

NATIONAL SHOPPER LABSM

Revealing consumer behavior and response in your marketing and promotion efforts

The consumer is in charge and likely always has been. Knowing their in-store purchase behavior enables CPG and HBA companies to:

- Drive usage of their brands
- Steal volume from the competition
- Create successful new product introductions
- Develop successful FSI and direct mail coupon efforts
- Activate advertising, trade deals and consumer promotions that have lasting effect
- Optimally compete

In this consumer-centric marketplace, tremendous marketing value can be unlocked from simply knowing what people buy in food and drug outlets, and how they respond to new products and established brand marketing events. To accomplish this, the National Shopper LabSM (NSL) from Knowledge Networks/PDI captures the actual purchase behavior of over 12 million frequent shopper card holders in the U.S.

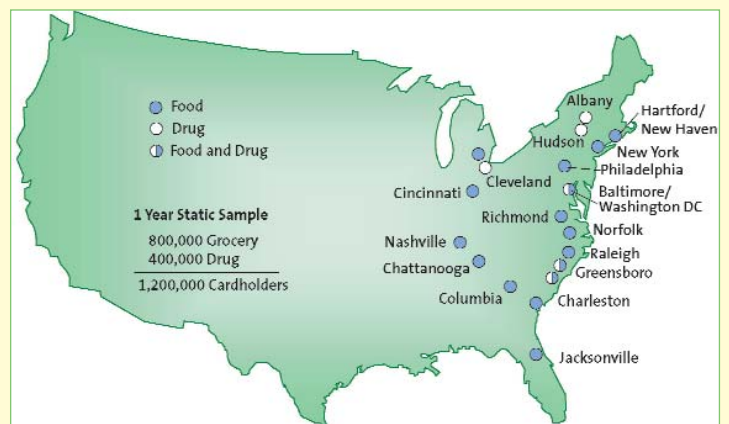
Behavioral Analysis Sourced with Research-Quality Data

The National Shopper Lab consists of transaction-based, UPC-level purchase data from which a manufacturer can quantify purchase behavior. Over four million households have CVS loyalty cards, and close to eight million shop at NSL cooperating grocery retailers. The data's high research quality includes a three-year rolling purchase history with price and coupon redemption information. The demographic profile of these consumers is representative of the total U.S. population.

Our expertise provides consumer packaged goods and health & beauty aid manufacturers with the ability to uncover new growth opportunities via sophisticated behavioral analyses including:

- New product assessment
- Buyer trial and depth of repeat
- Buyer group analysis
- Source of volume
- Marketing mix
- Long and short term effects of tactical marketing and advertising efforts
- Behaviorally based controlled store test assessment
- Assortment evaluations

NSL Footprint



Gaining consumer insight from in-market experiences

In particular, the National Shopper Lab enables manufacturers and retailers to identify consumers who were exposed to a specific marketing event. Due to the NSL's sheer size and available history, we can match consumers whose purchase data, prior to the marketing event, corresponds with that of affected consumers. This classic "test versus control" or "pre" versus "post" scenario makes it possible for manufacturers to determine the success of their efforts in building volume and share, as well as driving new or repeat buyers to their franchise and quantifying return on investment (ROI) for specific programs.

Access to a variety of data and diagnostics

The NSL database is maintained with rolling information, allowing us to track the behavior of a single shopper for months before and/or after a promotion or marketing change. The NSL includes

- Purchases by UPC, by household
- Coupons redeemed
- Day of the week purchased
- Purchase price
- Specific store shopped

Start putting the millions of National Shopper Lab consumers to work for you!

For more information, contact: Neal Heffernan at 513.559.3922 or nheffernan@knowledgegenetworks.com

NSL Account Detail

Grocery Store		Drug Store	
Market	Account	Market	Account
Baltimore	Super Fresh	Hudson Valley, NY	CVS
Charleston, SC	Food Lion	Charlotte, NC	CVS
Charlotte, NC	Food Lion	Greensboro	CVS
Cincinnati	Remke Markets	Cleveland	CVS
Hartord/New Haven	A&P Super Foodmart	Albany, NY	CVS
New York	A&P		
New York	Waldbaum's		
New York	Food Emporium		
Norfolk	Food Lion		
Philadelphia	Super Fresh		
Raleigh/Durham	Food Lion		
Richmond	Food Lion		
Nashville	Food Lion		
Columbia, SC	Food Lion		
Chattanooga	Food Lion		
Jacksonville	Food Lion		
Greensboro	Food Lion		