



INTRODUCING THE IPSOS AFFLUENT INTELLIGENCE GROWTH FINDER

A Powerful Tool For Pinpointing A Brand's Best Prospects

Every brand is hungry for growth. Business as usual won't cut it. That's why we have introduced the IAI Growth Finder- a powerful tool for pinpointing a brand's best prospects for growth.

Growth Finder uses a proprietary process that runs on our Ipsos Affluent Study – the most comprehensive database of the most influential consumers in the world. It's the first product in Ipsos Affluent Intelligence's Brand Marketing Solutions Suite.

Using advanced statistical analysis/modeling, the Growth Finder predicts who should be a customer of your brand but isn't. The analysis identifies barriers to usage, as well as assesses which customers are most vulnerable to competitive brands.

01

Growth Finder leverages modeling/ machine learning to **identify which attributes and behaviors are most predictive of brand usage.**

02

Uses advanced modeling and data techniques to identify growth targets/ prospects that **look like users except in terms of actual usage.**

03

The analysis **sizes, identifies similarities and differences from actual users, and segments/profiles the different types of potential customers** across demographics, attitudes and behaviors – including how to reach/plan against them.

04

Identifies potential barriers that could be stopping consumers from being customers today but might be unlocked for growth.

ABOUT IPSOS AFFLUENT INTELLIGENCE (IAI) MARKETING SOLUTION SUITE

IAI has been the preeminent authority on affluent American consumers for over 40 years. Pairing advanced analytics and modeling against the IAS's 30,000+ profiling variables, Ipsos is introducing a series of brand solutions that address fundamental marketing questions – like competitive understanding, segmentation and targeting, key drivers analyses, and brand influence. Collectively, these tools will deliver customized, actionable guidance on marketing strategy and activation.

Growth Finder is the first in IAI's pipeline of marketing solutions. Next up are a competitive mapping/modeling tool, custom user/category segmentation, and an Influencer index. Stay tuned for updates.

BENEFITS OF IAI'S MARKETING SOLUTIONS SUITE

Efficient and high-value:

The impact of a custom study without the cost of one

Deep and comprehensive:

Vast scale of survey intelligence without the costs of fieldwork

Huge scale for modeling data:

Annual and doublebase sample sizes deliver quantitative stability

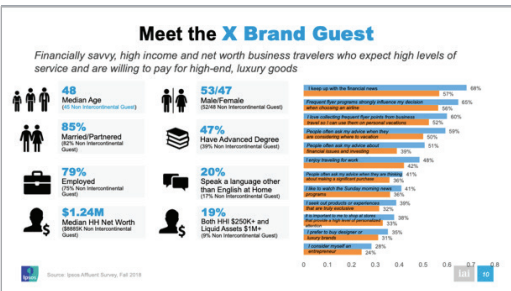


THE GROWTH FINDER: 5 STEPS TO YOUR BEST PROSPECTS



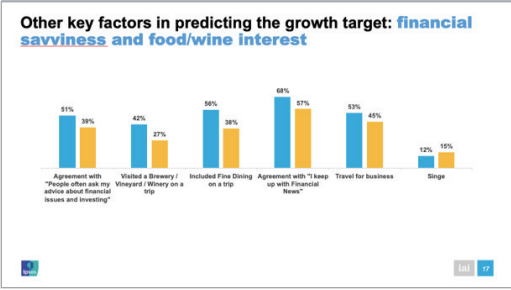
01

Leverage the most extensive database of affluent consumers to identify the key drivers of brand choice – helping identify the best target for user/penetration growth



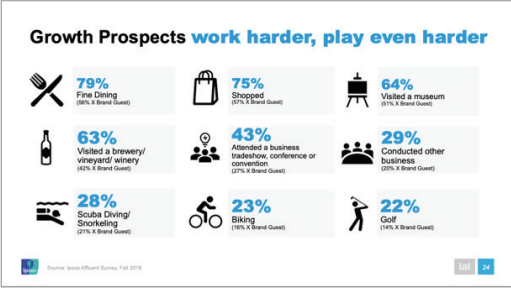
02

Identify, define and profile current users, demographically, attitudinally and behaviorally



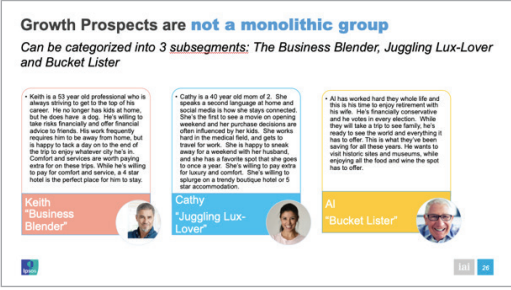
03

Using advanced analytics/modeling, identify the key drivers/predictors of brand usage – and then identify consumers who look like current users, minus current brand usage



04

Size, profile and compare/contrast these new growth prospects with actual users



05

Segment growth prospects into discrete sub-segments/target groups, and not only profile them but provide insights into how to reach them