

# GutCheck Constellation™ Growth Report with Loyalty Analysis

Turn Consumer Insights into a Catalyst for Market Growth

With evolving buyer needs and intense competition in today's established market categories, trying to gain a full picture of your consumers to inform brand growth strategies is no easy task. Traditional methods for conducting segmentation studies are costly and simply take too long to effectively solve today's modern business problems.

An agile solution, GutCheck Constellation™ Growth Report with Loyalty Analysis connects research surveys with big data sources to identify top market opportunities for growth, deeply profile loyalty audiences, and outline relevant tactics for messaging and product development—giving you the actionable answers you need to drive brand growth quickly and affordably.

## How It Works

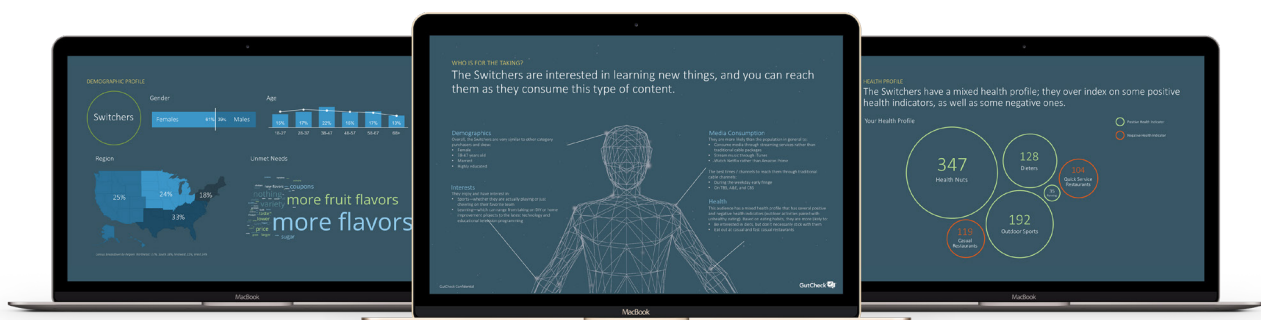
### 1 Identify your highest potential opportunities for growth via improved acquisition or retention

Using real-time market data, attitudinal brand equity measures, and drivers of category loyalty, you will learn where your biggest opportunities lie, which consumer segments are most lucrative, and how to capitalize on them through improved customer acquisition or retention.



### 2 Understand your key consumers to drive impact

Going beyond demographics, we unlock thousands of big data points to build a rich and contextual consumer profile, including their unmet needs, buying behavior, interests, activities, health and wealth indicators, as well as media and content consumption.



### 3 Activate target audiences with specific messaging tactics

We provide you with the “what,” “where,” “when,” and “how” for reaching your buyers. Social listening data combined with IBM Watson™ personality analysis allows you to engage in a way that aligns with your customer’s emotions, needs, and values.



Examples shown represent only a small portion of the Growth Report. Please contact your GutCheck representative to see a full report and learn more.

## Address Common Research-Driven Business Objectives



### Modern Marketing Support

Deliver the increased sophistication in audience understanding required by modern marketing approaches. Enable your brand to become and remain relevant to category buyers with evolving needs.



### Tangible Growth Opportunities

Uncover the most lucrative opportunities for growth, the market size that your key audiences represent, and how to increase the likelihood of converting them into or retaining them as loyal customers.



### Competitive Intelligence

With a better understanding of your relative brand equity, uncover where and how you can steal share from competitors and identify any potential vulnerabilities in order to protect your market share.



### Maximized Marketing ROI

Your target audience has unique needs, behaviors, and preferences, which drive creative, content, and messaging recommendations that translate to a better ROI on activation.

## Drive High-Value, Unique Insights in Weeks, Not Months



Proven Survey Methodologies



Research-Grade Big Data



Cutting-Edge Technology



Human Expertise & Analysis

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