



70% of the brand decisions are made by shoppers in the last mile. Make sure it's not the dark mile.

Every marketer knows the importance of last mile dynamics. It can make or break a brand's potential success with its complexity and unpredictability. As a brand promoter, you understand this well and invest a large quantum of your budgets, manpower and other key resources to compete and win at this crucial juncture. You play up every possible consumer touch-point. But do you have a live view of the marketing wars, where the rubber meets the road?

SEE WHAT YOU HAVEN'T BEEN ABLE TO SEE TILL NOW.

Do you know if the nation-wide promotion you rolled out today is working on the ground?
Do you know how your competition is countering you right now?
Do you know which retail outlets are hot or cold even as you read this?
Do you know where you need to reallocate your resources before it's too late?

Understanding which consumer touch-point works for the brand and where competition scores is extremely critical information which eludes most brand managers. It is because of this gap that most brands end up investing blindly on all aspects of the last mile, resulting in skewed ROIs and unsatisfactory results.

INTRODUCING MARKETPULSE: EVALUATE AND CONTROL THE PERFORMANCE OF CONSUMER TOUCH POINTS IN THE LAST MILE, EVERYDAY.

MarketPulse is a unique multi-faceted tool designed to:

- Equip brand owners with market-driven insights for optimizing category-specific strategies.
- Help companies to respond to real last mile dynamics on an everyday basis.
- Make trade promotions work harder, sell more through retail channels.

HERE'S HOW MARKETPULSE HELPS YOU TO REDUCE TIME-TO-MARKET AND CAPTURE MARKET SHARE:

Evaluates retail performance:

Quantifies and helps understand performance of competing brands in a particular category across geographies, touch-points and retail formats.

Provides specific triggers:

Leverages each consumer touch-point. Provides analyses to determine if an initiative significantly improved and contributed to the performance of a brand in the last mile.

Delivers actionable information:

Makes promotions work harder by helping to improve relevance and increase visibility.



SEE MARKET-DRIVEN INSIGHTS ON THE FLY. DEVISE YOUR STRATEGY. SEE RESULTS.

- Live interactive dashboards.
- Web-based for anytime, anywhere access.
- **Market Score:** See and create your own mission-critical evaluation criteria
- **Average Brand Positioning:** Measure as many brands on as many criteria
- **Filter:** Pinpoint the minutest of details with customizable segmentation filters
- **Deep Dive:** Measure any brand on one and all criteria.
- See your own as well competition's brands

HOW MARKETPULSE WORKS FOR YOU: FAST, SMART AND ACCURATE

Process:

Developed after years of research, Market Pulse incorporates advanced research methods and field audits. Trained researchers or field analysts observe critical consumer touchpoints at retail points based on a well researched survey questionnaire. The data gathered is transmitted to our servers, the data is analyzed on a real time basis and MIS & reports updated and made available to brand owners in real time, allowing for corrective actions, relevant investment & resource allocations. Thus, MarketPulse leverages technology with consumer and marketplace insights to deliver touch-point impact and evaluation for achieving business objectives.

Delivery:

MarketPulse is built through a convenient, cost effective SaaS Model that offers you a number of benefits

- No software or hardware purchase
- Is an economical and geographically scalable module
- Enables scalability due to its distributed service model
- Web Based hosted application
- Works on any PC with internet connection.

Technology:

While the tool has been designed to keep the technology invisible, it is built on advanced PHP / MySQL technologies, flash components & uses complex flex designs. The tools come with 99.99% uptime assurance with full backend support.

Pricing and Implementation:

An investment as important as your other marketing investments. MarketPulse pricing is a combination of cost towards field / last mile audit and deployment of the dashboard. Keeping in mind our objective of ensuring speed to market, the tool has been designed for quick implementation and deployment for economy of use.

MARKETPULSE: DEVELOPED TO BE THE FASTEST AND THE EASIEST WAY TO UNDERSTAND LAST MILE DYNAMICS.

MarketPulse is a unique tool, developed after years of research, and is part of PulseSuite tools from 141 Sercon. PulseSuite is a full-range of research, analytical tools which directly impact business performance. For further information, please visit: www.pulsesuite.com

**CAN YOU AFFORD TO WAIT TILL TOMORROW?
FOR MORE INFORMATION ON PRICING AND DEPLOYMENT,
CONTACT THE NUMBERS MENTIONED OVERLEAF.**



MarketPulse comes with an unique satisfaction guarantee. If you are not satisfied with the results, or their interpretation on the dashboard you can ask for a full refund within a month of trying it out. No questions asked*.

*Conditions Apply





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About 141Sercon:

141SERCON is one of the largest specialized below-the-line marketing services agency in Asia, with a network footprint across 16 Asian countries. The agency partners with brands across industry verticals to help generate demand & build relationships with channel partners and customers. As a full services agency, the offering includes strategic and creative inputs, supported by a robust implementation capability. While the agency offers B2B and B2C reach-out and engagement services in both offline and online formats, Retail activation is a specialist practice within the agency. 141Sercon is part of the WPP group. For more information on the range and scope of our services, related to Retail activation or other brand marketing services log on to www.141sercon.com.

Tool Powered by  141sercon

An initiative by  PAPER BAG
141 Sercon Retail