

10 Questions Answered by Panel Data

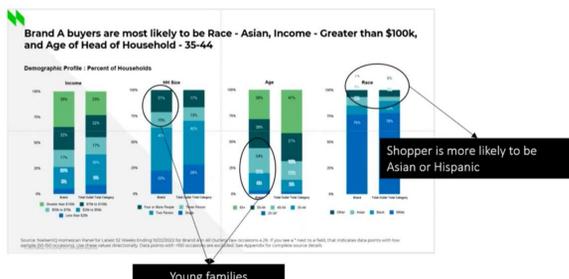


1. Who Is My Customer Base?

Knowing who your customers are can help you better connect in marketing and optimize your product offerings.

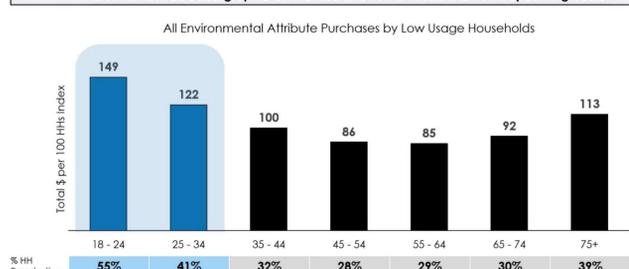
Common demographic questions:

- Average Customer Income
- Average Customer Age
- Average Customer Race
- Average Customer Family makeup



2. What Do Younger Consumers Care About?

of Environmentally-conscious Low Income 18-34-year-olds is Greater Than All Other Age Groups – Currently Income-Limited Demographic On the Rise with Power to Shift Market in Upcoming Years



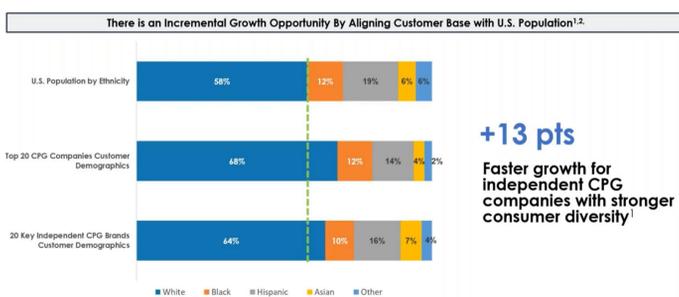
Studies show purchases by younger consumers are more driven by personal stances and considerations than older demographics. From environmental issues to charitable giving, what you do can be just as important as what you sell.

Understanding these stances and where your brand fits in can allow you to better align your product marketing efforts.

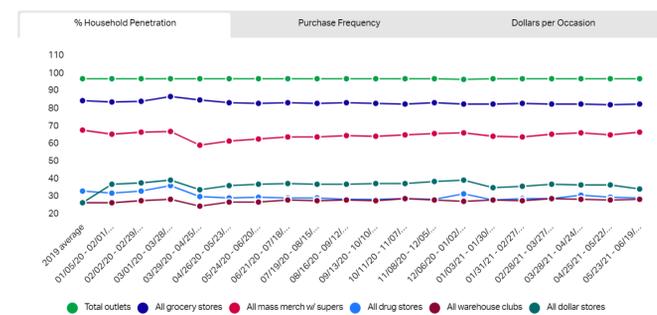
3. How Does Diversity Affect Brand Growth?

As society continues to become more diverse, so too does the market for GPD brands. When brands fail to notice the shift in the market, they can miss out on available opportunities and lose market share to the competition.

Look at the demographics shopping your category, your brand, and the gap between the two.



4. What Purchasing Trends Are Affecting My Growth?



No brand can succeed without the support of consumers. But consumer purchasing trends can be hard to pin down and hard to attach to your sales. Identifying them is nearly impossible without panel data.

Know your household penetration, purchase frequency, and more can help you better plan for future growth.

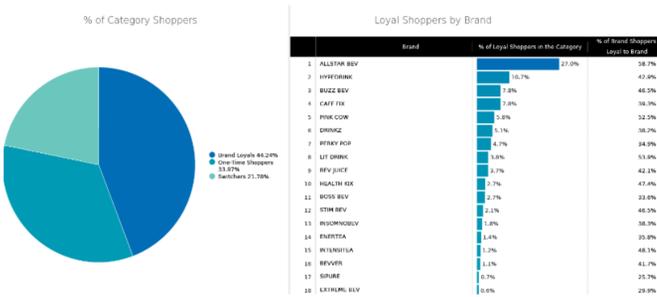
5. What Do Consumers Think of My Brand?

When your customers are unhappy, they might not be telling you that. But they do share that when they take surveys.

NielsenIQ's panel data can give you insights into what consumers think about your category, brand, product offerings, marketing, and more.



6. How Loyal Are My Customers?



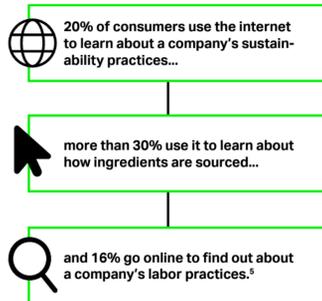
Customer Loyalty is one of the most important metrics for an emerging or growth brand to measure.

When customers are loyal, you have more leeway to make bold moves and take market share. On the flip side, if you aren't giving your customers the relationship they want, you are open to attack.

7. What Attributes Do My Customers Care About?

More than one in five (22%) of shoppers now plan an in-store shopping trip combined with a prior online order. These consumers and eCommerce consumers are more likely to search for products based on stated and qualified attributes.

If you aren't listing the product attributes they're actively seeking on your label or product description, you're missing out on sales.



8. How Should I Expand My Product Assortment?



Adding products to your existing assortment is a tricky thing. You need to identify consumer demand, pick the right product to meet it, and avoid cannibalization and get the best return.

Panel data can help you identify what products consumers are truly looking for that can help you grow your brand without hurting your existing assortment or retailer relationships.

9. Are My Marketing Efforts Effective?

Building brand awareness is one of the toughest challenges. But, different audiences have different lifestyles and expectations. By breaking out your customers into different personas and maximizing your brand marketing coverage across them, you have a better chance of establishing a foothold.

Similarly, consumer surveys are a great way to get feedback on who's heard of you, who loves you, and who doesn't care.



10. What Is the Driving Force Behind My Sales?



Understanding what you've sold is great but understanding why you've sold it is even better. Panel data can help you get a more holistic view of your products and how consumers perceive them.

You might find a less-expensive item is more valuable because it has a much larger market than your premium ones. Or that consumers are buying a product because of a particular claim on the box that isn't included on others.