



Build a bridge between your survey results

Insights Portal is a groundbreaking new way of connecting your survey data—streamlining analysis by allowing you to directly compare data points from different studies.



Streamline your analysis

Stop with the tedious and risky manual entry. Now you can build portals to quickly and easily analyze multiple surveys and their results in one hub.

COMPARATIVE ASSESSMENT

Connect your data and streamline process of combining and analyzing results from different surveys by opening a portal between them.

- Analyze the performance of concepts and waves to identify differences
- Uncover patterns and relationships between their surveys and audience.

PERFORMANCE TRACKING

With Insights Portal you can visualize your tracker data in a dynamic way to analyze longitudinal data from tracker surveys more intuitively.

- Get a clear view of brand, product, or entity performance over time
- Empower more data-driven decisions by monitoring performance

BENCHMARK ESTABLISHING

Insights Portal makes it easy to manually add data in order to establish benchmarks and compare results for specific types of surveys.

- Measure performance of concepts and waves against their own goals
- Objectively evaluate the results of multiple surveys simultaneously

Connect data across multiple surveys

Insights Portal not only simplifies the process of combining your data under one roof, it stands to enhance the value of every survey you run by offering a comprehensive longitudinal view for trackers and a dashboard overview for your entire portfolio of concepts. There are two key insights portal offerings:



CONCEPT PORTAL

- Customize your core concept evaluation criteria and compare stats for concepts from different surveys
- Compare data from any past surveys and tailor your analysis to specific attributes or scales

TRACKER PORTAL

- Display and analyze longitudinal data from tracker surveys with intuitive filtering and visualization options
- Visualize tracker data in a dynamic way, break down waves by custom subgroups or demographics, and easily share distilled data with stakeholders



We can help set you up

There are so many ways to analyze your data, and the experts at aytm are standing by to help you find the one that works for you! If you're interested in being one of the first to experience the power of Insights Portal, we'd be thrilled to get you set up!

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