MarketVision RESEARCH®

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.
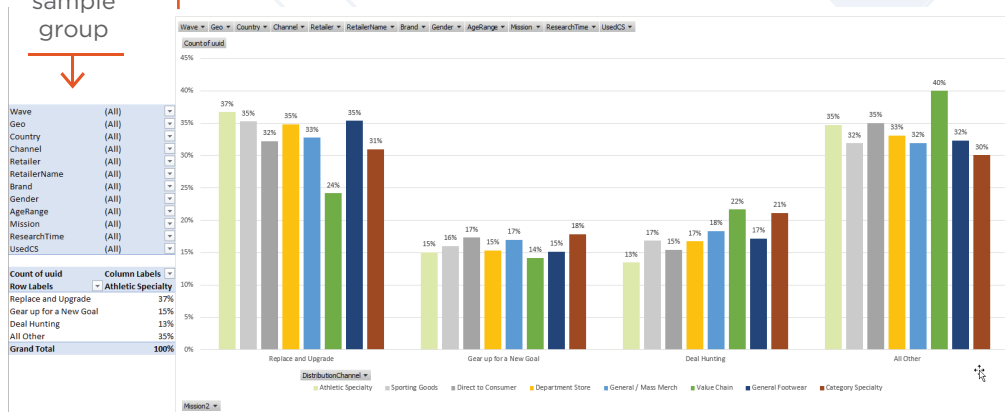
EXAMPLES

Select sample group

Compare results by demographic groups

Select sample group

Compare results by channel & customer shopping goals

Select sample group

View calculated scores

EXAMPLES

Select sample group

View results by subgroup

Calculate	Print	RETAIL EXPERIENCE DRIVERS	RANK	Contribution %	DISTRIBUTION CHANNELS Top-2 Performance					
					DTC (n=407)	Sporting Goods (n=46)	Athletic Specialty (n=34)	Department Store (n=42)	Value Chain (n=29)	Gen/Mass Merch (n=69)
Wave (All)		Atribute 5	1	5.0%	82	70	79	67	69	86
		Attribute 12	2	4.6%	79	85	85	79	66	84
Geo NA		Attribute 3	3	4.5%	81	76	76	74	66	84
		Attribute 2	4	4.4%	81	65	76	67	76	88
Country (All)		Attribute 10	5	4.1%	80	63	74	86	72	78
		Attribute 2	6	4.1%	83	84	84	96	85	89
Channel In-Store		Attribute 16	7	3.9%	82	81	88	75	85	91
		Attribute 4	8	3.9%	79	74	76	76	76	90
		Attribute 9	9	3.6%	76	70	82	79	72	87
		Attribute 6	10	3.6%	80	74	79	76	72	83
Retailer Name (All)		Attribute 1	11	3.5%	76	78	79	67	55	87
		Attribute 11	12	3.5%	80	80	79	79	69	83
		Attribute 5	13	3.5%	76	63	71	71	55	86
		Attribute 15	14	3.4%	79	72	65	79	79	84
		Attribute 10	15	3.4%	77	70	76	76	62	83
		Attribute 8	16	3.4%	83	65	72	68	65	83
Brand (All)		Attribute 3	17	3.2%	81	81	81	71	80	89
		Attribute 4	18	3.1%	82	69	78	78	86	88
Gender Male		Attribute 11	19	3.0%	80	74	74	83	76	83
		Attribute 13	20	3.0%	77	74	62	76	69	87
Age (All)		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
Mission (All)		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
1	Competitive	Lightweight design	104	144
2	Competitive	Built-in All-in-one	137	137
3	Sub-brand 1	10-year warranty	159	132
4	Sub-brand 1	Wide range of accessories	74	127
5	Sub-brand 2	Digital User Guide	57	126
6	Sub-brand 2	Ergonomic handling	108	125
7	Competitive	Quicker charging	107	125
8	Sub-brand 1	Unique MicroClean Technology	65	123
9	Sub-brand 3	Swedish engineering	108	115
10	Sub-brand 2	HEPA Filtration System	70	114
11	Competitive	Three additional modes	109	107
12	Sub-brand 2	Longer runtime	122	106
13	Competitive	Clog-reducing technology	123	106
14	Sub-brand 1	Auto mode	109	102
15	Competitive	Most advanced technology	86	101
16	Sub-brand 3	Longer runtimes	91	100
17	Competitive	Dynamic display	136	99
18	Competitive	60+ minutes of battery life	111	99
19	Sub-brand 1	Lightweight maneuverability	74	97
20	Sub-brand 1	Washable filter	60	94
21	Competitive	Engineered for homes with pets	70	94
22	Sub-brand 2	Under 60 dB	84	93
23	Sub-brand 3	5-year warranty	72	93

Believability scores

Total n = 501	Pet Owners n = 448	Have Children n = 326	<2500 sq. ft. n = 202	>2500 sq. ft. n = 294
144	144	137	150	140
137	135	135	138	136
132	131	127	134	131
127	126	121	134	121
126	125	120	134	121
125	124	122	127	123
125	124	124	128	122
123	123	118	130	118
115	114	112	116	114
114	113	111	115	112
107	106	107	109	105
106	106	107	107	106
106	105	103	107	104
102	102	101	102	102
101	101	103	96	104
100	100	97	103	98
99	101	100	99	100
99	100	99	98	100
97	97	98	93	100
94	94	92	93	95
94	95	93	99	90
93	94	94	94	93
93	93	92	92	93