



## CEO Analytic Pricing Guide

### CEO offers several packages to fit your needs. All of them offer the same basic structure:

- Advanced survey questionnaire using Disassociated Conjoint Analysis to unearth powerful and actionable customer insights
- Demographic and attitudinal variables to fully understand your customer segments and behavior.
- Decades of expertise in business intelligence and customer insights
- Cloud-based dashboard updated weekly

### Pricing Guide

Features	Self-Managed	SMBs	Large	The Works
Custom Survey	Yes	Yes	Yes	Yes
Custom Dashboard	Yes	Yes	Yes	Yes
Demographic Factors (Max)	8	10	12	15
Products/Business Attributes (Max)	6	8	12	15
Frequency of Dashboard Updates	Weekly	Weekly	Weekly	Weekly
Total completed responses or months (whichever comes first)	300 or 3 months	1,000 or 6 months	Unlimited for 12 months	Unlimited for 12 months
Dashboard link available to entire team	Yes	Yes	Yes	Yes
Active management of product/business attributes	No	Yes	Yes	Yes
POS Data analysis and integration with survey results	No	No	No	Yes
Support	E-mail	Email + Phone	Email + Phone	Email + Phone
Pricing	Self-Managed	SMBs	Large	The Works
Cost/Month	\$ 500	\$ 1,100	\$ 1,600	Quote
Set Up Fee	\$ 500	\$ 750	\$ 1,000	Included

### What you get

- Professionally made survey
- Cloud-based dashboard
- Demographic variables (E.g.: Gender, Martial Status, Age Group, etc.)
- Product/brand attributes
  - Under the self-managed option, the Client decides which product/brand attributes to use
  - With other packages CEO can help the Client decide which attributes to include by integrating Client's and Client's team experience and industry research
- Active assistance in publishing the survey to accelerate responses
- With "The Works" CEO integrates your POS and/or customer data with the survey to obtain the fullest possible segment insights

### Working with CEO Analytics – Painless onboarding and workflow

- Meet to establish the demographic variables and product attributes CEO will include in the survey.
- CEO will prepare the web-based survey and send a link to Client to include in Client's website, and other customer touchpoints
- Meet once more when CEO presents the dashboard with the first wave of results and trains Client and Client team on how to use the dashboard and how to interpret results
- CEO does the rest