

for marketing: *(how valuable is this?)*

Over the last 6 months for men aged (35-42) in the Guildford area?

- What pricing was acceptable?
- Which options were preferred?
- What features were most important / irrelevant?
- Your product rating against the competition?
- Contrast with the period before your campaign?

Interested. . .

Sign-up with www.choiceit.com & get downloadable stats like these every day of the year for only £249 (inc.vat)

Digital Cameras

male
 female
 both

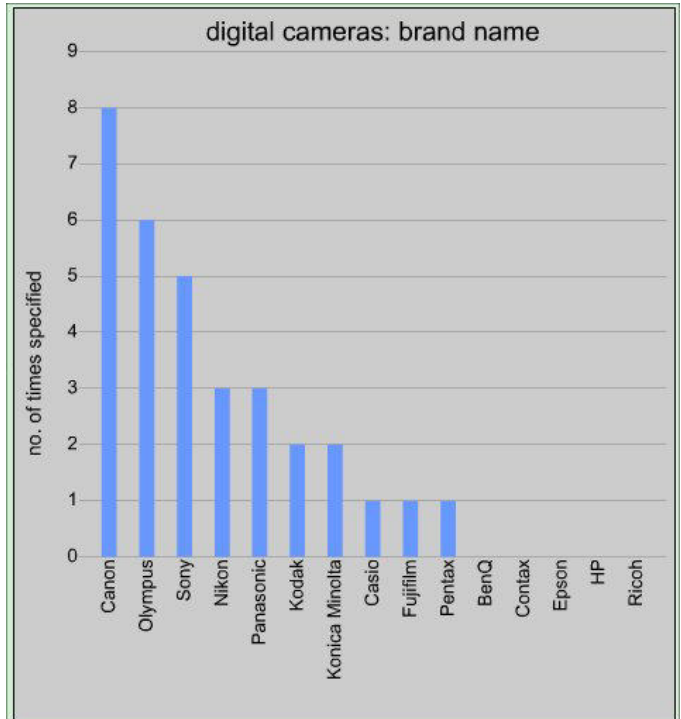
aged between and

for sessions between and

for postcode or

views captured: 193

weighted product/service matches
 product/service matches
 which features are most popular?
 preferred values for:
 session count for each category



How ChoiceIT works . . .

Shoppers choose a product category of interest, & then apply their constraints & preferences. These build up into a useful database from which you apply consumer profiles to view & download the stats that matter to you.

