

## Real-Time Access to Your Research Projects and Reports

reportsNow is an on-demand, online, analytical dashboard that interfaces with your data, so you can modify your research as needed—even as the research is being conducted. In real-time, you can view both summarized and detailed reporting for faster decisions and spend less time managing data—giving you better results, more quickly.

The reportsNow platform is highly customizable to meet your business needs. InsightsNow partners with you to understand how research information is used in your workflow and how you want that information presented. reportsNow can be configured to meet your preferences and give you exactly the data you need, when you need it. The technology is also easily integrated into most survey platform of your choice, allowing seamless research from start to finish.



Report Results		label (n = 153)								
Summary		Control- PM dough & batter (462)	PM dough, unflavored, hi amylose batter (154)	PM dough, biscuit flavor, hi amylose batter (923)						
Overall Appearance Liking		6.7	6.8	6.7						
Crust Color										
Too dark	3% B		4% B	21% A						
Just about right	71%		78%	72%						
Too light	26% A		18% B	7% C						
Overall Liking	6.3 B		6.7 A	6.4 AB						
Expectations										
Better than expected (Top 2 Box)	33%		37%	35%						
About as good as expected	29%		37%	30%						
Worse than expected (Bottom 2 Box)	38%		27%	35%						
Concept Fit	3.3		3.4	3.2						
Purchase Intent										
Top Box	16%		18%	18%						
Top 2 Box	48%		52%	48%						
Overall Crust Liking	5.8		6.2	6.1						
Crust Flavor Liking	6.1		6.3	6.1						
Tastes great										
Tastes great	58% AB		66% A	52% B						
Is made with quality ingredients										
Is made with quality ingredients	50%		47%	48%						
Lettering Parameters: Type = mSd, Uppercase Significance = 0.1										
JAR Summary		label (n = 153)								
		Control- PM dough & batter (462)			PM dough, unflavored, hi amylose batter (154)			PM dough, biscuit flavor, hi amylose batter (923)		
		Too Much	JAR	Not Enough	Too Much	JAR	Not Enough	Too Much	JAR	Not Enough
Crust Color		3 B	71	26 A	4 B	78	18 B	21 A	72	7 C
Crust Saltiness		3	70	27	4	70	26	5	69	26

## A New Paradigm in Reporting and Analysis

- Monitor and analyze data snapshots and reports in real-time support rapid and informed decision making
- Gain quick perspectives on responses and KPIs **during** research execution
- Dynamically change surveys in real-time based on your data collection needs
- Reroute respondents to qualitative components of the study based on the incoming data

## How it works for you...

### Reporting Set-up

Integrate into your survey platform with pre-set analysis parameters and reporting formats, prior to, during or after data collection.



### Reporting Dashboard

Monitor report results in real time, with drill down capabilities to see details. Monitor individuals or statistical tables of partial results.



### Reporting Analysis

Select and screen individual data, generate additional break-out groups, and access raw data quickly for statistical analysis.



### Generate Reports

Create summary tables of results, and export into Excel, Word and PPT in one click.



Reach out and get started today with reportsNow!