

If you want it ... **Choiceit.com**

ChoiceBiz Ltd.
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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?

Laptops/Notebooks

male
 female
 both

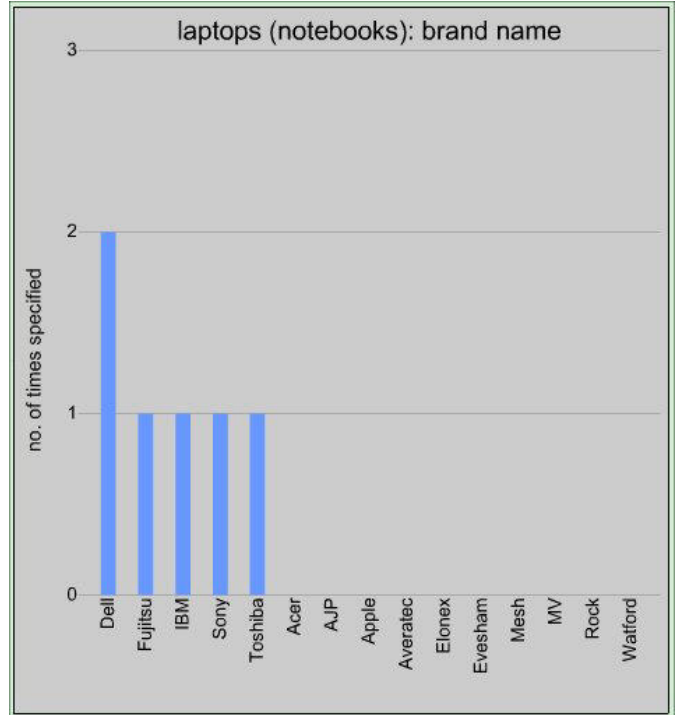
aged between
 and
 for sessions between
 and
 for postcode or

views captured: 113

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

Interested. . .

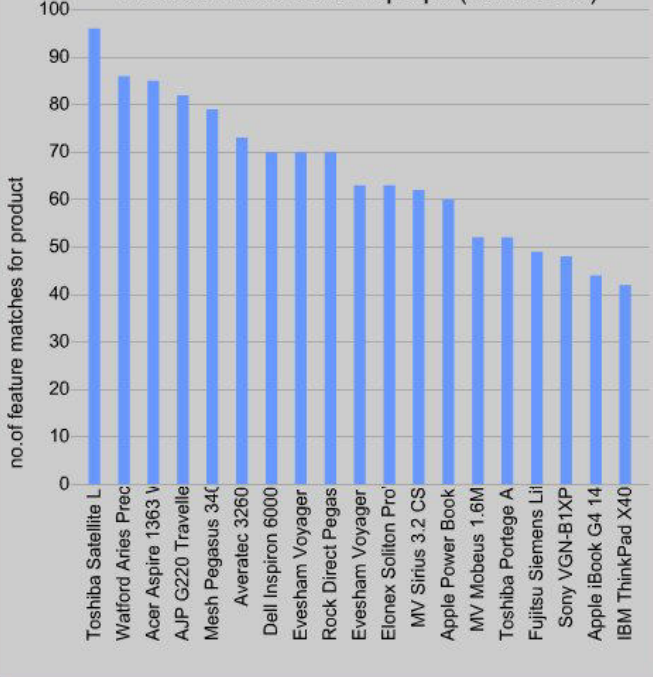
Sign-up with www.choiceit.com & get downloadable stats like these every day of the year for only £249 (inc.vat)



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.

Feature Matches for laptops (notebooks)



Feature Popularity for laptops (notebooks)

