



DIY MARKET RESEARCH GUIDE

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The concept of do-it-yourself or “DIY” market research is not a new one. For more than a decade portions of the market research lifecycle have been automated to optimize efficiency. However, many researchers were still resistant to moving research once completed by a full service agency over to a DIY platform. In recent years the attitude related to DIY has changed and automation has proven to save time and money.

DIY provides some very important advantages but most importantly, it allows companies to leverage consumer insights in more of their decision making. Initiatives that are allocated a limited budget may not be able to afford to hire an outside agency. And fast-track initiatives may not have the time it takes to go through the process of using an outside agency.

In addition to speed and price benefits, **organizations with in-house research capabilities also have the advantage of having a broader understanding of their overall business strategy**, previous research and past experiences of the organization which provides valuable context for survey design and interpretation of results (though care needs to be taken not to allow internal knowledge to create biases). Agencies can be briefed, but they are only likely to get a small piece of that context.

However, DIY does not mean you are on your own. Most DIY platforms employ research experts with experience in survey design, programming and analysis. For instance, AYTM offers free access to their client services team over chat, phone and email to assist you as you build and launch your survey. Should you decide you want to outsource a portion of even all of your study to a professional, they also offer comprehensive and flexible full service options. However, the goal is not to make money on services but to assist you with what you need until you become a savvy DIY'er.

So just jump in, right? As with any form of research, proper planning is key. In this guide we will explore what to look for in a DIY platform plus how to set up your research intelligently in this environment.

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CHOOSING A PLATFORM

There are hundreds of online survey platforms to choose from with varying capabilities and price points. Price is almost always going to be a consideration when choosing a platform, but shouldn't be the main consideration. It is key to find one that works best for your organization. A complex platform may work for someone with strong programming skills and deeper market research experience, but not for others. Conversely, a very simple platform might make it easy to do simple research, like posting a poll, but may not provide enough depth to do more in-depth research.

Some things to consider when choosing a DIY platform:

- **Ease of use.** Regardless of the complexity of research capabilities you wish to develop, you will save time and be able to onboard more users with an easy to use and intuitive interface. Look for a platform with editable question-type templates, a variety of scale options, WYSIWYG editing (including drag-and-drop question ordering) and built-in help features.
- **Question formats available.** Think about the types of research you hope to conduct. Typically you will need some basic formats (single choice, multiple response, matrix ratings, open end responses and ranking). But you also may want to include more complex question types. Consider whether you may have a need for maxdiff, conjoint, pricing and other types of analyses. While these may be traditionally complex question types, DIY platforms like AYTm have automated them to make it much easier to program without a lot of technical expertise required.
- **Programming capabilities.** To ensure a good respondent experience, the platform should have some basic programming capabilities. Skip logic and branching capabilities are important for guiding respondents through only the parts of a survey that are relevant. For instance, a respondent who is not aware of a certain brand might be skipped around a series of questions asking about that brand rather than have to make up answers. Automatic validations (e.g., making questions mandatory, ensuring constant sums add to the right number) help make sure the survey is being completed properly. Supporting digital stimulus like images and video can also be important, depending on the research you want to conduct.

- **Sampling support.** Who are you going to want to survey? Do you want to use your own list, or use an online panel provider? Or do a web deployment, like posting your surveys on your Facebook page or website? If you are using a list, what format does it have to be in? These are critical features to address because you can't conduct a survey if it doesn't get to your audience. If you are planning to use a consumer panel, consider a platform company that has an integrated panel - it will help make targeting and fielding the survey seamless and potentially provide access to richer panelist profiles.
- **Device agnosticism.** According to the GRIT CPR Report (2017) 39.1% of all surveys are taken on a mobile device. Support for mobile formats is not just a nice thing to have, it is absolutely essential. Make sure your platform supports survey taking in all mobile formats in addition to laptops and desktop computers. It should also support all of the major browsers.
- **Reporting and analysis options.** Unless you are planning to process data off-system, you will want to be sure that the platform has a robust reporting engine. At a minimum, you will need a way to aggregate and clean the data on the platform, which will include the ability to create cross tabulations and remove respondents from the data if they provide conflicting answers or respond in an unengaged manner (e.g., speeding through the survey or straightlining). A more advanced platform will allow you to create charts and build your report right on the platform. Some like AYTM will even allow you to monitor results as they come in so there is full transparency on fielding status and a chance to start building your analysis almost immediately.
- **Output options.** Consider how you want to share your results. Look for chart and report output options for Office applications and data outputs to flat files and/or SPSS files for further analysis, as needed.
- **Support and help desk options.** Finally, even the most intuitive interfaces are not universally understood. In addition to built-in help options, you are likely to eventually come across a situation you are not sure how to handle or don't have the time to try to figure out on your own. This is where a help desk comes in handy.

Now that you have some things to think about to narrow your choices for a DIY platform, here are some best practices for conducting your research.

PLANNING YOUR RESEARCH



Good research starts with proper planning and understanding of how the research ties back to your business objectives and the issues driving them. This requires some thought up front, but there are several benefits to systematically mapping out how the research will support the business decisions you are making.

First, a planning document helps get internal buy in for the research. Research is an investment in time and money, so you will likely need to show the value it will bring. Showing how it will support an important decision will help you make your case.

Secondly, the planning document acts as a playbook. It will include documentation of the research questions that need to be addressed, methodological and sampling specifications, as well as timing and budget. It is your recipe card for the research. And by tying it to the business objectives, it provides a roadmap for your analysis.

Finally, it is a scoping document. You will inevitably be asked to include questions that are nice to know but fall outside of the objectives. By getting buy in on the research plan from your internal stakeholders up front, you can address those questions as out of scope and keep your survey from becoming long and unwieldy. A longer questionnaire makes for a worse respondent experience which can impact data quality and costs. As a DIYer, you need to be the steward of good research practices.

SELECTING YOUR AUDIENCE

The purpose of a survey is to gain understanding about your target by getting information from a sample of it. Therefore it is critical to define the audience for the survey correctly.

Generally, a target is defined through a combination of demographics (e.g., age, income, and household composition), psychographics (e.g., attitudes and aspirations) and behavior (e.g., category usage, shopping behaviors and media usage). In other cases, you may be targeting customers or potential customers using a list or web deployment.

The sample definition should not be defined so rigidly that it misses large segments of consumers or customers who are not part of the core target, but would nonetheless be impacted by the decisions your company is making. For instance, your core target may be Millennials, but if your product or service has appeal outside of that core target, it is best to broaden the sample beyond just Millennials if your decisions will impact the whole market.



The image shows a screenshot of a survey deployment interface. On the left, there is a circular gauge labeled 'SAMPLE COMPLEXITY' with a needle pointing to the 'BLITZ' section. Below the gauge, it says 'If you launch within 2:59 We guarantee the delivery by TODAY 09:15 PM PST' and '\$950.00 total' for '\$0.95 x 1000 respondents'. On the right, under the heading 'GLOBAL RESEARCH. PRECISE TARGETING', there is a list of features: 25MM+ respondents, 30+ countries, 15 languages, Geo-target by Regions/MSAs/ZIPs..., 10 demographic targeting traits, and Census balancing.

Aside from the potential of missing important consumer segments outside of a target that is defined too narrowly, focusing only on a small niche can drive increased sample costs and longer field times needed to find a small segment of people who fit your criteria.

Offset increased sample costs and timing by targeting who the survey is sent to. For instance, if the target is adult women under the age of 50, it is wasteful and expensive to send the survey to men or to women outside of the targeted age range.

AYTM's panel has a full range of demographics profiled, along with almost 2700 psychographic and behavioral attributes, that can be used for targeting who actually will receive the survey.

This underscores the importance of having good list management. If you are using a customer list or one you have sourced yourself, it is useful to have that list profiled thoroughly. This will allow you to target your invites more accurately and ensure that you're not inviting people to your survey who are not part of the target. Customers who are screened out are less likely to respond to your next invite, and could impact your relationship with them on a larger scale.

If using a panel, you'll find that most have fairly robust profiles on their panelists for targeting, some more thorough than others, and some more accurate than others.

This is a good segue to selecting a quality panel provider.

Often, panel sample is treated as a commodity; not just in DIY circles but in the industry as a whole. But when it comes to panels, often you get what you pay for when you only buy on price.

Just like with survey platforms, the panel you choose makes a big difference. You want to use a panel with high engagement and with tools in place to ensure the panelists are real and unique and not just scammers trying to game the system.

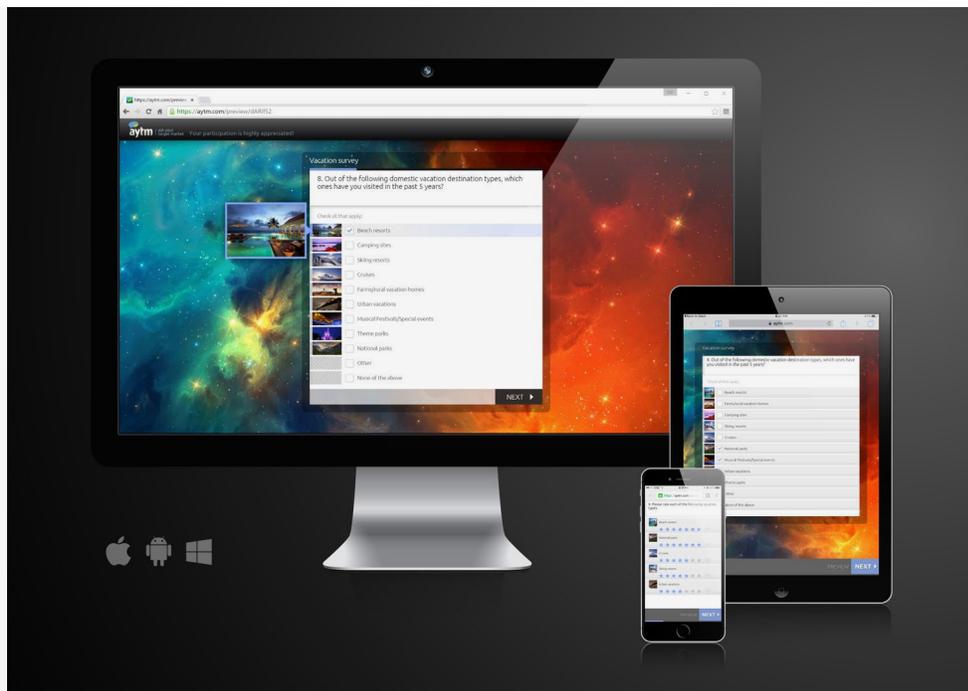
Surveypolice.com, an independent source for online survey taking, lists over 175 different online survey panels and includes user reviews, as well. Happy panelists are more engaged and more likely to respond honestly to your survey.

As noted earlier, it can be very useful to select a platform that has an integrated panel. This will make audience targeting and the fielding process seamless and more efficient. It can also mean better transparency on response rates and response times during survey set up. But when using this as a platform consideration, be sure to factor in panel quality, not just size and price.

DESIGNING YOUR QUESTIONNAIRE

Your research plan should guide questionnaire development. Once you've clearly articulated your research objectives, sketch an outline of the information needed to achieve those objectives. This exercise helps keep it focused on what you need to know versus what might just be interesting to know.

While sample targeting is an efficient way to ensure you are inviting the right people to the survey, in some cases sample targeting may not be enough. So the first section of the survey should be spent ensuring that the respondent qualifies as part of the target audience. This may include requiring specific category and media usage, channel behavior, purchase decision influence and security screening.



While use of these pre-qualifying questions does help narrow down the field to more qualified targets, using too many can also drive up sample cost. So don't screen out more people than you need to by over-narrowing your survey target. Knowing this AYTm has built a library of 2,000+ house tags which segments the panel without requiring pre-qualification questions.

Once you have qualified your respondents, introduce the subject or category with questions from a broad perspective narrowing down into

specifics as you go. Think of this section as a funnel. By asking broad questions first you help give the respondent a frame of reference for more detailed questions and provide a logical flow.

Any additional needed demographics or other classifiers can be asked at the end of the survey.

As you draft your questions, keep in mind how you intend to analyze them to answer your objectives. Some analyses will require a certain type of data. For instance, if you want to calculate numeric averages and ranges for your analysis, you should not use text boxes or you could end up spending a lot of time on the back end re-coding text answers to numeric.

Other best practices include using simple, straightforward language (no jargon), providing a full range of response options (including an option for “other” and where appropriate “don’t know”) so that respondents are not forced to select an answer that is not accurate, avoiding leading or double-barreled questions, and providing discrete options that don’t overlap or mean the same thing. Use multiple response questions to allow respondents to “select all that apply” when appropriate.

It is also a best practice to have a second pair of eyes review the questionnaire once it has been written.

As the survey author, your questions may seem very clear to you, but respondents will be seeing this for the first time and will need to make sense to them. Having a colleague review it may identify questions that need additional clarification or answer options that are incomplete or ambiguous.

Questionnaires should be kept as short as possible. Long surveys result in poor data and convoluted analysis. Some best practices for keeping your survey length manageable include:

- **Map all questions back to your objectives and ask only what is necessary. Stick to your plan and don't go wandering off the base.**
- **Use skip logic and branching so that respondents are not forced to answer questions that are not relevant to them based on their prior answers.**
- **Avoid asking highly correlated questions.**
- **Limit the number of stakeholders who provide input. The more opinions you solicit, the more questions will be submitted.**
- **Where possible, use method-specific templates available on your platform or establish your own templates focused on your specific objectives and create parameters for customization.**
- **In most cases, the best surveys should only be 5-7 minutes long, or less. If you can't keep the survey to around 5 minutes, break it into two (or more) surveys. DIY allows you to run multiple surveys cost effectively, so breaking a longer survey into two doesn't mean you need to break the bank or increase project timelines. In cases where you need to field a little longer survey, it is important that the topic is interesting and has good, logical flow to keep the respondent engaged throughout.**

Not only should the overall length of the survey be short, but question text should be short and simple. Use consumer language and avoid long, formal question set-ups. Many respondents use their mobile devices to take their surveys, where long questions can be difficult to follow and comprehend. Twitter has taught us to be judicious with the number of characters we use to communicate. Use the same restraint in your questions (minus the grammatical shorthand).

Finally, open-end questions are more onerous to complete and should be used sparingly. A good rule of thumb is to include no more than 3-5 open ends in your questionnaire. If you need more than that to meet your research objectives, you are probably in a more exploratory stage and should consider conducting a qualitative study first.

These best practices not only help ensure better data and more focused analysis, they also help keep costs lower and field time shorter. Respondents are typically incentivized to take surveys and time is money. **Respondents will demand higher incentives for longer surveys. And if they feel you are not valuing their time, they are more likely to quit the survey before completing it.**

This brings up maybe the most important consequence of long, poorly written surveys: panel health. For too long, researchers and clients have subjected panelists to poor survey experiences and have not valued their time. This has impacted response rates and reduced the pool of survey taking respondents on many of the biggest platforms, which is a key reason why you should do your homework on a panel before using it.

These guardrails help ensure a healthy panel, quality data and affordable prices for DIYers.

Ranges reflect a variation in membership levels privileges

To keep their promise to their panelist, AYTM enforces the following best practices:

25-35 questions max per survey

7-15 answers max per question

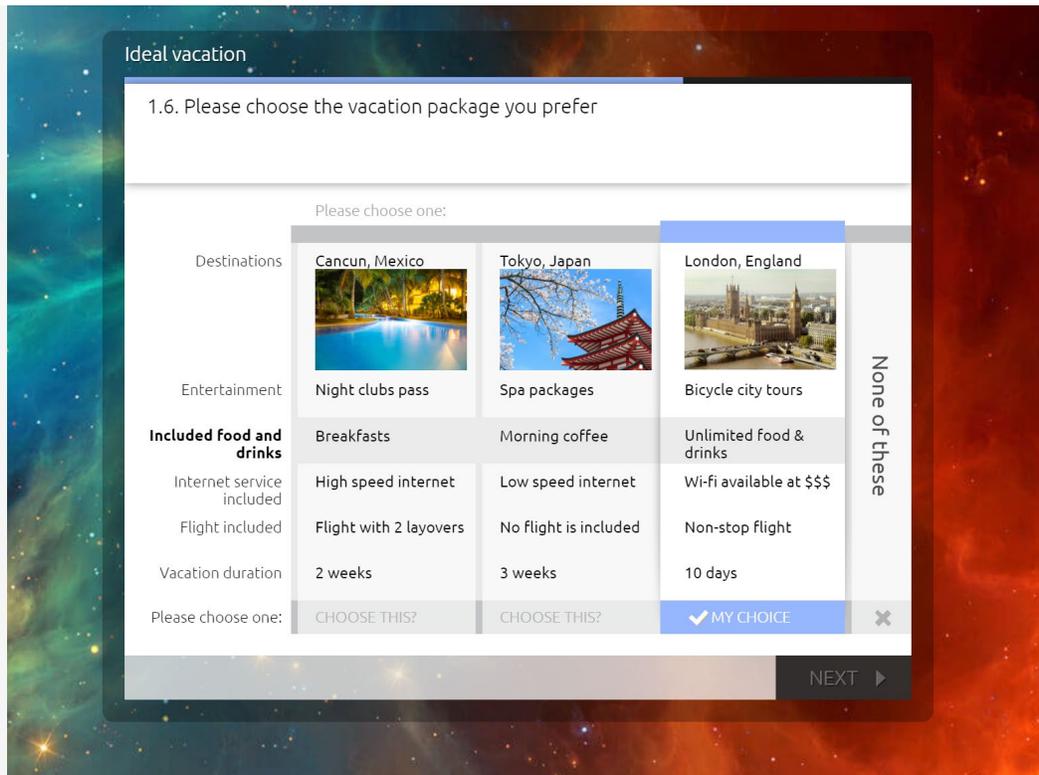
120-240 characters max for questions and **90-120** characters max for the answers

No more than **30%** of the survey questions can be open ended (including comment boxes used in “Other, please specify” situations)

These guardrails help ensure a healthy panel, quality data and affordable prices for DIYers.

PROGRAMMING YOUR SURVEY

DIY platforms have made programming a survey easy. The most common question types are typically already programmed. The user interface and data format are consistent and fool-proof. Simply choose the type of question you want to add (e.g., single response, multi response, open end, matrix, etc.) and customize the text. Skip logic, piping and conditional logic are easily applied on quality platforms.



Many platforms have whole survey templates. For instance, you can simply select "concept test" and the survey pre-loads with all proper skip patterns and rotations (if needed) baked in. In this case, programming simply comes down to customizing text and uploading digital stimulus.

Some platforms have pre-programmed more advanced question types. For instance, the AYTm has several advanced question types, including Max Diff (used for ranking the importance or preference of a large number of options), paired comparison (to force respondents to indicate a preference between two options), distribution questions (which allow respondents to allocate values to each response, showing the strength of preference or importance relative to other options), a price sensitivity module (to determine viable range of prices), perceptual mapping (to visually compare strength of attribute equity) and even Choice-Based Conjoint (to optimize product features and pricing).

1. Please choose the vacation package you prefer

Segmentation ▼ 10 ×

Add your attributes below and list available options
COLLAPSE
UPLOAD

1. Destinations

1.	Paris, France	
2.	London, England	
3.	Venice, Italy	
4.	Cancun, Mexico	
5.	Sydney, Australia	
6.	Tokyo, Japan	
7.	San Francisco, USA	
8.	Moscow, Russia	

Add Ninth Attribute Option +3 combination

2. Vacation duration

1.	1 month	
2.	3 weeks	
3.	2 weeks	

Add Fourth Attribute Option +8 combination

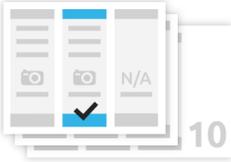
3. None of these

Add Third Attribute/Feature +48 combination

N/A option

AYTM DesignSheet ▼
DOWNLOAD

AYTM Design Sheet:
Experiment contains 2 attributes with 3-8 options each, resulting in 24 combinations.



10

How many columns would you like to present on the screen at the same time?

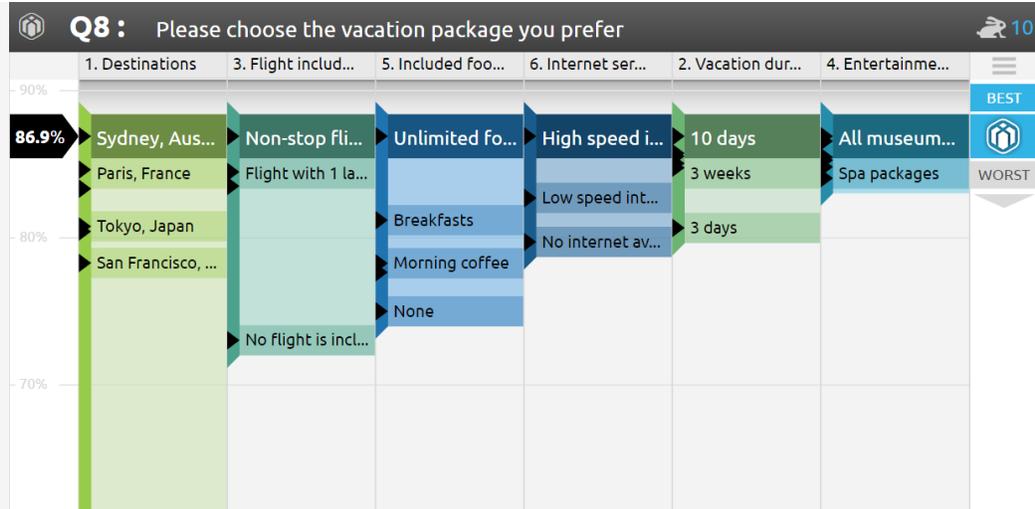
The more columns you choose, the less attention you can expect to receive for each column.

Check how it looks in the preview.

Show 2 packages per screen (+1 None) ▼

We'll show 10 screens to each respondent ?

The AYTM interface makes it easy to include these question types in your survey and guides you through the process. The analytics are built into the platform with digestible outputs. However, some may require some additional expertise if you haven't used them in the past. AYTM provides descriptions of these approaches and outputs for guidance, and has a full-service team available for additional assistance, if needed.



If you are familiar with these analyses, and have a use for them, it would be most convenient to choose a platform that has them pre-programmed like AYTM. The benefit to having these pre-programmed is the analytics are also typically built into the platform with digestible outputs. That saves you from having to do these analyses off-system using a separate statistical package.

Note that many of these techniques require minimum sample sizes for the analytics to be considered robust. These minimum requirements are typically tied to the number of features, attributes or brands being evaluated. Typically the platform will automatically calculate the minimum sample size for you, based on the model you create. If not, you may need to consult a statistician.

Finally, after programming is complete, and before you send out your survey, you will need to test it. Platforms like AYTM have a preview mode that allows you to interact with the survey as the respondent would without including your responses in the final dataset. You should test all possible scenarios to verify that all the skip patterns, piping and conditional logic are set up correctly. It is a good idea to have a colleague take the survey at this point, as well, if possible.

ANALYZING AND INTERPRETING YOUR DATA

Data analysis helps you to summarize and identify key findings. Here you want to identify patterns and themes in the results. Often, the best received analyses both confirm some beliefs and reveal surprises in the data. Confirmations help build credibility of the results which helps build confidence that the surprising results are real.

Some DIY platforms, including AYTm, allow an analyst to quickly and easily aggregate data to report frequencies and means; and develop crosstabs to identify differences between demographic, behavioral and attitudinal segments. Some have more visual outputs including word clouds for open-end responses, perceptual maps and other interesting outputs.

		A	B	C	D	E	F	G	H	I	J	K	L	M
deviation		***	**	*		insignificant deviation	Age Range							
deviation		***	**	*		not enough data	Total	13-17	18-24	25-34	35-44	45-54	55-64	65+
vacation qualities ou most? Please most appealing least appealing on or hotel	First	105	0 0%	2 8%	17 11%	25 12%	30 17%	24 20%	7 16%					
	Second	101	0 0%	5 12%	20 18%	21 10%	24 14%	19 16%	3 7%					
	Third	93	0 0%	4 10%	24 15%	25 12%	17 10%	12 10%	11 24%					
	Fourth	115	0 0%	6 14%	29 18%	32 18%	20 11%	24 20%	4 9%					
	Fifth	123	0 0%	9 21%	25 16%	29 14%	38 21%	15 13%	7 16%					
	Sixth	112	0 0%	10 24%	17 11%	31 15%	31 15%	18 15%	5 11%					
	Seventh	101	0 0%	6 14%	20 12%	41 20%	17 10%	8 7%	9 20%					

Banner	Age Range						
Banner groups	13-17 (A)	18-24 (B)	25-34 (C)	35-44 (D)	45-54 (E)	55-64 (F)	65+ (G)
Orbitz	0	42	181	71	59	16	16
Count	0	15	26%	44%	6	9	9
Column %	0%	36%	64%	10%	14%	2%	2%
Expedia.com	0	27	119	90	89	73	16
Count	0	64%	74%	deG	deG	deG	deG
Travelocity	0	27	90	115	89	73	16
Count	0	64%	56%	56%	50%	61%	35%
Column %	0%	64%	56%	56%	50%	61%	35%
Kayak.com	0	17	89	29	64	47	10
Count	0	40%	50%	36%	36%	39%	23%
Column %	0%	40%	50%	36%	36%	39%	23%
Priceline.com	0	20	84	97	75	49	12
Count	0	48%	52%	48%	42%	41%	26%
Column %	0%	48%	52%	48%	42%	41%	26%
Costco Travel	0	7	42	56	35	29	6
Count	0	17%	38%	37%	33%	24%	13%
Column %	0%	17%	38%	37%	33%	24%	13%

Ideally, these results can be charted and analyzed right on the platform. In some cases, you may need to download the data in .csv or Excel formats for analysis offline. Most also include an option to download an SPSS export to apply additional analytic methods, if desired.

A simple rule of thumb for analysis is to identify insights (establish “what” the data results are), interpret the implications of the insights (explain the “so what” behind the results) and develop actionable recommendations (guiding the team on “now what” to do about it).

The “what” is fairly straightforward. The “so what” and “now what” require some context and experience. Consider collaborating with key stakeholders in this process.

The best time to start thinking about your analysis plan is in the research planning stage when you are first identifying your key objectives and determining how you will collect the needed information. You won’t know what the “what” is at this stage, but you will know the “what” you are trying to uncover. That will provide focus and save you a lot of time and effort in your analysis.

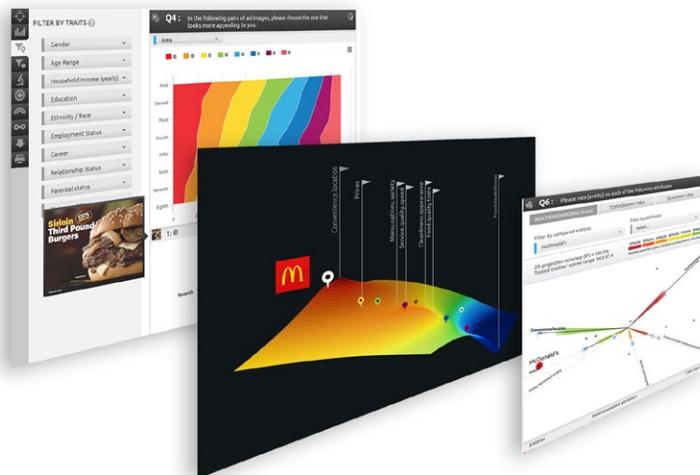
COMMUNICATING THE RESULTS TO CLIENTS

Results can be shared in many ways. The most effective is to use the results to create a narrative that ties the insights, implications and recommendations together.

You want to make it easy for the audience to follow the “story” behind the data. Use simple charts and tables, footnote the results with the question text, and a description of who, and how many, answered the question. The simpler the presentation, the easier for the audience to understand.

While dashboards are increasingly being leveraged for data sharing, PowerPoint can be a powerful tool for telling stories, and is the default for many researchers. AYTM offers both options: simply share a link to the report you generated on the platform or export it as a PowerPoint file that can be customized and branded in your own templates.

Reports should be informative, relevant, and customized to the audience and their needs. Multiple reports for different audiences may be necessary depending on how each audience needs to use the information.



Note also that sometimes research results do not bring good news. Coldly killing an influential stakeholder’s pet project can hurt your relationship with the client. Anticipating how your audience will react to the results and reporting with empathy and potential solutions can go a long way towards making bad news more digestible.

MAKE DIY RESEARCH PART OF YOUR TOOLKIT



Without a doubt, technology has made sophisticated market research easier, quicker and more accessible than ever through powerful DIY survey platforms. When combined with good planning and strategy, conducting research can be easy, affordable and insightful.

The insights you discover will be used to drive strategy and evaluate campaigns and initiatives. It is important to follow sound research principles and establish best practices for your research program to ensure reliable results and build credibility with your internal clients.



So advanced, it's easy!

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THE ONLY QUANTITATIVE MARKET RESEARCH AUTOMATION PLATFORM YOU WILL EVER NEED

Meet aytm:

Hey There! We are aytm. We launched in 2009 as the world's first DIY market research platform with built-in panel. Our mission was to empower marketers, researchers and business decision makers with the easiest tools to conduct complex research while delivering a high quality experience to respondents.

Since then we have taken the most robust and sophisticated research tests, applied our unique philosophy and automation expertise to make them accessible to literally anyone. What once required an expensive full service research firm to deliver is now available at the click of a button, saving both time and money.

aytm
So advanced, it's easy!

Contact us now to schedule a demo
or visit aytm.com to launch your survey in minutes.

What We Offer:



Survey Platform:

Build and launch surveys in minutes!
Best in class survey editor created by experts in research automation. Run complex research tests like Choice Based Conjoint, MaxDiff, Price Optimization Models and many more with a drag-and-drop elegance of a user friendly DIY interface. Explore unique interactive data visualization, exports and filter tools that make your job easier.



Consumer Panel:

Access 25MM+ consumers globally.
Our integrated proprietary panel PaidViewpoint.com is only available to aytm clients. It's optimized for quality, and features advanced targeting that saves you time and money. We care deeply about creating an engaging survey experience for respondents and producing quality data for our clients. And it works! Look it up on SurveyPolice.com.



Research Services:

DIY does not mean you are on your own. We have experienced researchers on staff capable of providing end-to-end research services. Whether it's assistance with design and programming or you simply just want us to do everything, we are here for you.

What can you do on aytm?

Customer/competitor profiles:

Segmentation, attitudes, awareness, and usage studies with cluster/regression analysis, market sizing, brand equity and more. Gain access to proprietary automation tools like Personality Radar to build customer personas and Competitive Topography to create a perceptual map of your competitive landscape.



Personality Radar



Competitive Topography

Product development:

Purchase funnel analysis, needs assessment, concept viability evaluation, package testing, logo testing, rebranding, repositioning, usability/product testing. Research may include, but not be limited to: MaxDiff, Choice-Based Conjoint, Bayesian analysis to compare subgroups statistically, qualitative video response, interactive word clouds, skip/piping logic and more.



Advanced MaxDiff



Choice Based Conjoint (CBC)



Surveys are fulfilled in 24 hours or less



Access 25MM+ global consumers



3,000 unique data points rich profiling

Marketing optimization:

TURF analysis for optimal product mix, ad/message/price testing, VanKonan Price Optimization, pre- and post-campaign testing and tracker development/transformation.



Van Konan



Campaign optimization



TIME
126x savings



COST
15x savings

Save Time & Money

Long gone are the days when research took weeks to get into the field, followed by cumbersome analysis and consulting hours stacking up. Launch your survey in minutes with upfront pricing and guaranteed delivery time. Then watch as automation produces analysis and visualizations that would have cost you thousands with a traditional research firm.



Conduct Complex Research with Ease

DIY does not mean compromising on the quality and complexity of your research. We deliver the same if not better results as more expensive and complicated tools for conjoint, MaxDiff, pricing optimization, video testing and more. Our experts in researcher user experience have built a survey editor that truly balances powerful and easy. And we do this without putting you in a "black box" with no visibility or flexibility.



Work with the Experts in Research Automation

Research Automation. It's not just a buzzword or some futuristic concept to us. We invented it. Unlike others, we've always been a research automation platform. For nearly a decade our tools have been optimized via feedback from researchers. Our dedication to technology means we are continually innovating and pushing the envelope.

While we do offer a full suite of research services, our goal is to make you a savvy DIY'er not just layer on interface that "feels" like DIY but requires professional services to actually work.

Google



SAMSUNG

amazon



Microsoft

verizon

Y&R



UM



Agility

Some of our clients



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