

# We are on a mission to automate curiosity

**SightX is an automated end-to-end consumer insights platform** that enables you to drive efficient data-driven decision-making. Consumer insights, marketing, and CX teams at leading organizations use SightX to transform the way they work. The SightX platform is the next generation of consumer insights tools: a single, unified solution for consumer engagement, understanding, advanced analysis, and reporting.

By providing our customers with the most robust, yet flexible, research platform in the world, we enable researchers, marketers, and decision-makers to impact their organization with just the click of a button.

## What we offer

### Research Platform

Build projects, distribute surveys, and analyze your data all in a single, unified platform. Design and run even the most complex studies with the simplicity of a user-friendly DIY interface. Automate time-consuming projects, like concept or ad testing, conjoint analysis, and maxdiff to accelerate your research. Drive better business decisions with real-time insights into your audiences.

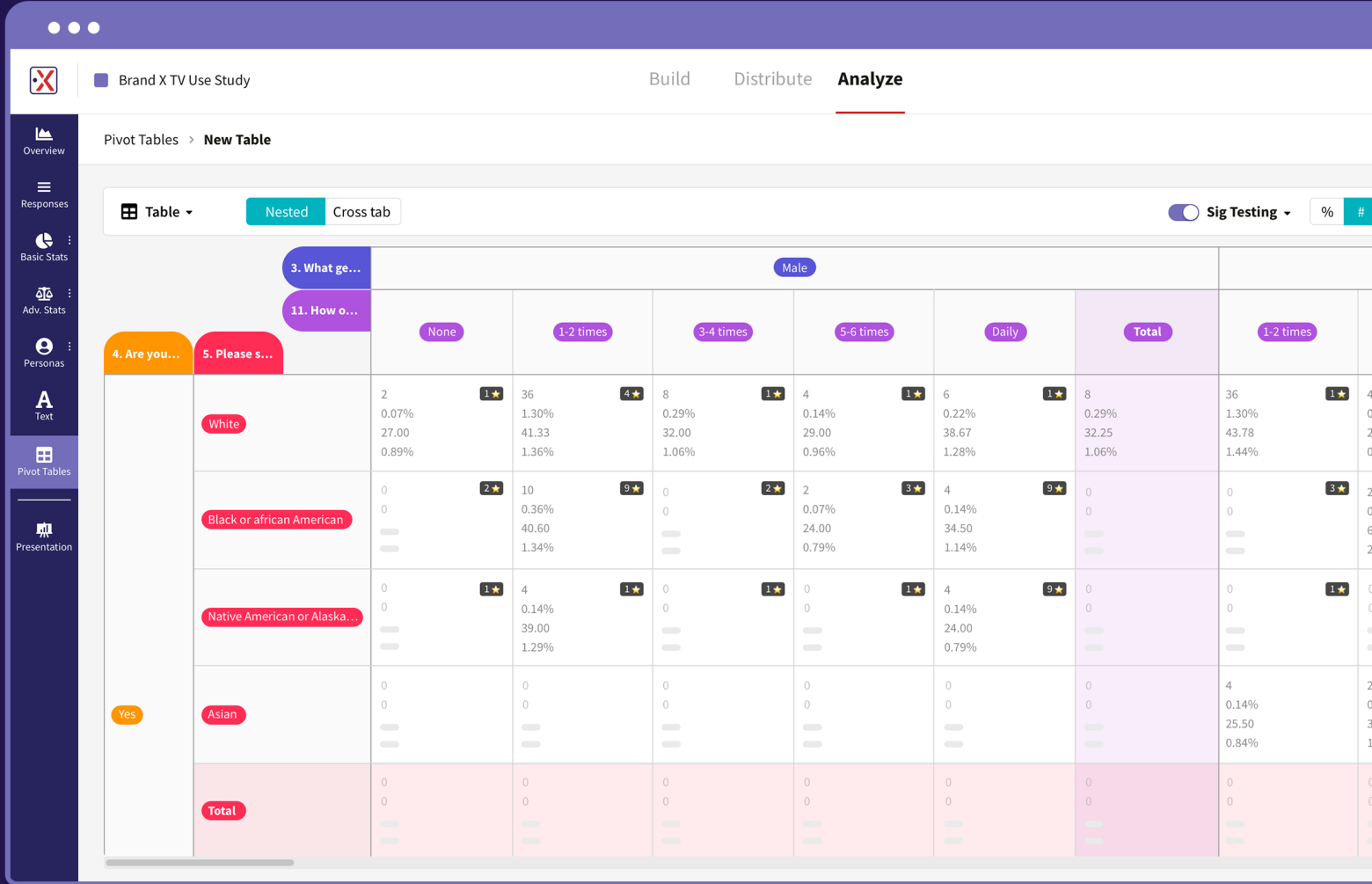
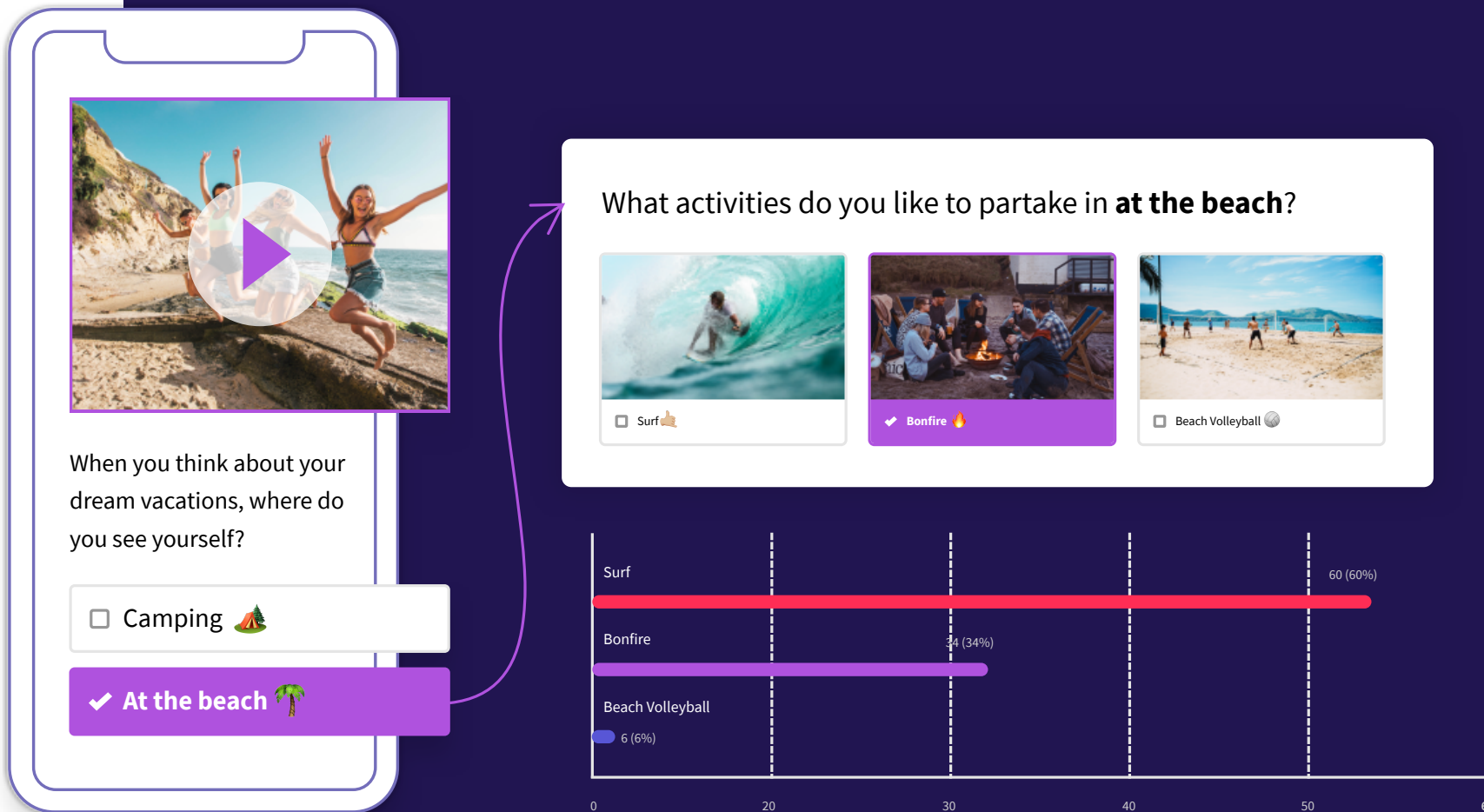
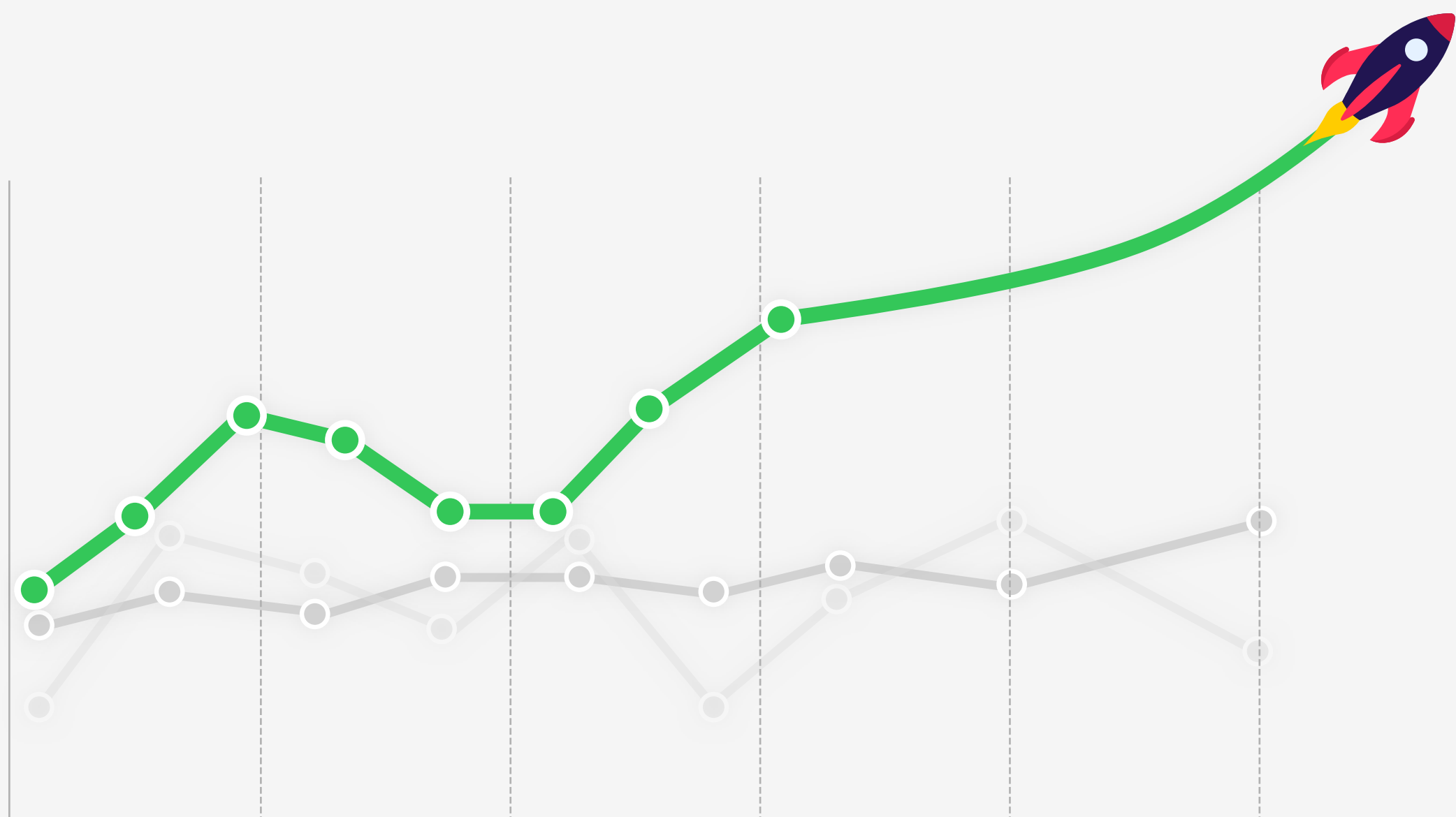
### Consumer Panels

Gain direct access to over 70MM consumers worldwide. Each respondent profile is equipped with over 200 unique attributes for pre-screening criteria, allowing for precise audience selection and targeting. We work to actively ensure you only receive high-quality data through multiple layers of rigorous cleaning, tracking, and vetting measures.

### Supported Research

With SightX, DIY doesn't mean you have to go it alone. Gain access to the best thinking in the consumer insights field with our research services. Our in-house team will guide you through every step of your research project, from survey scripting to full-service project development and everything in between.

Let us help you optimize your research!



## What You Can Do With SightX

### Brand Research

- Brand Health Tracking
- Competitive Landscape Analysis
- Net Promoter Score (NPS) Measurement
- Ad Testing
- Market Segmentation & Buyer Personas

### Product Research

- Concept Testing
- Packaging Design Studies
- Logo Testing
- Pricing Research
- Automated Conjoint Analysis
- Heat Mapping
- Automated MaxDiff Studies

### CX Research

- VOC Research
- Heat Mapping
- Natural Language Processing (NLP)



# Why choose SightX:



## Deeper Analysis

### Want to have it all?

Our magic toolbox puts a wide range of advanced analysis capabilities right at your fingertips. Understand your audiences and use actionable insights to power your business in real-time.



## Save Time & Reduce Costs

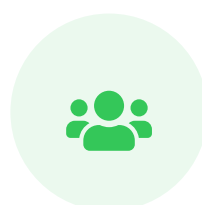
### Need results and insights faster?

Accelerate your research at scale and speed, reducing turnarounds from months and weeks to days and hours. Launch surveys within minutes, and receive fully analyzed results in real-time. Up-front pricing and automated analysis allow SightX users to save an average of 50% on their research costs.



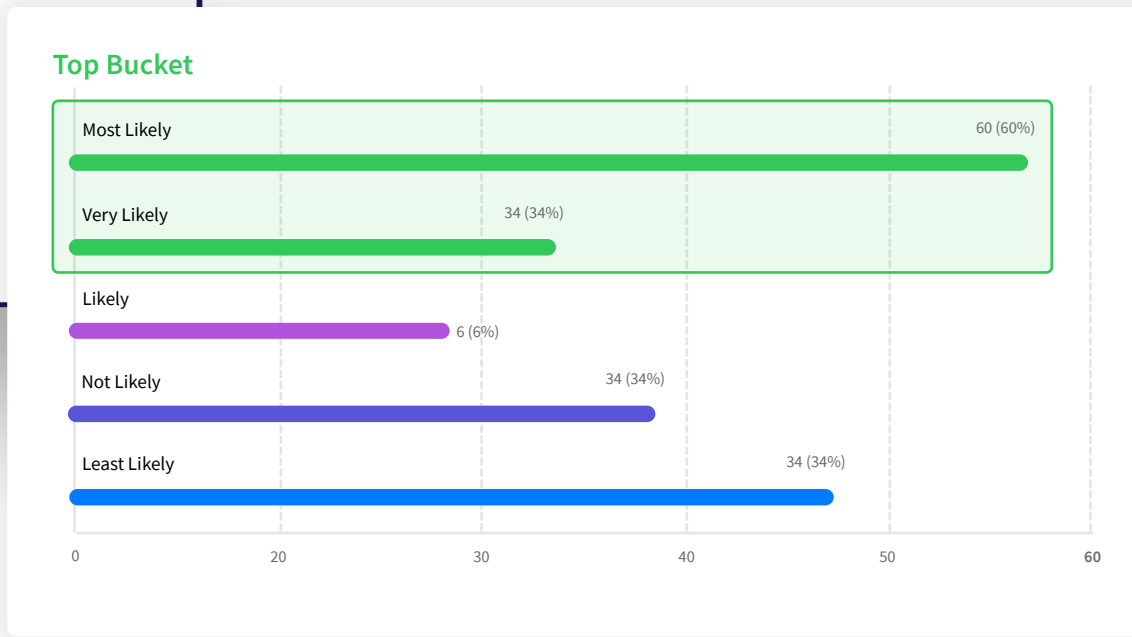
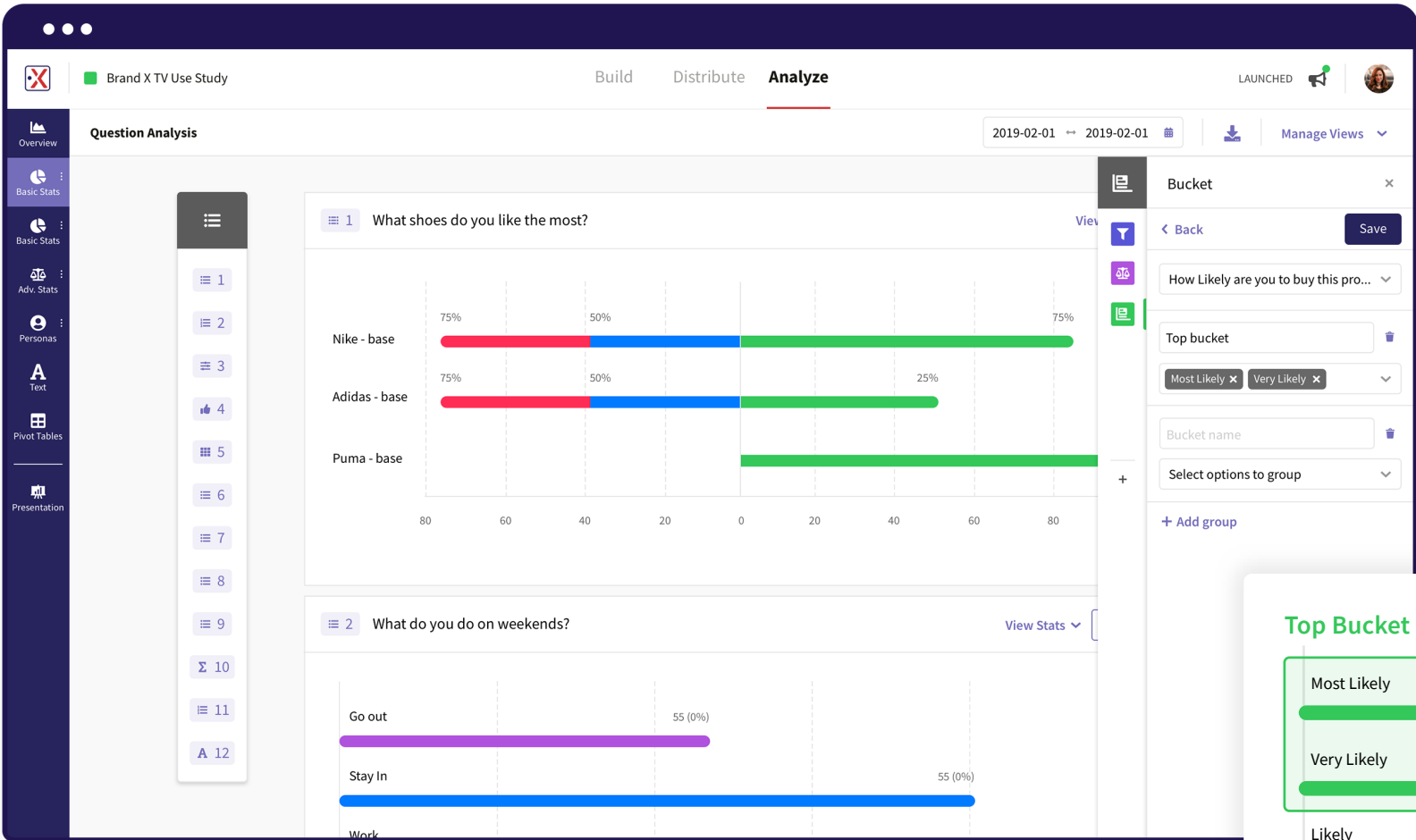
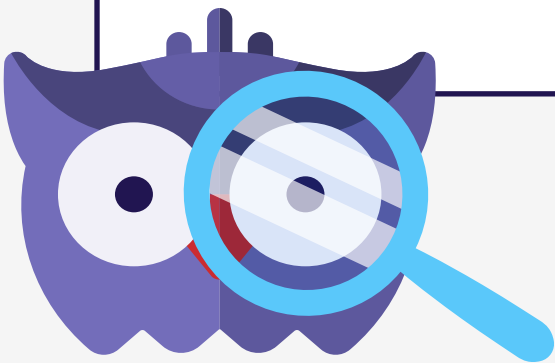
## Simplify Your Research

Own the entire research process and collaborate with team members within one platform. Our end-to-end platform defragments your research and affords you the flexibility needed to complete any project.



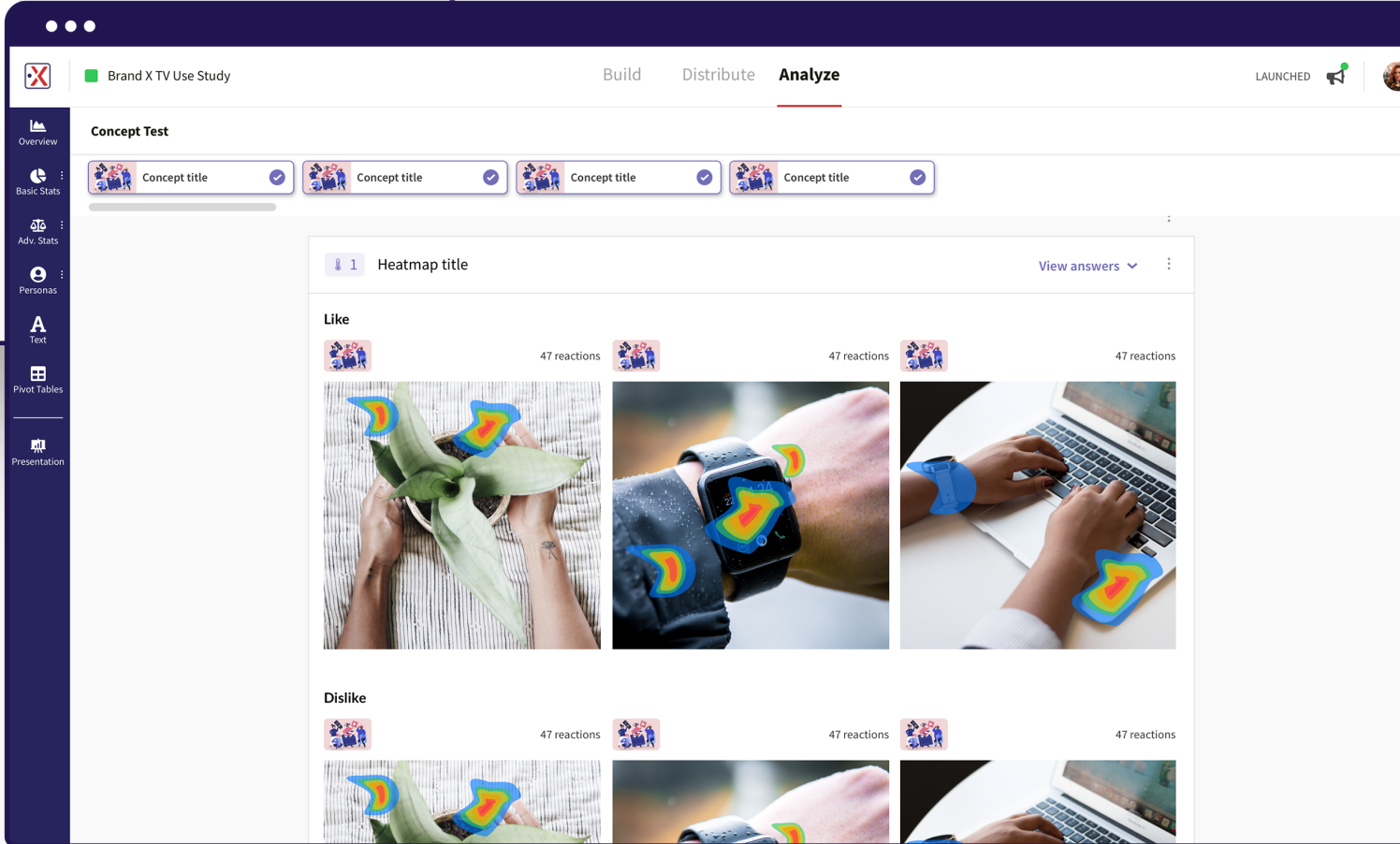
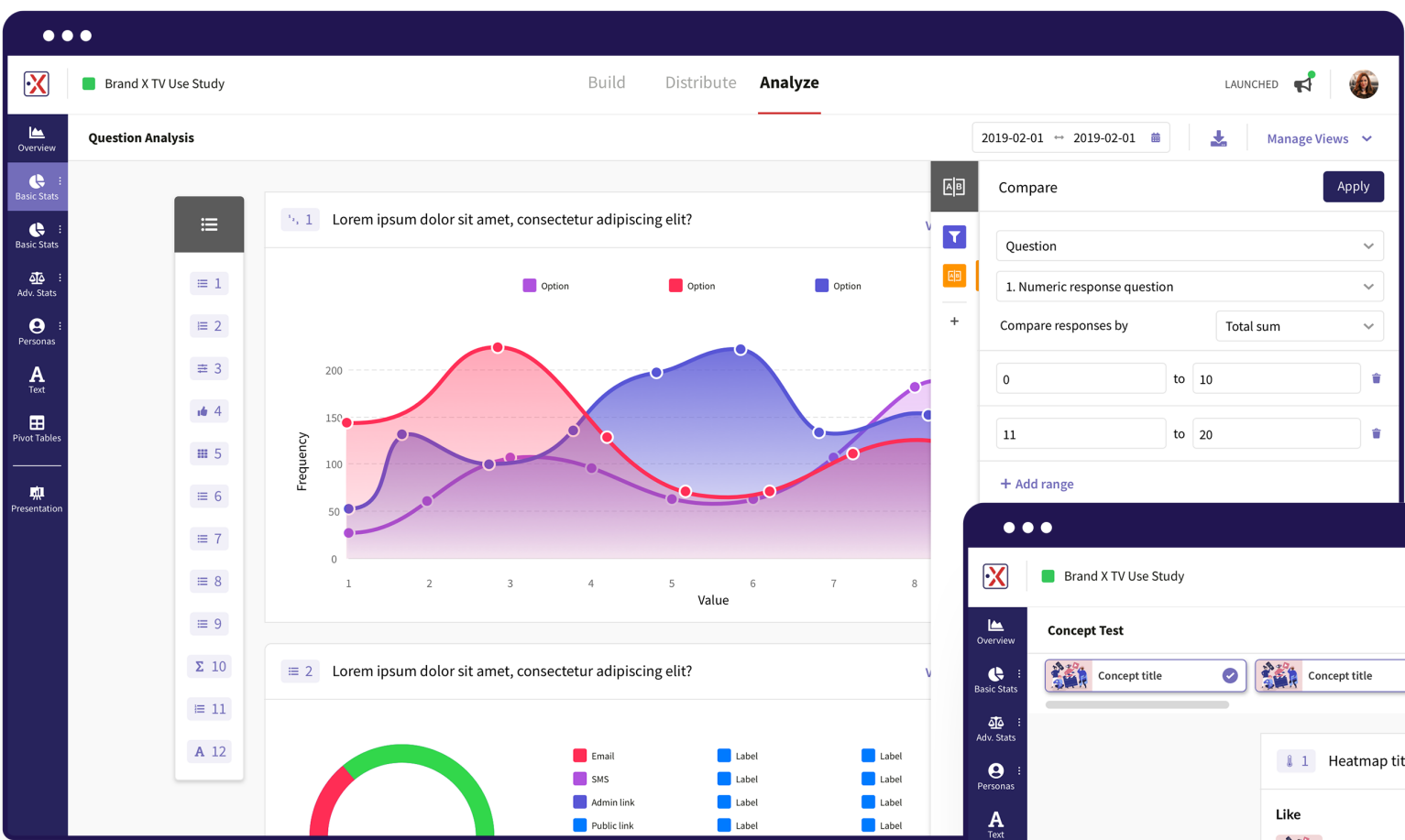
## Work with Real Research Experts

We offer full-service research assistance to enable you to become the DIY researcher we know you can be. The SightX platform was built on a foundation of automation and powerful research methodologies. We work closely with our users to continuously evolve the platform, adding the latest capabilities based on feedback and practical needs.



# Best in Class Capabilities

- Brand Tracking Studies
- Automated Multi-Language Translations
- Access to 70+ MM Global Consumers
- Concept Testing
- Automated Conjoint Analysis
- Pricing Studies



- User-Friendly Interface
- Automated MaxDiff Analysis
- Flexible & Customizable
- Net Promoter Score (NPS) Measurement
- Automated Market Segmentation
- Natural Language Processing (NLP)

Trusted by the world's most iconic brands

