

LINKQ TARGET



Talk to the changemakers driving your brand performance. If your brand is losing share to a competitor or you want to know what happens to your product once they get home you can now ask those people in our panel 'why?' and 'how?'

DRIVE BRAND



COURSE CORRECT

Identify the areas where your brand is lagging behind competitors for your lost buyers.



SELL IN

Quantify the size of different usages for the category or your brand to make the value of opportunity clear to all stakeholders.

BENEFITS



FIND REAL BUYERS

It is hard to remember what you bought and compare it to last year. 70% will get it wrong. We already know what they bought so you can be confident you are talking to the right people.



TAKE ACTION

LinkQ connects survey responses to our high quality purchase data covering brand, variant, retailer and sales KPIs to turn insights into actionable recommendations.



SIZE AN OPPORTUNITY

ROI based on spend linked to different user groups or behaviours at brand and retailer level enables to prioritise action and sell it into others.

QUESTIONS



Why did buyers leave my brand?



How do buyers feel about my brand compared to others?



Why do heavy buyers buy more than light ones?



Did lost buyers think my brand is too expensive?



What attracted buyers who switched out of your brand to your competitor?



How is my product used in the home? Which family members are using?

TALK TO THE CHANGEMAKERS



Lost brand buyers



Specific variants or sub brands



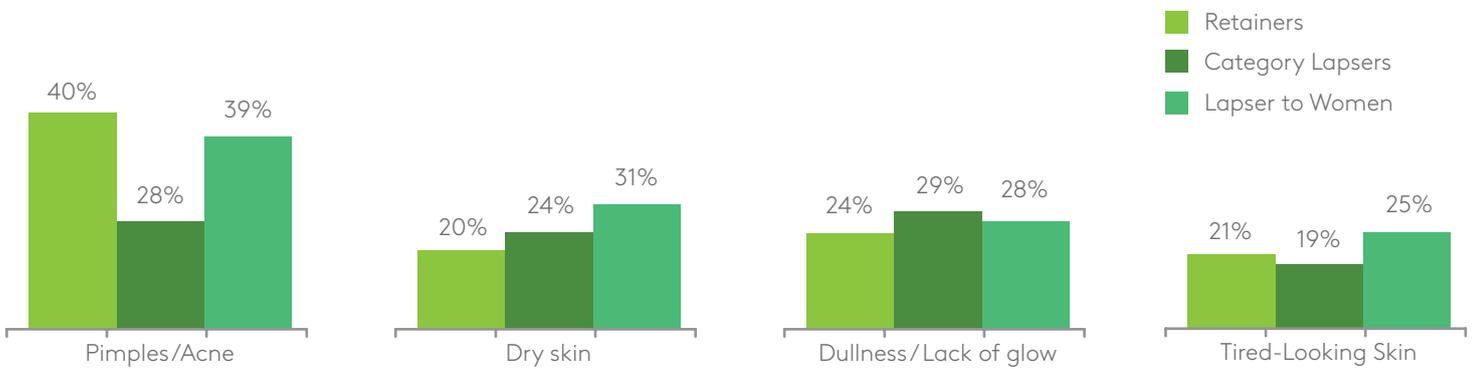
Low penetration categories



Heavy v Light Buyers

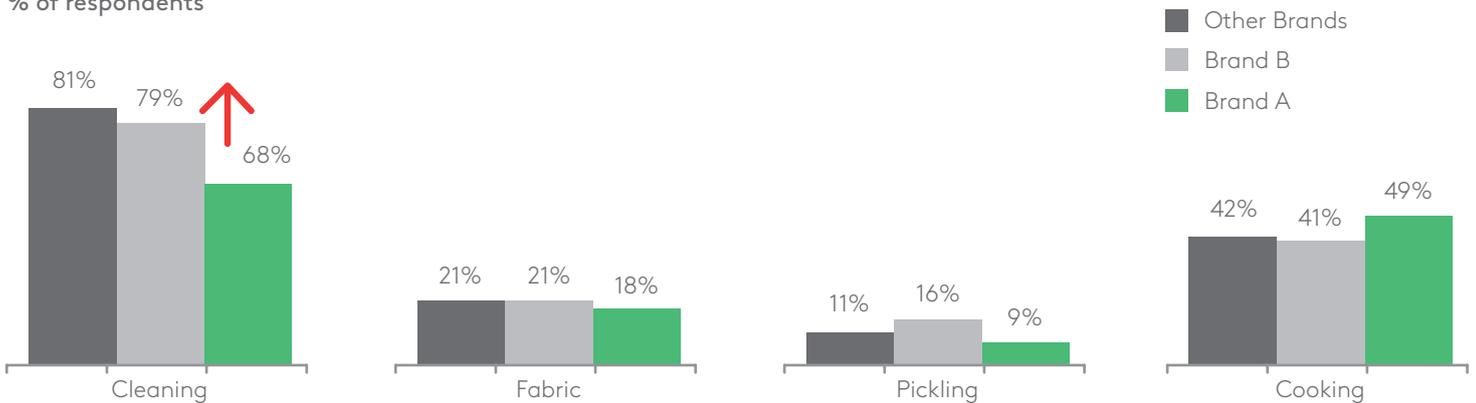
EXAMPLES

Different buyer groups have different reasons for choosing the category or brand. If you were to just look at any category buyer you would assume the main needs are related to acne. Once you break out the lapsers you can see that they also have non drying and anti-dullness needs.



Deep purchase detail enable brand and retailer level insights and a link to spending. Quantify the opportunity using real spending data.

% of respondents



Brand A is linked to cooking and not the largest cleaning segment- \$3M opportunity

WHAT WOULD YOU LIKE TO TALK TO YOUR CONSUMERS ABOUT?

Please contact Natalie.Babbage@kantardata.com to find out more.