

# Shopper Insights

Shoppers today have a lot to think about – a need to watch their pennies, an expanded list of stores to choose from, store brands that seem less of a compromise, and an overabundance of increasingly targeted name-brand products. In this environment, how can marketers make the biggest impact with their in-store efforts, from shelf talkers and assortment to video advertising?

Knowledge Networks, a GfK company, is uniquely positioned to combine custom and behavioral insights to provide the precise research program you need, delivering both strategic and tactical guidance. We also have an unusual dual perspective on your shopper marketing questions because we work with some of the largest **CPG companies** and are also preferred suppliers to some of the country's largest **retailers**.

We therefore bring a retailer's perspective to challenges such as:

- impacting perceptions across the store
- increasing share of select categories and occasions
- targeting and growing key segments through shopper **segmentations**
- increasing basket sizes
- competing with private label
- executing control store tests

In developing shopper insights, KN leverages three remarkable assets:

- **KnowledgePanel®**, the only probability selected internet panel that is representative of the total U.S. population, and
- **National Shopper Lab (NSL)**, one of the largest research-ready frequent shopper databases in the industry
- **KnowledgePanel Latino<sup>SM</sup>**, a statistically balanced cross-section of the growing Hispanic population in the U.S.

## The Best of Custom, Behavioral

Through custom research enhanced by sophisticated analytic techniques and other methods, we can

- bring shoppers to life for marketers and other decision makers



- understand what matters most to shoppers
- improve shopper loyalty with a retailer
- identify must-have products for a specific retailer
- optimize assortments

In addition, using frequent shopper analyses and in-store testing, we can help you

- understand new product interest and satisfaction
- identify sources of new product volume
- define cross-promotion opportunities
- optimize new products, packaging, pricing, promotion, and shelf sets

Key to our many in-store tests is our integrated approach to Controlled Store Testing, which offers a 360-degree view of the consumer shopping experience — backed by POS data from IRI. (For more information on our work with IRI, [click here](#).)

## To learn more about Shopper Insights, contact:

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