



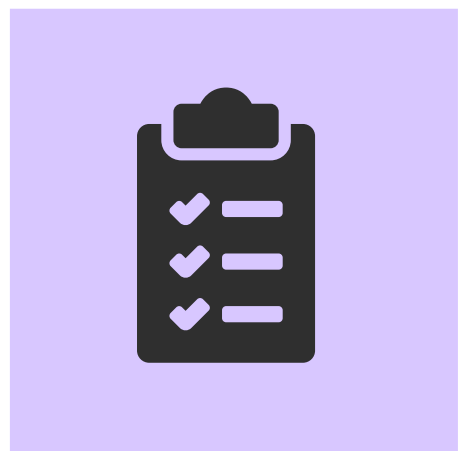
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

UNVEILING
MARKET
INSIGHTS

Market
segmentation
and
Performance
monitoring

Exploring
Opportunities
in Target
Markets

Capturing
Data that is
relevant,
reliable and
accurate

Formulating
decisions
that are
strategic in
tactical

Increasing
customer
satisfaction
and loyalty

Planning
potential
product
demand

collect data
from across
online
channels
(social media)

Wholesaling
is buying
goods in bulk
quantity

Understanding
consumer
needs and
expectations

Acceptance
of product

Effectiveness
by targeting
Qualified
prospects

Improve the
channel mix
to lower
cost to serve

Deliver higher
returns on
marketing and
promotions
investments

Production
is primarily
in rural
areas

Consumption
is mainly in
urban areas

Increase revenues
because insights you
can better influence
over response rates,
when people buy,
average order value
(AOV), and reorders

Better
understand
what your
customer
want

Maximize ROI
because insights
direct business
actions that cut
costs

Outsmart the
competition,
rather than
just outspend
them

Provide
improved, and
more
personalized,
customer
experiences