



So advanced, it's easy!

TRANSITIONING FROM FULL-SERVICE TO SELF-SERVICE



ABOUT US



Meet aytm

Aytm empowers researchers, marketers and analysts to adopt agile innovation strategies that provide crucial insights used to validate strategic business decisions around product, brand and marketing.

We believe that quick access to high quality insights strengthens a company's bottom line by enabling teams to bring products to market sooner and with fewer resources.



Survey Platform



Consumer Panel



Research Services

ABOUT ME



Janel Hagaman,
Sr. Product Engagement
Manager
aytm

Janel Hagaman

Janel is a marketing research automation expert and has worked in research for the last 5 years teaching corporate research organizations how to successfully transition to self-service.

At aytm, she is the Senior Product Engagement Manager overseeing client on-boarding and providing training and support as clients develop and analyze their surveys.

SESSION OVERVIEW

“FULL-SERVICE MARKET RESEARCH OFTEN TAKES WEEKS OR MONTHS WHICH IS NOT SYNONYMOUS WITH SPEED AND AGILITY. PARTNERING WITH DIY RESEARCH SUPPLIERS WOULD BE A SIGNIFICANT COST AND TIME-SAVING OPPORTUNITY.”

— CPG Corporate Researcher



SESSION OVERVIEW



1. WHAT PROMPTED THEM TO MOVE TOWARDS AGILE PRODUCT INNOVATION
2. CHALLENGES THEY ENCOUNTERED AND OVERCAME
3. WHY ALL CPG COMPANIES SHOULD MAKE THE TRANSITION

THE CLIENT

95,000

employees

80

countries

\$66 billion

annual revenue

2,500+

researchers

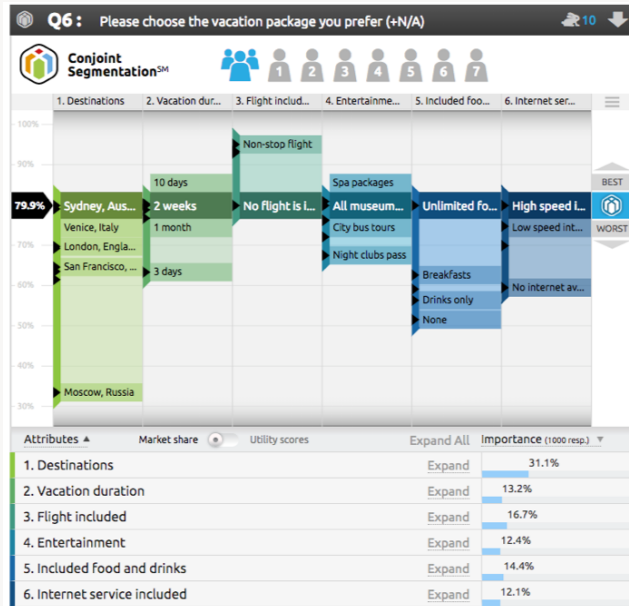
GLOBAL
CONSUMER
PACKAGED
GOODS
COMPANY



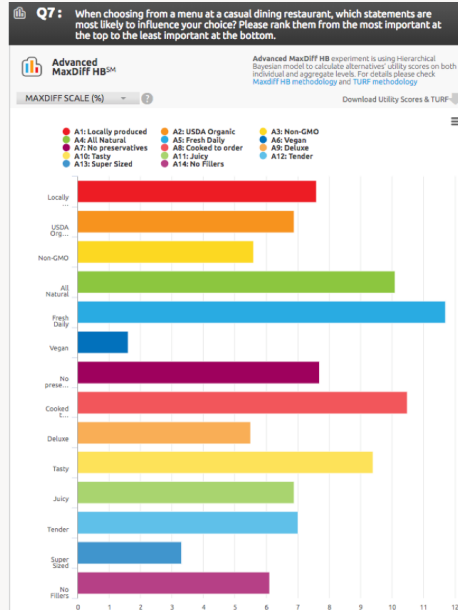
THE CLIENT



**Conjoint
Segmentation** SM



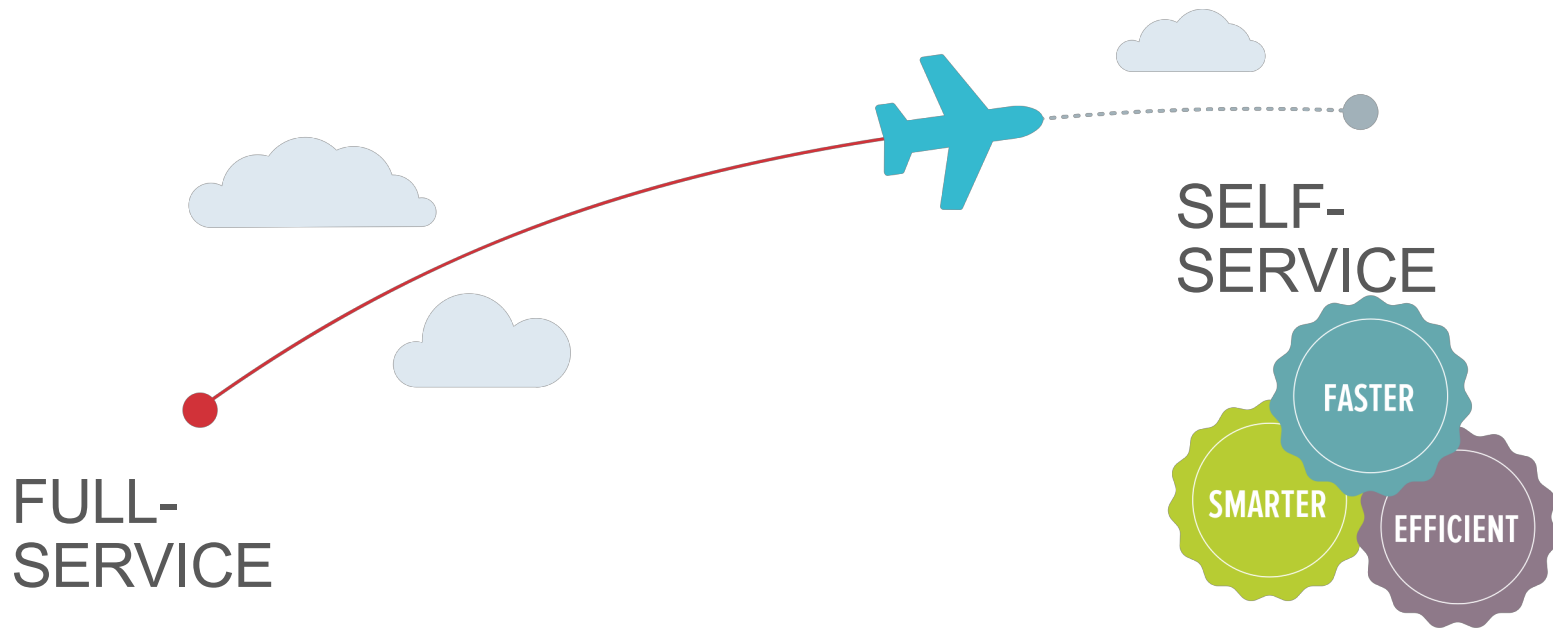
**Advanced
MaxDIFF HB** SM



BUSINESS CHALLENGES

1. EMPLOY A LEAN RESEARCH APPROACH

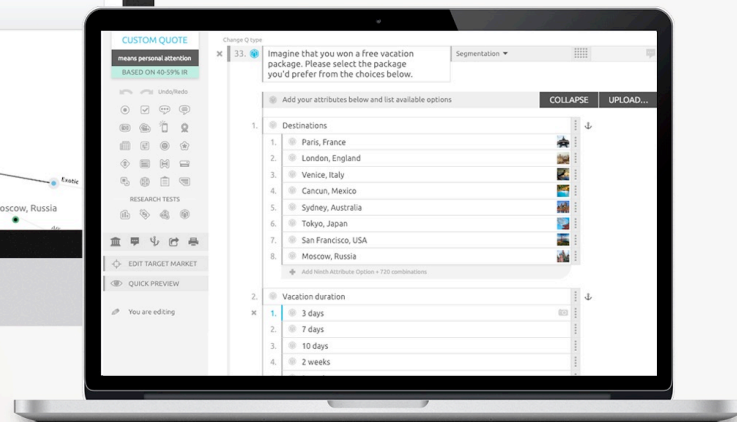
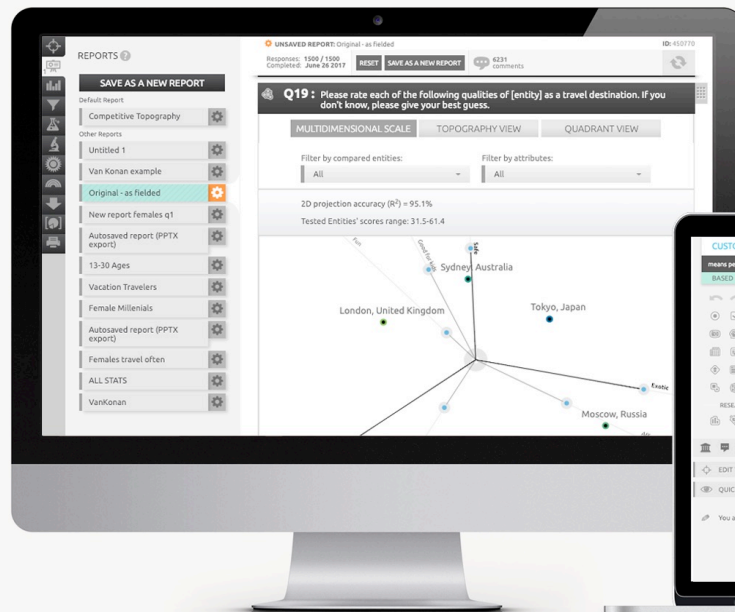
SOLUTION



BUSINESS CHALLENGES

- 
2. ADVANCED RESEARCH CAPABILITIES:
AUTOMATED MAXDIFF & CHOICE-
BASED CONJOINT
 3. HIGH-QUALITY INTEGRATED PANEL
 4. SELF-SERVICE PLATFORM WITH
USER-
FRIENDLY, HIGH QUALITY DATA
OUTPUTS

SOLUTION



SOLUTION

“THE RESULTS OF BOTH STUDIES REVEALED THE EXACT SAME PREFERENCE FOR THE TOP FOUR WINNING PRODUCT NAMES.”

— CPG Corporate
Researcher



BUSINESS CHALLENGES

5. TRAINING AND SUPPORT TO HUNDREDS OF GLOBAL RESEARCHERS

SOLUTION



WORKSHOP
S



WEBINAR
S



1:1
CONSULTATION



VIDEO
S



ARTICLE
S



IN-APP
TUTORIALS

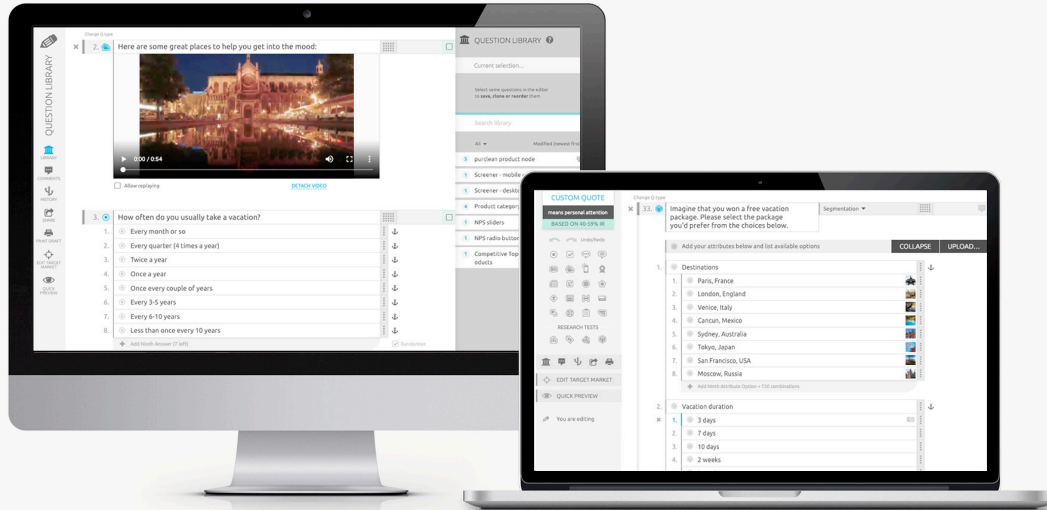
SOLUTION



“OUR ACCOUNT
MANAGER IS
RESPONSIVE TO OUR
NEEDS. SHE IS PATIENT
WITH OUR NEW USERS
AND OFFERS HELPFUL
SUGGESTIONS FOR
IMPROVING OUR
SURVEYS.”

— CPG Corporate
Researcher

RESULTS



“IN THE PAST, THE FASTEST
WE COULD FIELD A
MAXDIFF
OR CONJOINT WAS ONE
WEEK, DURING THE
EVALUATION PHASE WE
WENT FROM
PROGRAMMING TO
RESULTS
IN JUST 24 HOURS OR
LESS”

RESULTS

ASSISTED DIY

- SURVEY OPTIMIZATION
- PROGRAMMING
- ADVANCED ANALYSIS

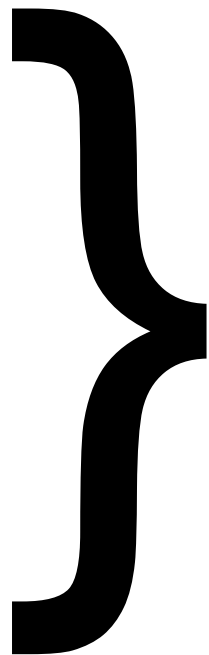


RESULT

100+
researchers

80%
active monthly

<24
hour turnaround



KEY TAKEAWAYS

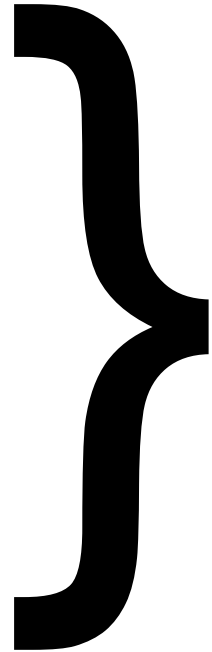


KEY TAKEAWAYS

THE RIGHT
PARTNER

TRAINING

SUPPORT



SUCCESS



KEY TAKEAWAYS



DIY

IS NOT DO IT ALONE

FLEXIBLE SERVICES
BRIDGE THE GAP THAT
WILL ALWAYS EXIST
BETWEEN SELF
AND FULL-SERVICE

FOR MORE INFORMATION
PLEASE VISIT US AT BOOTH 206



QUESTIONS?