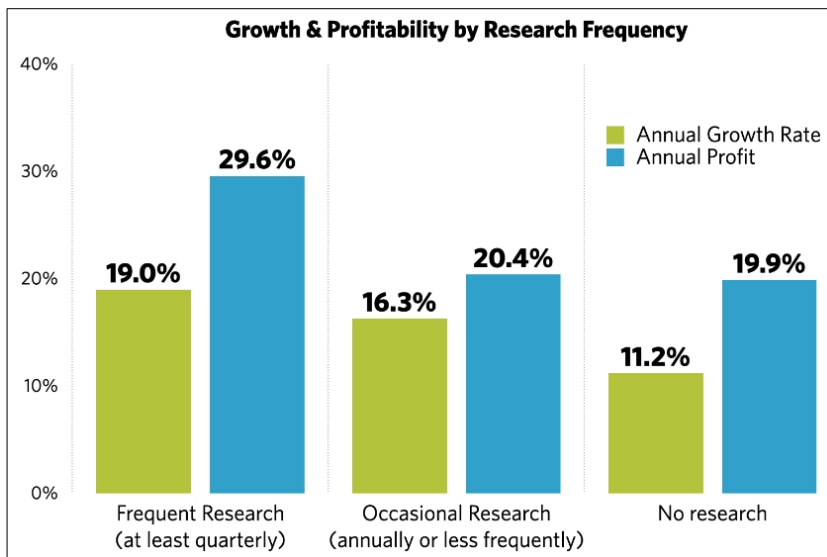




DMi

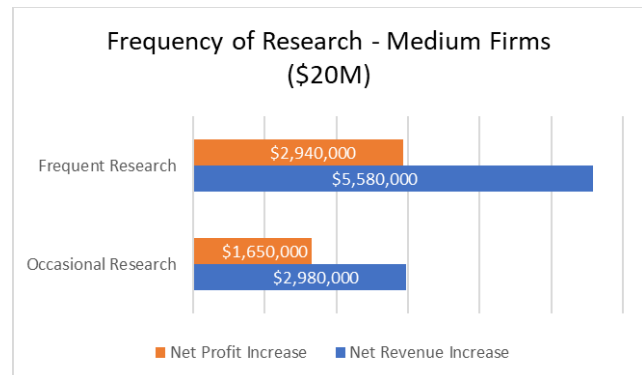
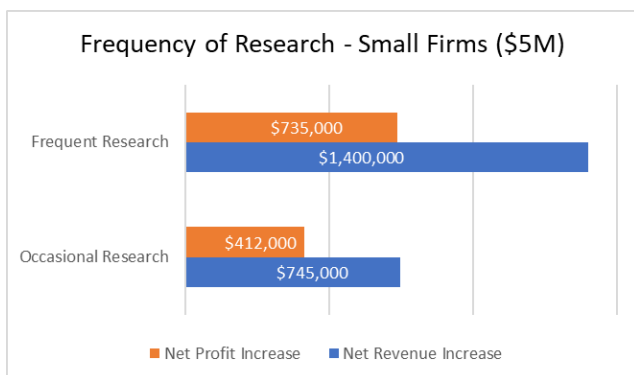
A Quantum Leap in Market Insight—A Quantum Drop in Marketing Costs

Deep Market intelligence (DMi) is market research on steroids! According to a Hinge Institute study of 1,293 firms, “We found that professional services firms that do systematic, structured research on their target client groups are more profitable and grow faster”.¹ Essentially, market research will increase your sales growth and profit margin. Additionally, if research is done frequently (quarterly), it will optimize your sales and profit, as visualized below.

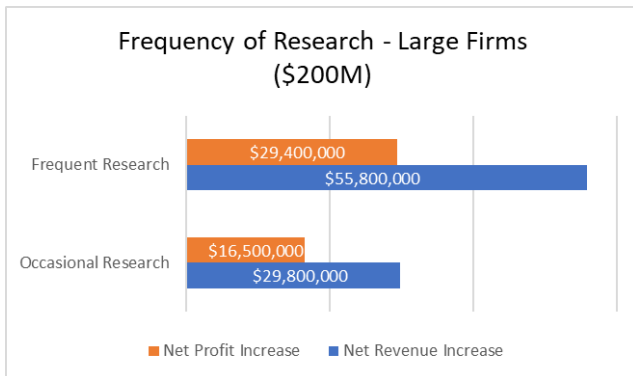


Source: Hinge Institute

The following charts show the net average increase in revenue (ROI) and profitability for different sized companies. For each of the three firm sizes, we subtracted the total research cost from the economic gain. These charts show the net increase to top-line revenue and bottom-line profitability over a one-year period.



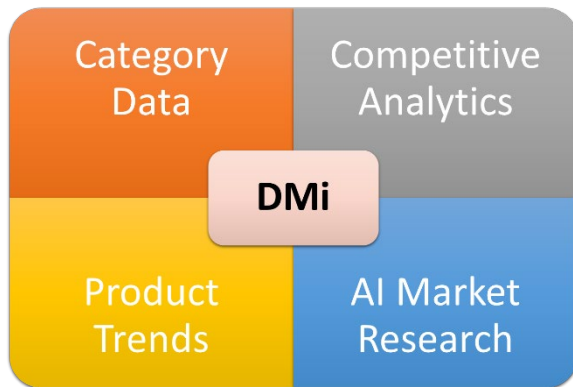
¹ Kelly Waffle (2021). Hinge Research Institute. https://hingemarketing.com/blog/story/cost_and_benefits_of_market_research



Source: Hinge Institute

In all cases, the market research led to increased revenue and profit, while frequent (quarterly) research boosted gains the most. The Hinge Institute study concluded, “Two things are immediately apparent from this analysis. First, the net return on invested research dollar is very sizable. If your firm realizes even a small fraction of the documented benefits of market research, you are well advised to make the investment. The second observation is that the larger the firm, the greater the return on invested dollars.”² Regardless, all firms financially benefit from the research.

What is DMi?



DMi includes all the key aspects of market intelligence, specifically, category data, competitive analytics, product trends and AI market research. DMi provides critical insights that will drive some of the most important decisions your business can make. It will:

- ✓ enhance your revenue and margin
- ✓ boost your market knowledge with predictive data
- ✓ turbocharge your success with AI research and analytics
- ✓ lower your market intelligence costs

How much does a market research program typically cost?

According to Philomath Research, “A market research program can cost \$15,000 to \$25,000 for a qualitative or quantitative custom market research project.”³

DMi has achieved a high level of efficiency over the last 13 years, due to the adoption of automated data capture and AI technologies as part of our research and analytics methodology. This translates into significant cost reductions to you—as much as 75%. Our market intelligence solution allow you to sprint ahead of your competition and lower costs!



² Ibid.

³ <https://www.linkedin.com/pulse/how-much-does-market-research-cost-philomathresearch/>

What DMi programs are offered?

We offer three programs designed to support the budget of any company, from small to large.

DMi Solutions

Features	DMi Insight	DMi Plus	DMi Max
Market Category Data - Historical, current and predictive sales data	✓ For 1 product category	✓ For 1 product category	✓ For 1 product category
Product Trends - Consumer demand trend analysis		✓ For 1 product category	✓ For 1 product category
Competitive Intelligence - Automated price scanning and analytics		✓ Up to 5 competitors	✓ Up to 10 competitors
AI Research & Analytics - Market attractiveness analytics - Optimal strategic market opportunities			✓ For 1 product category
Provide DMi Report	✓	✓	✓
Investment	Starting from \$1,850*	Starting from \$3,900*	Starting from \$6,500*

* All currency is in USD.

Option: If you have multiple products in different market categories, or require consumer surveys and customer experience (CX) analysis, we will provide a custom market research proposal to match your needs. The investment will be based on the scale and scope of the program. A recent 'Journal of Retailing and Consumer Services' study connected CX management practices to company profitability. It was based on a dataset of over 273 companies with dedicated CX strategies. These strategies led to increased profitability.⁴

Reach for DMi—fast, powerful and cost-effective!

A Quantum Leap in Market Insight—A Quantum Drop in Marketing Costs.

For more information, please contact Mark Doyle: mark.doyle@marketscape.ca

Marketscape Inc. is a global market research and analytics firm established in 2010. It delivers cost-effective market intelligence and brand management programs globally.

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⁴ Ruud W.H. Wetzels, Philipp "Phil" Klaus, Martin Wetzels (2023). There is a secret to success: Linking customer experience management practices to profitability. Journal of Retailing and Consumer Services. <https://doi.org/10.1016/j.jretconser.2023.103338>