

# Conveying complex insights through powerful images

## Illustrate Consumer Sentiment Through Interactive Visualizations

Ascribe Illustrator™ is an interactive research tool that transforms multiple sources of data (often in multiple languages) into an array of images in real time, from simple charts, to detailed reports as well as comprehensive dashboards.

### Illustrate

- Bar charts
- Pie charts
- Trend lines
- Cross tabs
- Reports
- Word clouds
- Concept clouds
- Co-occurrence maps
- Sentiment heat maps

### Integrate

- Ascribe Coder
- Ascribe CX Inspector
- Ascribe Services
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- Email
- HTML

## Full Integration with Other Powerful Technologies

Ascribe Illustrator's state-of-the-art data imaging software is integrated within the Ascribe Intelligence suite. This allows organizations to combine best-in-class coding and categorization tools with powerful data visualization capabilities.

For many organizations, drawing tangible meaning from complex consumer comments is just the first step in the process to meeting those needs. These firms need effective ways to articulate consumer insights across the organization to ensure common understanding, and the best way to do this is through visualization.



## Multiple Graphic Outputs

Ascribe Illustrator can turn structured and unstructured verbatim data into virtually any visual display, from typical bar charts and trend lines to complex reports and relationship maps.

## Drill-Downs & Filters

The tool allows firms to perform drill-down analysis to retrieve specific verbatim comments, then uses its unique filtering capabilities to illuminate the meaning behind those words.

## Dynamic & Real Time

Ascribe Illustrator is dynamic enough to manipulate the data for live presentations and real-time displays, creating a comprehensive portrayal of the consumer's voice.

## Actionable Insights to Share

Ascribe Illustrator generates clear and concise presentations that deliver actionable insights in a format that is easy to share and understand across the organization.

FOR MORE INFORMATION, CONTACT  
[sales@goascribe.com](mailto:sales@goascribe.com)  
 877.241.9112 x55