

Dive into licenses built for you & your insights team



Lite	Plus	Max	
			QUESTION TYPES
✓	✓	✓	Regular Questions (radio, checkbox, combobox, reorder)
✓	✓	✓	Context Questions (instruction text, image, video)
✓	✓	✓	Matrix Questions (slider, star/smiley ratings, matrix, distribute)
✗	✓	✓	aytm Logic
✗	✓	✓	Specialty Questions (Polarity Scale, side-by-side, heatmap, Rapid Association, Impression Dial)
✗	✓	✓	Qualitative Questions (open ended*, forms, image response, video response)
			ADVANCED RESEARCH TESTS
✗	✗	✓	Advanced MaxDiff
✗	✗	✓	Van Konan Price Testing
✗	✗	✓	Conjoint Express & Segmentation
✗	✗	✓	Competitive Topography
✗	✗	\$	Shelf Test
			REPORTING AND ANALYSIS TOOLS
✓	✓	✓	Custom color palette for charts and exports
✓	✓	✓	Standard analysis views (bar, pie, column)
✓	✓	✓	Basic exports (Excel, PPT, CSV, JPG)
✗	✓	✓	Advanced exports (SPSS, JMP)
✗	✗	✓	Unlimited crosstab reports & significance testing
✗	✗	✓	Datalab (Virtual Questions with real-time stats)
✗	✗	✓	Conjoint Simulator
✗	✗	✓	TURF Simulator
			TEAM MANAGEMENT TOOLS
✗	✗	✓	Team dashboard & collaboration tools
✗	✗	✓	Multi-user account & budget management
			TRAINING & SUPPORT
✓	✓	✓	Self guided training & tutorials
✓	✓	✓	Chat support
✗	✗	✓	Dedicated client support
✗	✗	✓	Dedicated onboarding & training
✗	✗	✓	Dedicated account management
			PROFESSIONAL SERVICES
\$ \$	\$ \$	\$	Full and assisted service research support from our team of experts
			SOLUTIONS CENTER & BETA ACCESS
\$ \$	\$ \$	\$	Automated Xpert Solutions
\$ \$	\$ \$	\$	DIY & Full Service Solutions
✗	✗	\$	Custom Xpert Solutions & platform programming
✗	✗	✓	Beta Trial Access

Lite

For startups, students, and SMB owners with uneven survey needs. Pay per use.

- 1 USER LICENSE
- ACCESS TO GLOBAL PANELISTS
- UNLIMITED PANEL SURVEYS (SAMPLE COSTS APPLY)
- UNLIMITED LIST SURVEYS
- UP TO 100 LIST RESPONSES

Plus

Supercharge your research with pro tools & analysis.

- 1+ USER LICENSE(S)
- ACCESS TO GLOBAL PANELISTS
- UNLIMITED PANEL SURVEYS (SAMPLE COSTS APPLY)
- UNLIMITED LIST SURVEYS
- UP TO 500 LIST RESPONSES

Max

Max access for advanced researchers and teams.

- 1+ USER LICENSE(S)
- ACCESS TO GLOBAL PANELISTS
- UNLIMITED PANEL SURVEYS (SAMPLE COSTS APPLY)
- UNLIMITED LIST SURVEYS
- UP TO 5,000 LIST RESPONSES

Enterprise

Custom solutions uniquely built for your enterprise business. Chat with us.

- ✓ INCLUDED
- \$ INCLUDED, ADDITIONAL FEE REQUIRED
- ✗ NOT INCLUDED
- * INCLUDED IN LITE