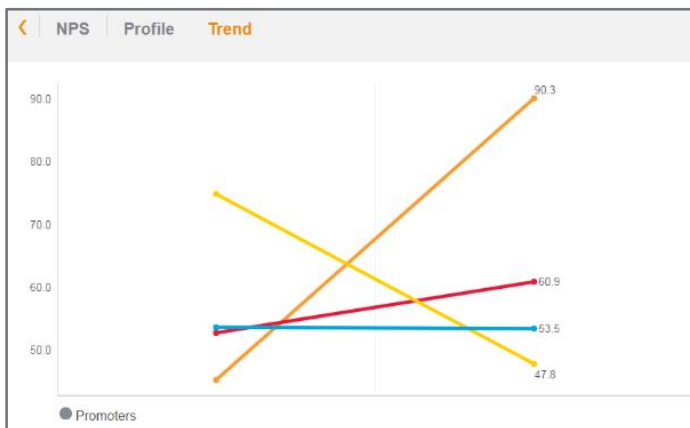
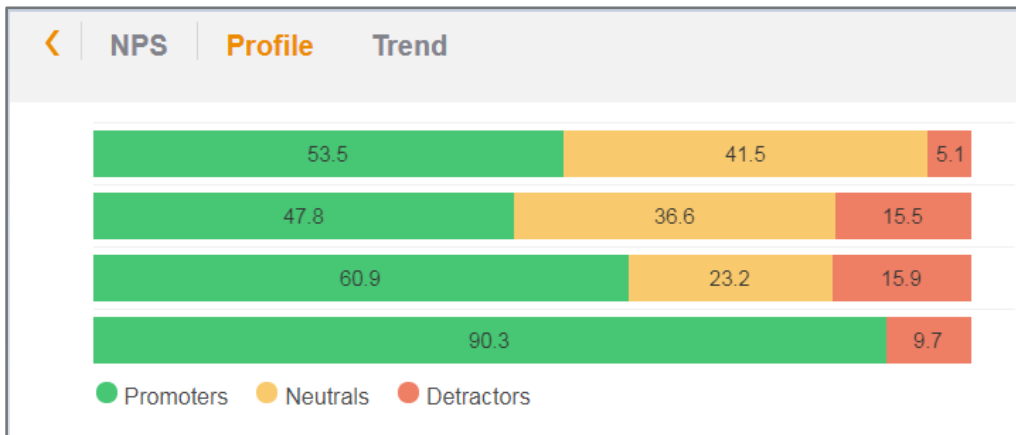
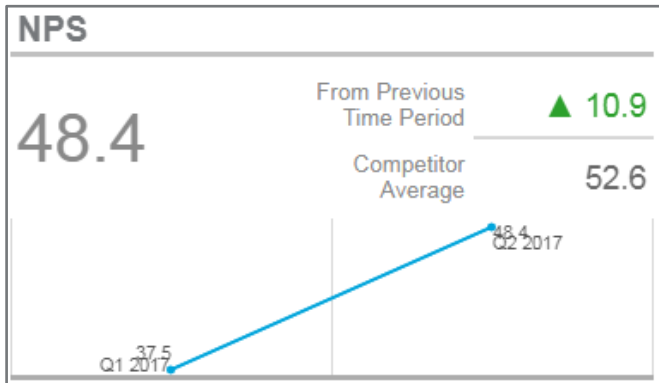


Market Insights Q3 reporting release notes

Below are additional updates made to the Market Insights reporting tool.

NPS – profile and trend views

NPS (previously named “Loyalty” inside the reporting platform) now has associated profile and trend drill-through views. Use the profile view to quickly see your brand’s distribution of promoters, passives, and detractors.



Ticker Report – built-in statistical significance

Now you can quickly know if the metrics that are increasing and decreasing the most for your brand and competitors are statistically significant changes. Green indicates statistically significant increases and red indicates statistically significant decreases. See the example below.

