



Understanding shoppers from every angle

Our business is to help retailers and manufacturers improve performance by understanding the motivation and behaviour of shoppers in the UK and around the world.

For over 25 years, we have been the Retail & Shopper research partner of choice for a large number of high street names and manufacturers who use our research to help them gain competitive advantage.

We distinguish ourselves through our passionate team with client side and retail experience, continuous innovation in research methods to drive new insights and the provision of superior client service and implementation. We don't simply move from project to project, we take a wider interest in your business and the issues that will have a bearing on your success.

What issues can we help you with? Here are some examples

Final Retail Check For New Products

So many new products still don't achieve the required in-market sales performance despite volumetric forecasting – often this is because they weren't tested in a retail environment prior to launch and so in-store issues were not identified. Does your product really have the right attributes to be noticed on shelf?

In-Store Communication

Great amounts of investment are spent on POS communication, but does it really stand out amongst all the noise in store, and does it motivate people to buy your product?

Increasing Footfall

What drives retailer choice and attracts customers to your stores?
Retail is a fast moving industry sector and staying in touch with shoppers' purchase motivations and attitudes will help you gain and retain competitive advantage.

Multi-Channel Strategies

Do your competitors differ by channel? How competitive are your service and range provisions? We can help you optimise all elements from website navigation to your services as well as ensuring your branding and communication is supporting your overall company image.

Optimising In-Store Strategies

From your store layout to ranging and in-store communications, we can help you solve any in-store issues and uncover new ideas for improvements.

CRM

How can you use your loyalty card or transactional data to evaluate, predict and improve the financial impact of marketing activities? Our team of experts can help you make the most of your database and fuse it with consumer research to bring the loyalty card or transactional data to life.

Why not simply give us a call or drop us a line to find out more?

Susanne Goller on +44(0)20 8861 8150 or email susanne.goller@ipsos.com