



# B2B research with aytm

2022

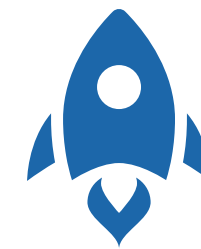
## WHO WE ARE

aytm is a powerful technology provider and a strategic partner that empowers you to find and segment your audience, easily design advanced and comprehensive surveys, and bring successful ideas to market faster.



### GLOBAL AUDIENCE REACH

- 100 million+ individuals
- Niche audience segmentation
- Exclusive access to our proprietary panel, PaidViewpoint



### INSIGHTS TECHNOLOGY PLATFORM

- Insights survey editor
- Quant and equal question types
- Turnkey advanced research tests
- Automated research solutions
- Insights and analysis dashboard



### RESEARCH SERVICES AND SUPPORT

- Dedicated account management team
- Customized partnership plans
- Assisted services and support
- Full service research experts





## OUR B2B CAPABILITIES

# B2B can be difficult.

## HERE'S HOW WE CAN HELP

We get it. B2B research can be tough. These valuable audiences need to be well compensated and finding these audiences can be time consuming. Our team can consult with you on your goals, find the audience you're trying to reach, and help you get to the answers you need quickly.

### WHAT YOU GET

Access to quality respondents across a multitude of B2B industries and a survey platform partner with years of B2B experience

### WHAT YOU'LL LEARN

Thoughts, opinions, and behaviors of your core audience that drive more informed decisions

### WHY CHOOSE AYTM?

Gain access to vetted B2B panel partners and a dedicated team that can consult with you on your goals to come up with a tailored solution that fits your needs





## AYTM'S B2B REACH

### B2B audiences

Examples of B2B audiences our sample partners can reach:

- ITDMs (IT decision-makers and influencers)
- BDMs (Business decision makers and influencers)
- C-suite
- Global small business owners
- Financial decision-makers and influencers
- HR/benefits decision-makers
- Retail decision-makers
- Trades and Construction
- Healthcare: physicians, pharmacists, nurses, and additional support staff
- And more

### B2B industries

A list of frequent industries covered by our B2B sample vendors includes:

- IT and Technology
- Telecommunications
- CPG and Retail
- Healthcare and Pharma
- Financial Services
- Hospitality
- And more

Have a specific audience in mind? Talk to our team!





# How we source, recruit, and vet our B2B panel respondents

We work with a short list of suppliers that have curated B2B panels of decision-makers.

- Recruited through industry lists, non-profit affiliations, professional social media (like LinkedIn), referrals and offline outreach
- Vetted in advance to assure they not only are who they say they are, but hold the position and the knowledge required

These panels themselves are maintained at higher standards than you normally find on consumer panels.

- Ensuring respondents aren't overburdened by overly-long or overly-abundant surveys
- Panelists are incentivized at higher rates and are removed if they're not fully completing surveys
- Professional profiles of respondents are proactively updated
- Ensuring respondent feedback is taken into account and implemented to maintain highly engaged B2B panelists

## OTHER QUALITY MEASURES INCLUDE

Checking all duplicates | Double checks on respondent's name and physical address | Double checks on respondent's online presence  
Double checks on the domain of respondent's professional email address | Telephone vetting (a requirement in advance of offline qual research)





# Let's work together

We're able to mitigate the risks by partnering exclusively with high-quality partners. We can also work with clients on their survey and screening to ensure the highest quality insights from your target audience.

## LET US TAKE CARE OF:

- Vetting the best in class partners
- Identifying and guiding on SME reach
- Survey design and programming
- Fieldwork and quota management
- Data cleaning and quality assurance
- Analytics and insight delivery



# Reaching key decision-makers

FOR A PROMINENT GLOBAL IT COMPANY

## Challenge

The Personal Systems team at a global information technology (IT) company that sells hardware, software, and related business services needed to reach IT decision-makers in multi-international markets.



## Solution

aytm's dedicated Panel Operations team had a consultative conversation to help effectively design what the respondent pool should look like in order to achieve the research goals.

We maximized our heavily-vetted B2B partners, assisted with upfront screening design, and ran additional QA checks during fielding to ensure respondent quality in real-time.



## Results

Using aytm's vetted B2B partnerships, the client was able to quickly reach a pool of 600 target respondents.

Additionally, using aytm's core platform, they were able to easily build a complex MaxDiff survey online.

Through aytm's combination of panel, platform and services, the client received insights into product features that resonated most with their target audience.





©2022, UMONGOUS, INC. ALL RIGHTS RESERVED.