SIMSTORE VIRTUAL SHOPPER RESEARCH

TEST SHOPPER STRATEGIES IN A VALIDATED, REALISTIC ENVIRONMENT

WHY IPSOS?

WORLD CLASS VIRTUAL ENVIRONMENTS

- Highly realistic re-creations of all kinds of shopping environments
- Available around the world

FAST, STREAMLINED AND FLEXIBLE

- End-to-end, fast turnaround, and easily adaptable to specific client needs

VALID AND ACTIONABLE RESULTS

- Accurate and robust predictions of changes in behaviour

BUSINESS ISSUES ADDRESSED

- How do shoppers reason when shopping within a specific category?
- What category structure makes sense from the shopper's point of view? What is the effect of need states (or missions)? To what extent is a product substituted?
- What sub-conscious cues do shoppers use to navigate a category? What are the most relevant signposts?
- How can I optimize the assortment, pack, planogram, POS, price and promotions?

ANSWERS TO YOUR QUESTIONS

Understand the Shopper Decision Tree
Uncovers how shoppers make decisions in front of the shelf in store and online by analyzing consumers' individual trade-offs when choosing between products.

Understand the Category Segmentation
Identifies the most relevant product segments – and how you can align them to channel and retailer strategies.

Facilitate Navigation
Tests different planogram scenarios and measures the effects of navigation cues, such as color coding, imagery and communication messages.

Optimize Retail Conditions – In-store and Online
Measures the impact of different shelf lay-outs, prices, POS materials and package designs.

OUR VALIDATED APPROACH

Highly predictive of real sales
Virtual Shop testing correlates with real-world tests in the range of .9 – 1.0.

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GAME CHANGERS

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