

VansonBourne

Intelligent Market Research

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Market metrics - Extending your research



The Challenge

In the dynamic and fluid technology market, many factors can influence how buyers behave. Most of these are outside your control but how and when they change represent real threats to your success. That's why it's crucial to understand what they are, to monitor them and manage their effect. These factors include customer behaviour, channel, price and the impact of competitor activity. A failure to track factors such as these is likely to limit the effectiveness of your marketing activity and sales engagement.

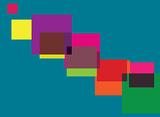


The Solution

Vanson Bourne can help you stay focused on this changing landscape, so that your plans and how you amend them are pinned to hard fact. To do this we track performance indicators such as market share and sentiment, brand factors and customer satisfaction. We assess buyer needs, preferred means of purchase, price sensitivities and media consumption habits through the buying cycle. All of this provides the ammunition to optimise existing market opportunity, address new markets and deliver new products.

To discuss what a market metrics element can add to your next thought leadership research, give us a call on 01635 550449.

Or if you'd prefer to investigate a little further before contacting us, there are examples and guides to the technique at www.vansonbourne.com.



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Market metrics - Success Stories

Client **A**

Measuring your customers' marketplace is a good way to demonstrate commitment to their sector and future success. Doing this annually positions you as a trusted advisor, delivering "must-have" data about market movement and direction that helps customers with planning and budgeting. The client operates in the hyper-speed world of entertainment media and, with Vanson Bourne's support, has developed the Consumer Entertainment Index, a sought-after measure of consumers' changing viewing habits, globally.

The study now has three years of continuous data, across 19 territories and with tight demographic controls. Data output is vast, Vanson Bourne produces various types of output at country, region and global level, and works with the client through the year to roll out the findings and engage the client's campaign teams around the world.

The results in 2014 are impressive: The client team made more than 20 presentations of the findings to customers and industry audiences. Media coverage achieved 1.2 billion global impressions and direct mail click through rates six times higher than the industry average. The CEI has achieved substantial brand awareness gains for the client, now regarded as a strategic adviser to its industry partners.

Client **B**

The client needed to optimise its go-to-market approach for a range of new territories. To do this well it required an understanding of past, current and future e-commerce investments, for different regions to optimise their 'go-to-market' approach.

Vanson Bourne consulted on questionnaire design and collected data from e-commerce decision-makers in organisations within the client's target segments. The results gave our client a way to identify with confidence the current size of market, per territory, for licences, services and hosting, giving them a firm basis for planning their approach and their expectations. By assessing budget plans for e-commerce solutions areas of particular growth we were also able to support country managers to develop their focus for the following year.

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