Analytics Quotient

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 it's attractive price point a great fit.

THE AQ
BRAND
TRACK
PRODUCT

KEY BENEFITS

FASTER CLIENT CONFIGURATION

The product can be rolled out to new clients within **4 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.

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: INTERACT, SLICE & DICE DATA USING ADVANCED FILTERS

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.
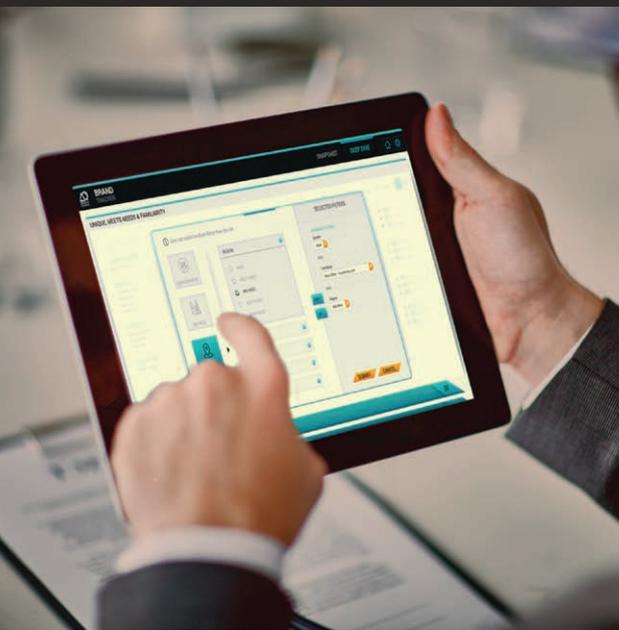
MOBILITY : ACCESS ANYWHERE, ANYTIME

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 : EXPORT TO PPT AND EXCEL

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).

Contact AQ

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