



AYTM PRO MEMBERSHIP OVERVIEW





AYTM PRO

For solo researches who need professional-grade tools at a rate that pays for itself

SUMMARY OF THE INCLUDED PRIVILEGES

1 user license

UNLIMITED SURVEYS/month

500 responses/List Survey

\$0.15/additional List Survey response



SURVEY AUTHORIZING AND FIELDING

- Pro survey authoring package
- Unlimited skip, piping and conditional logic
- Web/mobile-optimized surveys
- 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



FUNDS MANAGEMENT

- Manage budgets
- Manage payment methods



1. 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 500 responses/List Survey give you high-resolution data, covering most quantitative needs. Add extra List Survey responses for a discounted rate of \$0.15/response per project.



PRO SURVEY AUTHORIZING PACKAGE

Design and program elegant, mobile-optimized surveys using increased character and answer limits, with market research best practices automatically embedded. Connect other panels using forwarding URLs, harness the power of UUIDs, and adjust the look as well as the feel of the survey according to your needs.



INTERACTIVE STATS PAGE & 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.



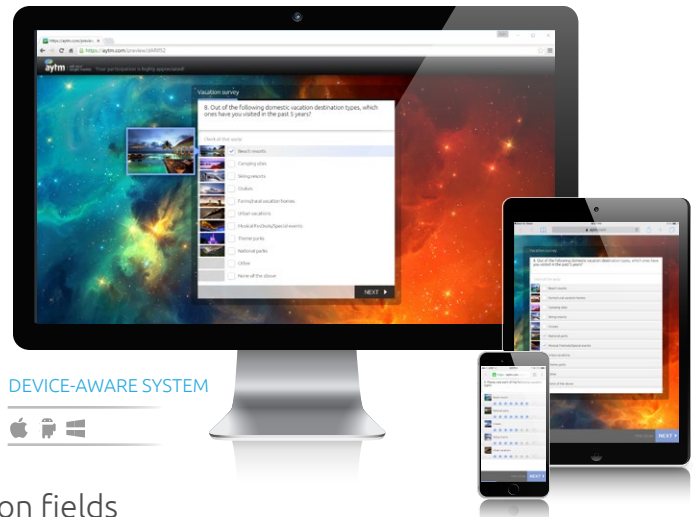
2. ADVANCED PROGRAMMING CAPABILITIES



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 25 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).



3. SOPHISTICATED RESEARCH TESTS

Enjoy up to 45% OFF
AYTM's turnkey research
methodologies in your
ListSurveys.



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**



4. FUNDS MANAGEMENT



BUDGET MANAGEMENT TOOLS

It's often useful to keep funds for different projects in separate budgets within your account. Keep your records straight for all your research projects, eliminating billing headaches for clients.



Link a client's credit card to a budget in order to allow project launches or exceeding the current balance, while keeping everything organized and logged within your budget for future export.



Maintain your funds by using our auto-recharge feature. Set it to automatically charge your card when your funds dip below a certain amount, so you can meet all research deadlines without any payment hiccups.



PAYMENT METHOD MANAGEMENT TOOLS

Save your company credit card or ACH information using our secure payment processor.

5. 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.



6. 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.



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