

Navigate The Future With

# ANALYTICAL VISION

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## Decision Analyst

strategic research ■ analytics ■ modeling ■ optimization



RANKED #1



Custom Quantitative  
Market Research Agency\*

FOUNDED  
IN 1978



EMPLOYEE  
-OWNED



GLOBAL  
REACH



\*Source: Prevision Corporation's Annual Quality and Value Benchmarking Surveys Among Corporate Buyers – 2020 Report.

### ABOUT US

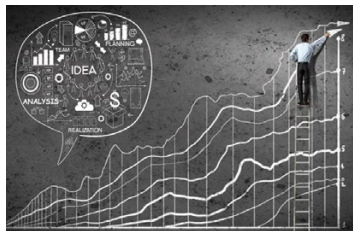
**Decision Analyst** is a global marketing research and analytical consulting firm, serving a number of major corporations and advertising agencies. Decision Analyst is one of the largest, privately owned research firms in North America.

Decision Analyst places great value on scientific thinking, hard work, meeting deadlines, quality assurance, and staying within budgets. Decision Analyst's creed is "A Spirit of Service, A Spirit of Caring."

### WE HELP OUR CLIENTS:

- Create optimal marketing strategies.
- Increase advertising effectiveness.
- Improve package communication.
- Accelerate new product development.
- Improve product performance.
- Build powerful brands.

# OUR RESEARCH PHILOSOPHY



Understand the key issues and business context before proposing research design.



Develop creative approaches and optimize the use of resources.



Execute the research with a complete focus on study objectives, quality assurance, and on-time delivery.



Analyze the data holistically and creatively.



Ensure maximum benefit by providing sound marketing recommendations.



**Deep understanding** of the ultimate consumer.

**Knowledge** of the global environment and industry trends.

**Keen focus** on your core business issues.

## OUR SCOPE

### INDUSTRY SPECIALIZATIONS



Personal Care & Hygiene



Entertainment



Food & Beverages



Hospitality



Healthcare & Medical



Technology



Retail



Automotive

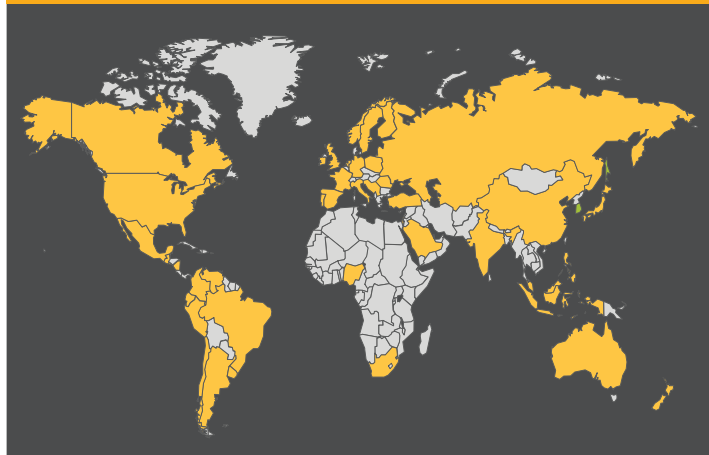


Home Improvement



Finance

### WHERE WE CONDUCT RESEARCH



## OUR SKILLS

### SOME EXAMPLES OF OUR RESEARCH EXPERTISE

- Advanced Analytics
- Advertising Testing
- Awareness, Trial, and Usage (ATU)
- Brand Consulting
- Customer Experience Optimization
- iHUTS
- Market Segmentation
- Marketing Optimization
- New Product Concept Testing
- Packaging Research
- Qualitative Consulting
- Shopping Research
- Strategic Research
- Tracking Research
- Win-Loss Research