

## GoReport™

Slice and dice your data in real-time, online, with GoReport™, Greenfield Online/Ciao Surveys online survey reporting tool. This easy-to-use web-based analytic tool enables you to analyze your data easily – and with the touch of a button you'll be able to create data presentations on the fly. GoReport™ is a next generation online analytic tool, available on all studies Greenfield Online/Ciao Surveys programs.

### What it is GoReport™

**GoReport™** is a secure, Web-based easy analytic tool that enables you to view your data in real-time. Simply click on the link provided by your Project Director, or access GoClient™, our Client Portal to view your data. Data populates in real-time, so analytics can begin to setup Power Point slides with relevant filters, and information as soon as a study begins field.

**GoReport™** far surpasses typical online reporting and analytic tools available in the market as it enables the user to quickly export data into PowerPoint® slides with the click of a button, while data continues to upload in real-time – providing the user with the ability to create topline, and conduct analysis while their survey is still in field.

#### Benefits:

##### Improves productivity/client impact

- ✔ Generate information for clients in real-time – proactive communications
- ✔ Optimize analytics/analytic time – analysis can begin ASAP
- ✔ Enable multiple users to access data in real-time
- ✔ Go back in time to re-analyze data/studies that relate – add value for your client

##### Maximizes ROI

- ✔ Obtain unlimited data files, segment data files, etc
- ✔ If additional analytic capabilities are required (SPSS, etc) data files can be uploaded

##### Internal management tool

- ✔ Provides customers with the ability to view “all GFOL projects” especially with the integration with GoClient™, client portal. Better insight into partnership.

### Features and Functionality

#### How does GoReport™ work?

GoReport™ is integrated with our GoClient™ Client Portal and as you manage your Bids and Work Orders, you'll have quick access to GoReport™ your online data analysis tool. You'll have access to your data in its entirety and the ability to customize data slides by applying filters. Use the tool to customize data layouts, and save these slides to the “Key Findings” area for later use, or export these files to your desktop for further customization. The tool also enables you to export your data, or apply filters prior to exporting. It's extremely easy to use!

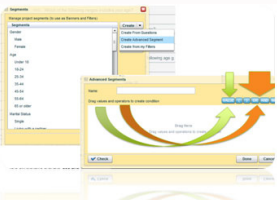
## GoReport™ 2.0 - New Features

We've recently added a number of key features to GoReport™, and will be providing users with improved capabilities including:

- The ability to create advanced filters and segments
- The ability to consolidate open-ended data
- Advanced statistical capabilities
- Rapid banner and tabs report creation
- The ability to view multi-country data in an aggregated form, or view geographies individually
- Additional display options for answers

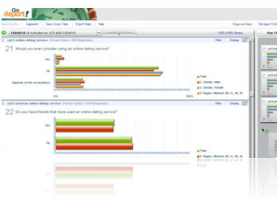
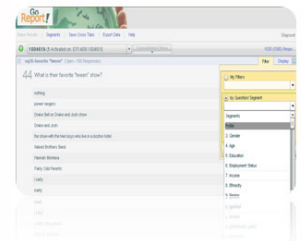
## How does GoReport™ work?

**Step 1 >** You'll begin by logging on to view your project data through GoClient™



**Step 2 >** Data is presented in aggregate, but can be filtered by question or answer selection, including advanced filters and combined variables. It's up to you!

**Step 3 >** You can also view your open ended data by closed ended filters.



**Step 4 >** Customize your PowerPoint® presentation, pull and download slides onto your desktop, or forward it to another colleague or your client!

**Step 5 >** Choose to send a link to GoClient™ and enable others to view project data time!

