



There's a better way to analyze research

- > Are you analyzing survey data with tools that just don't meet your needs?
- > Are you tired of the delays and hidden costs from having someone else analyze your data?
- > Should it be so hard to create presentations from your research results?
- > Would you like to get greater benefit from all the research data you already have?

MarketSight® – the faster, easier way to analyze research

MarketSight is a new and innovative application that streamlines research analysis and enables organizations to realize more value from their research. MarketSight is much easier to use than other applications and shortens the analysis process by automating time-consuming and complex activities.

When it's time to share findings, MarketSight makes it easy to create visually compelling charts and export them to PowerPoint® or Excel®. Because the application is Web-based, research results are always available when new business challenges arise.

For organizations that analyze research data in-house, MarketSight makes the process faster and easier. Researchers spend less time struggling with software and more time finding valuable insights.

For organizations that outsource research analysis, MarketSight offers the flexibility to bring some or all of that analysis in-house. This gives the individuals most familiar with the business challenges the freedom to analyze and explore their own data.



The MarketSight® Advantage

- > Drives growth and profitability for organizations by enabling researchers and analysts to find differentiating insights
- > Speeds and simplifies research analysis through an easier and more automated approach
- > Leverages existing research by making analyses available online to guide new business decisions
- > Effortlessly creates PowerPoint® presentations from analysis results so it's easy to share findings with others
- > Enables a broader group of people, especially those closest to the business challenge, to explore their own research data
- > Reduces vendor costs and delays by providing the flexibility to bring more analysis in-house

MarketSight® guides you through the entire research analysis process

- **Get an Overview of Survey Results with Banner Reports:** MarketSight banner reports let you see summary responses to all survey questions for key variables or segments. They provide an overview of your survey results and help you formulate theories to investigate. Banner reports are easy to create, print, and understand.
- **Test Hypotheses and Uncover Insights with Cross-Tab Analyses:** Build cross-tab analyses to look for important relationships in the data, answer questions about a segment, and investigate theories identified in your banners. MarketSight automatically runs the appropriate statistical tests and highlights significant findings.
- **Create Variables and Adjust Statistics Options for More Advanced Analysis:** MarketSight provides advanced users with the power and flexibility they need. Researchers can create new variables, define new segments, configure statistical testing options, and explore data in ways not envisioned when the survey was created.
- **Summarize Findings and Bring Them to Life with Charts:** MarketSight charts are created with a single mouse click and offer attractive visuals that highlight and communicate findings. Charts are fully exportable to Excel and PowerPoint, saving you preparation time on reports and presentations.
- **Merge Data From Tracking Studies with Ease:** MarketSight provides industry-leading support for tracking studies by walking you through a step-by-step process to correctly align waves of data, no matter how much the survey has changed over time. MarketSight also automatically adds new waves of data to existing analyses.
- **Apply Existing Research to Address New Business Challenges:** Research studies are often forgotten too soon or retired to a bookcase or file cabinet. With MarketSight, all data and analyses are stored online so they are readily available to help solve new business problems.
- **Export MarketSight Datasets Directly to SPSS®:** MarketSight makes it easy to store datasets offline for analysis in SPSS. The entire dataset, including user-defined and multiple response variables, can be exported to a .sav file quickly and easily.



MarketSight®

MarketSight is dedicated to providing powerful and intuitive software solutions for Market Researchers. Our mission is to provide easy-to-use tools that enable researchers and analysts to focus on finding and presenting critical new insights about their business.

For Information

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