

# COMPARE by intelligentVIEW



Consumer  
Intelligence  
Group

Understand trends, changes in data  
in a matter of minutes

**COMPARE provides intelligentVIEW users with ability to build, analyze and share trend and change metrics.**

The beauty of COMPARE is its simplicity. Simplicity of access, design and results. In a matter of minutes, users can compare multitude of files, change the comparative benchmark and rank the target files to see key information. Uses range across the board:

- Campaign over Campaign Analysis
- Customer Type Analysis
- Channel Analysis
- Monthly Results Analysis
- Competitor Comparison Analysis
- Geographic Comparison Analysis
- Site Results Analysis
- Product Comparison Analysis
- SKU Level Comparison Analysis

## intelligentVIEW COMPARE Features



**Compare up to 12 files**



**Dynamically change benchmark and sorting**



**COMPARE is available on a project by project basis**



**Add COMPARE to your intelligentVIEW subscription**

intelligentVIEW Kevin Klein | Consumer Intelligence Group

Projects Files Reports Tool Kit Beta

### Comparison Report

Project: Feb 5 test (110 Records) | Test Feb 11 (160 Records) | March Test - TR (73 Records) | March Test - TR 3 (120 Records)

Segments	Feb 5 test		Test Feb 11		March Test - TR		March Test - TR 3	
	Penetration	Index	Penetration	Index	Penetration	Index	Penetration	Index
E-027	24.94	(100)	↑29.7	(119)	↑27.87	(112)	0	(0)
A-001	13.36	(100)	↑28.18	(211)	↑35.86	(268)	↑44.32	(332)
D-017	0	(0)	10.4	(0)	0	(0)	0	(0)
E-030	12.62	(100)	↓8.15	(65)	↓1.19	(9)	12	(95)
D-020	0	(0)	7.38	(0)	0	(0)	0	(0)
D-021	0	(0)	6.53	(0)	0	(0)	0	(0)
F-033	0	(0)	4.07	(0)	0.41	(0)	0	(0)
B-009	0	(0)	3.22	(0)	0	(0)	0	(0)
A-004	0	(0)	1.16	(0)	0	(0)	0	(0)
G-042	1.76	(100)	↓0.78	(44)	↓0.62	(35)	↑3.49	(198)
E-022	0	(0)	0.41	(0)	0	(0)	0	(0)
Q-109	0	(0)	0	(0)	0	(0)	0	(0)

**Data driven insights for everyone**

On-demand insights presented in customizable, shareable reports.

416-367-2444

Solutions@ConsumerIG.com

www.consumerig.com

@CIG\_NA

# Easily understood and shared, intelligentVIEW insights reports inform decision-making at the speed of business.

**Trend Analysis** – who makes up your monthly new customers across all channels? How has modifications to your media mix effected response and more importantly, who is responding? COMPARE provides you with a detailed understanding on a file-by-file basis of which segment your new customers land into and dynamically shows penetration and index rates across multiple files. Great way to support attribution models and optimize channel selection and spend.

**Competitive Analysis** – you are putting together a competitive analysis for your planning session, and need to know who your competitors' customers are and how they compare to yours. Conquest Strategy?? With intelligentVIEW and COMPARE, you can do the comparison, see where the opportunity is and identify how to reach them. Add in AdSpot and you can see how your competitor is reaching them with the offer and the creative.

**Campaign over Campaign** – compare monthly responders or campaign by campaign response to get a deep understanding of the changes over time. Where are you successful and how can you repeat that?

**Product over Product** – compare product purchasers on a product, brand or SKU level to understand the similarities or difference that can drive your marketing tactics. Do different offers, creative or content need to be considered?

**Customer Segment over Customer Segment** – what do your top tier customers look like compared to your second and third tier customers? What needs to change in your marketing mix or in your targeting to take advantage of this knowledge?

**Competitive Review** – what do your competitors' customers look like compared to yours? Where are you strong and they are weak?

**Easily shared HyperLinks allows users to share the dynamic components of the report so everyone can build an understanding and get insights from the report.**

## Comparison Report

The screenshot shows a web application interface for a 'Comparison Report'. At the top, there are three browser tabs: '-CMA Calgary (26390 Records)', '-CMA Edmonton (28344 Records)', and '-CMA Vancouver (58232 Records)'. A green notification box titled 'Report Shared' is overlaid on the table, containing the text: 'To access this report later use the follow link: <http://www.intelligentview.ca/prod/ComparisonReport/#/shared-report/pg0YeJyHfdNcEoDQp13tUB2rJjwrNjjjwcbwF7iYs=>'. Below the notification, a table displays data for various segments across different projects. The table has columns for 'Segments', 'Penetration', and 'Index'. The data is as follows:

Segments	Penetration	Index
G-044	↓ 1.72 (26)	↓ 0.76 (11)
H-050	↓ 0.76 (12)	↓ 0.47 (7)
O-096	↓ 0.81 (17)	↓ 0.63 (13)
F-034	↓ 0.81 (17)	↓ 0.63 (13)