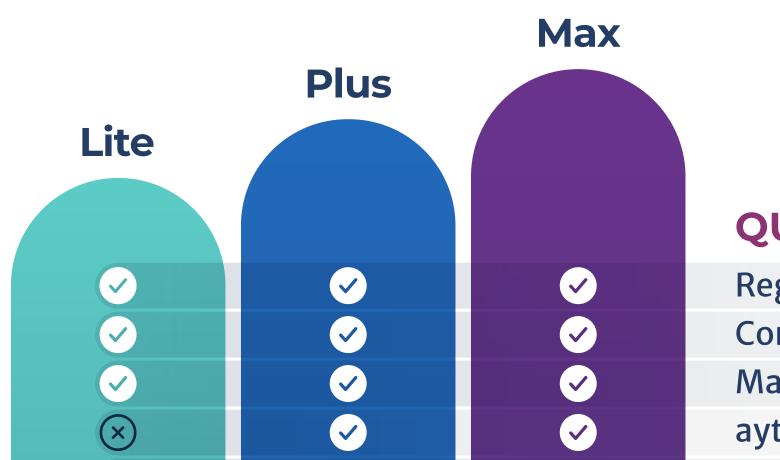
Dive into licenses built for you & your insights team



QUESTION TYPES

Regular Questions (radio, checkbox, combobox, reorder) **Context Questions** (instruction text, image, video) Matrix Questions (slider, star/smiley ratings, matrix, distribute) aytm Logic

Lite

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

- 1 USER LICENSE
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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

- UNLIMITED PANEL SURVEYS (SAMPLE COSTS APPLY)
- UNLIMITED LIST SURVEYS
- UP TO 100 LIST RESPONSES

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Supercharge your research with pro tools & analysis.

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- UNLIMITED LIST SURVEYS
- UP TO 500 LIST RESPONSES

Max

Max access for advanced researchers and teams.

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- ACCESS TO GLOBAL PANELISTS
- UNLIMITED PANEL SURVEYS (SAMPLE COSTS APPLY)
- UNLIMITED LIST SURVEYS
- UP TO 5,000 LIST RESPONSES

Enterprise

			TRAINING & SUPPORT	
\checkmark	\checkmark		Self guided training & tutorials	
\checkmark			Chat support	
×	\mathbf{x}		Dedicated client support	
\mathbf{x}	\mathbf{x}	\checkmark	Dedicated onboarding & training	
$\left(\times\right)$	\times	\checkmark	Dedicated account management	
			PROFESSIONAL SERVICES	
\$\$	\$\$	\$	Full and assisted service research support from our	
			team of experts	
			SOLUTIONS CENTER & BETA ACCESS	
\$\$	55	\$	Automated Xpert Solutions	
55	\$\$	\$	DIY & Full Service Solutions	
$\left(\times\right)$	\times	\$	Custom Xpert Solutions & platform programming	
(\mathbf{x})	\mathbf{x}		Beta Trial Access	

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