addmaple

FOR RESEARCH AGENCIES

INSIGHT INNOVATION COMPETITION WINNER 2026

OWN THE ANALYSIS. FIND THE STORY. KEEP THE CLIENT.

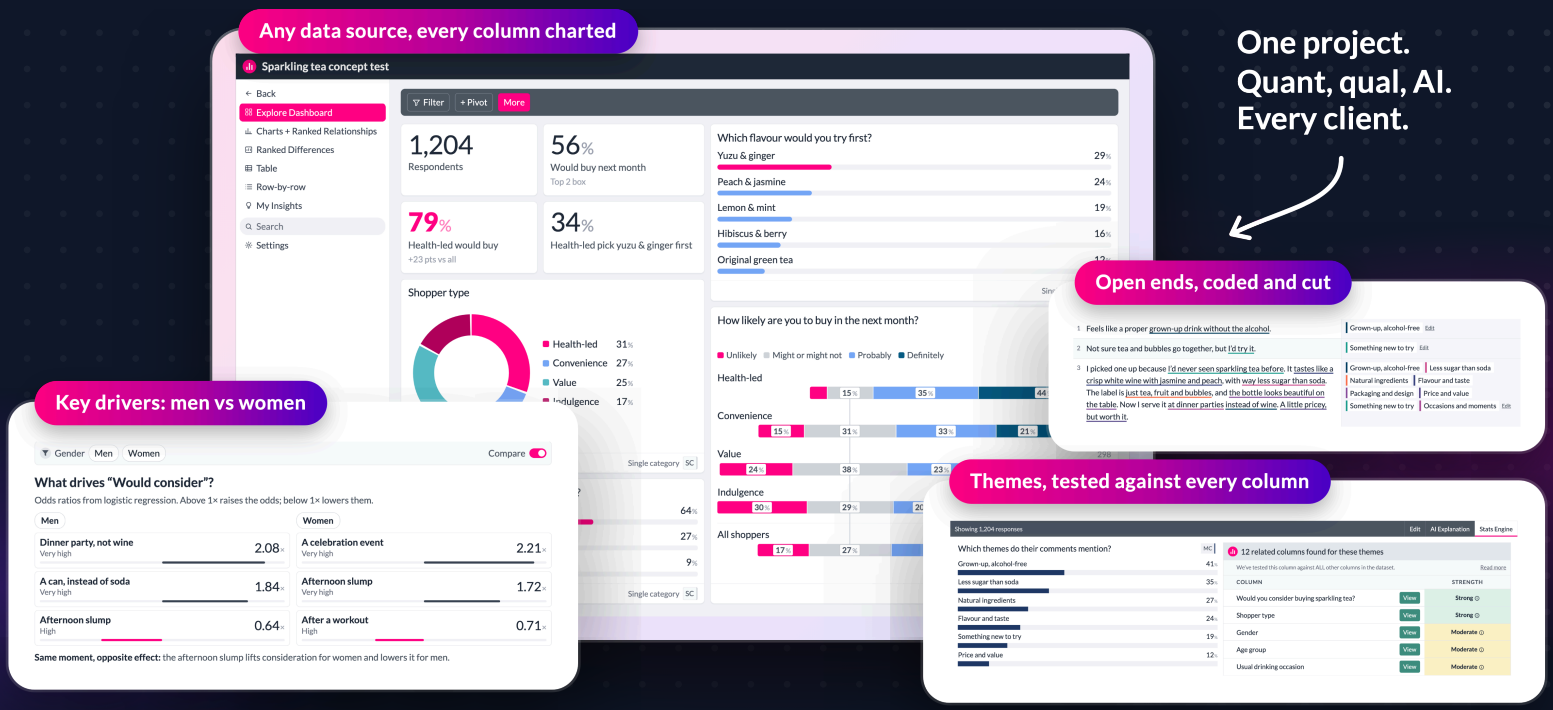
Every crosstab, banner book and significance test you deliver today. Then coded open ends, drivers and a live client story, in the same project, with statistics you can defend.

WHAT YOU DELIVER TODAY

Crosstabs · Excel banner books · Nets · Sigma · Column letters · 95% / 99% shading · Weights

AND MORE

Coded open ends · Drivers · Segments · AI agent · Live client dashboards



Illustrative example.

Sophisticated data science.

Made remarkably simple.

Winner, IIEX North America 2026 · Experts' Choice and Audience Favourite

WHY AGENCIES SWITCH

Six tools for one project. No time left to think.

Every handoff is an export, a wait and a rebuild. On a fixed fee, those hours come out of your margin, and out of the time your senior researchers spend finding the story.

THE USUAL CHAIN

Survey platform	Tab package	Coding vendor	Stats tool	PowerPoint	Dashboard tool
Export and clean	Write the spec, wait for DP	Open ends sent out	Drivers and segments, separate file	Every chart rebuilt	Built again for the client

One AddMaple project Your tab run first. Then open ends, drivers, segments, AI and the client story, all on the same data.

WHICH AGENCY ARE YOU?

1

Moving off Q, SPSS or WinCross

Every table you run today, with nets, sigma and sig letters, minus the syntax. SPSS files arrive with labels, grids and weights intact.

See page 3

2

Cutting out the DP queue

Choose your banners and get the full banner book in one pass, with every table ranked by where subgroups differ most.

See page 3

3

Upgrading what clients receive

A live story in your client's colors, with an AI agent that answers from your data tables.

See page 6

THE ASKS THAT ARRIVE AFTER SIGN-OFF

"Can we see it by region?" "Just one more cut?" "What's driving that?" "Can we explore it ourselves?"

DATA IN

Qualtrics, Alchemer, Decipher, SurveyMonkey, Typeform, SPSS (.sav), CSV, Excel, Snowflake, BigQuery, Databricks, Transcripts

SPSS labels and value codes come in with the file.

THE TAB RUN, COVERED

Everything your tab package does. Without the tab spec.

Set banners, nets and weights once. AddMaple tables the whole questionnaire, tests every cell and exports the Excel banner book your clients expect.

The banner book, opened in Excel

Bought in the last 12 months

Multi-select. Column % of all respondents. Unweighted.

Response		Total	Shopper type			
			Wine-occasion (A)	Cutting-back (B)	Curious premium (C)	Value (D)
			sig	sig	sig	sig
Base (n)		2,000	544	506	483	467
Bottled sparkling tea	n	1,043	302	242	308	191
	%	52.2%	55.5% BD	47.8% D	63.8% ABD	40.9%
Alcohol-free wine	n	1,109	334	257	265	253
	%	55.5%	61.4% BCD	50.8%	54.9%	54.2%
Prosecco-style alcohol-free	n	1,030	351	245	222	212
	%	51.5%	64.5% BCD	48.4%	46.0%	45.4%
Premium adult sparkling	n	1,127	301	289	257	280
	%	56.4%	55.3%	57.1%	53.2%	60.0% C
Net: Any alcohol-free drink	n	1,853	523	464	454	412
	%	**92.7%**	**96.1% BD**	**91.7%**	**94.0% D**	**88.2%**
Sigma (total mentions)	n	4,309	1,288	1,033	1,052	936
	avg	avg 2.15	avg 2.37	avg 2.04	avg 2.18	avg 2.00

Letters mark the columns a cell is significantly higher than. Shading vs Total: **Higher, 95%** **Higher, 99%** **Lower, 95%** **Lower, 99%**

IN EVERY BANNER BOOK

- Multiple banners, with column letters
- 95% and 99% significance shading
- Nets: top-2 box, ranges, any-of
- Sigma rows on multi-selects
- Mean, standard deviation, median
- Weighted bases and filters
- Count and percent, in any layout
- Rows ranked by total
- Summary tables for grids
- A linked contents sheet
- One sheet per table, or per banner
- Save the spec, reuse it next wave

And more: every crosstab, ranked by difference

1	First-choice flavour × Segment Habit buyers and Flavour explorers split on Classic lemon and Yuzu & ginger		V .31
2	Likely to buy × Shopper type Health-led shoppers far ahead; Value shoppers behind		V .27
3	"Too sweet" theme × Shopper type A coded open end, used as a column		V .21
4	Price fairness × Region No significant difference after correction		n.s.

Effect size (Cramér's V), Holm-adjusted.

336

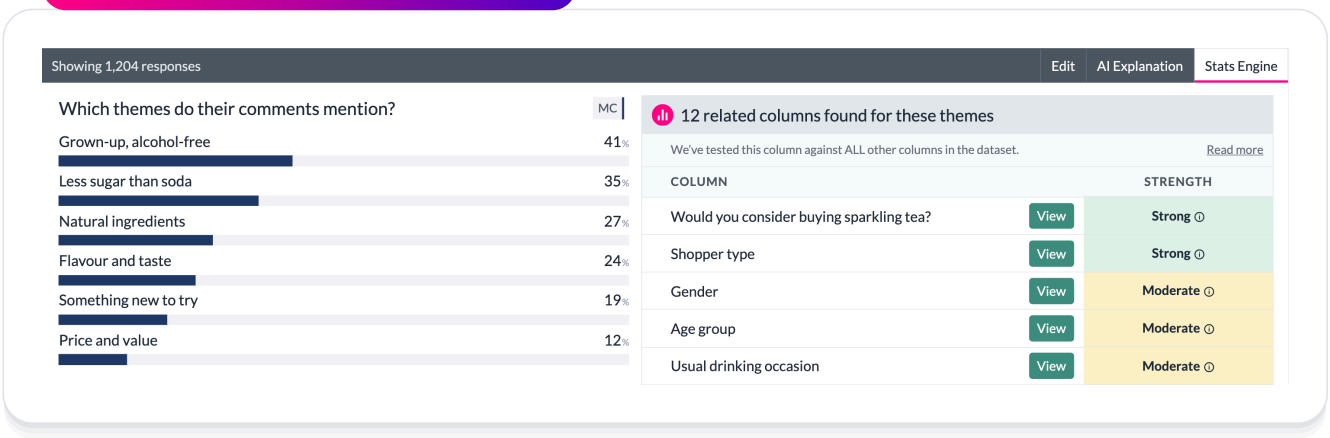
tables from 112 questions and 3 banners, generated and ranked in one pass

QUANT AND QUAL, IN ONE PROJECT

Find what will move the needle, for every client.

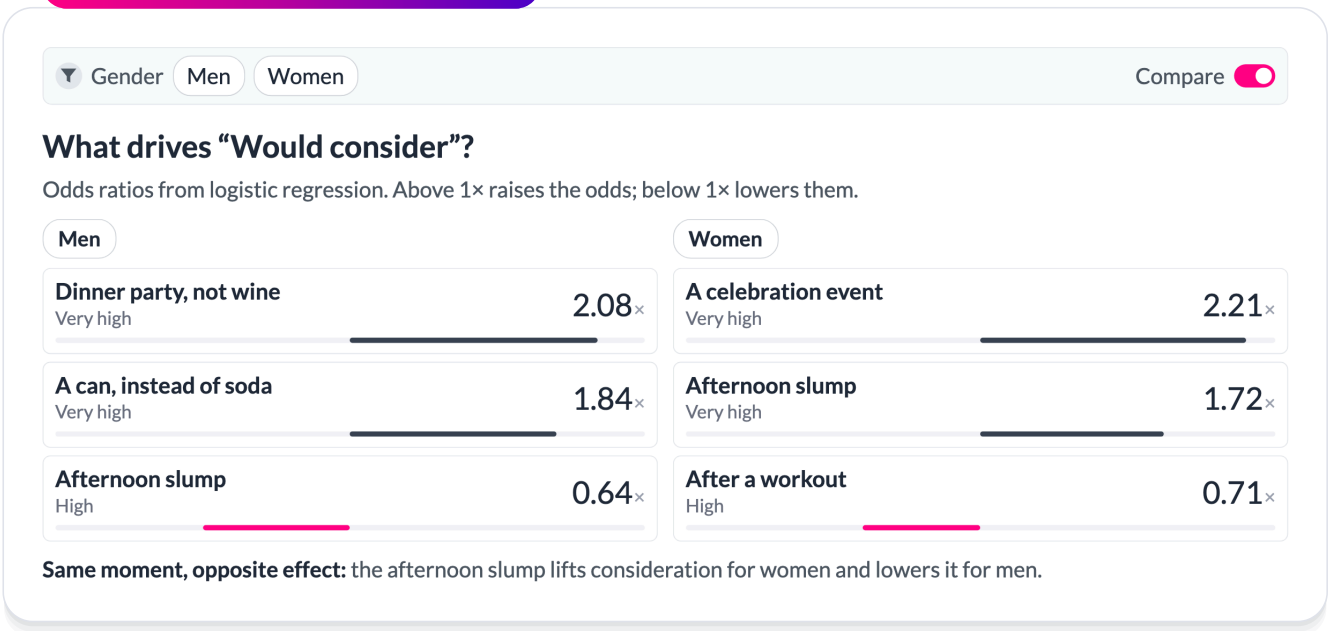
Open ends and interview transcripts are coded into themes in the same project as the survey data. Then drivers, segments and audience differences are tested across text, numbers and categories together, and ranked by what could drive the most impact.

Open ends, coded and cut like any question



Your codeframe, your call. AI proposes themes with definitions and example quotes. Your researchers review them, then apply them as a column: a banner, a filter or a driver. Every theme links back to the verbatim.

Key drivers: men vs women, side by side



Averages hide your clients' best opportunities. Split drivers by segment, gender or age and see what really moves each audience.

The result: ranked growth opportunities, each with its base, its test and its evidence.

CONFIDENCE IN AN AI WORLD

Your clients can ask AI. Only you can stand behind the answer.

Ask AddMaple's AI agent your client's business question. It cleans, codes and runs the analysis for you, but a statistical engine does the calculations. So every answer comes with tables and tests you can check.

- **Same input, same answer.** Run it twice and the numbers match. Nothing is re-derived by a model.
- **The test is named.** Chi-square, t-test, ANOVA, Kruskal-Wallis, Pearson or Spearman, with Holm correction and bases on every result.
- **Inspectable and reversible.** Every merge and relabel is logged, and the raw file stays intact.
- **A difference that isn't there is labeled, not hidden.**

> I have been vetting different data analytics platforms specific to how AI is being used to truly help mine and surface insights not only quickly but accurately and **AddMaple shines above all others!** Asking the AI Assistant to generate the top 3 insights I need to highlight for my CEO not only took (literally) less than 30 seconds but gave me a framework from which to start my own deeper analysis.



Jessica Bolger
Brand Research & Insights Manager

indeed

Your clients' IT teams will ask.

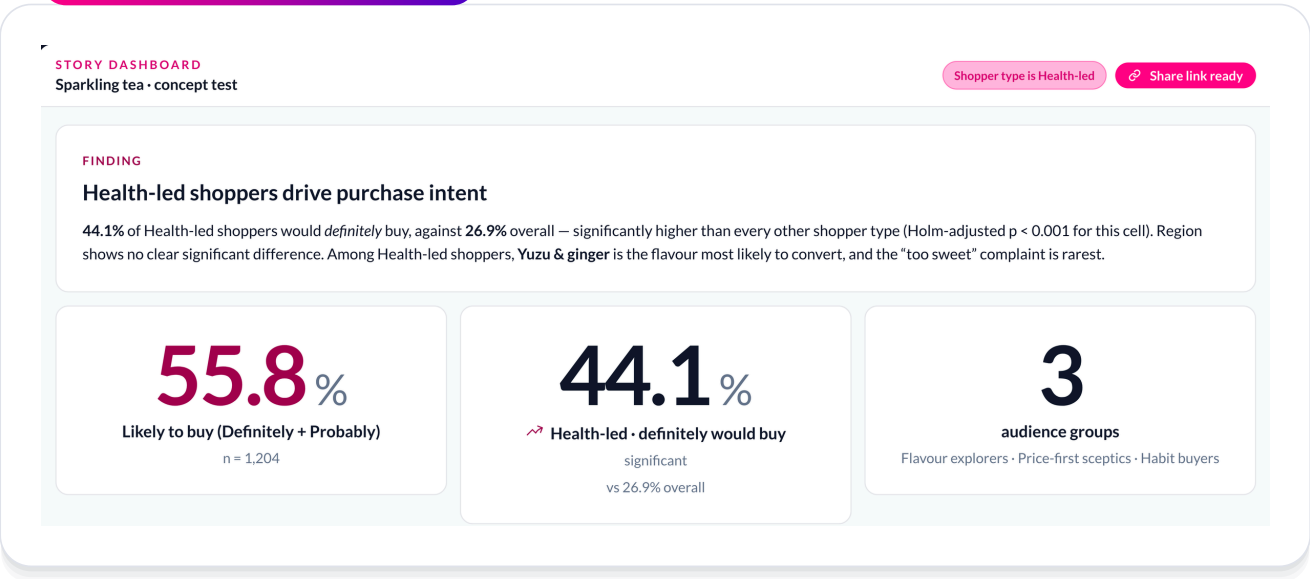
SOC 2 | GDPR | Encrypted | Not used to train AI | A separate workspace per client | A security pack for their reviewers

CLIENT DELIVERABLES

The readout isn't the end.
It's the start of the next brief.

The banner book and the deck still go out, the way your clients expect them. Now the readout can keep working after the meeting too: publish the story in your client's colors, from the same project you analysed in. You choose the questions, filters and cuts they get.

Your story, in your client's brand



- **Excel and PowerPoint, as before.** Banner books with your conventions, slides in your template, from the same project.
- **Follow-ups answered in the meeting.** "Can we see it by region?" is a filter, not a change order.
- **An AI agent for your client, if you want one.** Stakeholders talk to the data. It answers from your data tables and pulls up your charts, within the guardrails you set.
- **One fixed cost per client hub.** No per-viewer or server-hour fees.

"If clients can explore, why do they need us?" You publish the story and choose what readers can filter. The follow-ups that need judgment still come to you, and now they come sooner.

WHAT CHANGES ON ONE PROJECT

One project. From survey file to client story.

STAGE	TODAY	WITH ADDMAPLE
Data in	Exports from each platform, cleaned by hand	**Any source connected, every column summarised**
Tables and banner books	Tab spec, then the DP queue	**The same banner books, nets and sig testing, with no tab spec. Every table ranked.**
Open ends and transcripts	Sent out for coding, or dropped	**Coded in the project, used as banners and drivers**
Drivers and segments	A stats package, a separate file	**Same project, same data**
AI	A chatbot you have to check	**An AI agent on a statistical engine**
Readout	Every chart rebuilt in PowerPoint	**Slides in your template, plus a live story in the client's colors**
After sign-off	"One more cut," absorbed	**A filter, in the meeting**

> **We have shaved a full month off of our project timeline** in terms of analysis and visualization of our data.



Susan Baier
Founder & CEO

1 month
off the project timeline for analysis and visualization

SELECTED BY SOME OF THE WORLD'S LARGEST COMPANIES

GREENPEACE indeed SPECIALIZED ESPN BMA

THE IIEX WEST AGENCY OFFER

Your next client project, on AddMaple.

Don't trial it on a sample dataset. Run a real project you're delivering this quarter, bill your client as normal, and judge AddMaple on the result.

OPTION 1

With our team

We work alongside your researchers from file to readout: setup, banners, coding, drivers and the story.

Includes a private, explorable client hub in your client's brand, hosted for a year.

OPTION 2

Self-serve

Your team runs the project, with an onboarding session and our support calendar.

Includes a private, explorable client hub in your client's brand, hosted for a year.

One project fee, priced to fit inside your client budget. We share it on the scoping call.

Your fee counts in full. Whichever option you choose, sign an annual plan within 60 days and 100% of the project fee is credited against it.

WHO IT'S FOR

1. A client project fielding in the next 60 days
2. You deliver 6 or more quant projects a year
3. The person who signs off is on the scoping call
4. Your data is with us before the working session is booked

HOW IT WORKS

1. 20-minute scoping call
2. Data shared under NDA
3. We build it with you, or you build it
4. You deliver to your client

10 places for IIEX West agencies. Book your scoping call by Friday, December 11, 2026.

Book your scoping call.

addmaple.com/iiex/agencies

INSIGHT INNOVATION COMPETITION WINNER 2026

Winner, IIEX North America 2026
Innovation Competition: Experts' Choice and Audience Favourite

addmaple

hello@addmaple.com