

## KNOWLEDGE NETWORKS (KN)/PDI

KN/PDI (Promotion Decisions, Inc.) was formed in 1984 as part of the BASES/Burke companies, starting with what is still the most sophisticated coupon testing model in the market. In 1991, KN/PDI was the first marketing research firm to add Frequent Shopper data to its line of analytic and testing services. Building on past success and creating a broad portfolio of core research technologies, which also includes market response analysis, mix modeling, and test marketing, the KN/PDI team is committed to innovation to help gain usable, affordable information, quickly and accurately. With KN/PDI's technology and databases, you'll learn:

- How past purchase behavior and/or demographics can tell you how well a specific execution motivates your target audience, even if narrowly defined
- How to move category management from deleting slow movers to rationalizing SKUs based on consumers' specific item loyalty
- Which in-store merchandising pays out best for your brand and how you compare CPG norms
- Which coupon execution generates cost efficient trial, even on executions you have not run in the past
- How to harness the massive new data sources being generated by retailers and create a win-win with the trade
- How to test market and read consumer behavior on issues where, in the past, research costs precluded such analysis
- Other applications where the newest information technology, ingenious engineering of established research techniques, and massive databases can address vital spending and volume issues

KN/PDI products and resources include:

**National Shopper Lab:** Captures purchase behavior of over nine million frequent shopper card holders in the U.S.; consists of transaction-based, UPC-level purchase data

**Long-Term Value Analysis:** Determines the longer-term effects of advertising, as well as couponing and trade promotion, by employing massive, household, transaction-level databases

**Custom Controlled Store Test:** Delivers solid sales and ROI metrics through manipulation of in-store variables such as number of facings; product location; slotting of new products; and retail pricing

**Marketing Mix Modeling:** Evaluates effectiveness of individual marketing components—such as price, promotion, advertising and other marketing activities—to generate incremental brand sales

**Test Markets:** Provides complete sell-in and evaluation of products and programs

**Distribution Checks:** Checks retail outlets for your/your competitors' product shelf conditions

Using the breadth of our portfolio, the latest information technology, analytical resources and proprietary techniques, KN/PDI takes you closer to your marketing goals while keeping you safe within your marketing research budget.

If you would like to learn more about KN/PDI's products and resources, please contact:

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