



CASE STUDY 1

Client | MySpray Therapeutics Inc.

Project | DMi Insight

Challenge and Context

MySpray developed a new product and needed to ascertain the competitive landscape prior to launch.

Strategy

Secure Competitive Intelligence on key competitors with focus on relative pricing.

Objective

To be able to set a retail price that would ensure competitive advantage and financial success.

Solutions

Marketscape ran a DMi Insight Program and identified the pricing of their key competitors and tracked them over 3 months. This allowed MySpray to effectively have a price advantage over competitors and optimize consumer conversion. Additionally, it was determined that their projected research price was too low. The data secured from DMi ensured a better margin than their original pricing strategy.

The screenshot shows a web interface for tracking competitor prices. At the top, there is a search bar with 'host defense' entered and a star icon. Below the search bar, the text 'my community host defense - vitamins and supplements - 633422058122' is displayed. The main content is a table with the following columns: Company, Price, Change, Position, Stock, and Last Update. The table lists four competitors: amazon-SwansonReishiMushroomExtract (Price: 11.98, Change: -), vitamart-PuricalImmune7 (Price: 17.74, Change: -), amazon-NewRootsResilience (Price: 29.17, Change: ↑), and amazon-HostDefense (Price: 29.96, Change: ↓). Each row includes a stock status indicator (a small black square) and a 'Last Update' timestamp. At the bottom left of the table, there is a green button labeled '+Add URL'.

Company	Price	Change	Position	Stock	Last Update
amazon-SwansonReishiMushroomExtract	11.98	-	-	■	about 5 hours ago
vitamart-PuricalImmune7	17.74	-	-	■	about 4 hours ago
amazon-NewRootsResilience	29.17	↑	-	■	about 5 hours ago
amazon-HostDefense	29.96	↓	-	■	about 4 hours ago

Testimonial

"DMi was crucial in developing our Market Launch Strategy for a brand new product, especially the competitive analysis so we could easily set the right price and place strategy."

Nick Martinuik, President, MySpray Therapeutics Inc.

CASE STUDY 2

Client | Eric Favre
Project | DMi Plus

Challenge and Context

A premium and popular European Health & Beauty company, Eric Favre, wanted to pinpoint the best sales opportunities in the US marketplace for their brand lines.

Strategy

Develop a deep market intelligence approach by tapping into real-time, targeted DMi category data.

Objective

Understand specific category sales and growth trends in the US region at a granular level.

Solutions

Marketscape ran a DMi program and identified 7 year historical sales and 4 year predictive trends for all pertinent categories. This data allowed the Client to focus their attention on high growth categories like cosmetics and oral care, while investing fewer resources in the slow growth categories.

