



# Ipsos Marketing

The Market Understanding and Measurement Specialists

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## shopper\*decision tree

### Optimize Your Fixture Layouts through Better Shopper Understanding

Shopper Decision Tree is Ipsos' global tool that helps manufacturers and retailers to build planograms that align with their strategies. Shopper Decision Tree uncovers shopper patterns and allows for a better understanding of how to develop fixture layouts that fit with the shopper choice mechanism. The results – rooted in the rational and emotional motivations of shoppers – can be used to make the shopping process easier and more satisfying for consumers.

#### Advantages

- Quantitative approach that yields a decision tree based on the derived importance of product features
- True-to-life methodology that reflects the real shopper experience, based on putting the consumer in an "out of stock" situation
- Dynamic simulator that enables different scenarios to be tested against shoppers' behaviors
- Flexibility to conduct in-store, in a retail lab, or online

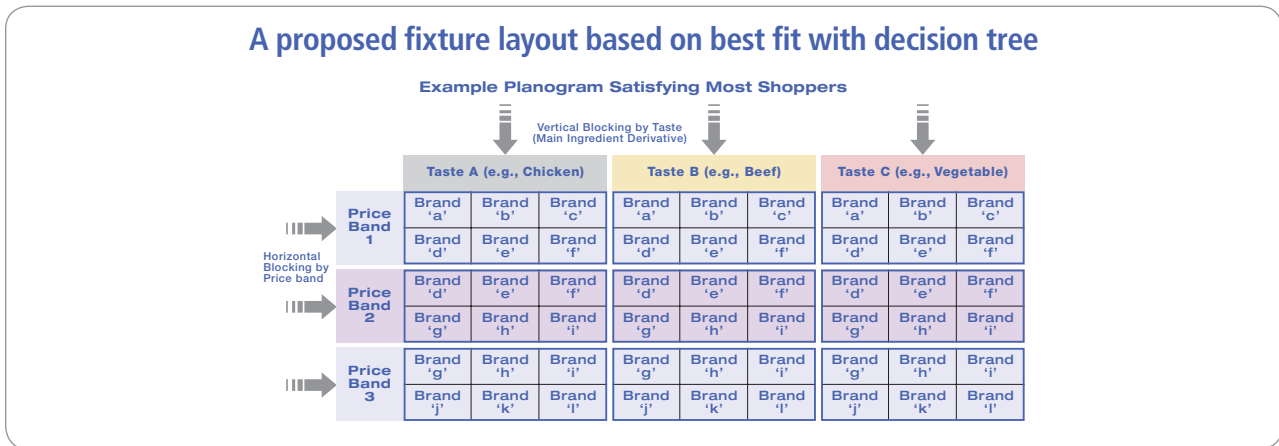
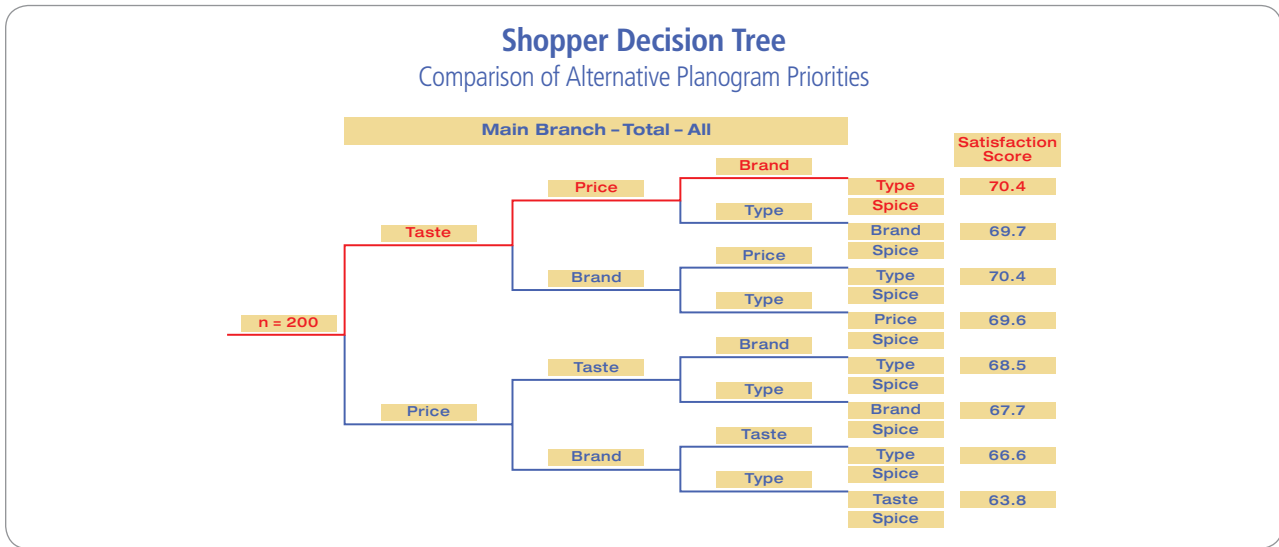


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## Shopper Decision Tree Deliverables

- Visual depiction of the decision tree which is used as the basis for the recommended planogram
- Proposed fixture layout based on the best fit with the decision tree
- A measure of product loyalty showing the extent to which shoppers are SKU loyal and store loyal
- A simulator to test 'what-if' scenarios (how shopper satisfaction will increase or decrease in response to different decision trees)



## About Market Understanding and Measurement

Market Understanding and Measurement (MUM) is the Ipsos Marketing practice aiming at understanding consumers, shoppers and markets to drive business growth.

Our experts help their clients identify business opportunities, define the best positioning for their brands, allocate their Marketing investments and develop winning strategies at the point of sale.

Ipsos is the only global agency with a dedicated practice in this area, under-pinned by a powerful and validated philosophy centered on people and human motivations. Our solutions are based on simplified metrics and always linked to business outcomes, through an extensive usage of activation sessions and simulations.

Ipsos Marketing is a specialization of Ipsos, a global market research company which delivers insightful expertise across six specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

In 2011, Ipsos generated global revenues of €1.363 billion (1.897 billion USD), Marketing research contributing to nearly 50% of Ipsos revenues.

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