

RSI Retail Case Study



SERVICES AVAILABLE

- **DATA ON DEMAND**

Get the data you need in one-off reports.
Fast, easy and cost effective.

- **LICENSED SOFTWARE AND DATA**

License data and software from all the major providers for in-house use.

- **DATA MANIPULATION**

Turn your corporate data into the asset it should be without the need of programmers and IT specialists.

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- **CONSULTING**

Let RSI help you find the data and software you need without the additional cost. Always unbiased, never any mark-ups.

Client: Prospect Media Inc.

Industry: Direct Marketing

Challenge: Increase product trial and purchase intent rates

Solution:

- RSI helped PMI create an analytical foundation for strategic and tactical marketing of consumer packaged goods
- Identified key quantifiable and behavioral indicators to drive customers to retail locations
- Targeted households with high propensity to respond to favorably to promotion

Results:

- 60-90% recall rate
- 60-85% purchase intent
- 30-50% trial rate
- In-store merchandising optimization

Testimonial: "We have been extremely satisfied by the quality of service provided by RSI. RSI has been instrumental in providing up with different options and ideas when it comes to creating our custom projects." Stephanie Teng, Prospect Media Inc.