



Bringing confidence to concept tests

COMPARE ALL YOUR RESULTS WITH A CLICK IN CONCEPT LAB

Immediately identify significant differences between concepts after fielding your survey— no coding necessary. Concept Lab's automated visualization and analysis lets you rapidly test, validate, pinpoint, and download the results of your best concepts so you can be certain you're investing in the right idea.



Power great decisions

You have goals to reach, results to analyze, and choices to make. Concept Lab is built to help you deliver them with greater speed and confidence. Compare tested attributes across concepts in all your surveys—including sequential monadic studies—with all your results presented in a powerpoint-ready report. There's no need for manual coding. Concept Lab also recognizes patterns in your surveys, including smart loops and nested logic, and automates set up to empower users. No more messy spreadsheets or hours spent on concept test analysis!

Where stats become insights

You deserve to have confidence in your results—backed by industry approved methods. With Concept Lab, you can enjoy instant analysis of your data, easy to understand results, and expert designed charts. And key metrics, like pairwise significance testing and indexing methodologies, are built-in to allow further analysis with real-time comparisons across sample sizes for each attribute. Now you can prioritize your research and development investments on the most promising products and services with Concept Lab.

A tool that bends to your will

Concept Lab lets you customize how concepts are displayed by building a custom set-up or selecting pre-defined groups automatically picked for you. You can adjust text labels for attributes and entities, change rank order of attributes, and show top boxes and percentiles. Satisfy your curiosity and find the data you're looking for, and more time delivering results customized for you and your stakeholders.



Here's everything you'll get with a Concept Lab report

- Presentation-ready tables comparing your concepts
- Significance testing of concepts on multiple attributes
- A variety of summary measures (top 2 box, mean, etc.) on attributes for each concept
- Intuitive drag-and-drop interface
- Customizable outputs for every survey
- Guest user view capabilities for all stakeholders

[CHECK OUT A SAMPLE SURVEY](#)

We can help

Whether you're looking for white glove service, or help with a DIY study, the experts at aytm are here to help you scale your success.

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