

## About MarketingStat

MarketingStat is a management consulting company with a leading position in the field of business data analysis.

To increase the performance of our clients' brands, our guiding principle is:

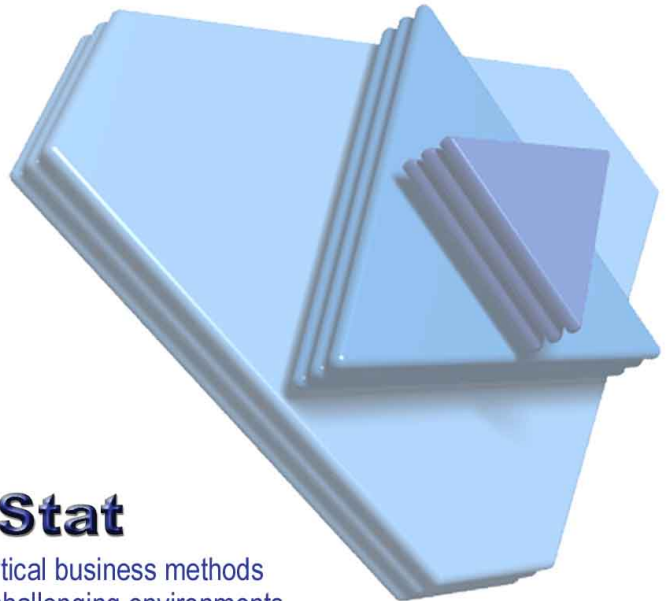
***To foster scientific business management - as opposed to pragmatic management - in order to improve business performance.***

Our organization of talented and motivated staff is focused on providing products of superior quality and value to business analysts and strategic decision-makers working for large- and mid-sized companies applying brand management, as well as to business consultants and educational organizations.

## Our Products

MarketingStat offers full **support in business analysis**. You already have the data in-house. MarketingStat knows how to make it talk. Additionally, we offer **MM4XL® software** and **training seminars** to business analysts and marketers. Read more about our products in this leaflet or **visit:**

**[www.MarketingStat.com](http://www.MarketingStat.com)**.



## Working with MarketingStat

Extended marketing experience and in-depth knowledge of analytical business methods make MarketingStat your best partner for staying competitive in challenging environments. Managers working with us report:

- **Increased return on the investment in market data**
- **Improved ability to analyze business issues**
- **Better business decisions and increased brand competitiveness**

## Contact us today!

**Let's discuss your business intelligence needs.  
We can help to turn your business analysis office  
into a real center of excellence!**



DIAGNOSTICS FOR MANAGERS

**Call 0800 MY DATA**

# MM4XL Software

All the tools that business analysts and marketers need to do a better job!



MM4XL Software is **The Strategic Analyst Every Marketing Manager Wants on Their Team** because its broad collection of analytical tools helps strategic decision-makers approach decisional business issues appropriately. MM4XL software:

- runs on Microsoft Excel® 8.0 or higher
- features 23 unique tools
- is used in over 50 countries on all continents

Risk Analyst	Variation Analyst	Project (Mind) Mapping
Decision Tree	Proportion Analyst	Stacked Charts
Brand Mapping	CrossTab	Benchmark Map
Brand Switch	Sample Manager	4D Map
Forecast Manager	Descriptive Analyst	Semantic Differential
Quality Analyst	Cluster Analysis	Smart Mapping
BCG Product Portfolio Analysis	Segmentation Tree	
McKinsey Product Portfolio Analysis	Gravity Analyst	
	Profile Manager	

Purchase MM4XL online or download a trial copy from [www.MM4XL.com](http://www.MM4XL.com)

Alternatively, ask MarketingStat: [info@MarketingStat.com](mailto:info@MarketingStat.com) or call in Switzerland **0800 MY DATA.** In the USA call **1 (888) MKT DATA.**

With MM4XL software you:

- Increase ROI on market data
  - Improve strategic thinking
  - Expand know-how of analysts
- In 5 languages

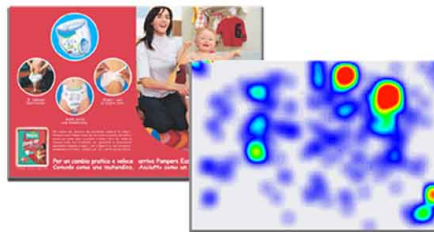


Buy our best-seller book: **Mapping Markets for Strategic Purposes with MM4XL Software.**  
The editor of Marketing Research magazine of American Marketing Association, AMA, wrote: *Marketers and researcher will find the last part Case Examples invaluable... [this book] bridges the gap between inaccessible technical literature and superficial explanations.*  
Read more at [www.marketingstat.com/mapping\\_markets](http://www.marketingstat.com/mapping_markets)

## Is Your Advertising Memorable?

To minimize the risk of releasing weak ads, you have to test how readers react to an advertisement. CopyTest Analyst is the ideal online tool for quick pre-testing of communication material, at a very reasonable price, and with the outstanding level of flexibility and analytical depth that MarketingStat is known to offer.

Try CopyTest at: [www.MM4XL.com/copytest](http://www.MM4XL.com/copytest)



### How CopyTest Works

CopyTest combines a Retention Test with the Attention Tracking methodology developed by the California Institute of Technology, Pasadena, in order to deliver an unmatched graphical and analytical representation of the reader's reaction to an advertisement. To test attention, an ad is shown online to a given number of people who are invited to **click on the parts of the ad that attract their attention**. Then, viewers are asked **what they remember** about the image they just saw. By combining responses to the two sections, we produce insightful evidence of how readers react to your message.

Don't waste money on an ad until you know how effective it is.  
**Try CopyTest Analyst.**  
It's fast, inexpensive, and to the point!

We proudly serve:



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[www.MarketingStat.com](http://www.MarketingStat.com)

# Business Data Analysis

**MarketingStat is a marketing consulting company specializing in business data analysis, with the goal of increasing brand performance.**

**We do not ask you to buy new, expensive data. We extract the important messages from the data you already have in-house.**

**We approach business analysis on 3 fronts:**



## Brand Management

**This service is for General Managers, Marketing Managers, Product Managers, and Business Analysts concerned with the quality of analytics used to manage their company.**

We diagnose your analytical needs in marketing management for your company as a whole, by department, by product, and by manager. You receive a diagnostic report, including our suggested plan of action, typically covering 24 months of work with us. After your acceptance of the plan you supply us with the data, and your journey into professional analytics begins.



## Sales Analysis

**This service is for Marketing, Product, and Sales Managers who need professional analyses to increase sales results.** We diagnose the analytical needs for sales purposes of your company as a whole, of the sales force, and of your marketers. You receive a diagnostic report, including our suggested plan of analysis, typically covering 24 months of work with us, and the list of scheduled deliverables (yearly, quarterly, monthly, weekly, etc). After your acceptance of the plan, you supply us with the data, and we take care of everything for you.



## Strategic Planning

**This service is for the Board of Directors, Marketing Managers, Product Managers, and Business Analysts called to synthesize the available facts and figures in solid business plans that drive the success of brands and products.** We can either supply you with the know-how applied by highly successful companies like Procter & Gamble, or we can write the plans for you. The backbone of our typical plan covers: *Analysis section; Marketing strategy and goal: product positioning and target segmentation; Product strategy; Communication strategy: copy strategy and media strategy; Pricing strategy; Distribution strategy; Financial statement: cash flow.*

## Making the Analytical Leap

**Business analysis requires a professional approach!**

**Contact MarketingStat now. We can give your company a competitive advantage, and we train managers on how to make better decisions and grow stronger brands.**

Our unique analytical tools coupled with our exclusive management expertise helps your management activities deliver increased sales and profit through:

- Improving performance without increasing the marketing budget
- Stronger advertising effectiveness
- Improved strategic marketing and planning ability
- Re-positioning brands
- New product development and launch
- Aligning local and international marketing and brand values
- Promoting cross-border expansion and industry leadership
- Measuring brand and company health with effective KPI's
- Focusing on customer needs and defeating competitors
- Stimulating strategic thinking and thought leadership

**Ask MarketingStat at  
info@MarketingStat.com  
or call 0800 MY DATA.  
In the USA 1 (888) MKT DATA.**



# Seminars with MarketingStat.

## Our Seminars. A Wealth of Business Knowledge!

### MarketingStat seminars transfer analytical know-how.

Thanks to MM4XL<sup>®</sup> software we do not simply tell you **what** should be done, we rather show you **how** to do things, and we also give you a great **toolbox** for doing what you have learned. This toolbox is called MM4XL<sup>®</sup> software. Perhaps the largest collection of diagnostic tools for business people. Read more about MM4XL at [www.MarketingStat.com](http://www.MarketingStat.com).

## General Rules for Seminars

- Program length: 1-8 days.
- Held at client premises: 5 participants or more.
- Material supplied: MM4XL 90-day trial version, handouts, case examples.
- Optional material: Client's data for case examples.
- Facilities required: Meeting room, beamer or slide projector, writing board.

From Switzerland call:  
**0800 MY DATA**

## Contact Us today!

We can help your company turn junior analysts, marketers, and sales specialists into top professionals striving for success!

From the USA call:  
**1 (888) MKT DATA**

## Strategic Market Mapping



Seminars on mapping are for strategic minded people aware of the importance of effective brand positioning. We show how to make markets visible on a map, how to identify and attack direct competitors, and how to defend profitable positions.

Levels: 2, Introductory, Advanced.  
Main tool: Brand Mapping, Bubble charts.  
Participants: Staff, Managers, Directors.

## Scenario Modeling Techniques

We show how to frame risky and expensive decisions with scenario models (simulated with the Monte Carlo technique) and how to select the best option (using decision trees). At the end of this training you will know a lot about framing and choosing risky decisions, for instance, when launching a new product, when projecting for the long-term, and more.

Levels: 2, Introductory, Advanced.  
Main tools: Risk Analyst, Decision Tree.  
Participants: Staff, Managers, Directors.



## Business Data Segmentation



These seminars shed light on the many ways segmentation applies to business issues. You learn what segmentation method is appropriate when, and you learn how to apply the techniques in-house, using MM4XL software, in order to save on expensive consultants.

Levels: 2, Introductory, Advanced.  
Main tools: Cluster Analysis, Segmentation Tree, Brand Mapping, Gravity Analysis, Bubble Charts.  
Participants: Staff, Managers.

## Charting Business Data

These seminars show how to make charts in MS Excel<sup>®</sup>, how to improve them with MM4XL software (for instance adding item labels to bubble charts or re-sizing quadrants), and how to draw new and useful charts and maps not available in Excel. Everything needed by business people.

Levels: 2, Introductory, Advanced.  
Main tools: Excel Chart Wizard, MM4XL Charts & Maps.  
Participants: Staff, Managers.



## Ad hoc Seminars



Your need is not covered in this list of seminars? Let us know. We can tailor training sessions to your needs and wishes. For ad hoc solutions write to [info@marketingstat.com](mailto:info@marketingstat.com) or call MarketingStat in Switzerland **0800 MY DATA**. In the USA call **1 (888) MKT DATA**.

## Product Portfolio Analysis



This is a complete review of product portfolio analysis. We show how to apply both BCG and McKinsey grids in order to draw a comprehensive overview of the businesses a company deals with, of the competitive performance of single products, and of products able to deliver incremental growth.

Levels: 3, Introductory, Advanced, Executive.  
Main tools: BCG and McKinsey Product Portfolio Analysis, Benchmark Map.  
Participants: Staff, Managers, Directors.

## Survey Planning and Analysis

Attend these seminars if you want to learn how to plan and produce highly professional survey studies that contain reliable findings and help save money. We show how to define the *right* sample size, tabulate data, test significance and variation, and how to extract actionable knowledge from numbers.

Levels: 3, Introductory, Advanced, Executive.  
Main tools: Sample Manager, CrossTab, Proportion Analyst, Variation Analyst, Descriptive Analyst.  
Participants: Staff, Managers, Directors.



## Short-Term Forecasting & Trend Analysis



Business people making projections from time series data will appreciate this comprehensive overview of forecasting methods, accuracy of fit measurement, treatment of special events, and selection of optimal unknown variables. On top of this, we also review principles of statistical quality control.

Levels: 2, Introductory, Advanced.  
Main tools: Forecast Manager (14 methods), Quality Analyst.  
Participants: Staff, Managers.

## Introduction to Marketing Manager for Excel, MM4XL Software

This module introduces the multifaceted capabilities of MM4XL software, a powerful toolbox for extracting knowledge from business data and for increasing the know-how of business people.

Levels: 2, Introductory 1, Introductory 2.  
Main tools: MM4XL.  
Participants: Staff, Managers, Directors.

