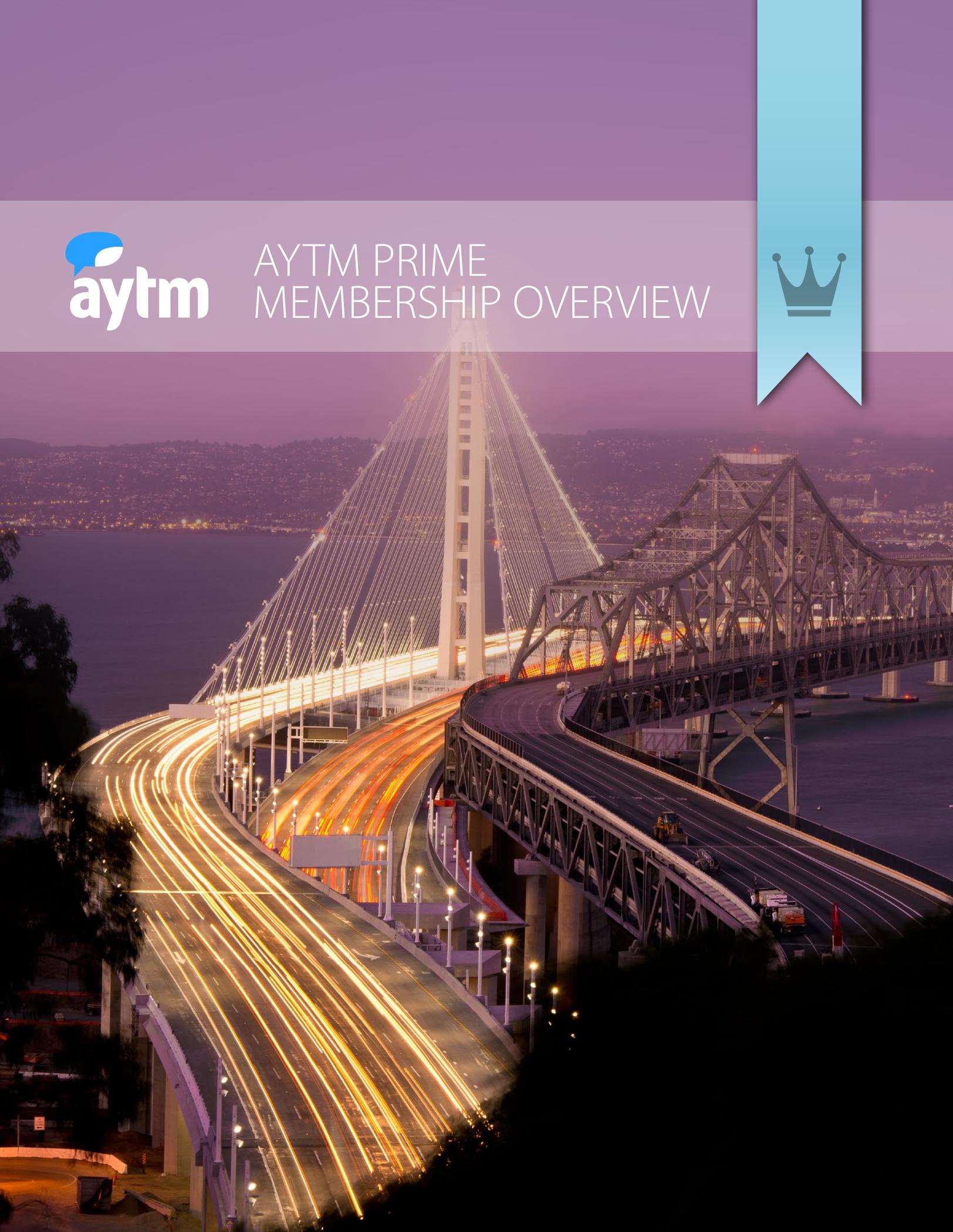




AYTM PRIME MEMBERSHIP OVERVIEW





AYTM PRIME

Designed for mid-size brands and agencies with five or more researchers who need professional-grade tools and prime support

SUMMARY OF THE INCLUDED PRIVILEGES

5 or more user licenses

UNLIMITED SURVEYS/month

5,000 responses/List Survey

\$0.10/additional List Survey response

WHITE GLOVE RESEARCH SUPPORT SERVICES



- Priority support via phone, chat, email
- Dedicated Slack channel
- Onboarding training session
- Survey programming service (45 min/month)

PRIVILEGES AND COLLABORATION TOOLS



- Manage users and their privileges
- Manage budgets and access to them
- Team dashboard to manage shared surveys
- Manage payment methods and who can use them

SURVEY AUTHORIZING AND FIELDING



- Pro survey authoring package
- Unlimited skip, piping, and conditional logic
- Web/mobile-optimized surveys
- Price Sensitivity Test (VanKonan)
- Advanced MaxDiff Test
- Competitive Topography Test
- UUID, forwarding URLs (external panel support)

DATA ANALYSIS AND VISUALIZATION



- Real-time stats package
- Advanced data export (Excel, CSV, PPTX, SPSS)
- Secure survey hosting in Canada
- Unlimited PersonalityRadar
- Unlimited crosstabs/significance testing



1. WHITE GLOVE RESEARCH SERVICES



SURVEY OPTIMIZATION OR PROGRAMMING

One survey programming, optimization, or research consultation included on the house. When time is your most valuable resource, you can count on us!

(up to 45 minutes)

DEDICATED ACCOUNT MANAGER

ONBOARDING TRAINING WEBINAR

PRIORITY TELEPHONE SUPPORT

EXTENDED EVENING AND WEEKEND HOURS



ADDITIONAL SERVICES AND SUPPORT

are available on an ad-hoc basis for a service fee: survey preflight checks, survey programming, coding of open-ends, data merge, appending client data to crosstabs, quota management, infographics, video responses, open-end responses, etc.



2. EXTENDED USE OF THE AYTM PLATFORM



UNLIMITED SURVEYS

Enjoy the freedom to create and launch as many List Surveys as you like without encountering unexpected surcharges. **Up to 5,000 responses/List Survey** give you high-resolution data, covering most quantitative needs. Add extra List Survey responses for a discounted rate of \$0.10/response per project.



PRIVILEGES AND COLLABORATION TOOLS

Increase your team's productivity with our collaboration tools. Manage user privileges and access to budgets, funds, payment methods, and research assets.



PRO SURVEY AUTHORIZING PACKAGE

Design and program elegant, mobile-optimized surveys using increased character and answer limits, with market research best practices automatically embedded.



INTERACTIVE STATS PAGE AND EXPORT

Enjoy real-time data visualizations, extensive filtering capabilities, and unlimited PPTX export of live charts (editable in MS Office), as well as raw data in Excel, CSV, and SPSS.



SECURE SURVEY HOSTING IN CANADA

Your surveys will be securely stored on our private servers in Canada, to give your data the benefits of top-tier security, political stability, and strict privacy laws.



3. TEAM AND FUNDS MANAGEMENT



USER/PRIVILEGE MANAGEMENT TOOLS

AYTM PRIME is a multi-user account, meaning you can invite five or more colleagues to share your account privileges to get your research done faster. To achieve the most efficient collaboration possible, we've developed a host of management tools and three key privilege levels: Team Owner, Team Admin, and Researcher.



BUDGET MANAGEMENT TOOLS

Whether you conduct research for internal or external clients, we make it easier to allocate funds to different projects with separate budgets, as well as give per-project access to relevant team members. Link a credit card to a project budget in order to allow project launches, exceed a current balance, or keep the balance above a certain level with our auto-recharge feature.



TEAM SURVEY MANAGEMENT TOOLS

Get visibility to surveys created by different team members under your account. Admins can access and manage all surveys under each contributor's dashboard. Additionally, everyone has access to the team dashboard, where different teams can collaborate on a study regardless of their access privileges.



PAYMENT METHOD MANAGEMENT TOOLS

Add your company credit card or ACH information using our secure payment processor. Easily share or revoke access with anyone on your team without revealing sensitive billing information.

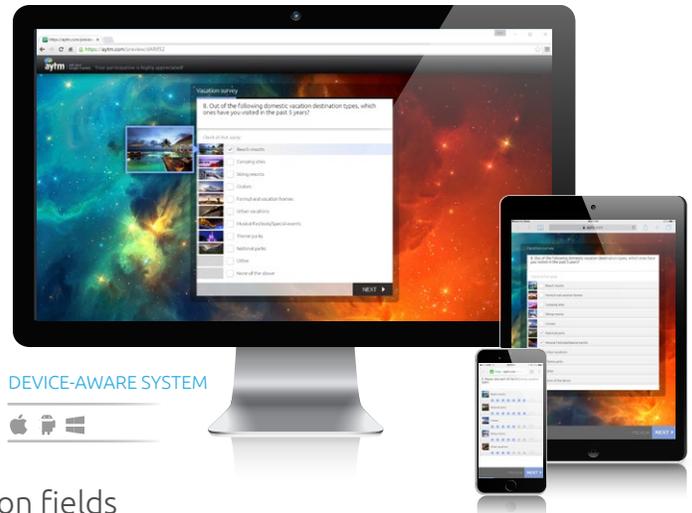


4. ADVANCED PROGRAMMING CAPABILITIES

✓ **PRO SURVEY AUTHORIZING PACKAGE**

AYTM PRIME is designed for teams of experienced marketers and researchers. Enjoy more flexibility when designing your surveys.

- Extended to 15 answer choices
- Extended to 10 sub-questions
- Extended to 35 questions per survey
- Extended to 240 characters for question fields
- Extended to 120 characters for answer and subquestion fields



- ✓ **PIPING LOGIC**
Available throughout all surveys in your account without an upcharge, this feature allows you to ask more relevant questions. You can quote answers that a respondent previously gave, show them an image they've selected or were exposed to, or ask details about an item they've identified as their top/bottom choice. Simple syntax can be used in any field and comes with a detailed demo survey.

- ✓ **CONDITIONAL AND MASKING LOGIC**
Enable your team to do more in DIY mode without learning a new programming language. Set up "show if/hide if/mask by" conditions and mask questions based on selected answers to other questions. Simple syntax can be used in any field and comes with a detailed demo survey.

-  **ACCESS TO CUSTOM LOGIC (back end)**
You can enforce custom quotes within the survey, and build surveys of virtually any complexity with the help of our development team.

Additional service fees for custom logic may apply (typically: \$995-\$1975/case depending on the complexity).



5. SOPHISTICATED RESEARCH TESTS



CHOICE-BASED CONJOINT TESTS

Leverage famous Choice Based Leverage the famous choice-based conjoint methodology to identify the most viable combinations of features and attributes for your product or service. Instantly discover the hidden personas of your target audience automatically identified by our built-in segmentation layer. Make sense of the findings using our intuitive and interactive conjoint visualization.



ADVANCED MAXDIFF

Drag and drop a MaxDiff test into your survey. Use it in combination with any other questions. Populate the list of up to 40 alternatives, and the platform will automatically take care of the rest, generating a dynamic efficiency map, showing alternatives in quads to respondents, and analyzing your results.



COMPETITIVE TOPOGRAPHY TEST

Produce dazzling perceptual maps and interactive 3D visualizations of your competitive field, revealing how your brand or product stands up against the rest. All you have to do is to enter a list of brands or products, as well as their attributes you'd like to test.



PRICE SENSITIVITY TEST (VANKONAN)

VanKonan is designed to be so easy to set up and interpret that it doesn't require any research training whatsoever. All you need is an overall understanding of your business's objectives and market realities to set it in motion. Results will be presented with auto-generated executive summary findings and interactive charts, allowing clients to run unlimited 'what if' scenarios after fielding.



**SEE EXAMPLES
AND PLAY WITH
DEMO STAT
REPORTS**

6. BEYOND SURVEY TECHNOLOGY



**Personality
RadarSM**

answers + **2800**
to your questions data points

You've already fielded a survey to our panel, but what if you could flip a single switch to also reveal your respondents' hidden purchase habits and motivations? With our customer persona solution PersonalityRadarSM, view this hidden treasure trove of information today! It gives you access to our ever-growing database of over 2,800 traits we use to profile our respondents and keep up to date.

We automatically analyze millions of data point combinations about our panelists who took your survey, and show you which psychographic traits are the most strongly associated with particular answers they selected. You may discover, for example, that people who prefer your brand over your competitors are 23% more likely to listen to Spotify, which would help you refine your media plan. [Play with it here.](#)

You can uncover trait clusters that would be more difficult to view elsewhere. Even better, have your customer personas ready in a fraction of the time it usually takes, since we make the data crunching instant and intuitive.

Very few brands know how to ask respondents tricky personality questions such as "Do you consider yourself an extrovert or introvert?", "Technology early adopter or late adopter?", "Prefer organic products or non-organic?" Since we constantly update and verify the profiles of every respondent in our proprietary panel, we do all this information gathering for you and make advanced persona generation easy. Your instant, actionable insights could make all the difference in the success of your product launch, advertising campaign, or re-brand.

As a point of reference, ECO members currently pay \$375 to unlock PersonalityRadar for each survey

Gone are the days when survey analysis was limited only to demographics such as age, gender, income, and employment status. Now your survey can do double duty by instantly revealing the habits and motivations of your target market, without making you rely on indirect means such as inferred social media/browsing data.



7. CROSSTAB AND STATISTICAL SIGNIFICANCE TESTING

Save time by running unlimited crosstab and stat sigtest reports using traits and/or answer choices as banners.

Mix and match! Export Excel reports with intuitively color-coded, statistically significant deviation highlights.

Discover a hidden wealth of insights without spending extra time or using external tools. Data mining has never been this easy!



As a point of reference, AYTM ECO members currently pay \$175-\$275/survey to unlock crosstabs and sigtests. Custom banners (beyond DIY capabilities) are available upon request for a nominal service fee.

8. OTHER PERKS

RESEARCH AND MARKETING CONFERENCES

Submit a case study if you would like to co-present with us or get featured at one of the main industry events AYTМ is sponsoring.

GET FEATURED

AYTМ PRIME clients get featured on aytm.com with their logo, description, link, and a case study.

RECEIVE A BRANDED GIFT FROM US

AYTМ PRIME clients get this limited-edition gift. (Subject to client's policies, shipping, and inventory availability)





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MAXIMUM
SPEED
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