



If you need to acquire or retain customers you need to understand their “why”

- Analytical data will never reveal why your customers choose you... or your competitors
- To be profitable, you need to acquire & retain customers
- You need to make sure they buy more often and more profitable products
- You need to cross sell
- You need to upsell
- You need to increase loyalty

• You need to know why •

CEO Analytics is an attitudinal research company

We combine the sophistication of Disassociated Conjoint Analysis with proprietary algorithms to unearth real, unvarnished consumer drivers.

In short: we cracked the code on why

3 Key Positive Differences

- We “talk” to large numbers of real people
- Our surveys are superbly accurate. We have successfully eliminated all biases
- We offer an industry-exclusive money-back guarantee: We will deliver a 200% ROI or return your money

Take a brief sample survey

Take our American Preferences survey

Once you discover the why, you can change the what... and the when... and the how much... and the how often

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Where there's a choice, there's a why

3 Reasons why you need CEO



Knowing why

Improves customer acquisition, increases customer retention, loyalty, and revenues. It improves your ability to resell, cross sell and upsell

Knowing why

will help you predict successful product & service features



Knowing why

allows you to predict marketing & promo results by customer segment and improves profitability

Expertise at the helm: 35+ years in business intelligence and customer insights

Adi Asavaid – Principal

General Management positions at various BI and Data/Software companies.

Industries: Retail, CPG, Life Science, Pharma, HealthCare and Customer Financial sector

Quick, painless integration



Initial meeting to define the scope and establish objectives

CEO creates and tests the survey



CEO and your team publish the survey

CEO collects data, applies algorithm, creates dashboard



Client presentation and training; available 24/7

Risk-free: 200% ROI or your money back

Marcelo Salup – Principal

Top management position in some of the largest ad agencies in the world

Industries: CPG/Retail, Restaurants, Food & Beverages, Financial, Automotive, Branding, Digital & Direct

CEO

Customer Experience Optimization

Super Markets

10. (KK/LL) Super Markets: What is more important to you? *



Automobile Retailers

10. (AA/BB) - Automobile Retailers: What is more important to you? *



Vacations

11. (QQ/OO) Vacations: What do you prefer? *



The CEO Analytics survey is an important first step towards “why”. We present questions randomly one by one. As a result, it is impossible to “game” the survey or “lie” in the answers, giving us the maximum accuracy. The surveys are fun to use for respondents keeping completion numbers high.

So, how do we stack up against conventional research... and why you should switch to CEO?

- **Focus groups** are typically 10 or 20 people talking for 2 hours. We routinely gather thousands of opinions which are statistically representative and, because there is no bickering, represent what is truly important to these thousands of respondents.
- **Scales from 1 to 5** show all options at once. Respondents then typically choose the best and worst with everything else falling in the middle score of 3.5. 1 to 5 scales also do not measure each factor's relevance. CEO Analytics presents sliders one by one and randomly, so we accurately measure both: score and relevance.
- **Sales Data** is important, and we will analyze it too. But sales data can only show you what, how much, when and how many. CEO Analytics shows you **why** decisions were made. In knowing **why** you can also change the what, and the when, and the how many...

CEO is not only the best choice. Thanks to our 200% ROI guarantee it is a riskless decision.

CEO

Respondent Demographics by Country Filter



What's it like to work with CEO?

- Founders each with over 35+ years of expertise in business intelligence, consumer insight and management, so we make it easy for you
- The entire process is predictable: we set your required milestones and benchmarks and then deliver on time and on budget
- We will train your entire team in both interpreting the data and acting on conclusions
- We eliminate your risk by guaranteeing results: 200% ROI or your money back

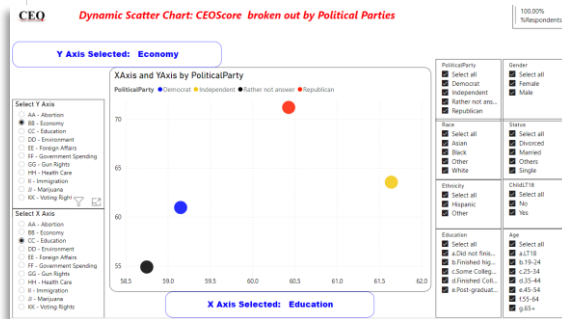
Once you discover the why, you can change the what... and the when... and the how much... and the how often

Introducing Tru-Engaged™

Try our newest business intelligence tool: Complete profile of the top 10% score for each product or service attribute.

The only way to understand your top engaged customers completely, so you can create lookalikes and expand your business exponentially.

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We can't show you an algorithm... but responses are processed continuously, and the system is updated weekly or, if needed, more often. The result is accurate, actionable data that allows you and your team to make real-world decisions. Everything we do is cloud-based, SaaS delivery and can be scaled up to any number of customer segments, locations, geographies and industries.