



GutCheck Constellation[®]

Unique Audience Intelligence
for Driving Brand Relevance &
Marketing Personalization



What It Is

By connecting **survey data** with **billions of big data points**, GutCheck Constellation equips you with the actionable, meaningful insights you need to quickly drive business results.

Our solution not only provides you with a deeper, more holistic view of your consumers and how to effectively reach them. We also deliver unique audience intelligence that bridges the gap between consumer insights and media planning and activation teams.

Common Client Use Cases



Market Analysis

Understand the dynamics of your category and brand loyalty among its consumers to evaluate and execute on your best opportunities for growth.



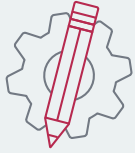
Product Innovation

Know which consumers represent your early adopter audiences and how to reach them to ensure in-market success for your new products.



Consumer Segmentation

Analyze and enrich your consumer segments to enable more profitable activation and drive results against your specific business objective.



Creative Execution

Unlock consumer insights that provide prescriptive direction for how to better reach, engage, and activate your brand's target audiences.



Lapsed Users

Capitalize on the brand awareness that your lapsed users already possess by examining and analyzing this key audience to inform how to profitably reactivate them.

Benefits

Tap into the power of GutCheck Constellation and leverage audience intelligence to:

- Build more relevant products and personalized marketing
- Improve consumer acquisition and retention strategies
- Understand your market potential and how to capitalize on it
- Maximize the ROI on the activation of your target consumers
- Bolster your competitive advantage within your category

Key Capabilities

Identify & Understand Your Target Audiences

Better understand your audience—whether you come to us with one in mind, like your current consumer segments, or we help you identify high potential opportunities and consumers to pursue, like new buyers to acquire from your competition and the estimated market potential.

Discover the Key Traits & Characteristics Unique to Your Buyers

Bring your consumers to life with our rich and contextual audience profiles, which include their distinctive interests, lifestyles, media and content consumption, activities, demographics, health and wealth indicators, and more.

Evaluate Audience Behaviors to Influence the Way They Think & Act

Understand and examine your audience's specific buying behaviors, habits, needs, preferences, attitudes, and even personality types, to uncover ways that you can motivate and prompt them to take a desired action.

Activate, Engage, & Reach Your Consumers with Relevance

Pair GutCheck Constellation's unique audience insights with our expert recommendations to build compelling products, personalized communications, and targeted media plans that will resonate with your target consumers and buyers.



GutCheck Constellation
Audience Intelligence
+
Expert Recommendations

Impactful Strategies • Relevant Products •
Compelling Messaging • Personalized Creative
• Targeted Media Planning

Profitable
Activation

Why GutCheck Constellation?

01

All-in-One & Full-Service

Tap into the power of big data and survey data with ease. We handle all of the details and manage all of the moving parts, and our team of experts serves as a resource for you throughout the process.

02

Decision-Grade Data

Insights are only as good as the data used to produce them. We are committed to ensuring the accuracy, completeness, and consistency of the full variety of data types and sources that fuel our integrated insights.

03

Focused Results

First, we assess and understand your highest potential opportunities and audiences. Next, we outline the steps for how you can practically reach and engage these target consumers.

04

Fast & Cost-Effective

In just weeks and at a fraction of the cost of traditional vendors, gain a big-picture, complete understanding of your consumers that enables you to drive high-impact results.

“This solution allowed us to dig two layers deeper with each of our target audiences and understand triggers to drive both sales and awareness, instead of just the latter. Now, we can really customize and hone our messaging and our approach to reaching these consumers.”

*– Director of Brand and Marketing,
Premium Confectionary Company*

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www.gutcheckit.com/constellation

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