

TABS Analytics

Gain A Competitive Advantage With Your Sales And Marketing Data

Tired of the lack of results from your current analytics services? Let us show you how our analytics and support are better than what you've been receiving. We provide unique and simple solutions for sales and marketing analytics along with the guidance of our expert consultants who have been in leadership roles in major consumer packaged goods (CPG) companies.

Our proprietary software and analytics platforms will simplify and improve the way you use data. Our products require minimal training or IT support, so you can get up and running quickly and effectively.

We help clients get real results and competitive, usable insights from their sales and marketing data. How? With our innovative and proprietary [analytical innovation](#). While your competitors are just getting by with the status quo, you can advance ahead with our expert guidance and unique product solutions. TABS Analytics is not just another analytics firm, and we don't do things the way they've always been done.

Who Are We?

Founded [by Dr. Kurt Jetta](#) in 1998, TABS is a technology-enabled analytics firm servicing the consumer products industry. Our mission is to simplify and improve the way analytics is conducted in the CPG industry, which translates into a competitive advantage for our clients.

TABS is the leading outsourced sales and marketing analytics firm in the CPG industry. We do not farm out production to other countries to save money. Since

the beginning, TABS has been using our analytical innovation and expertise to help clients gain a competitive advantage. We provide clients with workable solutions, expert guidance, outstanding service and, most importantly, a positive ROI with our services.

Read more about us in our [Management Team Bios](#).

The Nielsen Connected Partner Program

TABS Analytics is a member of the [Nielsen Connected Partner Program](#). This program is the first solution that enables partner companies in the retail and CPG industries, such as TABS Analytics, to connect and collaborate with Nielsen and their clients more easily. The Connected Partner Program is already receiving recognition for the value it will bring in expanding the big data capabilities in the industry. If you only purchase scanner data from Nielsen, you have just scratched the surface on the vast amounts of information that Nielsen can bring to bear to better understand the consumer.