



"Partners in Business Health"™

MEASURING BUSINESS HEALTH

Quantitative Research

Surveys and Statistical Analysis

Commerce Health Consulting conducts quantitative market research, including surveys and statistical modeling and analyses to help our clients make informed, data-based decisions about product features and benefits, business model offerings, brand positioning, advertising effectiveness, marketing investment mix, etc. At Commerce Health Consulting, we provide end-to-end solutions for quantitative market research and analytics from a simple assessment of brand awareness, to the development of brand messaging and more complex conjoint analyses to determine which features and benefits will attract the greatest sales and brand conversion from end users. Commerce Health Consulting develops questionnaires, determines respondent targeting and sample sizes, manages the execution of surveys, analyzes and synthesizes the data, and presents recommendations and actions to our clients. Often, Commerce Health Consulting will recommend an approach that includes both quantitative and qualitative research to get a broader understanding of the business question being addressed by our clients.

An example of quantitative research developed and implemented by Commerce Health Consulting:

- **The Project:**
 - Understand the most important features and benefits to include in a new formulation and packaging of over the counter (OTC) sunscreen in order to maximize consumer interest and product sales.
- **The Approach:**
 - To break through the already-cluttered US OTC sunscreen market, our client needed to find a bold, new formulation with a unique packaging design in order to persuade consumers to change their habits and break from their existing brand loyalties. While qualitative research would be ideal in the later stages of final product and message assessment, the initial phase required robust data from a substantial number of consumers as well as a statistical analysis that provided confidence that the best features and benefits were selected for the final product concept. This required a questionnaire and telephone survey specifically designed to enable conjoint analysis. In short, conjoint analysis enables a business to understand what variables are most important in consumers' decision making, often implicitly, and which ones they are willing to trade off.
- **The Outcome:**
 - Based on this research and the output of the conjoint analysis, Commerce Health Consulting partnered with our client to focus in on a sunscreen formulation that addressed consumers' strongest purchase triggers, including specific ingredients/health benefits as well as a novel packaging design that addressed their measured preference for convenience. Our client is now in process of conducting focus groups to validate their final product concept in order to make pre-market refinements and crystalize their brand positioning for a successful US product introduction.

For additional information on conducting quantitative research, please contact Commerce Health Consulting and we would be delighted to help.

Commerce Health Consulting, Sebastian, FL

Paul M. Berman, President & CEO (561)-609-5082 (m) CommerceHealthConsulting@gmail.com

www.CommerceHealthConsulting.com



Commerce Health Consulting, "Partners in Business Health"™

This Document is the Exclusive Property of Commerce Health Consulting. The Structure and Content of this Document are the Exclusive Property of Commerce Health Consulting and Can Not be Used without Written Permission by an Officer of Commerce Health Consulting.