



CEO Analytic Pricing Guide

June 2022

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
Survey + Complete Dashboard	Yes	Yes	Yes	Yes
Demographic Factors (Max)	8	10	12	15
Products/Brand 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 or 12 months	Unlimited or 12 months
Dashboard link open to entire team	Yes	Yes	Yes	Yes
Active management of product/brand 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	\$5,000	\$11,000	\$16,000	Quote

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

Working with CEO is easy and painless.

- 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



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Standard Demographic Factors

1. Age
2. Child <18 living at home
3. Country
4. Company Size
5. Education
6. Ethnicity
7. Gender
8. Job type
9. Race
10. Employment Status
11. Job Sector/Industry
12. State
13. Marital Status
14. Zip code (open input)
15. **We can add client-specific factors**