

Give power to your survey data.
Call MarketingStat now!



Easy, Fast & Professional Analysis of Survey Data

MARKETINGSTAT, A SWISS COMPANY SPECIALIZING IN MARKETING DATA ANALYSIS, OFFERS CLASSAPPS CLIENTS PROFESSIONAL ANALYSIS OF SURVEY DATA AT A VERY REASONABLE PRICE.



Survey Services for ClassApps Clients

If you do not find what you need in this list, just ask MarketingStat. We can do a lot for you.

Service	Features
Sample Size	Computation of sample size according to desired levels of confidence and error.
Cross Tables (Contingency tables)	2-way (or higher) cross tables with <ul style="list-style-type: none">• Counts and percentages• Significance test of proportions• Independence test of rows and columns (χ^2)• Correlation test of variables (Pearson)• End of table statistics (Mean, range, coeff. of variation, etc.)
Coding (Open-Ended Answers)	Open-ended (text) answers are typically tough to analyse, and a lot of important information may get lost. MarketingStat helps you squeeze every bit of information out of your open-ended answers.
Brand Mapping	This technique is used to show associations between rows and columns of a contingency table. It is extremely useful for strategic purposes, for instance to find effective product positioning, mapping the association between rows and columns of a table, and much more.
Cluster Analysis	How many clusters are there in your data? We can tell you, using the Ward's and K-Means clustering techniques, and your business decisions will improve.
Segmentation Tree	What characteristics do survey responders have in common? And who are these responders? The answer to these and other questions is shown in very informative tree-like charts that help you make better decisions.

Professional managers appreciate high-quality survey data analysis.



How it works

You gather the data for your survey with the ClassApps software.

Then you send MarketingStat the individual responses, for instance in the same file you download from the ClassApps software, and we do the data elaboration according to your wishes. Within 1-5 days you receive cross tables, charts, and analyses. Written reports may need 1-3 weeks time.

Read more in the next page.

Ask now for an offer about your survey data analysis.

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Toll free in Switzerland

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Some of MarketingStat's services to ClassApps clients

Cross Tables

This is how our contingency tables look.

	Appearance	Ingredients	Smell	Taste	Texture	Miscellaneous Negative	Miscellaneous Positive	Others	Sum
Concept 1	31	46	7	48	35	0	4	2	173
%	25.4%	30.9%	38.9%	30.8%	34.3%	0.0%	16.7%	22.2%	29.0%
Signif			12	124					
Concept 2	31	35	1	38	23	6	4	2	140
%	25.4%	23.5%	5.6%	24.4%	22.5%	35.3%	16.7%	22.2%	23.5%
Signif									
Concept 3	33	34	4	31	20	5	9	1	137
%	27.0%	22.8%	22.2%	19.9%	19.6%	29.4%	37.5%	11.1%	22.9%
Signif			12			122			
Concept 4	27	34	6	39	24	6	7	4	147
%	22.1%	22.8%	33.3%	25.0%	23.5%	35.3%	29.2%	44.4%	24.6%
Signif			12				13		
Sum	122	149	18	156	102	17	24	9	597
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Signif									
Chi² test on table, 95% conf., Ho: col's & rows indep = TRUE									
Rows tested (5% Risk level)									
Average	25.6%	25.3%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%
Range	4.8%	8.3%	33.3%	18.8%	14.7%	35.3%	28.8%	33.3%	6.0%
Coefficient of var	8.2%	15.7%	58.8%	17.8%	25.7%	67.6%	48.8%	55.9%	11.0%

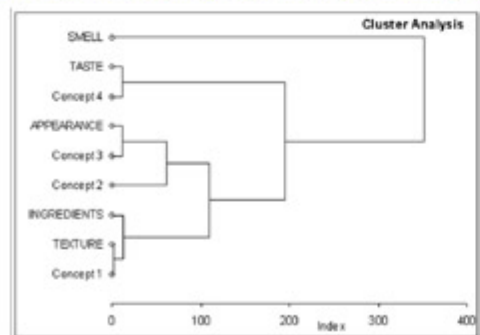
Example of professional cross table with significance test, independence test, and metrics.

Sample Size

We can plan the best sample size for your survey, and you save money while improving the quality of information.

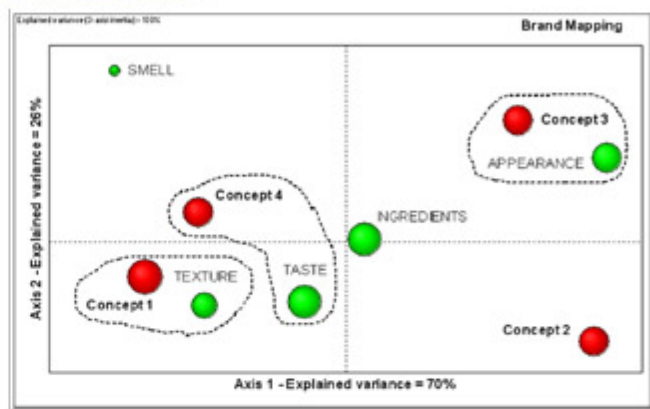
Cluster Analysis

Whether you know how many clusters are you looking for or not, we will extract all relevant groups from your survey data.



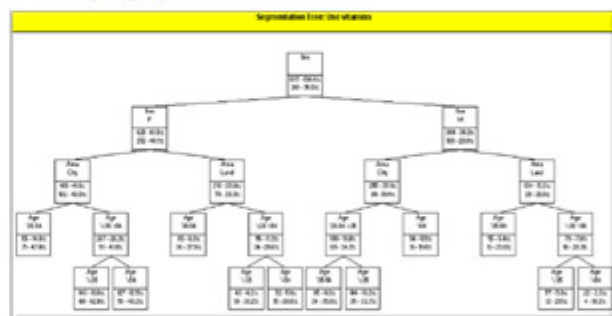
Brand Mapping

This is the tool of choice for making strategic decisions, such as positioning brands and more. MarketingStat's clients include many international marketing research agencies using our Brand Mapping tool. Now you can too!



Segmentation Tree

What do the respondents to your survey have in common? The answer lies in the data, and MarketingStat knows how to make it talk, in a language you can understand.



Other analyses we offer:

- Analysis of promotional effect
- Report writing (eg. of surveys)
- Charts and maps
- Scenario modelling and simulation
- Ads Eye Tracking
- And much more...

Professional surveys are all about data analysis. MarketingStat experts do it for you!

