



Brilliant insight comes from knowledgeable researchers who can analyze and interpret data to answer your strategic questions.

Helping Clients Reach Their Market Potential

Decision Analyst delivers a synergistic blend of primary research, analytical consulting, and modeling to help companies:

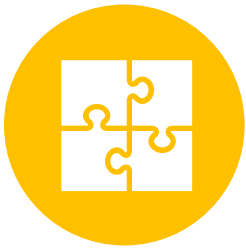
- Build stronger brands.
- Optimize new vehicle designs.
- Increase advertising effectiveness.
- Improve new vehicle launch performance.
- Enhance customer satisfaction and engagement.

Decision Analyst is committed to improving strategic business decision-making. It's the firm's way of making the world a better place and helping its clients reach their market potential.

Whether developing strategic marketing plans, developing new products, or reshaping brand and image, the scientific methods utilized and the great array of research tools available help drive the risk and uncertainty from strategic marketing decisions.

Decision Analyst's core competencies are sophisticated custom research investigations and high-level analytics. Qualitative research, market and competitive intelligence, econometric analyses, advanced quantitative research designs, and powerful analytics are combined to identify business opportunities and solve marketing problems.



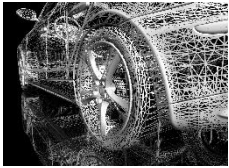


Our solutions for the Automotive Industry:



Branding & Strategy

- Build stronger brands
- Develop optimal marketing strategies



New Product Optimization

- Improve product acceptance
- Guide future product development



Advertising & Communication

- Improve marketing communications
- Optimize advertising campaigns



New Vehicle Launch Evaluation

- Enhance customer experience
- Strengthen customer and brand interaction



Customer Experience Optimization

- Enhance customer experience
- Strengthen customer and brand interaction





Smart, Creative Ways To Stand Out And Get Attention In The Marketplace

Brilliant insight comes from expert researchers who know the industry and can interpret the marketplace.

Core Solutions

- Brand Tracking
- Market Segmentation
- Ethnography

Questions Decision Analyst Has Answered for Clients

- What is meaningful and motivating to in-segment new vehicle intenders?
- What is my brand's awareness, familiarity, opinion, and consideration, and how does it compare to my competitors?
- What attributes differentiate my brand from others in the segment?
- What other products should my company develop?
- What impact will this new vehicle have on the portfolio?
- How well does this new vehicle support the brand?
- What is it about my brand/product that resonates most with customers?



Case History

Ethnographic Evaluation

A premium division of an OEM was struggling to understand why its brand did not compete more effectively in the prestige automotive space. In order to provide answers, they needed to understand, from a marketing perspective and from a product standpoint, what was meaningful and motivating to luxury vehicle buyers. Decision Analyst conducted a multistage qualitative study to determine their position relative to the competition and to identify action steps for improvements.

Client Results

This research contributed to our client overhauling the way in which their luxury vehicles were designed and marketed. It gave them a clear view of the motivations and priorities of luxury-vehicle buyers, which helped the client educate their designers, engineers, and marketers.

[View Full Case History](#)

Methods Utilized:

- Ethnography
- Extended Drive Experience Captured With In-Vehicle Mounted Video Camera
- In-Depth, Post-Drive Interviews
- Online Follow-up Interviews





Right Idea, Right Product, At The Right Time And Price.

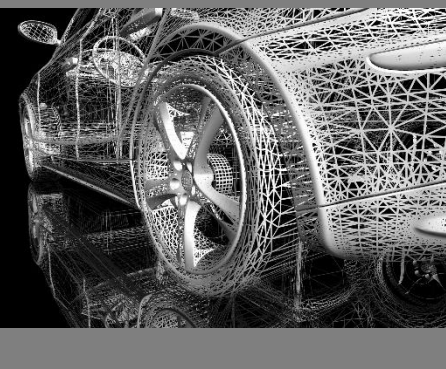
Brilliant insight comes from specialized researchers who know your vehicle portfolio, your company, and your industry.

Core Solutions

- Ideation and Concept Generation
- Product Proof of Concept Testing
- Product Feature Optimization
- New Product Sales Forecasting

Questions Decision Analyst Has Answered for Clients

- What new vehicles and features do my customers want?
- How do I stay relevant in today's marketplace?
- Which mix of my product's features offers the best opportunity in the marketplace?
- What is the business potential of my new product, given different spending levels and marketing plans?
- What is the one-year and five-year sales forecast?



Case History

Refining a New Product Concept

An automotive OEM was in search of that next big new product idea to fill an unmet consumer need and to relaunch a category that had not seen much innovation or growth in recent years.

Our client came up with an idea and asked Decision Analyst to design a consumer research program to help them to determine the potential for this new product, who would buy it, and what the optimal features and pricing configuration should be.

Decision Analyst recommended an online quantitative study that included a detailed choice model design and a DecisionSimulator™ to identify the optimal consumer segments and product-line offerings.

Client Results

The analysis revealed seven consumer segments, with four identified as optimal targets. The optimal feature bundles, based on demand or revenue maximization, were found by simulating approximately 1.5 million scenarios. In the end, a single, optimal product bundle of features and pricing was determined for each of the target segments, and a product line was recommended.

[View Full Case History](#)

Methods Utilized:

- Choice Modeling
- Latent-class Segmentation
- Market Simulation





Brilliant insight comes from ingenious researchers who can analyze how to best communicate with your customers.



Knowing What Your Audience Needs And Wants, Then Getting Them To Listen And Believe

Core Solutions

- Advertising Concept Optimization
- Advertising Concept Testing
- Advertising Copy Testing
- Advertising Tracking
- Website Usability Testing
- New Advertising Slogans or Themelines

Questions Decision Analyst Has Answered For Clients

- Does my advertising really work?
- Does my advertising express a compelling brand image?
- Does my advertising generate purchase consideration?
- What amount should I spend on television advertising compared to the radio or the Internet or mobile?
- Should my company invest money in more salespeople or in more advertising?
- How will promotional spending impact my bottom line?

Case History

Choosing Advertising Approaches

An advertising agency representing a major manufacturer of automotive aftermarket parts had developed two different TV advertisement concepts. Both concepts had been created as storyboards, and the advertising agency was asked by their client to provide clear rationale for proceeding to finished film with just one of the two.

The advertising agency asked Decision Analyst to conduct an advertising testing study that would determine which of the two ads would be the most effective at communicating the manufacturer's message to their target audience. Decision Analyst recommended its CopyTest® proprietary advertising testing system.

Client Results

The CopyTest® metrics identified the optimal ad from the two that were being considered. It also provided rich diagnostic information that helped in refining the ad as it was readied for finished film production. Specific cues were recommended to improve the appeal for younger buyers. The ad was aired soon after the research, and both the agency and their client were pleased with its effectiveness.

[View Full Case History](#)

Methods Utilized:

- CopyTest®
- Advertising Research





Develop Winning Competitive Strategies

Brilliant insight comes from analysis conducted by research professionals who possess a deep understanding of the automotive business, can evaluate in-market performance, and provide impactful recommendations.



Core Solutions

- Segment Intender Surveys
- Early Buyer Studies
- Rejector Evaluation

Questions Decision Analyst Has Answered For Clients

- Did the launch meet the OEM's goals?
- What went right and what went wrong from a marketing perspective?
- How well does the vehicle retain traditional customers?
- How well does the vehicle attract new customers?
- Did we hit/miss the target market?
- How is the market reacting to the product versus key competitors?
- Why do people prefer your product?
- Why do people reject your product?

Decision Analyst

New Vehicle Launch Evaluation

Case History

Launch Evaluation Program

A global automotive OEM launched a redesigned version of its best-selling vehicle in the U.S. The vehicle was among the leaders in its segment. Some considered it to be a “benchmark” vehicle. Because of the importance of its role within their portfolio, our client was keenly interested in how the redesigned vehicle would perform upon introduction.

In order to provide a holistic view of the market’s reaction, Decision Analyst partnered with the OEM in designing and implementing a research program that provided insights from three key groups of consumers: in-segment, new vehicle intenders; buyers of the new vehicle, and buyers of key competitive vehicles.

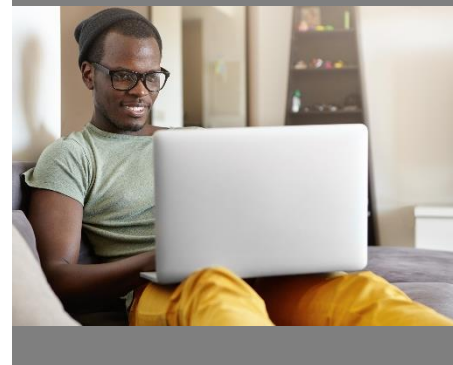
Client Results

The launch was a success. Information provided from the study was used in tailoring the message and in developing detailed conquest strategies and suggestions for next-generation product improvements. The vehicle and its parent brand were strengthened, and this model continues to perform as one of the leaders in its segment.

[View Full Case Study](#)

Methods: Utilized

- Intender Survey
- New Buyer Survey
- Competitive Buyer Survey



Customer Experience Optimization



Help Your Customers Meet Their Goals.

Brilliant insight comes from skilled researchers who can analyze, interpret, and uncover your customers motivations and shopping habits.



Core Solutions

- Customer Needs Identification
- Customer Journey Exploration
- Customer Satisfaction Measurement

Questions Decision Analyst Has Answered for Clients

- What are our customers' goals, and how do they achieve them?
- What are key touchpoints where our brand, products, services, and employees can help customers achieve their goals?
- How do customers experience our brand at every point in the customer life cycle?
- How does my product and brand compare to the competition, in the minds of consumers?
- What aspects of my brand, products, and services are likely to impact repurchase decisions at various points in the customer life cycle?

Decision Analyst Customer Experience Optimization

Case History

Measuring Customer Satisfaction Among Preowned Vehicle Buyers

As a premium automobile retailer with multiple locations, our client has a very strong customer service culture. For years the automobile retailer conducted their own in-house customer satisfaction study for preowned-vehicle buyers.

However, due to expanding locations, our client decided to outsource the study. Decision Analyst updated and automated their customer satisfaction program. The program is still mail survey, maintaining the continuity of the original methodology, however, customers are now given the option of taking the survey online. Survey results are provided in real-time in a dashboard format for key members of their management team.

Client Results

The study has been very well received. The ability to access survey results in real-time and obtain vital information on disgruntled customers so that their issues may be addressed has been acknowledged by the automotive retailer's executives as being an essential tool in helping the company reach its goal of creating customers for life.

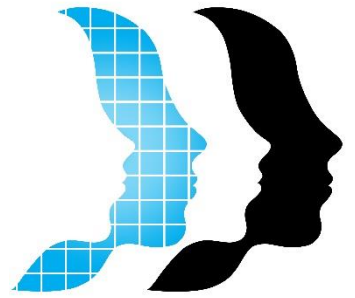
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Methods Utilized:

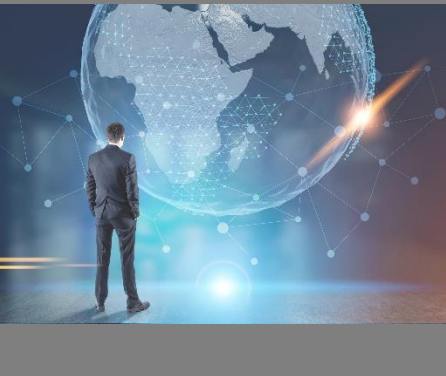
- Customer Satisfaction Tracking
- New Buyer Survey
- Quantitative Mail Survey



Brilliant Insights Decision Analyst



Brilliant insight comes from an experienced marketing research firm dedicated to helping clients build and sustain a winning business model.



Global Marketing Research and Analytical Consulting

Decision Analyst is a global marketing research and analytical consulting firm serving a large number of major corporations and advertising agencies. The name, Decision Analyst, reflects the company's decision-oriented, analytical corporate philosophy.

History

Decision Analyst began in 1978 in Arlington, Texas, where it is still headquartered. It is one of the largest privately owned research companies in North America and is wholly owned by its employees.

Our Clients

Decision Analyst's automotive researchers have been providing advanced marketing research and consultative services to the automotive industry for over 3 decades, including OEMs, Tier 1, Tier 2, and Tier 3 systems and component suppliers, automotive dealers, aftermarket suppliers, and automotive financial services.

Decision Analyst Research Philosophy



Associations

Decision Analyst subscribes to, and supports, the survey research quality standards set forth by:



Highly Ranked by Corporate Researchers

Decision Analyst consistently outperforms most other firms in the research industry.

Gold Index (Satisfaction plus Value) ranks Decision Analyst #2 out of top firms in the US with a score of **918**.*



Source: Prevision Corporations' Annual Quality and Value Benchmarking Surveys Among Corporate Buyers – 2018 Customer Experience Data.

*Gold Index is a computed index with a maximum possible score of 1,000.



Brilliant insight comes from a synergistic blend of primary research, analytical consulting, and modeling to help companies target the right customer with the right product and right messaging at the right price.

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