

PRODUCT BRIEF:

Optimizer Suite: Target

Optimizer Suite: Target At A Glance

- Access Shoppers Voice® Panel
- Identify your best target group with online survey



Determine your target.

Whether you have an existing product, an innovative idea, or a new product feature, you will need to identify the most valuable and receptive current or prospective groups of people to target. Achieving success requires multiple communication tactics for different consumer segments. Only then can you profit from higher response rates and, ultimately, better returns on your investments.

With Target, as a part of the Optimizer Suite of solutions, you can identify, profile and isolate consumer subgroups that are most likely to be motivated to try and/or trade up to your product. Various data selects are analyzed and modeled to determine the combination that is most likely to become your next customer.

How does it work?

Consumers are randomly selected from the Shoppers Voice® Panel (500,000 Canadian consumer

households and more than six million US consumer households), to complete a single online survey.

The results indicate those individuals/target groups most likely to try/buy a product based on exposure to the product concept.

Comprehensive understanding of:

- Category dynamics
- Product user profiles
- Product evaluations
- Product acceptance/rejection
- Likes/dislikes
- Concept Optimizer ratios
- Demographic and profiling variables

Call or email us today.

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About Us

Epsilon is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit epsilon.com.**

Epsilon Targeting aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit epsilontargeting.com.**