



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?

A market opportunity is a newly identified need that a company can use to grow.

Marketers provides information about the industries, customers, competitors and other market values.

Marketing campaigns influence purchasing decisions a lot.

Each customer has his unique buying behavior and patterns are collective and offer marketers a unique characterization.

Marketing strategy include effective segmentation, branding, product design, pricing and customer decision.

A market analysis provides insights into potential customers through industry analysis and target market analysis.

MARKTERS

Market opportunity analysis helps to identify needs of customers according plan and design and deliver the products or services to derive customer satisfaction.

Category solutions helps the retailers and customer goods companies develop effective assortment strategies based on buyer behaviour data.

Market insights helps determine the suitability and sustainability of products in a particular market.

The rising popularity of social media (social GRP) led to a rise in demand for social media scheduling tools.

Analysing data and signals that indicate changes in customer behaviour preferences, needs and expectations.

Customer insights drives growth by leveraging customer, buyer and market insights.



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?