



H&L's research time cut in half

DEEPER INSIGHTS WITH FEWER RESOURCES

As consumer behaviors shifted rapidly at the beginning of the pandemic, the insights team at H&L Partners wanted to find the drivers of these changing trends. But with such a vast client-base, they knew they'd have a competitive advantage if they could find higher quality insights with quantitative and primary research. By leveraging geographic, demographic, and psychographic insights, along with correlation analysis, H&L was able to understand the "why" behind the "what" in order to guide transformative conversations with their clients.



Challenge

Finite, disjointed consumer insights from third-party vendors

Digging deeper was taking way longer

Needed a partner for high-quality, quantitative research



Solution

A robust sample engine to reach any audience

An intuitive research platform that empowers speed

A knowledgeable partner who can fill in when needed



Results

Research at twice the speed

Profound insights that nail the budget

More confidence in every pitch

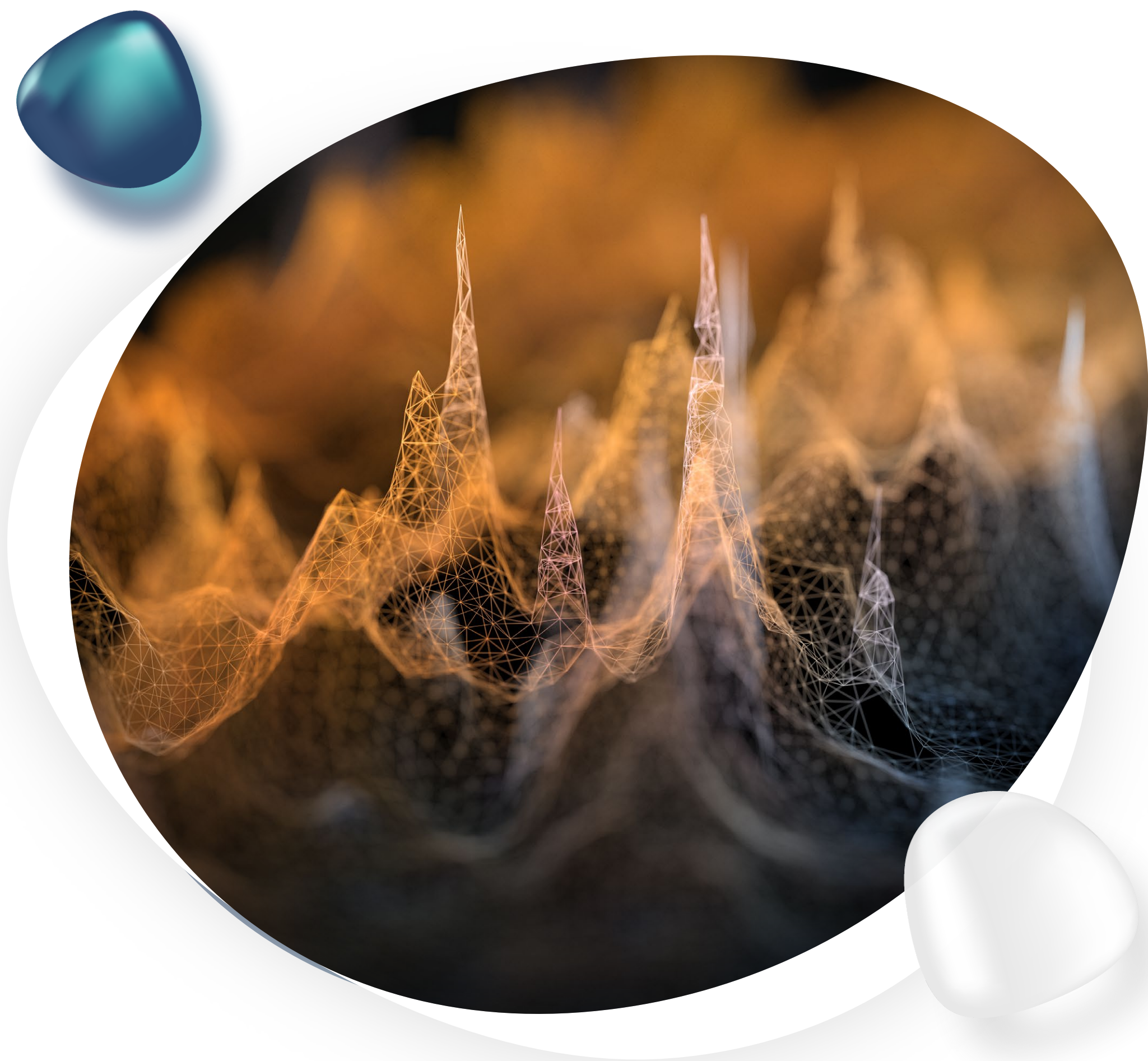


THE CHALLENGE

Expansive audiences for diverse industries

H&L Partners is a strategic, collaborative full-service marketing communications agency where challenges are met with innovation. Since 1985, they've built a reputation for creating smart, no-nonsense, innovative and imaginative solutions for clients nationwide but with a local focus. H&L's clients represent a range of industries, including automotive, retail/fast-food, consumer packaged goods, tourism, insurance, banking, B2B, and beyond.





The need for high-quality quant

With such a diverse client base, they have to constantly leverage consumer research to keep a pulse on changing customer behaviors. And as the pandemic accelerated the need for brands to truly understand why customers behave the way they do, H&L sought to track changing consumer behavior across different industries—charting the high fragmentation across various parts of the US.

The “why” behind the “what”

Early on, their insights team partnered with a number of third-party vendors, but found it tough to dig any deeper into the more high-level insights they were receiving from quantitative and primary research. They knew they needed more quality control and assurance—and a more user friendly interface—in order to easily segment the data themselves and pull more understanding from their research initiatives.

A robust sample in an easy-to-use platform

H&L took interest in our proprietary panel and robust sample engine. Not only did it give them access to over 100 million consumers, but they could easily leverage the platform interface to seamlessly segment by over 3,000 attributes. And when it came to quality control, the team at H&L were pleased to learn that the quality of aytm's responses are ensured through a number of technical safeguards and respondent TrustScores.

A partnership that empowers

H&L found the partner they were looking for in aytm thanks to our flexible support options—allowing them to fuel their own curiosity in order to better serve their clients. And while our intuitive market research automation platform empowers them to move forward with increased speed, they found great value in being able to ask questions without hesitation.





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When we go into new business pitches, we're able to say, 'we have a great platform that's easy to use, cost-efficient, and time-efficient,' that provides powerful insights to drive your brand forward. That's given us a competitive advantage in the marketplace.

Andrew Brown, VP of Insights and Brand Planning, H&L Partners.

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Research at twice the speed

Since partnering with aytm, H&L has cut their research time in half—a game-changer in terms of keeping up with evolving consumer trends, wow-ing prospects and clients with industry know-how, and freeing-up time to focus on delivering more value to their clients. Andrew Brown, VP of Insights and Brand Planning, H&L Partners at H&L says: “The speed of service of aytm, and how actionable the insights are, is night and day compared to a lot of the full-service research firms we've used in the past. It's cut our research time in half.”

Profound insights that nail the budget

H&L now represents 3,500 of the McDonald's restaurants out of the 14,000 throughout the country. The team gained quick insights using our brand health tracker throughout the pandemic when markets (and the world at large) were rapidly changing. Our partnership helped the team at H&L gain insight into each type of consumer without breaking the bank. Helping understand consumers in various geographic locations in order to uncover what motivates and resonates with consumers from different regions.



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What aytm is able to do in terms of cost efficiency is really valuable. A lot of brand health studies can cost anywhere from \$200,000 to \$400,000, and some suppliers don't have the capability to take on large brand lift studies and brand health studies.

Andrew Brown, VP of Insights and Brand Planning, H&L Partners.

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We don't have to mess with Excel charts, macros, and different analytics tools. It spits out in client-facing, friendly formats, which cuts down a lot of time and is another reason why we chose the platform.

Andrew Brown, VP of Insights and Brand Planning, H&L Partners.

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More confidence in every pitch

H&L even grew their knowledge with respect to the varying levels of seasonality and competitive sets, arming them with just the data they needed going into pitches for each region. And now, presenting their finding to clients and prospects is easier than ever—thanks to the support of our platform's custom exports and templated presentation slides.

Who's next?

Are you looking for a market research partner you can trust? aytm has the capability to not only provide quick insights and the segmentation needed to better understand your customers, but to empower you to move forward, faster, and with more confidence.

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