XPERT SOLUTIONS

aytm

Xpert Solutions are as adaptable as you are.

Covering the entire research lifecycle—from survey programming to reporting—Xpert Solutions minimize manual effort, allowing even novice researchers to run complex studies like monadic price, product claims, concept tests, and more with the help of a guided interface that's easily customized to fit your unique research environment.

LEARN MORE AT THE SOLUTIONS CENTER

aytm.com

Why use Xpert Solutions?

aytm

TEMPLATED RESEARCH

With Xpert Solutions, your survey practically designs itself. Simply add your concepts, define a few steps, and let us do the rest. Our templates use industry best practices and methodologies, streamlining your research process while making complex tests accessible for all skill levels.

AUTOMATED ACTIONABLE INSIGHTS

Your Xpert Solutions automated analysis report answers your study's core objectives via a visually-engaging storytelling dashboard. And you still have the flexibility to access the underlying raw data, filter as needed, and build your own models.
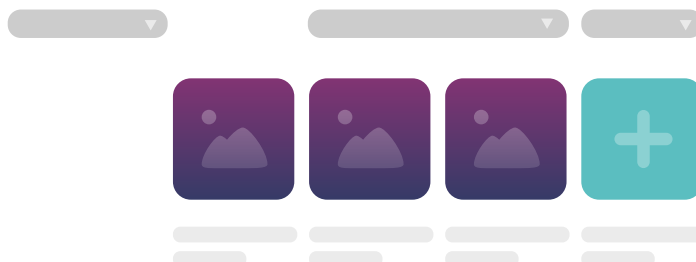
FLEXIBLE PROGRAMMING

Standardization doesn't have to equal limitation. You can customize Xpert Solutions to your research requirements by adding questions before or after the core segment, along with pre-quals and other parameters, and even soft edit the pre-written text — all without breaking the logic.

SEAMLESS CO-INNOVATION

We can work alongside you to build an Xpert template based on your unique needs and how you run research. You can make your custom Xpert Solution accessible to your entire team for research continuity and simplicity.

Xpert Solutions available

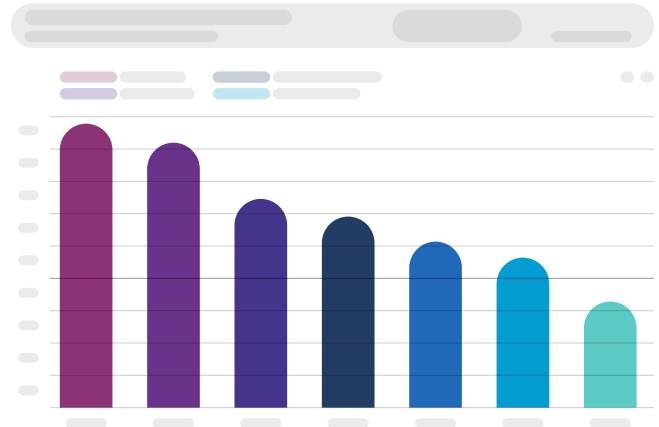|		
Purchase Intent	25%	25%	25%
Value	43%	43%	43%
Uniquemenss	13%	13%	13%
Believability	76%	76%	76%
Importance	53%	53%	53%

XPERT CONCEPT

- Test purchase intent, pricing, features, messaging, and more.

- Validate up to 100 product or service ideas in one study.

- Options available for pure monadic or sequential monadic on the Input Page.

LEARN MORE

XPERT PRODUCT CLAIMS

- Test up to 80 product claims with three to five claims presented to respondents.

- Claims can be presented as a text box or a grid of images.

- Option to add our TURF analysis simulator.

LEARN MORE

$4.25-:43%

XPERT MONADIC PRICE

- Understand expected price range for your target customers.

- Assess sentiments about the concept.

- Identify optimal price points for maximum revenue & profit in 1 year.

LEARN MORE

Data visualization for storytelling and discovery

Our Xpert Reports provide stunning data visualizations and storytelling capabilities, featuring colorful charts, graphs, and word clouds, making it easy to instantly analyze, export, and share insights with your key stakeholders.

Want to dig deeper? We give you the flexibility to do statistical analysis, using our robust analytical tools to slice and dice your data and create custom reports guaranteed to wow your colleagues, customers, and even the big wigs over in the c-suite. Every Xpert Report starts with a pre-built executive summary that includes objectives, methodology, and critical findings.

The aytm difference

aytm is built for agile teams. Our Consumer Insights Platform helps you accelerate your research lifecycle, connect with customers, iterate quickly, and get from idea to market faster.

Intuitive drag and drop programming, access to 100mm+ panelists, and insights powered by flexible automation allow you to quickly optimize your products, positioning, and concepts with actionable data backed by best practices from expert researchers and statisticians.

With all your research tools in one place, you get more work done, in less time, for less money—without skimping on the quality or complexity of sophisticated research.

REACH OUT TO YOUR ACCOUNT MANAGER TO GET STARTED