

The Experts in Consumer Analytics®

To grow a company means competing at a higher analytical level. But what if you don't have a million dollars to spend on consumption data, personnel and software for sales and marketing analytics like the competition? TABS MarketingAnalysis™ can help you compete within an affordable budget with the help of the following:

Advertising Effectiveness

Measure the Return on Investment of your major marketing programs. Typically, multiple methods of tracking will be needed to ensure you understand the full value of your marketing programs (e.g. Brand Awareness, Brand Perceptions, Incremental Sales). Our advanced analytics integrate multiple sources of data – Online surveys, Retailer POS, and Syndicated Scanner data to help you determine if your multimillion dollar consumer programs are a good spend.

Price Elasticity

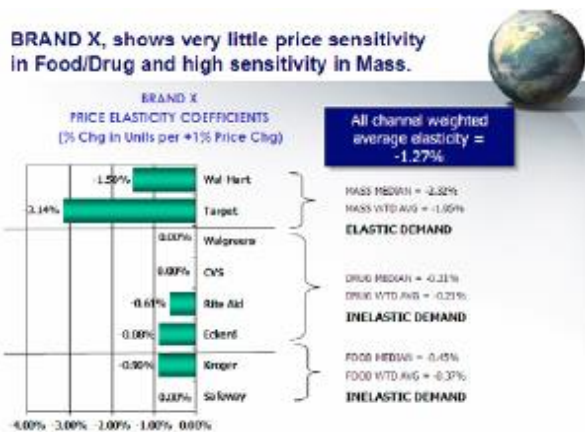
Understand the impact of price changes on Units, Dollars and Gross Margin at the trade class and account-specific levels.

Promotion Optimization

Quantify the sales increases and the profitability of various trade promotion options. We have an extensive database of promotional learning, with over 60,000 observations across all types of categories, retailers and brands. This wealth of information can help you plan promotions for events not previously undertaken. Our PromoMaster® suite lets you plan the possibility of future promotions with the help of a user-friendly, Excel-based interface.

Consumer Research

Enhance your Sales and Marketing efforts using consumer input to understand the key metrics that drive brand sales such as awareness, favorability, loyalty and conversion to trial. We offer competitive savings versus full-service research firms, and can also provide in depth analysis and actionable recommendations.



TABS has particular expertise utilizing household panel data from Nielsen. We'll show you the business gold that resides in the mountains of data available through Nielsen Homescan®.