

How one **OTT TV team** delivers **actionable insights** to decision Makers **Instantly**

Aytm's intuitive platform
and outstanding service **helped**
a top-rated **television provider**
reduce testing time by 25%
and **cut costs by 50%.**

Executive Summary

An insights team for a streaming video-on-demand subscription service within one of the Big Three traditional commercial broadcast television networks in the United States needed a faster way to obtain and deliver insights for time-sensitive projects.

After adopting aytm's full stack of integrated solutions, including its Adaptive DIY survey tool with templated testing capabilities, #1 ranked proprietary and partner consumer panels, and real-time Automated Insights, the network reduced testing time by one-quarter while also cutting costs by 50%.

The challenge: inefficiencies in the research process

The network needed to quickly gather and glean insights for time-critical projects, like pre/post-premier and content/ad testing.

While the experienced insights team was well versed in drafting their own surveys and analyzing data, they often lacked time to produce their own reports. They wanted a fast turnaround—fielding in a day or two and the ability to relay the insights quickly in the most appropriate format for each decision-making group. Finally, to compare trailer content, they needed relevant benchmarking for all content tests.

“We needed a solution that allowed us to not only get in and out of field quickly, but something that gave us the ability to quickly access the data, produce different reports geared for different internal clients and disseminate it immediately. We needed to tap into consumers at large, as well as our own subscriber lists,”

the Senior Director of Insights explained

The solution: automated Insights

Aytm worked with the client team to standardize and templatize monadic testing for both trailers and title thumbnails. We also established workflow patterns and team members to support the client across anticipated project types, including content testing, and pre/post-premiere surveys.

For content testing, the client simply uploads content to be tested within the templatized questionnaire. The survey is then launched both to the client subscriber lists and aytm's proprietary panel according to standardized targets and quotas. Upon launch, the aytm team inserts the standardized report formats into the automated analytics and reporting engine. From there, the client is able to view the data in real time. And upon the close of fielding, aytm Research Services delivers a standard deck with benchmark comparisons.

For pre/post-surveys as well as custom work, the client provides a questionnaire that aytm programs into the platform. Before launch, we work together to determine the relevant data to each of the internal clients and construct targeted reports within the analytics and reporting engine. At the close of fielding, the client team digitally distributes links with data and output tailored to each decision-making group.

The result: faster time to insight

Aytm empowered the insights team by making their research processes more efficient and effective. As a result, the client team is seeing significant time savings, cutting 25% off their trailer testing fielding and realizing cost savings of 50%.

They're now able to field surveys faster than ever before, view the data in real-time, and produce a variety of reports featuring stunning visualizations and data storytelling capabilities that can be shared instantly with key stakeholders.

Are you looking for a market research partner you can trust? Aytm has the capability to provide quick insights and the segmentation needed to better understand your customers. Contact us today!

“Having the service support and streamlined reporting has made getting the right insights to each of our internal clients so much easier.”

According to the Senior Director of Insights

