



Innovative Analysis & Reporting Solutions for Researchers



MarketSight® is an intuitive data analysis platform for creating crosstabs, running [statistical tests](#), and creating interactive charts and dashboards. MarketSight supports all leading survey data formats and provides industry-leading integration with PowerPoint and Excel so that you can turn projects around quickly, save time, and provide presentation-ready results to your colleagues and clients.

Easy-to-use and learn

MarketSight was designed to be easy-to-use and streamlines the entire data analysis process. Our extensive library of online training videos, covering every aspect of the product, guides you every step of the way.

Work with any dataset from any survey tool

MarketSight supports all of the leading data formats, including SPSS, SAS, Triple-S, Excel and others. You can import a dataset in seconds with just a few clicks. MarketSight also integrates with some of the leading survey tools to automate the data import process with [DataSync](#) so you'll always have timely feedback on survey results. You can also edit raw data within MarketSight using simple point and click tools.

Access your research from anywhere in the world

MarketSight is 100% web-based, which means you can access your data and research from anywhere around the world with a web browser. MarketSight supports Chrome, Firefox, Internet Explorer, and Safari for Mac users. Use MarketSight on your laptop or tablet to view crosstabs, charts, and dashboards.

Spend 3 minutes instead of 3 hours

Within minutes, you can upload a dataset, run a crosstab, and create compelling charts to view and share online and export to PowerPoint or Excel. You can also easily create several PowerPoint Templates to use when exporting so that the presentations generated by MarketSight will contain your branding, formatting, and color palette.

Watch this [video](#) to see MarketSight in action!

Run stat tests automatically

With MarketSight, you don't need to be a statistics expert. The software automatically selects the right statistical tests for you when generating your crosstab, and can show the actual test selected and calculated p-value. MarketSight even color codes areas of statistical significance, so you can immediately focus on those insights. Even if you're a statistics expert, you will still appreciate the ease of use and flexibility that MarketSight offers, with the ability to drill down and set more advanced statistical options.

MarketSight Advantages

Powerful Analytics

- Create crosstabs in seconds
- Automatically selects the right stat tests for you
- Color codes statistical significance

Charting & Reporting

- Create interactive charts and dashboards
- Export charts and dashboards to custom PowerPoint templates
- Export charts to Excel
- Synchronizes the charts and data in existing PowerPoint presentations

Data & Integration

- Supports all leading survey data formats:
 - ✓ Excel
 - ✓ SPSS
 - ✓ SAS
 - ✓ Triple-S
- Integrates with leading survey tools
 - ✓ SurveyMonkey
 - ✓ Qualtrics
 - ✓ Confront
 - ✓ Kinesis
 - ✓ Google Consumer Surveys
- Full data editing tools

Global Collaboration

- Online collaboration with colleagues and clients

Support & Training

- Free phone and email support
- Extensive library of online training videos

Technology

- 100 % web-based
- Supports multiple browsers
- Hosted or On-Premise



Tracking studies and preliminary reports updated with a single click

Many research projects include tracking studies, where data is updated on a quarterly or more frequent basis. That means you typically need to redo all of your charts, and export them to your original PowerPoint presentation whenever new data comes in. With MarketSight's [ChartSync](#) feature, you can update all of the charts and data within an existing PowerPoint with just one click. Imagine the time savings if you have 50, 100, or even more charts. This feature, part of our Enterprise Edition, saves our users a significant amount of time, and it can also be used when you need to update a preliminary report based on early field results.

Collaborate online with colleagues and clients in the office or around the globe

Today's research team can be located around the globe and needs ways to effectively collaborate to keep projects moving. Using MarketSight, teams can work together online to analyze data, create charts, and work on reports. Data can even be shared among users and non-users through MarketSight Key Findings, which provides a safe, secure portal to publish crosstabs, charts, [dashboards](#), and reports to share with colleagues and clients around the globe. Viewers do not need to be full access users in order to use Key Findings – these are free view-only seats. Key Findings can be branded with your company's logo, colors, and unique URL as part of our Enterprise edition.

Thousands of researchers, from individual consultants, corporate research departments, and large global enterprises use MarketSight's data analysis and reporting platform to save time and focus on their findings and recommendations. Take the next step to learn how MarketSight can help you and your organization.



Find Out More about MarketSight

- Contact us to schedule a private web demo at info@marketsight.com
- Attend a free [Webinar](#)
- Start a 30-day [Free Trial](#)
- Visit our [Website](#)

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