

WAL*MART SEGMENTATION LENS & KNOWLEDGEPANELSM

Introducing an unbeatable combination: Target your strategy and tactics more effectively using KN's representative panel and Wal*Mart's proprietary segmentation

Wal*Mart has made understanding its own customers a top priority – most recently developing a sophisticated segmentation scheme that reveals the habits, attitudes, and desires of its most important target groups.

Now Wal*Mart has selected Knowledge Networks to have access to its proprietary Wal*Mart Segmentation Lens for custom research; this gives manufacturers the chance to develop marketing strategies and tactics designed to succeed with Wal*Mart's most important target segments: Brand Aspirational and Price Value and Price Sensitive Affluent shoppers. These groups will become the backbone of Wal*Mart's customer strategy moving forward; both you and Wal*Mart will grow by looking at every piece of research through the eyes of these key segments.

Knowledge Networks has encoded its entire KnowledgePanelSM – the only available probability selected, nationally representative Internet panel – according to the proprietary Wal*Mart segments, making it ideal for conducting research using the Segmentation Lens.

Knowledge Networks was selected for this important role because:

- **Online panel sample representation:** Our KnowledgePanelSM is the only online consumer panel to include national representation of consumers. For Segmentation Lens research, we deliver shoppers of big box retailers, as well as those who have access to a Wal*Mart.
- **Extraordinary design and service:** We have earned Wal*Mart's trust through extensive work on a variety of consumer research efforts.
- **Wal*Mart savvy:** We have deep knowledge of the Wal*Mart shopper.

Wal*Mart customers will be better served by manufacturers who know the shopper segments and how those segments interact with the products they sell to Wal*Mart. And Knowledge Networks is the ideal partner for making the most of your Wal*Mart Segmentation Lens research.

*To learn more about the Wal*Mart Segmentation Lens – including the procedure for developing your study – and how Knowledge Networks can help, contact Audrey Rosen at 646.742.5323 or arosen@knowledgenetworks.com.*

