

Product Performance Effectiveness

from: Miscion Limited

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Description

Identify which products respond best in which stores – and the reasons why. The impact of shopper marketing varies from store-to-store. Based on real-world data from your campaigns, we'll help you identify which products and which stores are best suited to your activities. And, by analysing the consumer mix, overlaying all of the contributing factors and understanding the true ROI of activities, you'll be able to improve campaign plans and make more effective use of budgets – focussing your shopper marketing towards stores that have a consumer profile that suits your brand.

<http://mail.monexmarket.com/classified/product-performance-effectiveness-1319.html>