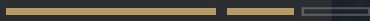


BRAND MONITORING SYSTEM



THE CLIENT PROBLEM

Most corporations run **brand tracking surveys with consumers regularly**. However as historical data grows in volume across categories, it becomes more difficult for stakeholders to **access, compare, slice and dice data or get a bird's eye view of how their brands are actually performing over time**.

THE AQ SOLUTION

The AQ Brand Track is a web-based product built with cutting-edge visualization technologies. It can seamlessly access and draw actionable insights from brand tracking data. Clients who require streamlined solutions for their smaller, simpler brand tracking programs, find this product and its attractive price point a great fit. The product can be rolled out to new clients within four weeks from the day of signing. This time frame includes the setup of the monthly updation process, as well as the time spent in processing historical data. The Brand Track tool has multiple features that bring data to life & provide easy access to brand tracking data.



ACTIONABLE INSIGHTS

Charts and metrics that bubble-up insights, not just present information.



EASY TO USE

Secure, easy-to-use tools which provide information in a dynamic and interactive way.



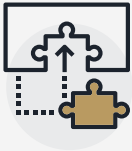
DYNAMIC FILTERS

Dynamic filters which allow data to be accessed by demographics, brands and other metrics.



SAMPLE SIZE CHECKS & SIGNIFICANCE TESTING

Sample size checks and significance tests are built in to test statistical changes.



QUICK IMPLEMENTATION AND LOW SETUP COST

Deployment and setup takes four weeks.



POWERPOINT OR EXCEL EXPORT

Users can export views/data in PowerPoint or Excel for easy sharing or analysis.



NO PER USER LICENSE FEE

The fee covers an unlimited number of users for the tool.



AUTOMATED UPDATES

Data updates become available in the tool soon after AQ receives the data file (~three days).

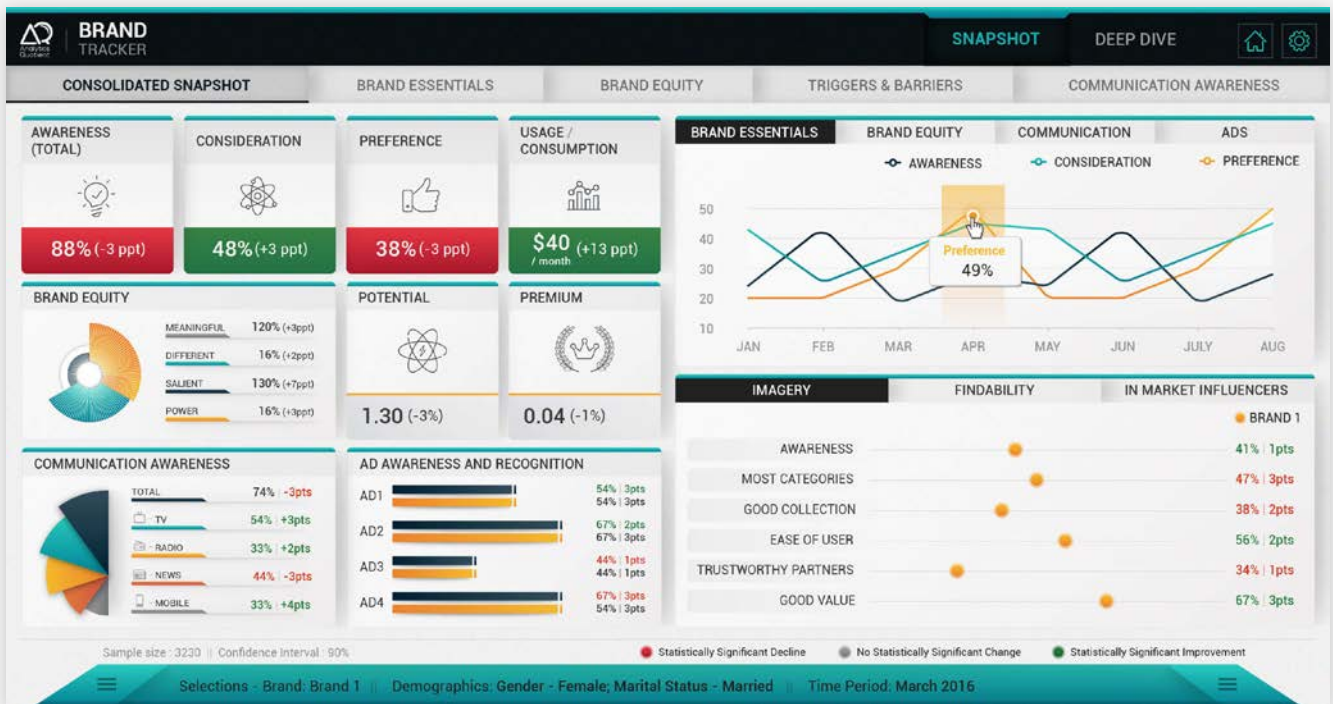
LOGIN PAGE



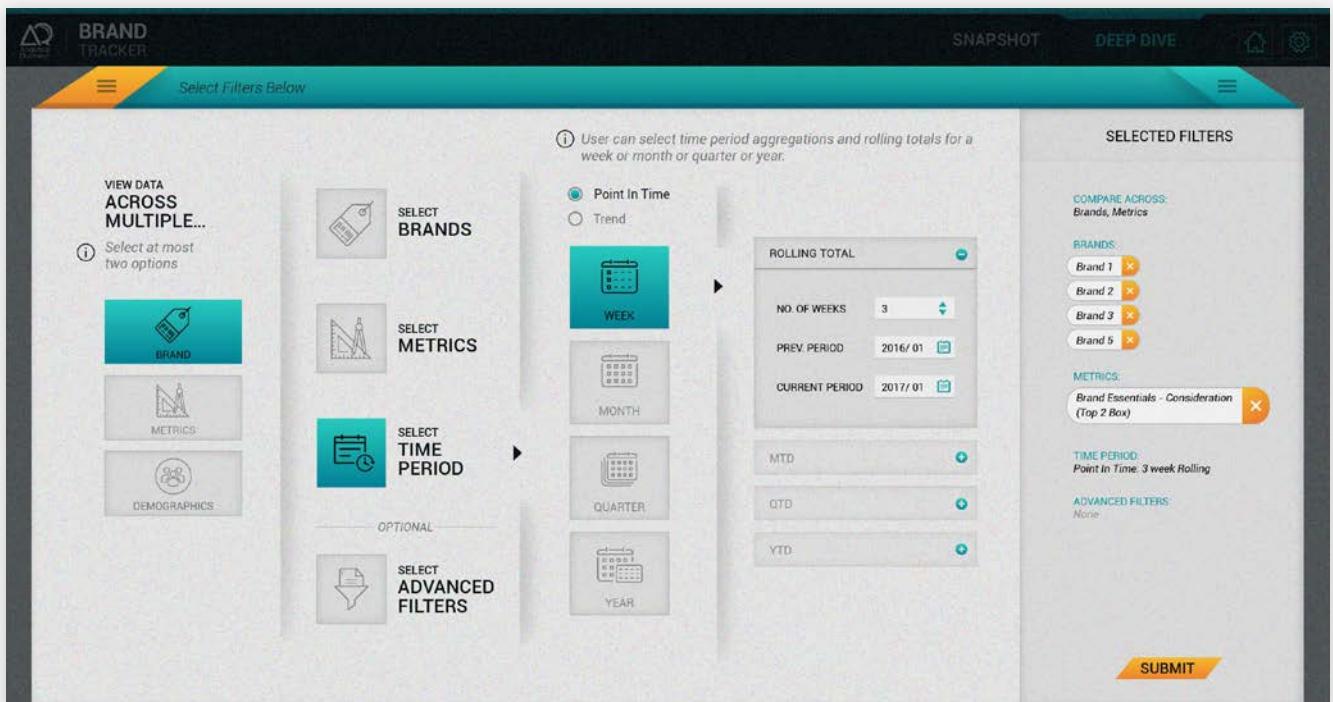
USERS CAN NAVIGATE TO THE SNAPSHOT / DEEP DIVE VIEWS



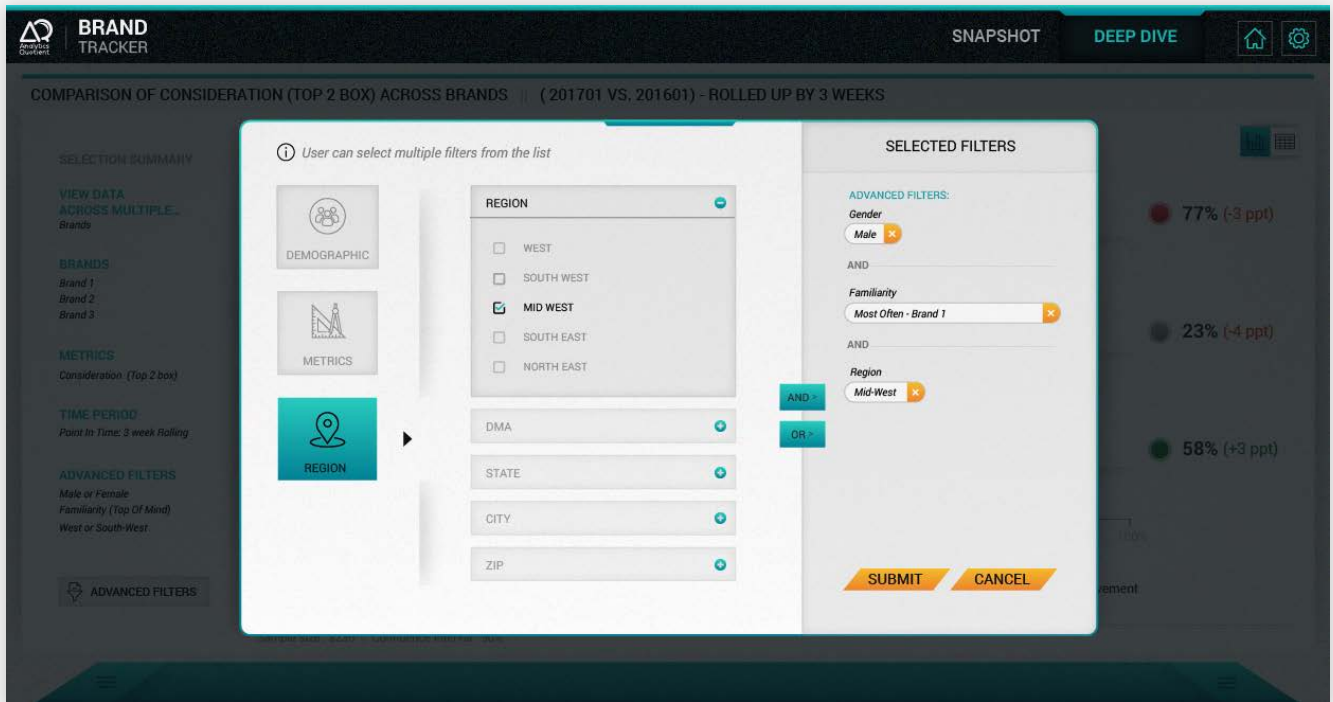
THE BRAND SNAPSHOT VIEW PROVIDES A HOLISTIC VIEW OF CRITICAL BRAND KPI'S IN A HIGHLY VISUAL MANNER



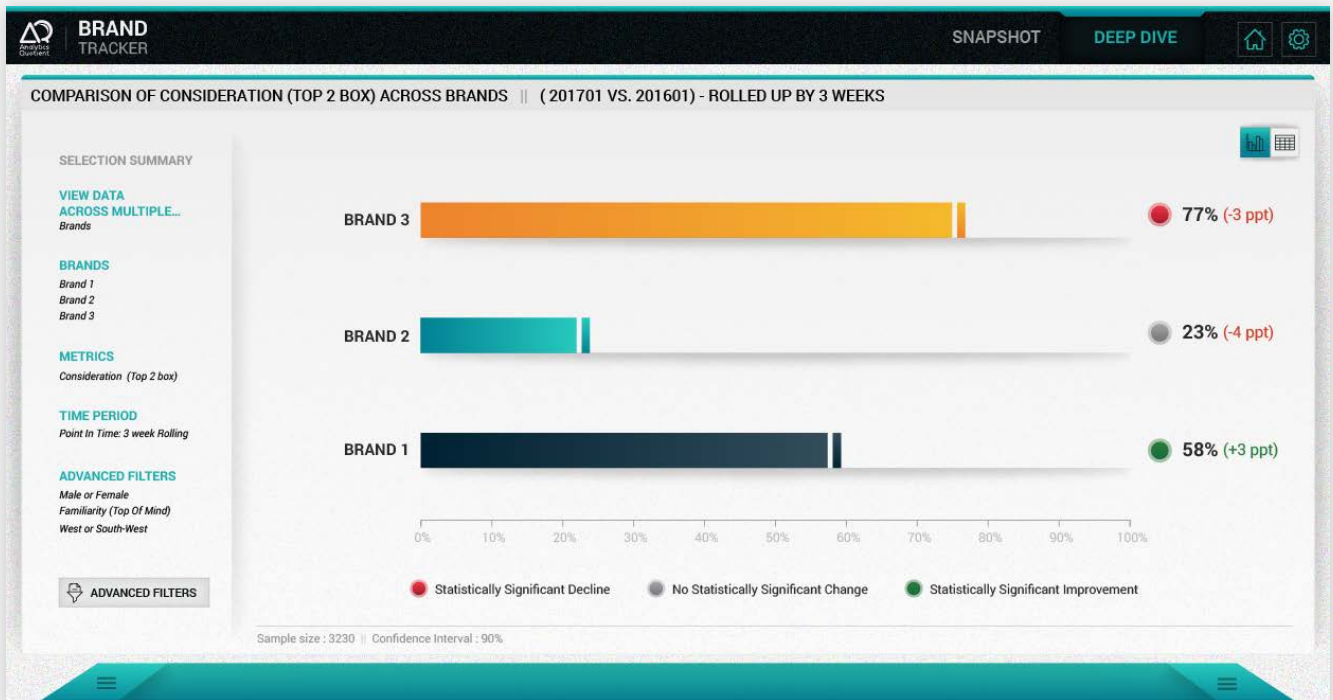
THE SELECTION PANEL ALLOWS USERS TO SLICE AND DICE DATA AND GENERATE CHARTS USING ADVANCED FILTERS



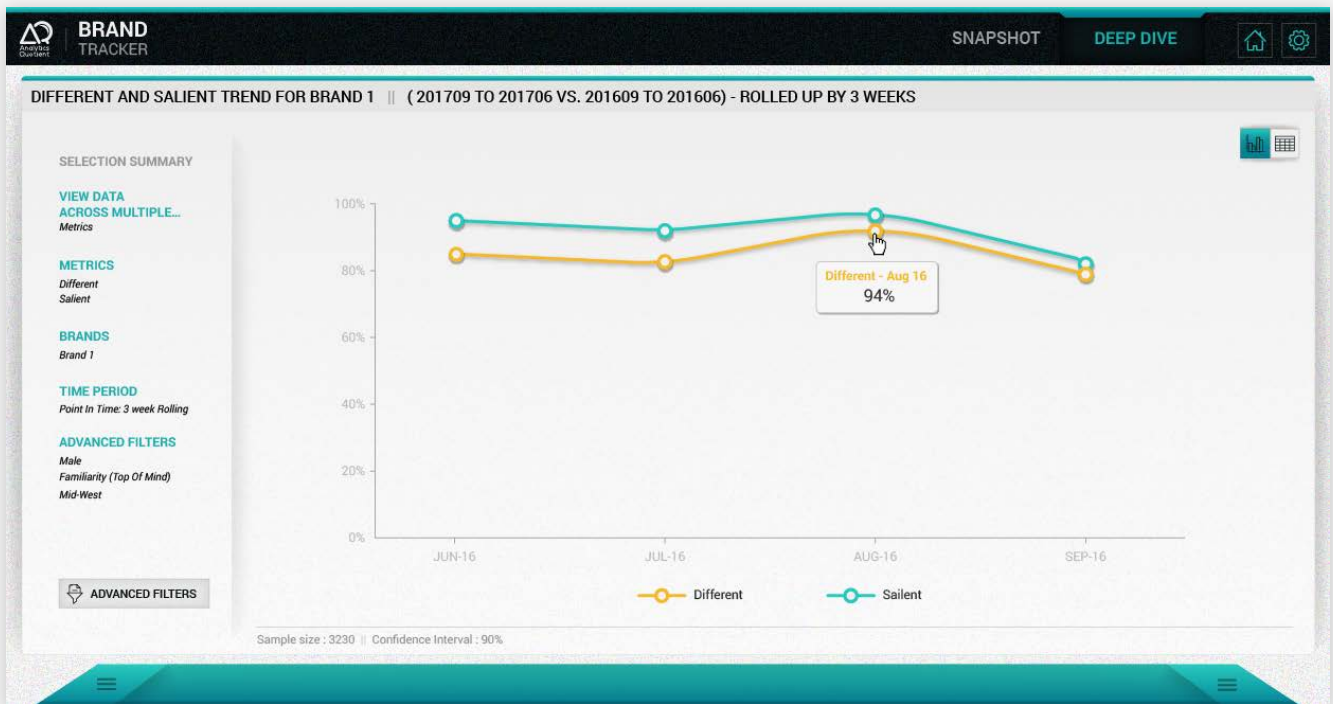
THE SELECTION PANEL ALLOWS USERS TO SLICE AND DICE DATA AND GENERATE CHARTS USING ADVANCED FILTERS



THE 'POINT IN TIME' CHART IN THE DEEP DIVE MODULE HELPS USERS LOOK AT METRICS AT A SPECIFIC TIME PERIOD



THE 'TREND CHART' IN THE DEEP DIVE MODULE SHOWS PERFORMANCE OF SELECTED METRICS OVER TIME



USERS CAN VIEW DATA ACROSS MULTIPLE BRANDS & METRICS



USERS CAN VIEW DATA ACROSS MULTIPLE METRICS FOR THE SAME BRAND



THE CLIENT BENEFIT

RELEVANT & CUTTING EDGE VISUALIZATION

The structure and visualization of this product has been built in a user-friendly manner and is therefore relevant across different types of user groups. Aimed at senior leadership, the snapshot view provides a quick high level summary of key brand track metrics, while expert/power users can use the deep dive view to further slice, dice and compare data.

EASY INSIGHT GENERATION

In addition to general filters like demographics & regions (DMA, state etc.), the user can choose the advanced filters function to further slice data by other metrics to understand cross usage, familiarity etc.

MOBILITY: ANYTIME ACCESS

The AQ Brand Track has a complete web based interface which can be accessed anywhere and on any device (PC, Tablet) with an internet connection and web browser.

PRESENTATION READY

Charts and visualized screens from the product can be easily exported to editable PPT formats (for presentations) and all data can be exported to raw EXCEL formats (to perform further ad-hoc analysis).



Thank You

For any queries, get in touch with us.

connect@aqinsights.com