

EMPOWERING QUICK ANSWERS: BEYOND THE DECK

While our comprehensive strategic reports provide the full picture, we believe in putting the power of data directly in your hands. That's why we offer powerful, dynamic Excel-based dashboards designed for both speed and simplicity.

Our intuitive dashboards don't replace our reports; they complement them. They allow your team to instantly filter data, dive into subgroups and get precise, on-demand answers to critical questions that empower you to move faster.

Continue to the next page to see a glimpse of how we're helping teams get the insights they need to make confident, data-driven decisions.

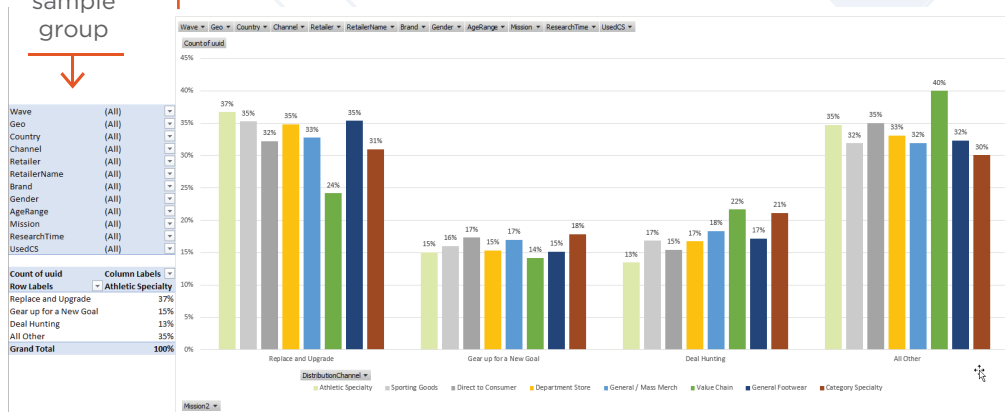


Compare results by demographic groups

| | | | | | | | | | | | | | | | |
|-----------------------|----------|-----------------------------|--|---------|--|---------|--|---------|--|--|--|--|-----------|--|--|
| Home | | Gender: All | | Total | | Gender | | Age | | | | | HH Income | | |
| Age: All | | HH Income: All | | | | | | | | | | | | | |
| 1 | Punch 1 | 58% | | (n=772) | | (n=374) | | (n=107) | | | | | (n=284) | | |
| 2 | Punch 2 | 57% | | | | 64% | | 60% | | | | | 53% | | |
| 3 | Punch 3 | 55% | | | | 53% | | 57% | | | | | 60% | | |
| 4 | Punch 4 | 71% | | | | 54% | | 65% | | | | | 57% | | |
| 5 | Punch 5 | 46% | | | | 52% | | 60% | | | | | 56% | | |
| 6 | Punch 6 | 72% | | | | 69% | | 72% | | | | | 72% | | |
| 7 | Punch 7 | 47% | | | | 40% | | 47% | | | | | 50% | | |
| 8 | Punch 8 | 58% | | | | 40% | | 53% | | | | | 76% | | |
| 9 | Punch 9 | 33% | | | | 71% | | 74% | | | | | 48% | | |
| 10 | Punch 10 | 72% | | | | 40% | | 56% | | | | | 61% | | |
| 11 | Punch 11 | 70% | | | | 58% | | 63% | | | | | 35% | | |
| 12 | Punch 12 | 51% | | | | 28% | | 37% | | | | | 73% | | |
| 13 | Punch 13 | 83% | | | | 69% | | 67% | | | | | 68% | | |
| 14 | Punch 14 | 64% | | | | 71% | | 70% | | | | | 71% | | |
| 15 | Punch 15 | 78% | | | | 62% | | 55% | | | | | 52% | | |
| | | | | | | 45% | | 53% | | | | | 84% | | |
| | | | | | | 62% | | 79% | | | | | 84% | | |
| | | | | | | 62% | | 65% | | | | | 62% | | |
| | | | | | | 67% | | 71% | | | | | 71% | | |

Select sample group

Compare results by channel & customer shopping goals



Select sample group

[View calculated scores](#)

| Calculate | | Print | Composite Score Average of pillar scores | | Pillar 1 T28 Weighted Avg of Pillar 1 Acts | | Pillar 2 T28 Weighted Avg of Pillar 2 Acts | | Pillar 3 T28 Weighted Avg of Pillar 3 Acts | | Pillar 4 T28 Weighted Avg of Pillar 4 Acts | | Pillar 5 T28 Weighted Avg of Pillar 5 Acts | |
|-----------|--|---------|---|-----------|---|-----------|---|-------------|---|-----------|---|------------|---|-------------|
| | | | 76% Combined Score | | 74% Combined Score | | 78% Combined Score | | 78% Combined Score | | 77% Combined Score | | 71% Combined Score | |
| Wire | | Brand A | n = 140 | 140 | | | | | | | | | | |
| AM | | | 77% | 74% | 77% | 75% | 73% | 75% | 80% | 77% | 77% | 78% | 75% | 73% |
| Region | | | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) |
| Phon 1 | | | | | | | | | | | | | | |
| Country | | | 74% (-2%) Combined Score | | 73% (-1%) Combined Score | | 74% (-4%) Combined Score | | 78% (-0%) Combined Score | | 77% (-0%) Combined Score | | 68% (-3%) Combined Score | |
| Chanel | | Brand B | n = 140 | 140 | | | | | | | | | | |
| AM | | | 76% (-1%) | 74% (-2%) | 76% (-2%) | 73% (-0%) | 70% (-3%) | 74% (-1%) | 74% (-1%) | 78% (-1%) | 79% (-1%) | 74% (-0%) | 78% (-1%) | 72% (-1%) |
| Region | | | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) |
| Brand | | | 70% (-6%) Combined Score | | 69% (-5%) Combined Score | | 73% (-5%) Combined Score | | 73% (-5%) Combined Score | | 71% (-6%) Combined Score | | 65% (-6%) Combined Score | |
| Gender | | Brand C | n = 140 | 140 | | | | | | | | | | |
| AM | | | 70% (-7%) | 68% (-6%) | 70% (-6%) | 71% (-5%) | 67% (-4%) | 69% (-4%) | 74% (-4%) | 70% (-6%) | 74% (-3%) | 67% (-11%) | 71% (-3%) | 81% (-2%) |
| Region | | | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) |
| Age | | | 74% (-1%) Combined Score | | 71% (-4%) Combined Score | | 77% (-1%) Combined Score | | 77% (-1%) Combined Score | | 77% (-0%) Combined Score | | 70% (-1%) Combined Score | |
| AM | | Brand D | n = 140 | 140 | | | | | | | | | | |
| Region | | | 77% (-0%) | 73% (-0%) | 73% (-0%) | 74% (-0%) | 70% (-3%) | 68% (-7%) | 79% (-1%) | 76% (-1%) | 75% (-1%) | 79% (-1%) | 73% (-1%) | 79% (-1%) |
| | | | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) |
| | | | 74% (-2%) Combined Score | | 71% (-3%) Combined Score | | 77% (-1%) Combined Score | | 78% (-0%) Combined Score | | 76% (-1%) Combined Score | | 69% (-2%) Combined Score | |
| | | Brand E | n = 140 | 141 | | | | | | | | | | |
| | | | 76% (-1%) | 73% (-0%) | 74% (-3%) | 75% (-1%) | 70% (-2%) | 69% (-0%) | 81% (-1%) | 77% (-0%) | 74% (-0%) | 76% (-1%) | 76% (-1%) | 82% (-1%) |
| | | | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) | DTG (dig) | MKT (dig) | MKT (store) |

EXAMPLES

Select sample group

View results by subgroup

| Calculate | | Print | RETAIL EXPERIENCE DRIVERS | RANK | Contribution % | DISTRIBUTION CHANNELS | | | | | |
|---------------|--------------|-------|---------------------------|------|----------------|-----------------------|-----------------------|---------------------------|-------------------------|--------------------|-----------------------|
| | | | | | | Top-2 Performance | | | | | |
| Wave | | | | | | DTC (n=407) | Sporting Goods (n=46) | Athletic Specialty (n=34) | Department Store (n=42) | Value Chain (n=29) | Gen/Mass Merch (n=69) |
| (All) | Attribute 5 | | 1 | 5.0% | | 82 | 70 | 79 | 67 | 69 | 86 |
| Geo | Attribute 12 | | 2 | 4.6% | | 79 | 85 | 85 | 79 | 66 | 84 |
| NA | Attribute 3 | | 3 | 4.5% | | 81 | 76 | 76 | 74 | 66 | 84 |
| Country | Attribute 2 | | 4 | 4.4% | | 81 | 65 | 76 | 67 | 76 | 88 |
| (All) | Attribute 10 | | 5 | 4.1% | | 80 | 63 | 74 | 86 | 72 | 78 |
| Channel | Attribute 2 | | 6 | 4.1% | | 83 | 84 | 84 | 96 | 85 | 89 |
| In-Store | Attribute 16 | | 7 | 3.9% | | 82 | 81 | 88 | 75 | 85 | 91 |
| Retailer Name | Attribute 4 | | 8 | 3.9% | | 79 | 74 | 76 | 76 | 76 | 90 |
| (All) | Attribute 9 | | 9 | 3.6% | | 76 | 70 | 82 | 79 | 72 | 87 |
| Brand | Attribute 6 | | 10 | 3.6% | | 80 | 74 | 79 | 76 | 72 | 83 |
| (All) | Attribute 1 | | 11 | 3.5% | | 76 | 78 | 79 | 67 | 55 | 87 |
| Gender | Attribute 11 | | 12 | 3.5% | | 80 | 80 | 79 | 79 | 69 | 83 |
| Male | Attribute 5 | | 13 | 3.5% | | 76 | 63 | 71 | 71 | 55 | 86 |
| Age | Attribute 15 | | 14 | 3.4% | | 79 | 72 | 65 | 79 | 79 | 84 |
| (All) | Attribute 10 | | 15 | 3.4% | | 77 | 70 | 76 | 76 | 62 | 83 |
| Mission | Attribute 8 | | 16 | 3.4% | | 83 | 65 | 72 | 68 | 65 | 83 |
| (All) | Attribute 3 | | 17 | 3.2% | | 81 | 81 | 81 | 71 | 80 | 89 |
| | Attribute 4 | | 18 | 3.1% | | 82 | 69 | 78 | 78 | 86 | 88 |
| | Attribute 11 | | 19 | 3.0% | | 80 | 74 | 74 | 83 | 76 | 83 |
| | Attribute 13 | | 20 | 3.0% | | 77 | 74 | 62 | 75 | 69 | 87 |
| | Attribute 12 | | 21 | 2.9% | | 80 | 70 | 76 | 60 | 66 | 81 |
| | Attribute 15 | | 22 | 2.8% | | 74 | 59 | 79 | 60 | 48 | 84 |
| | Attribute 7 | | 23 | 2.8% | | 78 | 93 | 82 | 74 | 76 | 88 |
| | Attribute 14 | | 24 | 2.7% | | 71 | 52 | 56 | 50 | 76 | 80 |
| | Attribute 8 | | 25 | 2.7% | | 76 | 54 | 71 | 74 | 52 | 83 |
| | Attribute 9 | | 26 | 2.6% | | 80 | 57 | 82 | 62 | 59 | 86 |
| | Attribute 7 | | 27 | 2.6% | | 79 | 78 | 76 | 69 | 76 | 81 |
| | Attribute 14 | | 28 | 2.5% | | 76 | 67 | 79 | 64 | 72 | 83 |
| | Attribute 6 | | 29 | 2.1% | | 76 | 43 | 71 | 43 | 48 | 84 |
| | Attribute 13 | | 30 | 1.4% | | 81 | 68 | 88 | 74 | 100 | 89 |

Select sample group & sort data

View results by meaningful subgroups

| Background | | | | | MaxDiff Results | | | | | TUR Analysis | | | | | Output | | | | |
|-----------------|-------------|--------------------------------|------------------|-----------------|--------------------------|--------------------|-----------------------|-----------------------|-----------------------|--------------------------------------|--|--|--|--|--------|--|--|--|--|
| Tips: Show Hide | | | | | Group: Total N = 501 | | | | | Full Feature Descriptions: Show Hide | | | | | | | | | |
| | | | | | Sort by: Most Believable | | | | | | | | | | | | | | |
| Rank | Brand | Feature | Most Influential | Most Believable | Believability scores | | | | | | | | | | | | | | |
| | | | | | Total n = 501 | Pet Owners n = 448 | Have Children n = 326 | <2500 sq. ft. n = 202 | >2500 sq. ft. n = 294 | | | | | | | | | | |
| 1 | Competitive | Lightweight design | 104 | 144 | 144 | 144 | 137 | 150 | 140 | | | | | | | | | | |
| 2 | Competitive | Built-in All-in-one | 137 | 137 | 137 | 135 | 135 | 138 | 136 | | | | | | | | | | |
| 3 | Sub-brand 1 | 10-year warranty | 159 | 132 | 132 | 131 | 127 | 134 | 131 | | | | | | | | | | |
| 4 | Sub-brand 1 | Wide range of accessories | 74 | 127 | 127 | 126 | 121 | 134 | 121 | | | | | | | | | | |
| 5 | Sub-brand 2 | Digital User Guide | 57 | 126 | 126 | 125 | 120 | 134 | 121 | | | | | | | | | | |
| 6 | Sub-brand 2 | Ergonomic handling | 108 | 125 | 125 | 124 | 122 | 127 | 123 | | | | | | | | | | |
| 7 | Competitive | Quicker charging | 107 | 125 | 125 | 124 | 124 | 128 | 122 | | | | | | | | | | |
| 8 | Sub-brand 1 | Unique MicroClean Technology | 65 | 123 | 123 | 123 | 118 | 130 | 118 | | | | | | | | | | |
| 9 | Sub-brand 3 | Sweedish engineering | 108 | 115 | 115 | 114 | 112 | 116 | 114 | | | | | | | | | | |
| 10 | Sub-brand 2 | HEPA Filtration System | 70 | 114 | 114 | 113 | 111 | 115 | 112 | | | | | | | | | | |
| 11 | Competitive | Three additional modes | 109 | 107 | 107 | 106 | 107 | 109 | 105 | | | | | | | | | | |
| 12 | Sub-brand 2 | Longer runtime | 122 | 106 | 106 | 106 | 107 | 107 | 106 | | | | | | | | | | |
| 13 | Competitive | Clog-reducing technology | 123 | 106 | 106 | 105 | 103 | 107 | 104 | | | | | | | | | | |
| 14 | Sub-brand 1 | Auto mode | 109 | 102 | 102 | 102 | 101 | 102 | 102 | | | | | | | | | | |
| 15 | Competitive | Most advanced technology | 86 | 101 | 101 | 101 | 103 | 96 | 104 | | | | | | | | | | |
| 16 | Sub-brand 3 | Longer runtimes | 91 | 100 | 100 | 100 | 97 | 103 | 98 | | | | | | | | | | |
| 17 | Competitive | Dynamic display | 136 | 99 | 99 | 101 | 100 | 99 | 100 | | | | | | | | | | |
| 18 | Competitive | 60+ minutes of battery life | 111 | 99 | 99 | 100 | 99 | 98 | 100 | | | | | | | | | | |
| 19 | Sub-brand 1 | Lightweight maneuverability | 74 | 97 | 97 | 97 | 98 | 93 | 100 | | | | | | | | | | |
| 20 | Sub-brand 1 | Washable filter | 60 | 94 | 94 | 94 | 92 | 93 | 95 | | | | | | | | | | |
| 21 | Competitive | Engineered for homes with pets | 70 | 94 | 94 | 95 | 93 | 99 | 90 | | | | | | | | | | |
| 22 | Sub-brand 2 | Under 60 dB | 84 | 93 | 93 | 94 | 94 | 94 | 93 | | | | | | | | | | |
| 23 | Sub-brand 3 | 5-year warranty | 72 | 93 | 93 | 93 | 92 | 92 | 93 | | | | | | | | | | |

