o360™ Agile Research — Market Insights

The Agile Research capability of the OSG o360 platform extends the effectiveness of market research by allowing for continuous engagement of both customer communities, and niche/specialized respondent communities developed by OSG. OSG o360 Agile Research includes OSG's ASEMAP™ technology that uncovers what matters most to customers by capturing individual sentiment and motivation.

Capabilities of OSG o360 Agile Research

OSG o360 Agile Research will help you conduct complex primary research, including assessing new product claims, testing new product designs and features, assessing new advertising campaigns or message testing for improved brand equity, and pricing research.

Run multiple projects on a single platform.

Design & test product concepts, campaigns, and loyalty programs with agility.

Advanced data visualizations in an integrated dashboard.

Business Impacts of OSG o360 Agile Research

OSG o360 Agile Research is well-equipped to solve your business's problems.

- Extends market research budgets with the ability to go back to a community of respondents to ask new questions
- Minimizes the speed & scale problems that can impact market research work
- Connects siloed research teams to minimize wasted spend

1 The Inclusion of OSG's ASEMAP™ in OSG o360 Agile Research is Ahead of the Competition, and Here's Why...

- ASEMAP™ allows for an increased number of attributes to confidently inform clear direction on which benefits drive choice, per customer group & more.
- ASEMAP™ is predictively more accurate by capturing individual motivation versus the average sentiment of a group of individuals.
- ASEMAP™ asks respondents to make trade-offs between needs, to build models on how they make shopping decisions.

More Noise: Less understanding of segments

Greater Signal: Truer measure of what drives decision making for each segment

2 The Impact of OSG o360 Agile Research on Your Business

- GO — Increase revenue by meeting unmet needs in the marketplace.
- GO — Increase the speed of innovation.
- GO — Maximize the impact in pricing decisions
- Reduce total cost of ownership in market research.

3 What You Get When You Choose OSG o360 Agile Research

The benefits you get when choosing OSG o360 Agile Research include all of the benefits of ASEMAP™, as well as these items:

- Community loyalty management (including rewards management & tiering)
- Gamification & multiple notification methods to drive community engagement & performance
- Ability to gather interaction data at specific "moments in time"

OSG is a customer analytics technology company that uncovers what matters most to your most valuable customers. Turn customer data into actionable insights quickly and confidently through a combination of predictive behavioral intelligence unparalleled in accuracy and industry-leading consulting in data science and research services.

For more information about OSG o360 Agile Research, and our success with customer-centric analytics, visit us at osganalytics.com.