

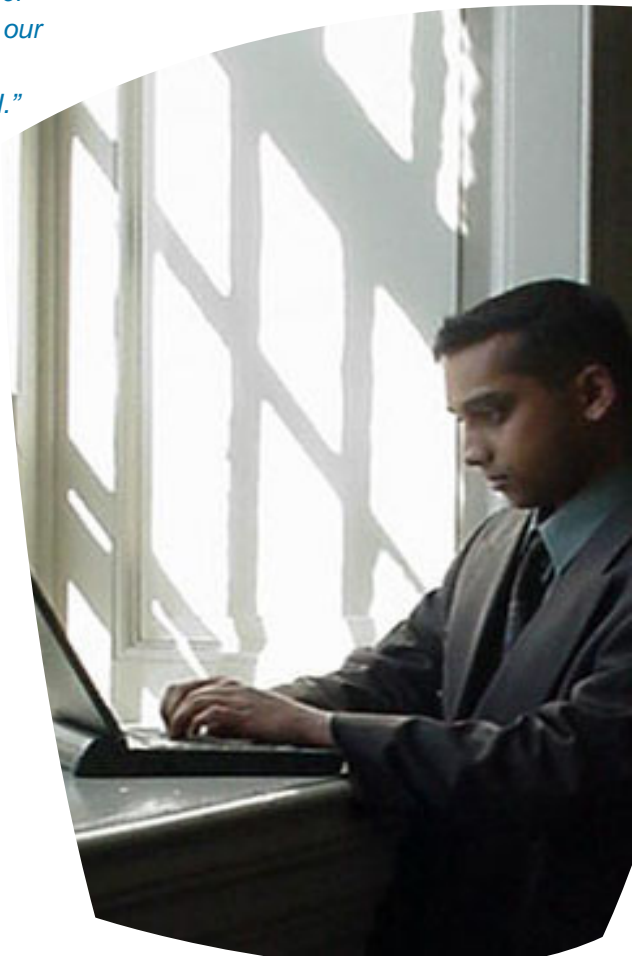
# TABS Advanced

*"TABS Group has been invaluable not only in customizing the syndicated data and interpreting consumer demand, but in converting that knowledge into actionable strategies to maximize distribution and profits.. By coupling panel insights with consumption data, TABS has opened a remarkable window to our consumer. TABS elasticity research and promotion optimization strategies have allowed us to increase promotional frequency and trade spending ROI."*

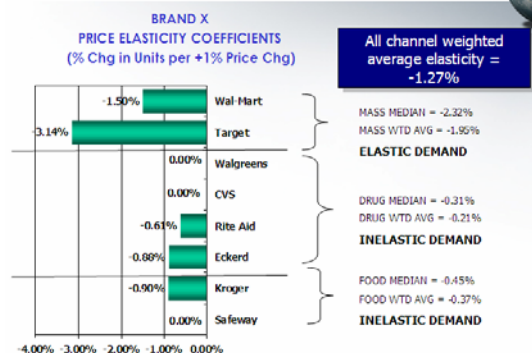
**Mike Surmeian,**  
VP Sales - Natrol

## When you want to compete at a **higher** analytical level

- Advertising Effectiveness:** Measure the Return on Investment of your major marketing programs. Typically, multiple methods of tracking will be needed to ensure you understand the full value of your marketing programs (e.g. Brand Awareness, Brand Perceptions, Incremental Sales). TABS Group can integrate multiple sources of data – Online surveys, Retailer POS, Syndicated Scanner data – in a cost effective manner to help you determine if your multi-million dollar consumer programs are a good spend.
- Price Elasticity:** Understand the impact of price changes on Units, Dollars and Gross Margin at the trade class and account-specific levels. TABS Group elasticity studies are typically priced 50% below other suppliers.
- Promotion Optimization:** Quantify the sales increases and the profitability of various trade promotion options. The TABS P3™ model enables manufacturers to plan the profitability of future promotion plans with a user-friendly, Excel-based interface.
- Panel Analysis:** Use household panel data to start explaining the "why" of your sales trends. Understand your brand loyalty, the existence (or lack of) brand equity, the source of your new buyers, and the brand sales dynamics by retailer (e.g. what retailers do the best job at converting potential buyers into actual buyers?). A TABS Group panel data proposal provides an affordable option for getting at the true business gold hiding in panel data.



**BRAND X, shows very little price sensitivity in Food/Drug and high sensitivity in Mass.**



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