OPTION





ABOUT YOUR SPEAKERS

**KANDICE
COLTRAIN**
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.**





GRIT
2019 TOP 50
INNOVATIVE
COMPANY



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

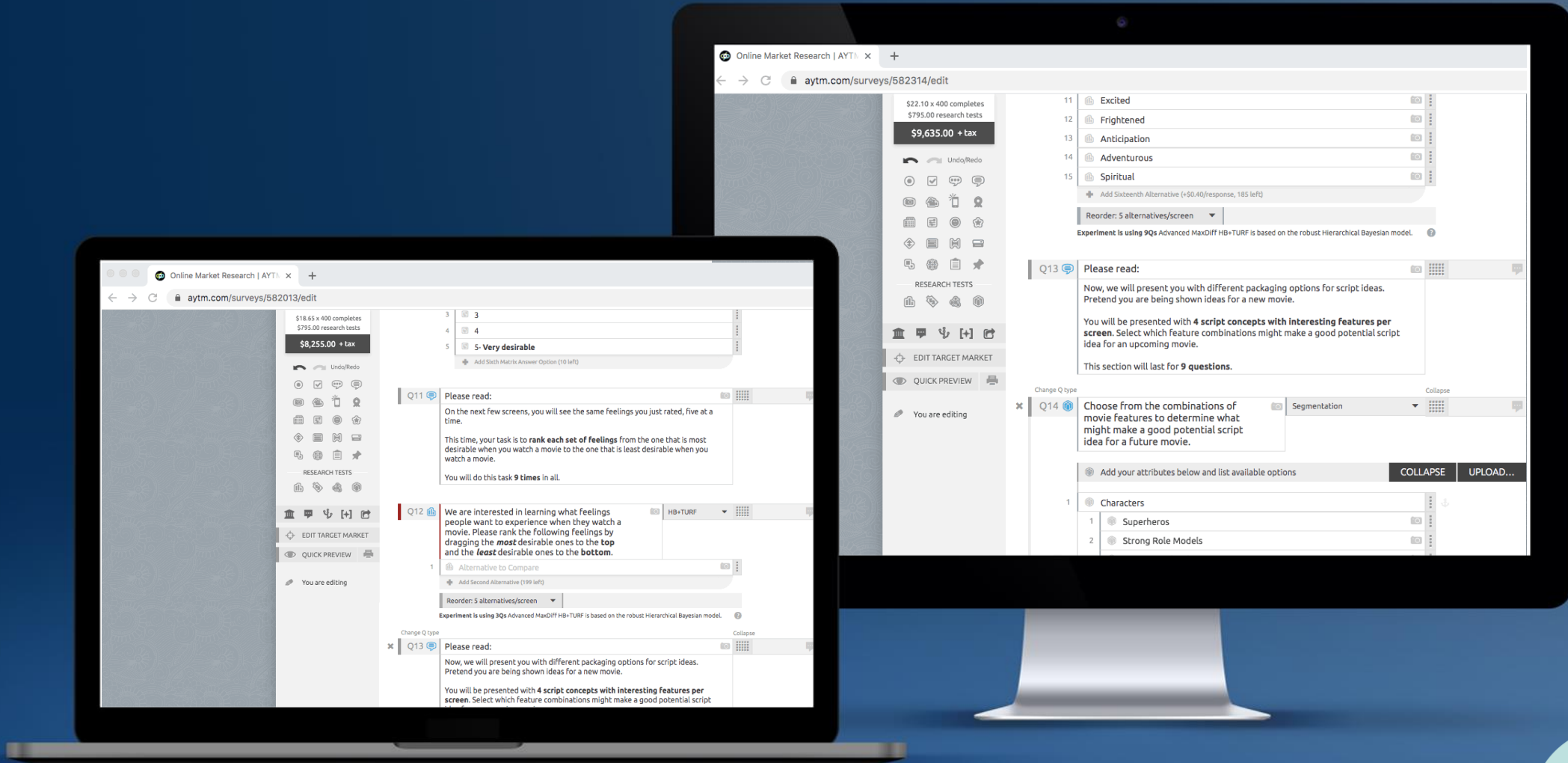
Professional stats and visualization tools. Friendly support, expert Research Teams, and training tools that make your job easier

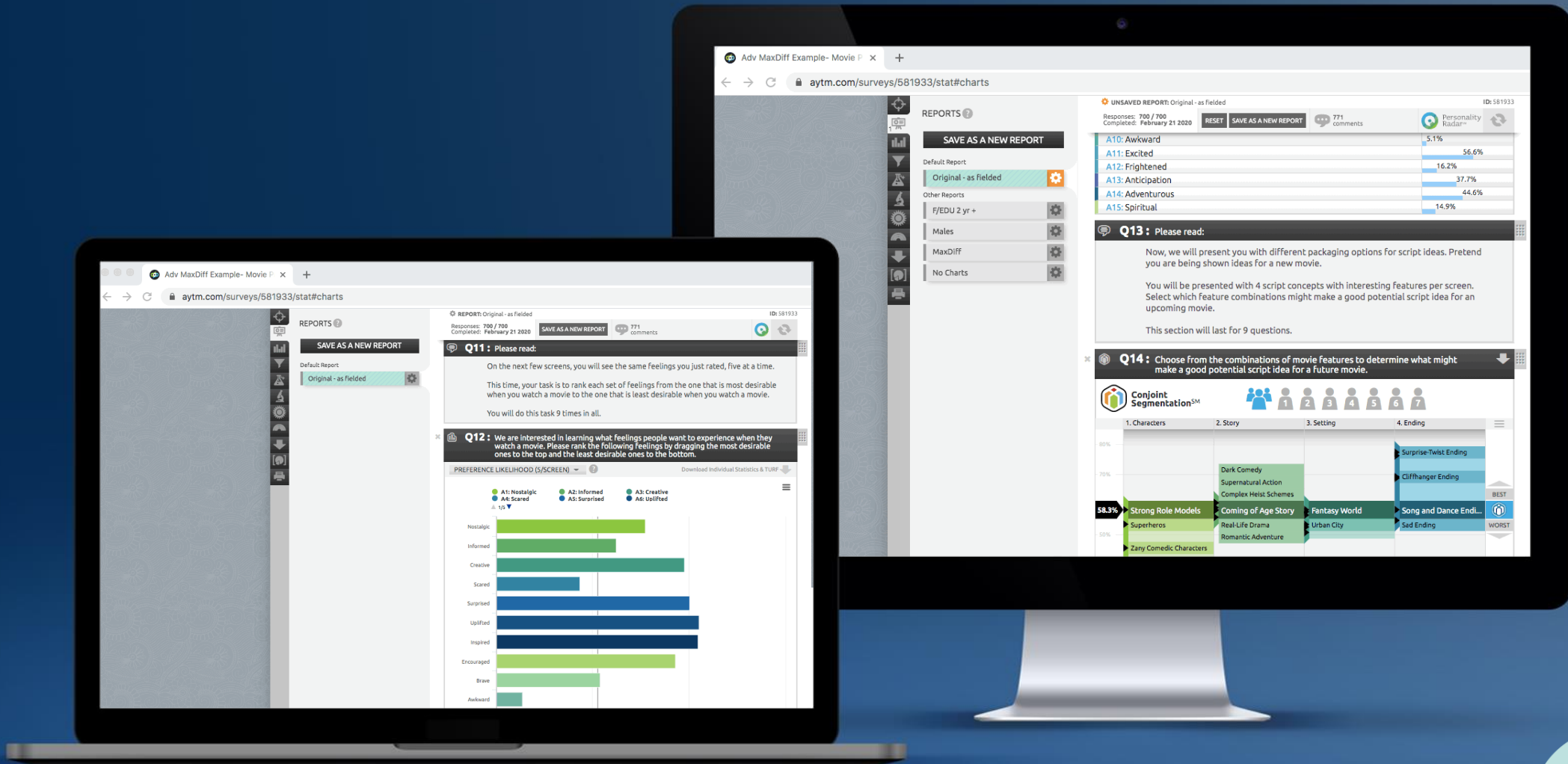


A photograph of three business professionals in a modern office setting. A woman with curly hair and glasses is smiling and looking towards a man in a white shirt and glasses, who is holding a smartphone. A woman with dark hair is looking at a laptop. The background shows a staircase and office furniture.

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









MEETING STAKEHOLDER EXPECTATIONS

AMERICAN CRAFT BEER COMPANY





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



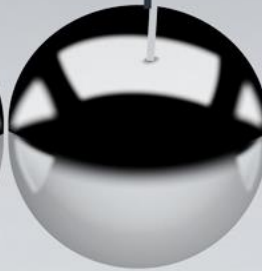
CHAIN REACTION



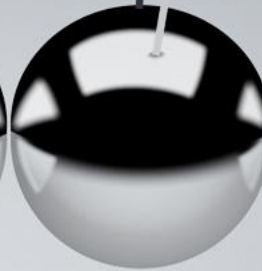
**Poor
data
quality**



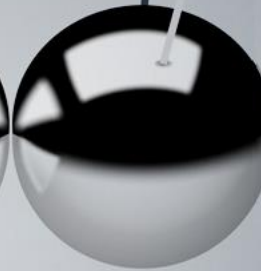
**Business
decisions
that move
the brand
in the
wrong
direction**



**Lower
market
share**

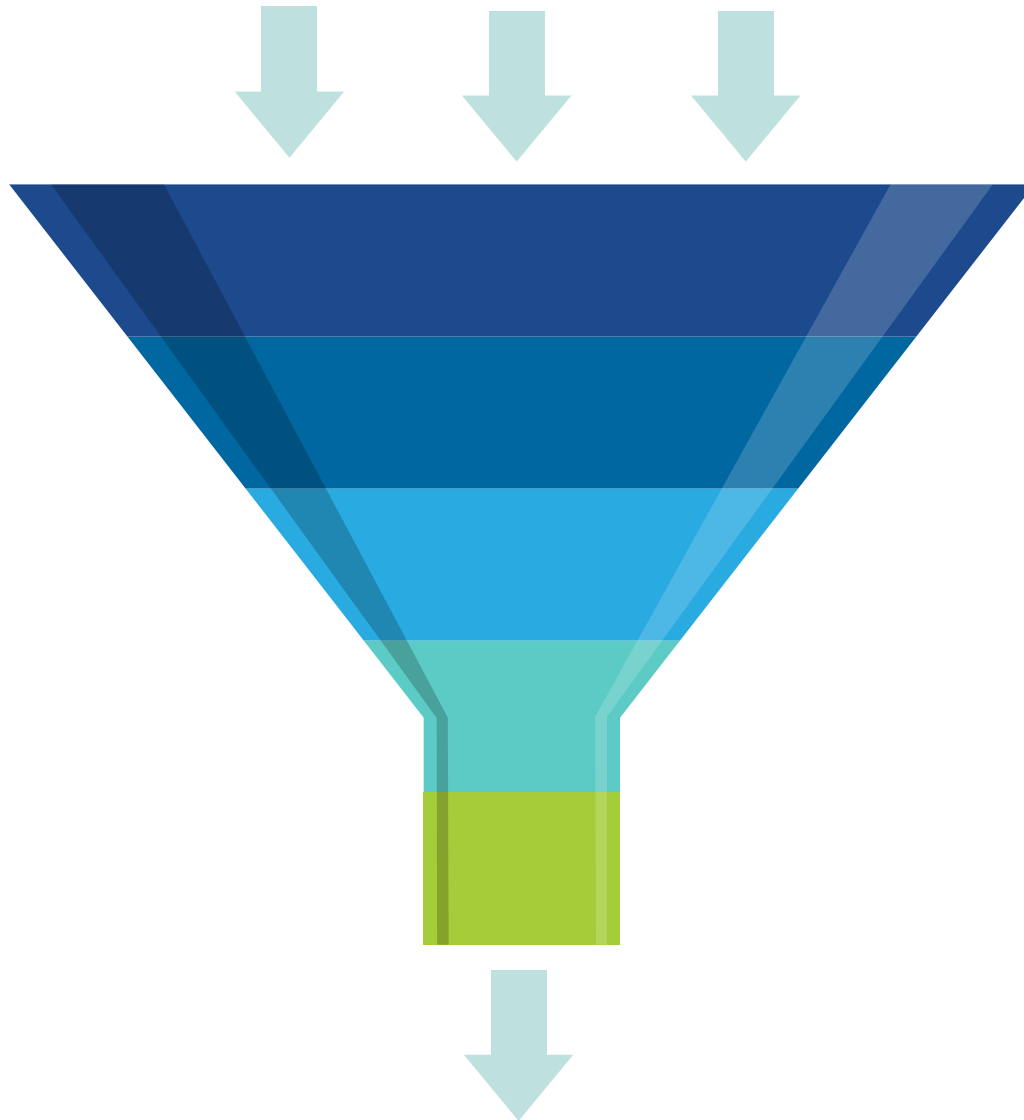


**Erodes
the trust
built with
stakeholders**



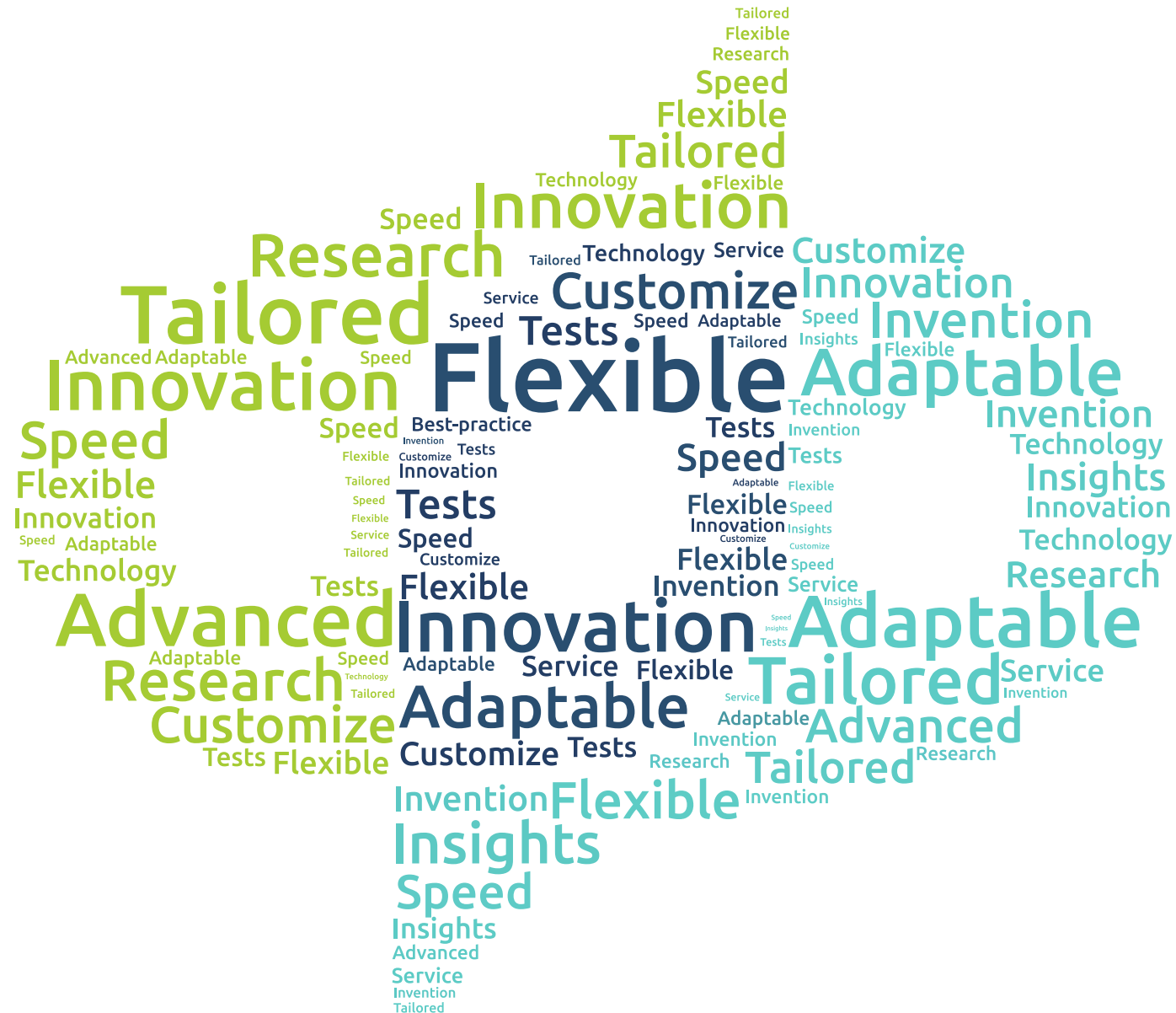
**Negatively
impact your
company's
ability to
understand
the consumer**





- 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





AMERICAN CAR COMPANY

\$380.00 total
400 respondents

QUICK PREVIEW

SAVE DRAFT

DOWNLOAD

DRAFT

Kano model Discrete version

REPORT DEMO STUDY

Evaluate features of a product by categorizing them into Kano categories. Researchers hypothesized that a need for a feature in a product is better characterized by analyzing two different sides of the need for a feature: **Functional** and **Dysfunctional**.

The two-dimensional responses are then split into different Kano categories, such as an **Attractive** need - a "wow" feature that adds incremental satisfaction to the product; a **Performance** need - a feature that has linear increase in satisfaction the more of this feature is provided; and a **Must-be** need - basic, sanitary feature, that is taken for granted, and its absence is very dissatisfying.

Prepared by Ivan Konanykhin

Methodology:
Discrete Kano model with several evaluation table options.

What are you evaluating?

Example Car

E.g. product, service, kit. Please use singular form.

Conversion event

purchase

E.g. purchase/subscribe/sign up...

☐ Restrict to active users?

Check here if you want to screen out everyone who is unaware of the product category or isn't interested in it

☐ Only include purchase decision makers

Check here if you want to screen out everyone who is not an active decision maker for the product category

Estimated Incidence Rate

I don't plan to use any prequals:
IR=100%

Incidence Rate is an estimation of the percentage of respondents who will qualify to take your survey. If you don't expect to include any screening criteria (that is, any respondent may take your survey), leave this selector at 100%. If your target market requires that respondents pass some screening criteria, an estimated incidence rate needs to be set to anticipate cost and timing complexity of the survey. When the real incidence rate falls below the specified range, the survey will be paused, and price may be adjusted.

FEATURE(S) TO EVALUATE:

Wifi

Back up camera

Bluetooth

Sunroof

Leather interior

Add Sixth Feature (15 left)

Please drag images here



Empathy



Responsiveness



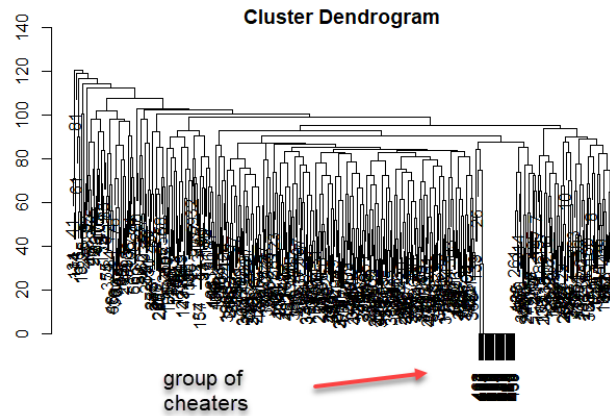
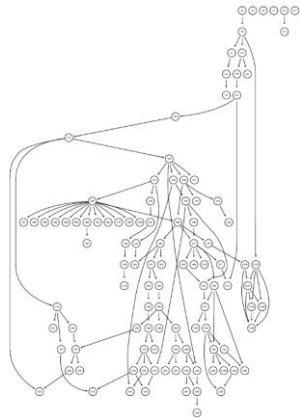
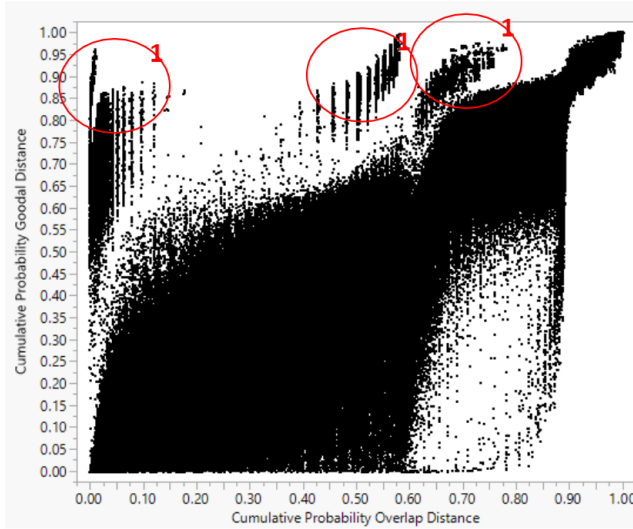
Expertise



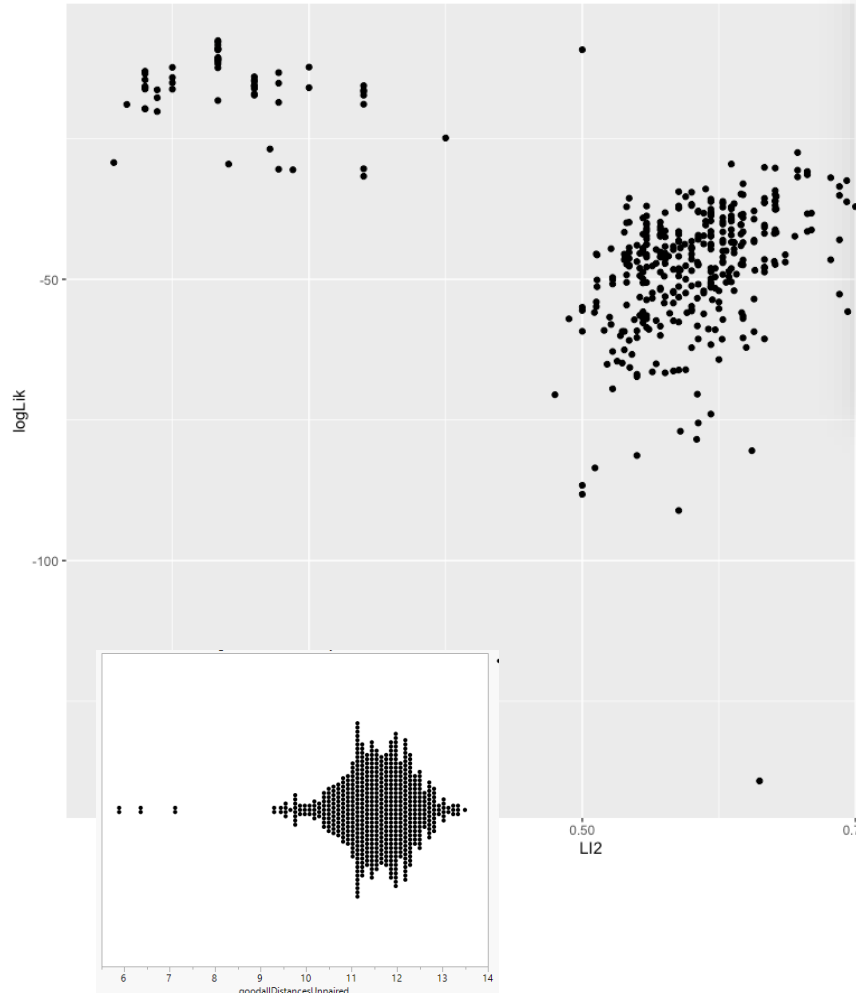
Training



Measure	$\mathcal{H}_2(\mathcal{H}_1, \mathcal{H}_2)$	$\mathcal{H}_2(\mathcal{H}_1, \mathcal{H}_2)$
1. Overlap	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
2. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
3. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
4. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
5. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
6. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
7. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
8. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
9. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
10. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
11. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
12. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
13. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
14. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
15. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0
16. Jaccard	$\frac{ \mathcal{H}_1 \cap \mathcal{H}_2 }{ \mathcal{H}_1 \cup \mathcal{H}_2 }$	0



Survey 577133



	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)





Q&A...
**VISIT
BOOTH 206**