# Stay ahead of the competition with analytics!

**Gusto RESEARCH**

At Gusto, we empower our clients by offering a comprehensive suite of advanced analytical tools. These tools are designed to sharpen marketing strategies, optimise campaigns, and streamline operations to ensure you're consistently delivering what your target market really needs.

By leveraging cutting-edge analytical techniques, we transform raw data into actionable insights that provide a deeper understanding of market perceptions and priorities.

**Partner with Gusto and harness the power of data to make informed decisions that drive growth and give you a competitive edge.**

## POSITIONING

### BRAND MAPPING

**Understand how your brand, product or services are positioned in the market**

Visualise the relationship between brands and a range of specific attributes, such as product/service features, attitudes or demographics.

Supports brand marketing decision-making:
- What are the key attributes that **define your brand** in customers' minds?
- How is your **brand differentiated** from competitor brands?
- What **opportunities exist** to reposition, in order to increase appeal or create greater differentiation?

**Key techniques:** Correspondence analysis, Factor Analysis

### PRICING

**Optimise your pricing strategy**
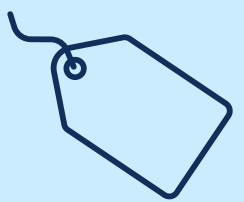
Identify the relationship between different price levels and potential customer demand.

Can be used with new and existing products to identify:

- **Acceptable pricing** ranges
- **Optimal price** points
- **Forecast** revenue

**Key techniques:** Gabor Granger, van Westendorp (Price Sensitivity Measurement/PSM), Conjoint Analysis

## IMPORTANCE

### KEY DRIVER ANALYSIS (KDA)

**Pinpoint key areas to improve and maintain your customer satisfaction and loyalty**

Understand how delivery of certain features or attributes (like price, quality, service etc.) shape the way customers feel about your product or services.

Key driver analysis (KDA) helps you to quantify **what matters most to customers**, enabling you to focus on the factors that **drive satisfaction and loyalty.**

**Key techniques:** Correlation; Regression (Shapley/LMG Regression, Relative Weights), Kano Analysis

### TRADE-OFF

**Develop strategies that maximise customer appeal**
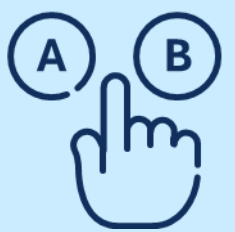
Trade-off techniques help **optimise decision making** by evaluating the importance of different product or service features, to **maximise appeal**.

Participants are presented with various combinations of attributes, and asked to choose their preferred options.

**Analysis tools** and **powerful simulation models** are then used to reveal the impact that each attribute has on their choices, and predict how different performance levels directly influence **potential take-up** within a competitive context

**Key techniques:** Max Diff, TURF, Conjoint (Discrete Choice/Choice Based)

**…this is just a flavour of some of the techniques available at Gusto**

## Ready to harness the power of data?
Contact: mark.gentry@gustoresearch.com