THE ONLY QUANTITATIVE **MARKET RESEARCH AUTOMATION PLATFORM** YOU WILL EVER NEED

What We Offer:

Survey Platform:

Build, collaborate and launch surveys in minutes! Best in class survey editor created by experts in research automation. Program and run complex research tests with a drag-and-drop elegance of a user friendly DIY interface. Explore unique interactive data visualization tools, and our latest features including logic autocomplete, question library, history and comments, all of which are designed to make your job easier.

Meet aytm:

Hey There! We are aytm. When we launched in 2009 as the world's first DIY market research platform with built-in panel, we made it our mission to empower marketers, researchers and business decision makers. By providing them with the easiest tools to conduct complex research while delivering a high quality experience to respondents, we made market research easily accessible.

And we didn't stop there! Since then we have taken the most robust and sophisticated research tests, applied our unique philosophy and automation expertise to make them accessible to literally anyone. What once required an expensive full service research firm to deliver is now available at the click of a button, saving both time and money.

Consumer Panel:

Access 40MM+ consumers globally. Our integrated proprietary panel **PaidViewpoint.com** is only available to aytm clients. It's optimized for quality, and features advanced targeting that saves you time and money. We care deeply about creating an engaging survey experience for respondents and producing quality data for our clients. And it works! Look it up on **SurveyPolice.com**.

Research Services:

DIY does not mean you are on your own. We have experienced researchers on staff capable of providing end-to-end research services. Whether it's assistance with design and programming or you simply just want us to do everything, we are here for you.

L&E research

CONNECT WITH US!

www.leresearch.com

(877) 344-1574

bidrequest@leresearch.com

LOCATIONS

Charlotte

Cincinnati

Columbus

Denver

New York City

Raleigh

Tampa

Why Choose aytm:

What can you do on aytm?

Customer/competitor profiles:

Segmentation, attitudes, awareness, and usage studies with cluster/regression analysis, market sizing, brand equity and more. Gain access to proprietary automation tools like Personality Radar to build customer personas and Competitive Topography to create a perceptual map of your competitive landscape.

Personality Radar

Competitive Topography

Product development:

Purchase funnel analysis, needs assessment, concept viability evaluation, package testing, logo testing, rebranding, repositioning, usability/product testing. Research may include, but not be limited to: MaxDiff, Choice-Based Conjoint, Bayesian analysis to compare subgroups statistically, qualitative video response, interactive word clouds, skip/piping logic and more.

Advanced MaxDiff

Choice Based Conjoint (CBC)

Marketing optimization:

TURF analysis for optimal product mix, ad/message/price testing, VanKonan Price Optimization, pre- and post-campaign testing and tracker development/transformation.

Van Konan

Campaign optimization

Surveys are fulfilled in 24 hours or less

Access 40MM+ global consumers

3,000 unique data points rich profiling

Save Time & Money

TIME 126x savings

COST 15x savings

Long gone are the days when research took weeks to get into the field, followed by cumbersome analysis and consulting hours stacking up. Launch your survey in minutes with upfront pricing and guaranteed delivery time. Then watch as automation produces analysis and visualizations that would have cost you thousands with a traditional research firm.

Conduct Complex Research with Ease

DIY does not mean compromising on the quality and complexity of your research. We deliver the same if not better results as more expensive and complicated tools for conjoint, MaxDiff, pricing optimization, video testing and more. Our experts in researcher user experience have built a survey editor that truly balances powerful and easy. And we do this without putting you in a "black box" with no visibility or flexibility.

Work with the Experts in Research Automation

Research Automation. It's not just a buzzword to us. We invented it. Unlike others, we've always been a research automation platform. For a decade our tools have been optimized via feedback from researchers. Our dedication to technology means we are continually innovating.

While we do offer a full suite of research services, our goal is to make you a savvy DIY'er not just layer on interface that "feels" like DIY but requires professional services.