



Ipsos Vantis at a glance

The success of your business depends heavily on your product and marketing decisions... how will you successfully determine the most profitable opportunities?

Tough Questions

Typically, our job starts with a question, usually more than one, about major product management and launch strategies. We listen, then provide reliable answers.

If you have strategic questions like these, then it may be time to meet with us:

- How many customers will buy this new product or use this new service?
- What segments should I target?
- How can I quantify my new product opportunities at an early stage?
- How good is my product idea compared to others tested?
- Will this product or service program help me acquire/retain customers?
- Which features under consideration for this product or service will drive demand?
- Which combination of features should my new product include to generate the greatest usage?
- How do I optimize my product or service offerings to acquire new customers?
- What pricing structure and level should I pursue to maximize profit?

Applied Experience

Whether you market a product or a service, chances are very good that we have tested ideas that are similar to yours.

We have evaluated and consulted on more than 9,000 product concepts worldwide and the Ipsos Vantis Global Database contains performance scores for each and every one. Our proprietary, normative database is unrivaled in the research industry and gives our clients the ability to benchmark their concepts against similar products in our database. Some of the sectors in which we specialize include:

- Alcoholic Beverages
- Automotive
- Consumer Electronics
- Durables
- Energy Services
- Entertainment
- Financial Services
- High-Tech
- Home & Garden
- Insurance
- New-to-the-World
- Personal Care & Apparel
- Pharmaceutical & Health
- Retail
- Software & Hardware
- Telecommunications
- Travel & Tourism

Forecasting Expertise. Proven Accuracy.

One model does not fit all. Our industry-specific forecasting models have been designed to capture the distinctive landscape and varying purchase dynamics of each particular category. The Ipsos Vantis forecasting models are proven accurate – even in new-to-the-world categories where emerging technologies have no basis for comparison or existing competition. Validated worldwide, our forecasting models are exceptionally accurate and reliable. Over 90% of our forecasts consistently mirror actual in-market sales.

Products & Services

Do you have several product concepts and don't know which ones have the greatest appeal or which should have high development priority?

- **DemandScan®** quantifies and prioritizes new product opportunities early in the development process and provides product success benchmarks.

Have you decided on a new product to develop, but are unsure what combination of features and pricing will drive the highest demand and usage?

- **Concept Designer®** optimizes product design and/or pricing strategies in addition to forecasting demand.



Ipsos Vantis

Do you have a new product to launch, but you're unsure which marketing plan scenario will yield the most profit and meet your business objectives?

- **Market Simulator™** accurately forecasts sales volume for new products. Our unique approach combines our validated models with our clients' marketing plans to provide a precise forecast.

Why Ipsos Vantis?

- Direct link to bottom-line business improvement
- Advanced analytical techniques
- Significant experience in numerous sectors
- Experienced global client service teams
- Empirical calibration of claimed behavior to actual behavior on a global basis
- Unrivaled, proprietary normative database
- Flexibility to address our clients' objectives

Ipsos Vantis

Ipsos Vantis is a leader in research-based marketing and product development consulting for the services and durable goods sectors. The company specializes in forecasting sales for new and restaged initiatives, identifies key drivers of demand, and optimizes product offerings for profit – all prior to market entry. Ipsos Vantis' expertise is unequalled in many product categories, including new-to-the-world technologies, consumer electronics, high-tech, durables, financial services, telecommunications, entertainment, pharmaceutical and health, insurance, retail and alcoholic beverages. To learn more, visit www.ipsosvantis.com

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