



So advanced, it's easy!

# WINNING THE WAR: HOW SELF-SERVICE IS DRIVING LEAN INNOVATION AT A MAJOR CPG

12-13 February / London

 THE **QUIRK'S**   
EVENT

# 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

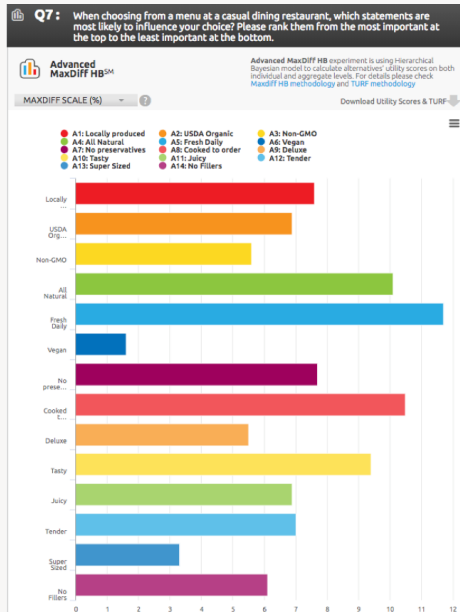
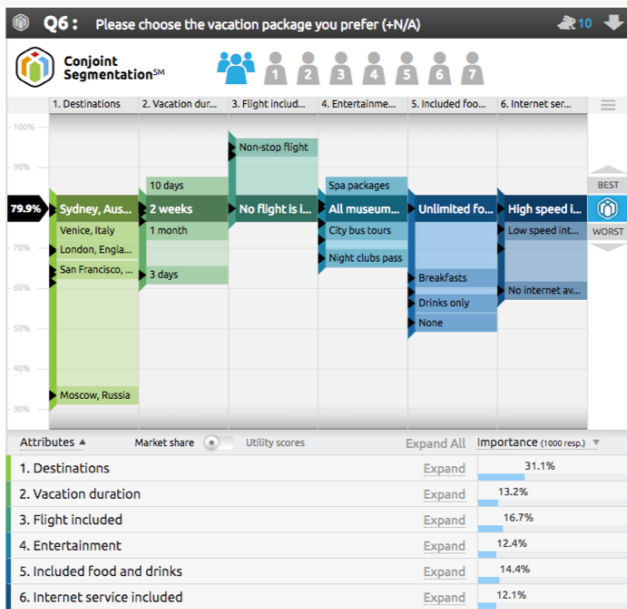
\$66 billion  
annual revenue

2,500+  
researchers

GLOBAL  
CONSUMER  
PACKAGED  
GOODS  
COMPANY



# THE CLIENT



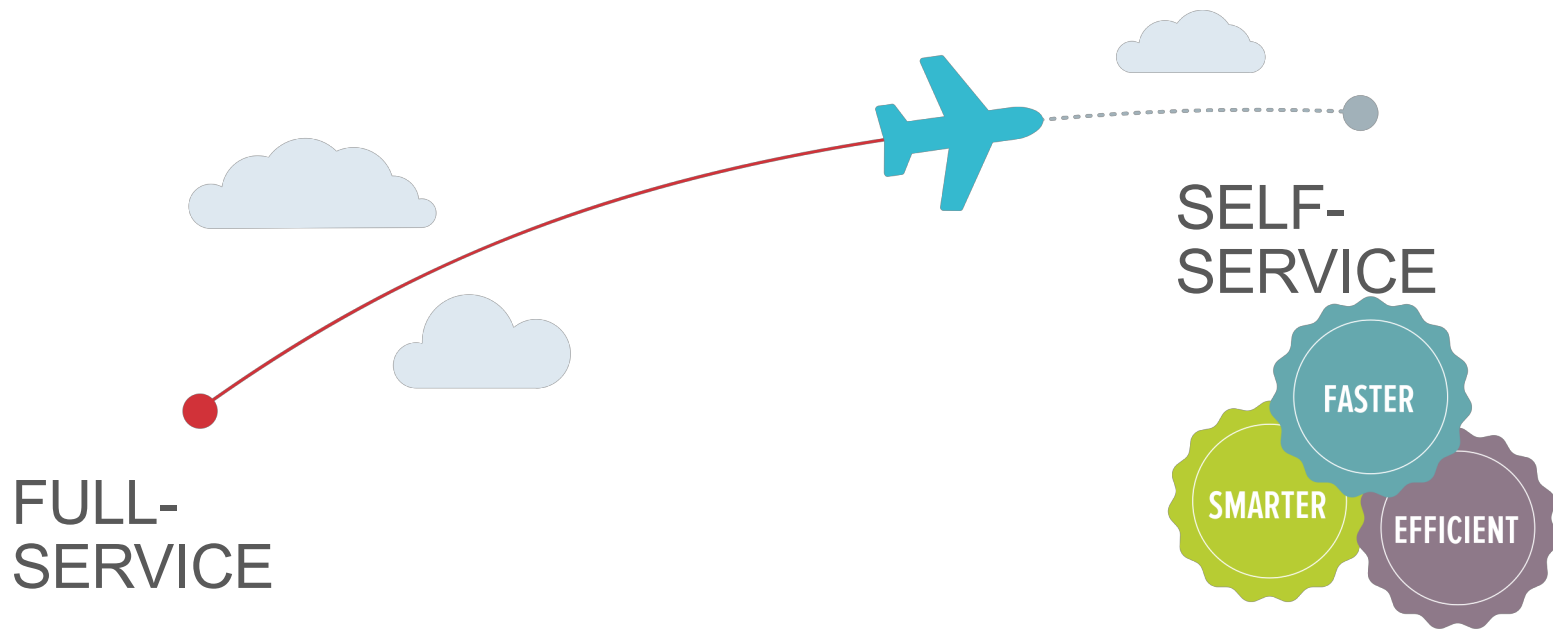
# BUSINESS CHALLENGES

## 1. EMPLOY A LEAN RESEARCH APPROACH





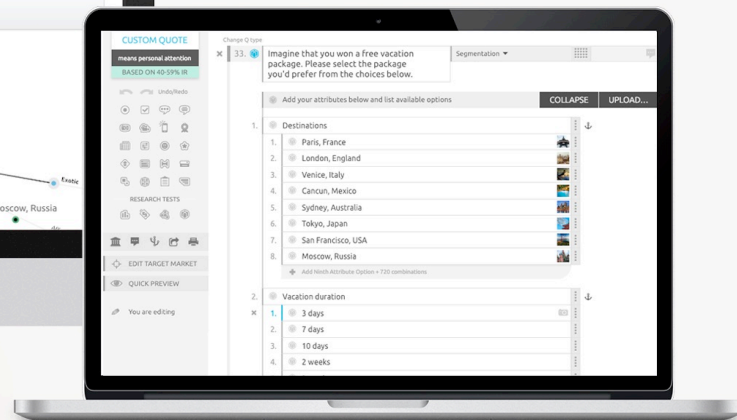
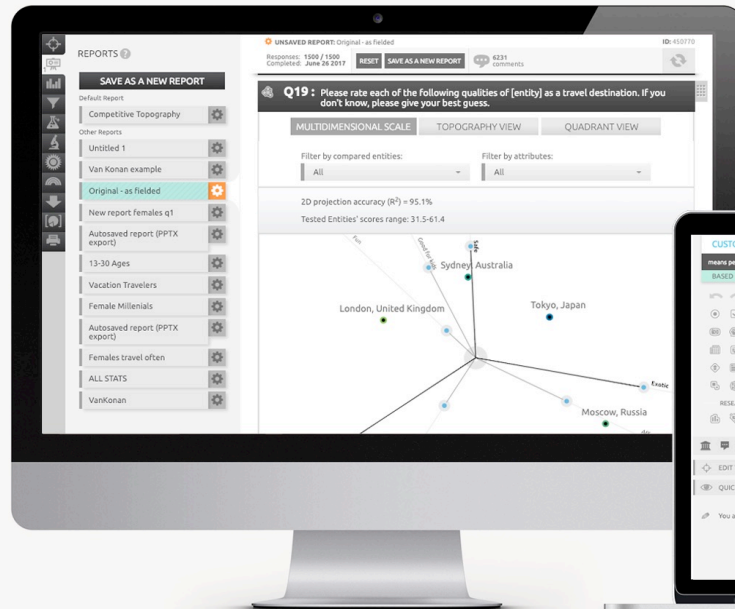
# SOLUTION



# 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

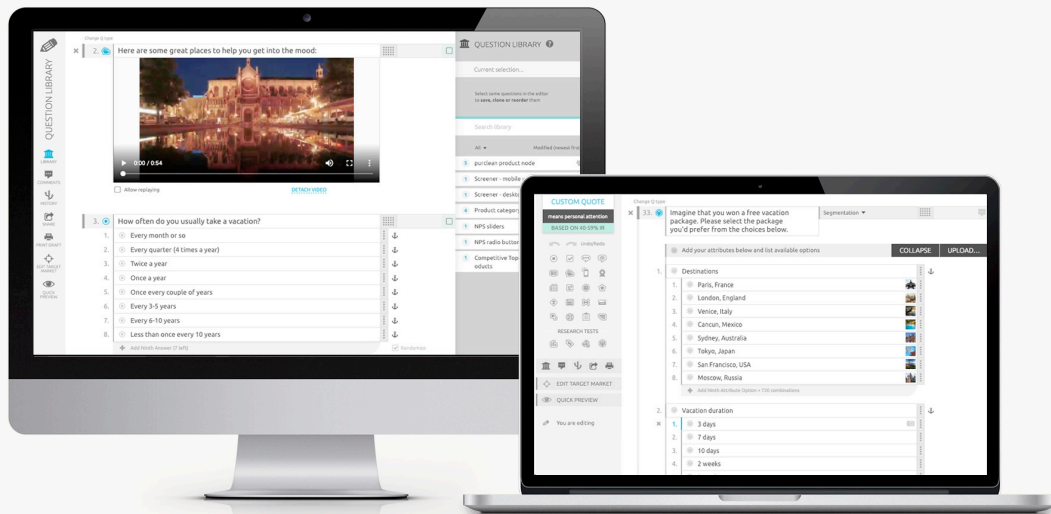
# SOLUTION



“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

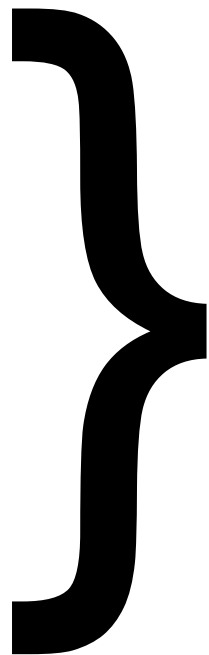


# RESULT

100+  
researchers

80%  
active monthly

<24  
hour turnaround



# KEY TAKEAWAYS

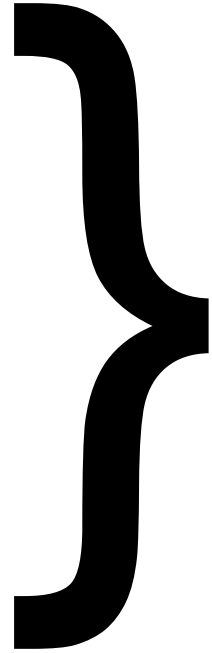


# KEY TAKEAWAYS

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?**