



WE MAKE EFFICIENT MARKETING DECISIONS POSSIBLE!

Innovative Solutions for the Marketing Sector



MARKET INTELLIGENCE

Our ambition: successful marketing decisions

Economic action means making decisions - and everyone who makes professional decisions in sales or marketing must rely on pragmatically oriented knowledge. This involves knowledge about classical market research, competitive analysis, total market evaluation and empirical target group profiling.

In dynamic, complex and uncertain markets, a systematic view behind the scenes of market developments is fundamental for successful marketing decisions. This view behind the scenes is the basis of Market Intelligence - we make efficient marketing decisions possible.

The services included in Market Intelligence contain the collection, analysis and interpretation of the knowledge about markets and their subsequent development that are in turn relevant to a particular company. In building on this generation of knowledge, Market Intelligence is used to develop decision-oriented and functional, directly applicable solutions for market management.

OUR CORPORATE MAXIMS

- We make practical marketing decisions possible.
- Our standards are set by the economic success of the customer.
- We combine innovative thinking and practical action.
- We make use of unconventional solutions.

Marketing Verbund

Market Intelligence is a member of the goal-oriented Marketing Verbund. The owner-operated Marketing Verbund has been a trustworthy and innovative partner in the field of sales and marketing for more than 10 years.

From strategic consulting in market and target group analysis to the design, production and distribution of advertising media - Marketing Verbund offers everything that you need for the complete planning and realization of marketing and sales campaigns.

Through an intelligent network, combining various areas of expertise, Marketing Verbund and its specialists are in the position to offer integrated services all from one source. Furthermore, we love the challenge of realizing seemingly impossible solutions based on our innovative methods, together with our customers.



SERVICES PROVIDED BY MARKET INTELLIGENCE

Our approach: We combine innovative thinking and practical action

Markets in turbulent times are complex and undergo permanent changes. For this reason, Market Intelligence is a continuous process, in the course of which markets can be understood, evaluated, impacted and further developed. Accordingly, our service portfolio can be divided into four fields that are interconnected.

Market Analysis

The analysis portfolio of Market Intelligence ranges from the examination of regional markets to target group profiling as well as competitive and location analysis. With our innovative methods, we create empirical analytical results based on real data that can be used immediately for pragmatic decision making.

Market Scoring and Geomarketing

Building on empirical analytical results, we utilize scoring in order to evaluate target groups, determine market potentials and classify or segment markets. The scoring of target groups and markets is performed based on independently developed characteristics and methods, which enables us to implement the results of scoring directly in operative geomarketing, for example in the course of the optimization of direct mail-distribution.

Software Solutions

In addition to operative implementation, we offer the automation of our services in the form of software. We provide a wide range of software products with versatile uses, based on which you can use our analysis and scoring methods independently. In addition, we also develop individualized customer solutions in the fields of market analysis, scoring and distribution optimization,



which are conceived completely according to your individual wishes.

Consulting and Project Management

The complexity of sales and marketing decisions requires a wide variety of individualized customer solutions. In order to properly respond to these challenges, we develop special solutions that are specifically tailored to the customer within the framework of our consulting services, or we support our customers conceptually even if we do not assume the implementation of the analytical information. On the customer's request, we can lead a complete project management process for the joint projects implemented together.

MARKET ANALYSIS

Analysis on Business

Today markets are no longer simply accepted as they are, markets are actively created. Apart from its analytic functions, market analysis also takes on a formative task - it is at the same time a preparatory as well as measuring component of marketing in the course of a continuous market refinement process.



Therefore the analysis of actual marketing and sales results become the starting point of a sustained marketing action.

Sales as a basis for analysis

For this purpose we directly use the sales processes of your company as basis for a profit-oriented market analysis. In the course of our "Analysis on Business" method the insights from the sales analysis are linked directly with empirical market data.

Regardless of whether we proceed analytically with a primary survey or with secondary research - within the framework of our database supported methods, our analysis does not focus on pure expansion of

knowledge, for instance over consumer behaviour or site quality. Rather, under strict observation of the privacy laws, we put the results of the analysis directly into practice.

Directly measure success

Our empirical database contains household level data that covers the entire Federal Republic of Germany. With this data and our innovative methods of analysis we are able to directly measure the achievement of objectives and the target potential in the market.

In combination with (marketing) costs this gives a profit-oriented efficiency perspective that predicts genuine market success which can be exactly measured on a customer value basis.

The spectrum of our analysis thereby reaches from customer surveys and target group profiling over market penetration and market potential measurements up to competition and location analysis.



MARKET SCORING AND GEOMARKETING

Understand and actively create markets

In order to understand the descriptively analyzed markets, target groups or locations precisely, they are evaluated and interpreted by us in a second procedural step.

Practical market creation

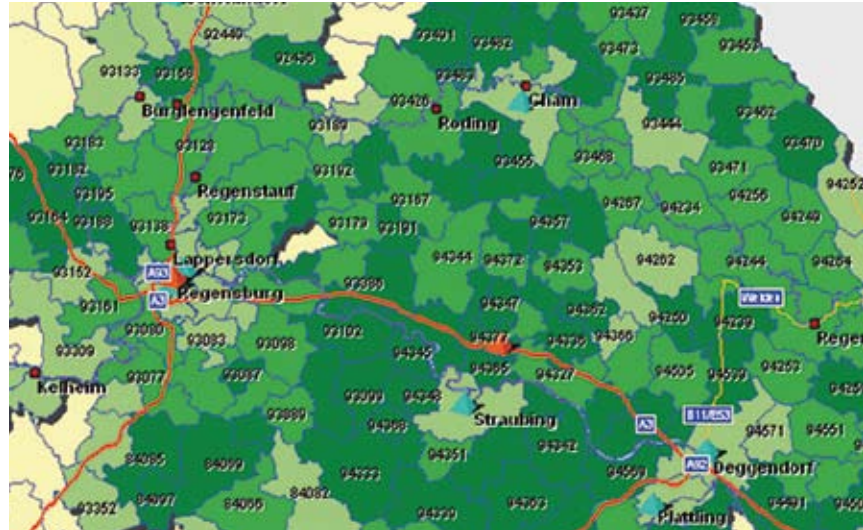
We use extensive empirical scoring characteristics and innovative methods such as e.g. CPM® Analysis (Customer Profile Measurement). In the course of scoring, we also determine profiles for new and existing customers as well as their quantitative distribution in the market - whether local, regional, or nationwide in Germany, we qualify and localize your target group exactly to individual households.

We determine the data founded on our anonymous in-house database as well as the profiles of your existing customers and the current degree of market penetration, as well as new customer potential for target group optimization or expansion.



Through the intelligent combination of market penetration and market potentials, we determine your relevant market, divide it into segments and classify markets, partial markets, as well as POS all based on the empirical market potential.

Through the classification of your markets and target groups, you can obtain direct empirical grounds for practical and strategic market development. In addition, market classification serves as an empirical early warning system, based on which you



can anticipate the risks and opportunities in the relevant market and subsequently actively meet them.

The scoring of target groups and markets also involves the transfer of descriptive analysis to the active creation of marketing action and campaigns. Based on the localization and classification of target groups, conversations with target groups and market dialog can be optimally arranged through our professional geomarketing.

Selective distribution

In particular, the selective distribution of mailings is optimally configured and controlled based on the classification of distribution areas and the exact location of market potential. Through micro-geographical positioning and the optimization of direct mail distributions derived from it over the course of geomarketing, complete dialog marketing campaigns can be developed. Thus, the efficient interaction of communication costs, divergence loss and potential achievement remain, above all, in the foreground.

SOFTWARE SOLUTIONS

Simply create markets yourself

If you would like to actively create markets, you must be able to quickly react to market trends and developments. For this reason, it is often necessary, as a marketing decision-maker, to analyze, classify and differentiate markets and target groups yourself.



Practical solutions on location

In order to make the services of market intelligence useful in your company on-site, directly and without delay, we have automated our services in the form of software. The wide variety of products offered ranges from applicable software products, such as the ZielgruppenScout to special client-server solutions, based on which you can use our analysis and scoring methods individually.

The ZielgruppenScout is built on the foundation of a database with 42.7 million households in Germany, updated at regular intervals. Use the ZielgruppenScout to directly implement an extensive micro-geographical analysis of your in-house database-specific know-how, simply and efficiently!

Individual solutions

In addition, we also develop individualized customer solutions in the fields of market analysis, scoring and distribution optimization, which are conceived completely according to your individual wishes.

Active marketing

With our software products, practical application is clearly in the foreground. For example, the ZielgruppenScout offers you, in only four steps, direct access to your market segment as well as the planning and controlling for individual dialog marketing actions or complete dialog marketing campaigns.



Choose your target area!



Decide which target group you want to reach!



See your potentials to win new customers!



Reach your new customers!



CONSULTING AND PROJECT MANAGEMENT

Customer-specific development and concepts



In addition to the order-related implementation of our products and services, we offer customer-specific concepts and solutions. In the course of these project-related developments, we will also advise our customers if we do not plan to assume ourselves the implementation of the analysis, scoring and distribution optimization.

Consultation means implementation

Even in consulting, the applicability of the produced result remains as the top priority for us. Our interdisciplinary specialized market intelligence team combines analytical expertise with fresh pragmatics for functionally applicable solutions.

Our consulting services include the creation of individual analyses and test designs, the development of empirical market models and target group models, the conception of post-distribution and dialog marketing campaigns as well as support during implementation.

Realize projects

We can additionally assume the complete project management of the projects that our customers are creating with us. Particularly in times of dynamic markets, flexible and efficient project activity within the framework of an intelligent project design is necessary in order to successfully realize complex sales and marketing projects.

Our decision-based project management system (DPM) and our many years of experience with large companies and corporate groups ensure smooth and efficient progress throughout the project.

Put us to the test - we make efficient marketing decisions possible.





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We look forward to an exciting collaboration with you, in which we would be pleased to set up a meeting in person with you in order to provide you with our service portfolio.