

# THE ADVANTAGE™

## An Interactive Juror Insights Application



## Delivering instant feedback and meaningful findings.

With our dynamic application, The Advantage™, you can visualize your mock jury data in a powerful new way and quickly assess the strength of your case themes, evidence, and witnesses.

The Advantage™ provides immediate access to participant feedback during mock trials, focus groups, mock arbitrations, and other research models. This innovative platform is tailored to your case and enables you and your IMS jury consulting team to design, test, and refine your trial strategy.

Partner with our jury research experts to maximize the value of your mock trial experience and gain a competitive advantage.

**Contact us to get started.**

## The Advantage™ Difference

- User-friendly, interactive, and intuitive
- Control over research results and data visualizations
- Highly effective formats for consuming and analyzing juror data
- Deeper understanding of data through the life of your case
- Insights into high-risk juror characteristics
- Evaluation and comparison of witness credibility
- At-a-glance view of mock juror damage awards
- All of your matters and research data in one place



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