

IPSOS LINE OPTIMIZER

Portfolio Optimization Approach based on shelf-exercise to draw conclusions for best potential product lines

Enhancing established methods...

Improved data collection and modelling via:

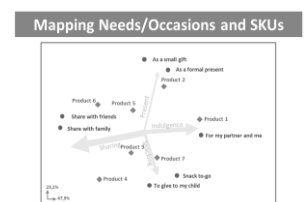
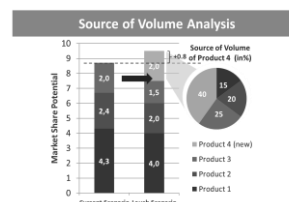
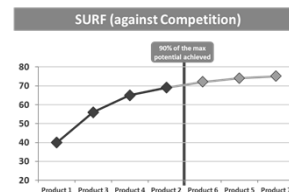
- ✓ **Differentiation by consumers needs:** to find uncovered fields of demand, as only products serving the same need are substitutable
- ✓ **Select&Rank:** to get realistic and most differentiating preferences
- ✓ **Broader competition:** to avoid redundant substitutes
- ✓ **Behavioral validation:** to avoid bias due to lab effects
- ✓ **Consumers need for variety:** to consider individual additional need



... to get detailed insights...

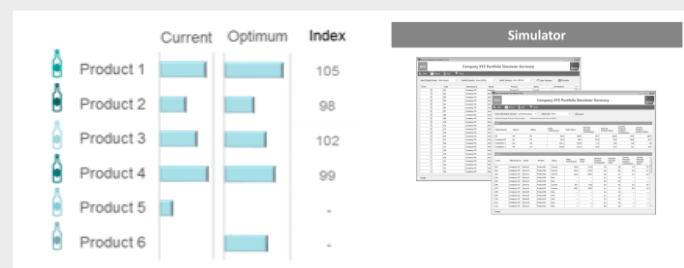
Outputs cover multiple scenarios and include:

- ✓ Market and client **growth potential**
- ✓ **Performance per product:** identify candidates to be de-listed/launched
- ✓ **Source of volume** of new variants: identify cannibalization vs complementation
- ✓ **Needs:** mapping indicating need areas products are playing in. Indexed performance per need shows this in greater detail.



... for better recommendations

- ✓ conclusions for **best potential product lines**



Contact:

You would like to know more about how we can help you? We are happy to support!



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GAME CHANGERS

