

# STAMATS RESEARCH SERVICES

## Adoption of New Products, Services, and Technologies

Introducing a new product, service, or technology to the marketplace is one of the most capital-intensive initiatives a business or organization can undertake. To make the most of your investment, Stamats offers a suite of research activities designed to help you develop and refine competitive ideas, isolate most valued features, identify optimal price ranges, and create an informed launch strategy.



**Information-driven insight:** Stamats can help you leverage the power of research to guide the development of new products, services, or technologies.

### Here, our services include:

- 1 Idea generation:**  
Through dynamic workshops, focus groups with staff and customers, observational research with customers in their own environment, and secondary data searches for similar products, Stamats can help your team generate innovative new ideas.
- 2 Idea screening:**  
Refine the ideas you'd like to pursue by vetting them with potential users, heavy users, or experts in the field. This activity typically involves conducting in-depth interviews, workshops, and other feedback-driven group work. Stamats' staff can assist in writing or producing the concepts and facilitate the concept screening sessions.

- 3 Concept testing:**  
Once ideas move beyond the screening level, each concept is refined and a more thorough prototype is produced. At this stage, the more detailed your concept is, the more reliable the test will be. Concept tests are conducted with target audience members in order to better understand product strengths and vulnerabilities before finalization.
- 4 Choice-based modeling studies:**  
Stamats' research team can execute a quantitative analysis to pinpoint which feature sets and price ranges are most preferred by your target audiences. This activity may run concurrently with concept testing.

- 5 Trade show introductions:**  
If you'd like to introduce your new product, service, or technology at a trade show, Stamats can design a custom survey instrument to formally measure reactions and collect crucial feedback. Conducted via paper form, mobile device, kiosk, or laptop, surveys allow visitors to maintain their anonymity while providing opinions free of bias from sales staff and other representatives.

**Advertise with greater impact:**

Stamats' ad testing services can improve the effectiveness of your message, increase ROI, and help you make the most of your media spend.



# STAMATS RESEARCH SERVICES

## Advertising Testing

Testing a new ad campaign prior to launch can provide valuable insights on how well the message and creative approach will resonate with your target audiences. By testing advertisements with actual consumers, your business can resolve any issues prior to campaign roll-out and maximize your media investment.

**Advertising provided for testing may take many forms including:**

- Print ads, bulletins, fliers, and brochures
- Digital logos and digital advertisements
- Digital images, including images of billboards or other outdoor media
- Digital video and audio
- Beta websites, microsites, and specific landing pages (dynamic or non-dynamic)
- Email or other digital forms on mobile devices

**Stamats testing methods are customized to fit your needs and goals. Quantitative research (online, in-person, or telephone surveys), qualitative research (focus groups, in-depth interviews, and bulletin boards), and hybrid approaches may be used.**

Results from this type of research can guide improvements to overall creative direction or refine specific copy, visual, or tone details. Participants are asked to provide feedback on various ad qualities by answering questions such as:

- How well does this advertisement or message get your attention?
- What is the advertisement's central message?
- How does this advertisement make you feel?
- How does this advertisement make you feel about the sponsor or brand?
- Which elements are appealing? Which are unappealing?
- How well does the advertisement communicate the benefits of the product or service?
- How important are those benefits to you?
- Is this advertisement memorable?
- How believable is this message?
- How important or relevant is this message to you?
- Is there anything missing from this message?
- How much does this advertisement differ from others you've seen for similar products or services?
- Would you be inclined to share this message with your colleagues or professional network?
- How clear is the message in communicating the next steps or desired action?
- How likely is it that this advertisement would influence you to take action (inquire, purchase)?

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## Brand Awareness and Usage Testing

Testing brand awareness, familiarity, and usage on a regular basis can help businesses and organizations measure the success of their communication and brand-building initiatives. This type of test equips leadership with the information needed to assess marketing progress over time. Without measurable data to establish baselines and uncover branding challenges, it's difficult to allocate marketing dollars strategically and design solutions-focused campaigns.

While branding issues are usually addressed through a larger brand image and perception study, a shorter brand awareness and usage test

may be more appropriate and cost-effective for some clients. Studies can be tailored to focus on a business' primary brand or a specific sub-brand.

Ideally, brand awareness and usage tests are repeated every 1-3 years to track how well your marketing communications efforts have influenced consumers. New studies may be tied to an advertising campaign or conducted as independent projects. Competitor brands can be added to this study in order to provide a comparative figure for analysis.

### Topics explored with target audiences include:

- **Unaided brand awareness:** How often do consumers recall your brand name in a particular product or service category?
- **Aided brand awareness:** How often do consumers recognize your brand name when it's displayed or read aloud?
- **Brand understanding:** Can consumers accurately describe your brand or product attributes in response to unaided questions?
- **Brand appeal:** How much do consumers like the brand?
- **Brand preference:** To what degree do consumers prefer your brand over competitors' brands?
- **Brand trial:** Have consumers ever used your brand?
- **Brand purchase, regular usage, and repurchase:** How likely is the target customer to select your brand or choose to your brand on a regular basis?

**Your brand** is your single greatest asset. Protect it by better understanding how it's experienced in the minds and behaviors of your target audiences.



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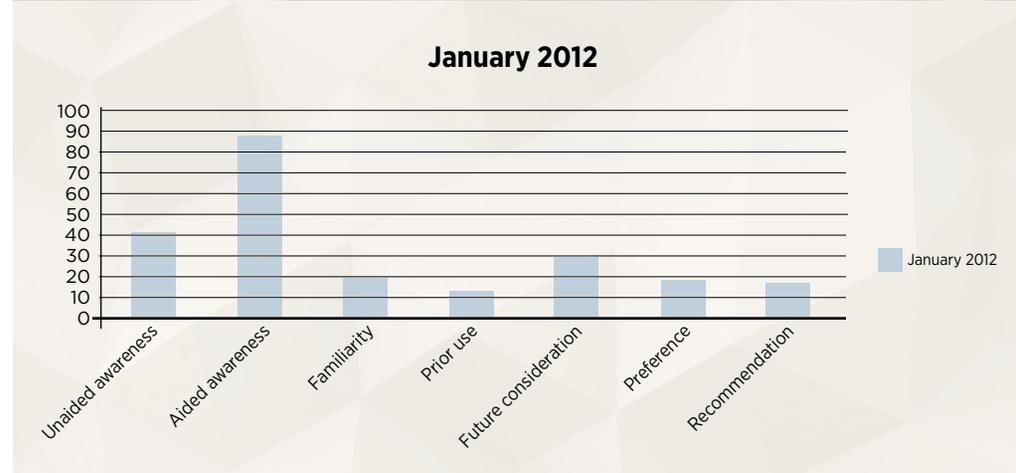
## Brand Image and Perception Survey

Also referred to as a brand equity study, a brand image and perception survey provides critical information on the strengths and weaknesses of your brand, which attributes of your brand or product are most valued, and how customers feel about your brand in relation to others. By engaging both active and prospective consumers, an image and perception survey is also instrumental in measuring intent to purchase.

### This type of study typically includes the following topic areas:

- Familiarity or awareness with your brand, product, or service (competitor brands are also included to show relative familiarity within a set of peer-level brands)
- Strengths, points of distinction, and attractiveness of your brand
- Challenges or weaknesses of your brand
- Words used to describe your brand, product, or service
- Information sources customers use to learn about your brand
- Purchasers' requirements for choosing a brand, product, or service in your industry
- Purchasers' reasons for or against selecting your brand, product, or service
- Purchasers' intent to take action in relation to your brand (inquire or purchase)
- The rank consumers ascribe to your brand, product, or service in relation to competitors
- Feelings customers have after interacting with your brand
- Appeal and relevancy of particular messages, positions, or promises offered by your brand

The brand image survey helps clients understand and compare perceptions across multiple consumer audiences. Survey findings can guide new strategic marketing and communication plans tailored to specific audiences or refine existing messaging tactics for better results.



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## Choice-Based Modeling

Choice-based modeling examines the value consumers place on various characteristics of a brand, product, or service. This sophisticated research tool evaluates your business' brand, as well as a number of competing brands by simulating trade-off scenarios. These simulations present the consumer with options comparable to those they would face in the real world.

The choice-based model attempts to determine the most influential attributes in consumers' preferences for a brand, product, or feature. Choice-based modeling has proven itself to be a robust and reliable modeling technique across a wide range of industries and is one of the most popular methods in evaluating both current and potential product and service offerings.

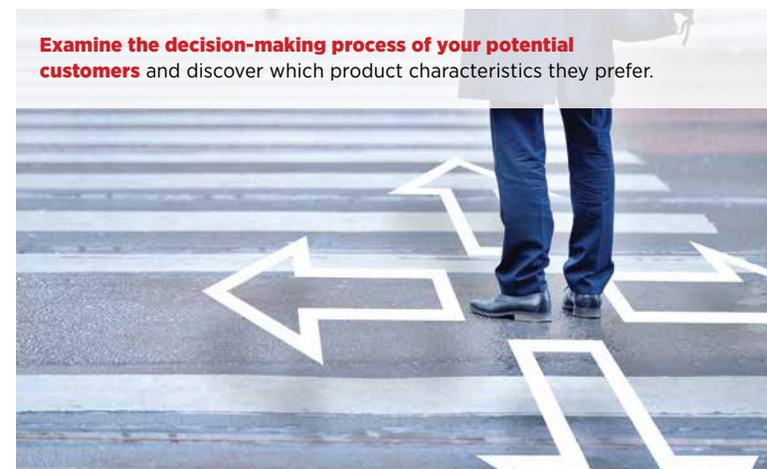
This research approach is particularly well-suited in evaluating a large number of attributes such as price, features, design, performance, and warranties. Businesses of all types use choice-based modeling to optimize the marketing mix of a product or service's features and estimate consumer preference.

### How It Works

Using data collected from your target customers via a web-based or telephone survey, a custom model is created to meet your needs and goals. Once the model is established, Stamats can modify particular attributes or components to illustrate how changes influence market share, revenue, or profits.

Before conducting a choice-based modeling survey, it's helpful for businesses to have a clear understanding of the following:

- Decisions that will be made based on study findings
- Departments/divisions within your company that will use the results
- Specific products, services, or scenarios your business is considering
- Number of factors and type of factors desired
- Competitive landscape of your business
- Real-world data from your customer database (for model calibration)



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## Competitor Assessment

Understanding your competitors and evaluating their strengths and weaknesses is the first step in developing a marketing plan that's strategic and effective. Particularly in shifting or rapidly developing markets, insights gleaned from competitor data can help businesses protect and expand market share.

### Marketing Message Review

Using website scans and publically-available data, our team will conduct a review of your primary competitors' marketing messaging. This process includes examining the mission, vision, and strategic direction of your competitors in order to answer the following questions:

- What key product or service benefits are being promoted?
- What is the central marketing message?
- How does your marketing message differ from your competitors?
- What media strategies are your competitors using?

The competitor assessment is often conducted along with an environmental analysis or as part of a larger project. Often, competitor messaging information is used to generate ideas for a related study.



### Additional Competitor Data

Competitor data may also be collected by reviewing trade journals and industry reports and from attending trade fairs. Sources such as U.S. Export Portal, PricewaterhouseCoopers industry reports, and Hoover's Online may also be used for reference.

#### **Additional competitor data which may be collected and analyzed include:**

##### Company Data

- Sales volume, market share, and profits
- Capital expenditures
- Number of employees
- Production capacity
- Research and development capabilities

##### Marketing Operations

- Types of products and service/warranty offered
- Prices and pricing strategy
- Advertising strategy and budget (if made public)
- Size/type of sales force and sales territory
- Distribution system and delivery schedule
- Structure of affiliates, subsidiaries, and international branches

##### Intentions

- New product developments and current test markets
- Expansions and planned entry into new markets/countries
- Planned capital expenditures

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## Customer Satisfaction Study

Collecting customer satisfaction data helps businesses identify what's contributing to buyers' purchase experience and what's detracting from it—foundational information for building more effective customer retention and loyalty strategies.

Satisfaction studies are best done on a regular basis in order to identify and resolve issues before they affect a business' broader customer base and to track improvements in the customer experience over time. Periodic studies can help companies pinpoint which features and services keep their customers happy and focus resources on consistent, high-quality delivery.

### How It Works

Stamats research team will design the customer satisfaction survey, create the survey instrument, and conduct all fieldwork and analysis. Through in-depth interaction with your business and a thorough understanding of its operation, we can build a custom survey that can be implemented now and leveraged for future needs.

Surveys can be deployed via the web, traditional mail, telephone, mobile applications (including on-site kiosks), or through a hybrid approach. The data collection method can be customized to fit the type of customer contact information your business has on file.

### Customer satisfaction surveys typically address the following questions:

- How satisfied were you with the product or service?
- How satisfied were you with particular components of the sales process, delivery, installation, product performance, etc.? (Multiple characteristics can be captured here.)
- How would you rate the marketing materials provided?
- Was the process of choosing this product or service clear or confusing?
- Have you ever contacted customer service about this product or service?
- Would you recommend this product or service to a friend or colleague?
- How likely are you to purchase this product or service again?

Based on the findings, our team will identify customer satisfaction strengths and weaknesses and consult on action points for improvement. Both the survey instrument and the results are considered proprietary—each is owned by you and entirely confidential.



**A satisfied customer is a loyal customer.** Protect your customer acquisition investment and stay one step ahead of the competition by understanding exactly what drives customer satisfaction for your business.

# STAMATS RESEARCH SERVICES

## Employee Satisfaction Studies

Because employee attitudes directly influence the customer experience, it's crucial for businesses to thoroughly understand the satisfaction level of their workforce. Companies with high employee satisfaction levels have been found to have lower turnover rates and fewer challenges recruiting the most talented and experienced professionals.

Employee satisfaction studies shed light on the employee experience within an organization and identify specific ways to improve processes, promote goodwill, enrich the customer relationship, and build a more competitive business.

Satisfaction studies are best done on a regular basis in order to identify issues early, resolve them effectively, and track cultural improvements over time.

### How It Works

Many employees feel more comfortable providing honest feedback through a third-party survey where confidentiality is guaranteed. Stamats research team will design the employee satisfaction survey, create the survey instrument, and conduct all fieldwork and analysis. Through in-depth interaction with your company and a complete understanding of its operation, we can build a custom survey that can be implemented now and adapted to meet your future needs.

Surveys can be deployed via the web, traditional mail, telephone, mobile applications (including computer terminals in common areas), or through a hybrid approach. Our team will recommend the appropriate data collection method based on your company's structure or geographic locations and comparisons can be made from one business unit to another.

With topics tailored to fit your needs and goals, employee satisfaction studies typically address questions such as:

- How satisfied are you with your current job or function?
- How would you rate the communication with particular groups or departments? How would you rate the response time? (Several performance characteristics can be captured here.)
- How satisfied are you with particular benefits, compensation, and other rewards?
- How satisfied are you with the company's business goals? How much do you feel you can contribute towards these objectives?
- How satisfied are you with the training you've been given to perform your job?
- How satisfied are you with the company's culture?
- Would you recommend this company to a friend or relative looking for work?
- What are your suggestions to improve the current work process?

Based on the findings, our team will identify employee satisfaction strengths and weaknesses and consult on action points for improvement. Both the survey instrument and the results are considered proprietary—each is owned by you and entirely confidential.



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## Environmental Analysis Study

Stamats' environmental analysis is instrumental in pinpointing short and long-term opportunities and forecasting specific challenges that can impact the success of your product, service, or technology.

Macroenvironmental factors we examine may include:

- Demographic trends using sources that include U.S. Census Bureau, U.S. Department of Energy, U.S. Department of Commerce, and more
- Economic trends identified through housing starts, construction statistics, and other key indicators
- Environmental or geographic trends identified with data from *Engineering News-Record*, U.S. Department of Energy, and more
- Industry trends via data from *IBISWorld's Industry Research Reports*
- Political and legal trends
- Social and cultural trends such as green construction and LEED-certified building

### Microenvironmental data sources we use may include:

- Competitor assessments (including brand positioning, messaging and media strategies, advertising budgets, etc.). Typically, Stamats' competitor analysis is conducted through a close review of competitor websites, publications, or direct inquiry.
- Supplier, distributor, and dealer interviews

### Publicly available data sources we use typically include:

- U.S. Census Bureau and U.S. Bureau of Labor Statistics
- Competitor websites
- Construction Put in Place economic data
- Trade data from trade associations and trade fairs
- Import and export data from U.S. Export Portal
- Syndicated data from PricewaterhouseCoopers industry reports
- Industry reports generated by states, industry leaders, or publications
- Industry reports generated by national sources such as *Architecture Billing Index (ABI)*, *Construction Industry Confidence Index (CICI)*, *Construction Backlog Indicator (CBI)*, and *Confindex Quarterly Reading*

While your business may collect some of this information already, Stamats can provide important supplemental data. Infusing new data, analysis, and competitor reviews into a single report can help your management team identify and seize new market opportunities.



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## Geospatial Analysis

Geospatial analysis and mapping helps businesses see patterns and relationships in data which may not be obvious through data tables, number charts, or traditional mapping. By combining variables that correlate with a desired activity (such as trade area review, demographic profiling, customer profiling, market penetration, etc.) this type of analysis identifies geographies that share similar characteristics.

Ultimately, geospatial analysis helps businesses achieve two critical goals: Optimize performance and efficiency in existing markets and identify high-potential new markets.

### Geospatial analysis is typically used to:

- Allocate marketing dollars more efficiently (based on true potential rather than historical spending patterns)
- Profile existing service areas and areas with the greatest expansion opportunity
- Identify overlooked or underperforming markets
- Assess risk levels in new markets
- Pinpoint specific customer segments for recruitment activities

Businesses of all types face marketing decisions that are sensitive to location, but few realize that the tools developed for resource management can also be used to improve marketing outcomes. Most marketing tactics, communication plans, and promotional tools can be applied more cost-effectively by applying strategic geographic targeting.



**Market intelligence in action:** Improve marketing results, allocate resources more strategically, and identify expansion opportunities with Stamats' geospatial analysis.

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## Lost Customer Assessment

Stamats' Lost Customer Assessment identifies and measures the root causes of customer attrition and provides a foundation for building more informed and more effective retention efforts. Conducting an in-depth survey with lost customers can shed light on the emotional and intellectual reasons why they've discontinued the relationship or taken their business elsewhere.

Stamats highly recommends this study as part of a business' overall customer monitoring process. The survey can aid your current sales strategy and shape a broad range of customer relationship-building efforts.

**Customer surveys typically ask respondents to:**

- Identify past purchase behaviors and evaluate purchase experiences
- Rank the most important purchase criteria for the product or service
- Provide reasons for past purchases
- Provide reasons for choosing another vendor or supplier and list other vendors or suppliers considered or chosen
- Evaluate perceptions of the business on key purchase decision criteria, as well those of competing vendors or suppliers
- Evaluate the overall opinion of the brand or company
- Assess the quality of the business' marketing communication from advertising materials, personal contact, sales tactics, and/or purchase experience
- Rank intent to consider the brand or business in the next purchase decision
- Explain what the company could have done better

Surveys may be conducted online, over the telephone, via traditional mail, or through a hybrid approach. Our team can work with you to find the most effective and cost-efficient format to achieve your goals.



**Retain your most profitable customers,** protect your revenue streams, and minimize new customer acquisition expenses with Stamats' Lost Customer Assessment.

# STAMATS RESEARCH SERVICES

## Needs-Based Segmentation

It's a universal truth: Needs and wants drive all market behavior. That's why understanding the needs and wants of your most valued customers—and knowing what to do with that information—can put you miles ahead of the competition.

Needs-based segmentation groups customers into segments based on similar attitudes such as needs, wants, desired benefit sets, and lifestyle. It's an approach that differs significantly from characteristics-based segmentation—a research method that merely defines customers based on traditional criteria such as purchase frequency, size of operation, sales volume, or other variables. Companies highly-focused on customer behavior in product development or brand marketing often rely on needs-based segmentation data to inform and refine strategy.



**Segment for Success:** Put customers at the heart of your product, service, or technology. Use behavioral-based market intelligence to sharpen your company's competitive edge.

### How It Works

In a needs-based research approach, customers are profiled using demographic information, consumption style, and other key usage habits. Once identified, segments may be ranked by their potential to improve market penetration, shape effective disruption strategies, increase competitive advantage, or facilitate entry into new markets. Essentially, needs-based segmentation uses the consumer's needs to define which solutions fit and which are likely produce the greatest results.

#### The process of needs-based segmentation usually involves the following steps:

1. Internal staff members are interviewed in order to understand their knowledge and experience in critical customer areas.
2. Competitive or environmental data is collected in order to assess the product, service, or brand. This market intelligence process is usually completed using publicly available sources.
3. Creative workshops are conducted with internal teams in an effort to develop new ways of exploring/addressing marketplace needs.
4. Exploratory focus groups with customers are conducted in order to identify needs and new ways to problem-solve. Focus groups may also include suppliers, vendors or dealers.
5. To validate the needs segments and segment sizes, primary telephone or web surveys may be initiated with consumers.

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## New Geographic Market Profiling

In competitive industries, understanding new markets and forecasting demand is an essential part of long-term success. Geographic market profiling identifies and examines new markets based on secondary data either housed or owned by a business or accessed from available external sources.

This strategic research tool helps businesses pinpoint new geographic regions and cities that contain:

- Prospective customers who fit a desired profile
- Prospective customers who are interested in specific products and services
- Prospective customers who are currently underserved

### How It Works

In a highly collaborative process, Stamats' research team will work with you to identify the appropriate demographic, geographic, and environmental data to profile.

### Typically, analysis includes the following data sources:

- Organizational data (CRM information and survey results)
- Government statistics (via U.S. Census Bureau and Bureau of Labor Statistics),
- Survey-based demographic estimates and projections (via American Community Survey and ESRI)
- Data from proprietary segmentation tools (PRIZM and Tapestry).

In addition, Stamats' research team is available to conduct new primary research with prospective customers to further assess demand.

Using geospatial analysis, we can identify and help your teams prioritize new geographic markets for existing products, services, or technologies. In geospatial mapping, we aggregate and combine U.S. Census data and other demographic information with a company's database of potential customers. Overlaying this information spatially onto primary or target service areas provides a visual depiction of potential customers based on multiple key factors.



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## Pricing Elasticity Study

Stamats' Pricing Elasticity Study is a powerful research tool that allows businesses to project how changes in the price of a product or service will impact market share within specific audience targets. Using sophisticated survey techniques with sample target audience members (i.e., purchasers and/or consumers of your product or service), the study helps to:

- Determine how changes in pricing will affect overall revenue
- Gauge the relative weight consumers or purchasers place on brand value and price in the decision-making process
- Understand how your position in the set of product choices impacts consumers' willingness to pay
- Isolate the price threshold at which consumers or purchasers balk
- Identify the importance consumers or purchasers place on price and other key product or service characteristics
- Assess how specific consumer or purchaser segments (industry, geographic region, size of organization, etc.) may react to various pricing scenarios

Pricing elasticity studies are also instrumental in gathering image and perception data and identifying which products or product variations generate the most interest among consumers or purchasers.

The majority of pricing models in the marketplace focus on a longitudinal analysis of existing data. While these types of analyses can be helpful, their drawbacks include:

- Reliance on historical data that's incomplete, less accurate, or not representative of today's dynamic marketplace
- Inability to test different price/brand relationships
- Inability to accurately project market share
- Questionable applicability in historically unique market periods or economic conditions

### How It Works

Stamats' Pricing Elasticity Study involves the following four sequential steps:

1. Initial discussion to identify the competitor set and price ranges for testing, as well as product or service attributes to be surveyed
2. Execution of a telephone survey of 200-300 prospective consumers or purchasers (and related sub-segments, as identified)
3. Development of a dynamic market simulation model that predicts shares of preference for your business and competitor businesses at specified price points
4. Completion of a final report and the scheduling of an in-person or online presentation to review findings

# STAMATS RESEARCH SERVICES

## Product Concept Testing

Few business activities are as capital-intensive as bringing a new product or service to market. To make the most of your investment, it's essential to evaluate consumer response to proposed products and services during their development cycle.

Product concept testing allows you to correct any overlooked flaws that may adversely affect perception, adoption, or sales. Testing gathers target customer feedback by presenting the concept, simulation, beta product, or service to actual consumers prior to launch in an effort to:

- Make a final 'go or no-go' development decision
- Understand what features are most appealing
- Determine how the product or service compares to existing options in the market
- Identify which customer segments will likely be most responsive
- Outline optimal price points

Concepts may be communicated via written description, digital image, physical prototype, website animation or video, or other format that consumers can interact with and evaluate. The more detailed the concept, the more reliable the test will be.

Product concept tests are designed to answer the following questions:

- Are the product or service benefits clearly communicated?
- What do consumers like most/least about the concept?
- Does the consumer understand the concept's overall value?
- How great is the need for this product or service to solve an existing problem?
- What other competitor products or services fill this need?
- How unique is this product or service compared to competitor offerings?
- How does the price of the product or service relate to its perceived value?
- How likely is it that the customer will purchase product or service?
- Who would use this product or service? When and how often would it be used?
- What improvements can be made to the product or service?

Choice-based modeling is a related research tool that can be used in conjunction with product concept testing in order to identify consumer preference and project revenue. Both are popular and proven approaches that many businesses incorporate when developing new products.



**First Comes Foresight:** Evaluate consumer response before bringing a product or service to market. Or, use data to determine which variations of your product or service are most likely to succeed.

# STAMATS RESEARCH SERVICES

## Purchase Decision Study/Influencer Mapping

Understanding what customers experience when purchasing a product or service can help shape a business' strategic marketing, communication, and sales efforts. Typically conducted only with select purchasing decision-makers, this type of study collects information on the following stages of the decision-making process:

1. **Problem recognition:** What internal or external system is in place to initiate the purchasing process? What circumstances initiate the process for your company's key decision-makers?
2. **Information search:** What actions does the purchaser take to get information or move toward a decision? What formal or informal actions are purchasers taking to inform the buying process? This is where influencers come into play—whether those influencers are people, publications, industry standards, or personal purchaser knowledge.
3. **Evaluation of alternatives:** What benefits are purchasers looking for? How important are particular benefits among all benefits offered? What is the perception of alternative products or services currently available in the marketplace?
4. **Purchase decision:** What are the choice rules that purchasers or their companies set? To what degree is the decision independent or based on the opinions of others? What is the risk to the decision (monetary cost, time pressure, personal factors, functional performance, etc.)?
5. **Post-purchase behavior:** How does the customer measure post-purchase satisfaction, action, and product usage? How frequently is the product or service disposed of or replenished? What post-purchase service is needed?

Studies can be conducted with recent or prospective purchasers to map the process for your particular product or service. Regional differences can be taken into account by sampling across different areas of the nation.

Logistically, it's important to note that most high-level purchasing decision-makers will only agree to participate in such a study if the sponsor is named and some type of incentive is offered. Also, some government entities and private commercial firms have policies in place that restrict employees from participating in interviews.



**Understand the Journey:** The decision to purchase can be filled with hidden complexities. Uncover your customers' primary influencers, information sources, concerns, and priorities as they navigate the buying process.

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## Marketing Communication Sequence Mapping

Ensuring that each one of your marketing communication initiatives is strategic, effective, and the best use of resources is an essential part of achieving your business goals. Each customer contact should serve a strategic purpose, enhance your unique story, and arrive at the optimal time.

Marketing communication sequence mapping is a collaborative review and mapping of the materials that comprise your entire marketing communication sequence with prospective buyers. By revealing missed opportunities as well as points of oversaturation, the exercise helps reduce costs, increase conversion, and improve your overall return on investment.

Sequence mapping is ideal for businesses that want to:

- Define and improve communication tactics with prospective buyers
- Attach analytics and tracking codes to specific tactics and initiatives
- Identify marketing performance by source codes
- Integrate email, phone, social media, or other communication efforts
- Improve internal buy-in for new communication activities
- Apply key messaging and segmentation strategies
- Develop metrics and ROI calculations for marketing communication initiatives
- Maximize the potential of an existing data management system

### Customized Mapping Services

Stamats' mapping services can be scaled to meet your needs and budget. Options include:

- **One-day mapping:** This on-site mapping exercise includes a complete map and recommendations
- **Mapping with social media:** Standard mapping plus an audit of current social media efforts and integrated recruitment recommendations
- **Mapping with analytics:** Standard mapping plus an audit of current analytics structure and integrated recruitment recommendations
- **Mapping with social media and analytics:** This mapping exercise includes complete integration of social media and analytics with recruitment communications

### How It Works

In close collaboration with your teams, our consultants will walk through each aspect of your communication plan and audience touch point—from inquiry to active purchaser. The scope of this exercise includes the following:

- CRM/technology review
- Analytics tracking and conversion rates
- Marketing goals and challenges
- Communication stages
- Web and social media integration
- Prospecting and event-driven lead generation
- Channel assessment
- Messaging and segmentation
- Call-to-action strategies

Upon project completion, we'll provide you with an 11" X 17" color-coded map along with prioritized recommendations to improve the overall success of your communication efforts. Your institution will also receive a snapshot of your segment-specific communication process from year-to-year as you develop new goals and targets.

# STAMATS RESEARCH SERVICES

## Pre and Post Campaign Testing

Before launching a new advertising, promotional, or branding campaign, businesses often want to measure product usage, preference, brand awareness, or attitudes toward a brand. This pre-test establishes a baseline of key measurements so that campaign effectiveness or sales lift can be tracked over time.

Once the advertising or promotional campaign has run, a post-test measurement is conducted with the target audience to compare the same measurements. Results provide important insights on whether the campaign positively affected consumer's awareness, preference, usage, or attitude towards the brand or business.

Pre and post testing is particularly valuable in determining what's working and/or not working with a current advertising campaign so that tactical refinements can be made before additional media expenditures are incurred. Various stimuli (advertisements, slogans, images, audio, video, or spokesperson identification) may be incorporated into the post-test after unaided recall is measured.

**Topics covered in pre- and post-test surveys typically include:**

- Recall of the brand, advertising, or business
- Preference of the brand
- Brand product usage or attitudes toward the brand
- Appeal of various marketing elements (slogan, logo, spokesperson, message, call-to-action, etc.)
- Level of consumer understanding of the main advertising or campaign message
- Elements that are missing or unclear in the campaign messaging
- Likelihood of the consumer to take action (inquire or purchase) based on the advertisement
- Cohesiveness between the campaign and the business' overall brand and values



**Moving the Needle:** Measure the impact of your advertising initiatives before and after implementation. Use data to refine campaign messaging and get the most out of your marketing investment.

# STAMATS RESEARCH SERVICES

## Available Research Studies

At Stamats, we believe in the transformative power of research—research that offers valuable new insights, shapes innovative strategies, and reveals important competitive opportunities. Every service we provide is designed to help our clients do one thing: Use information to excel in today’s dynamic marketplace.

**Our research services include:**

- |   |  |
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| <ol style="list-style-type: none"> <li>1. Customer Satisfaction Study</li> <li>2. Employee Satisfaction Study</li> <li>3. Brand Image and Perception Survey</li> <li>4. Communication Sequence Mapping</li> <li>5. Competitor Assessment</li> <li>6. Environmental Analysis</li> <li>7. New Geographic Market Profiling</li> <li>8. Geospatial Analysis</li> <li>9. Lost Customer Assessment</li> <li>10. Needs-Based Segmentation</li> </ol> | <ol style="list-style-type: none"> <li>11. Choice-Based Modeling</li> <li>12. Pricing Elasticity Study</li> <li>13. Adoption of New Products, Services, and Technologies</li> <li>14. Purchase Decision Study</li> <li>15. Advertising Testing</li> <li>16. Product Concept Testing</li> <li>17. Brand Awareness and Usage Testing</li> <li>18. Pre and Post Campaign Testing</li> </ol> |
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### Research Tools and Techniques

**Secondary approaches:** Identification and analysis of data that exists in the public realm or is available on a fee basis including data from Census and American Community Survey, Bureau of Labor Statistics, Nielsen/NPD/other syndicated data, and geodemographic analysis

**Qualitative approaches:** In-depth interviews, focus group recruitment and moderation (face-to-face, telephonic, and online), online bulletin board/moderated discussions, and video and audio diaries

**Quantitative approaches:** Email invite/web-based surveys, telephone surveys, postal mail surveys, choice-based modeling, online concept testing, online user experience diaries, mystery shopping, product demand/market potential projections, field and tabulation solutions, advanced statistical analysis, data visualization and perceptual mapping, decision process analysis (AHP), resource allocation, GE portfolio mapping, forecasting, and best/worst scaling