



Make Faster, More Confident Optimization Decisions

Ipsos InnoQuest's unique approach enables clients to link optimization results and volume projections – using a fast and easy approach especially suitable to technology, durable goods, health, and financial services innovations.

We help clients get more out of their optimization research by leveraging our validated Vantis forecasting model. The result: volume simulations that reflect market projections, not just share of preference. This helps clients answer their most critical marketing questions:

- What is the true take rate amongst our target? (what they will actually do in market)
- How will different feature and price configurations drive sales?
- How much can we charge for adding a feature (or feature bundle), while maintaining sales?
- What is the price elasticity for the offer?
- Using ballpark assumptions, how would high, medium, and low marketing launch plans translate into market potential?

Our streamlined process delivers powerful results, fast. Ready-to-go templates, an intuitive user interface, and automated report creation enable marketers to conduct more powerful optimization research in half the time it takes traditional approaches.



Ipsos InnoQuest

The Innovation and Forecasting Specialists

Ipsos Marketing

innoquest*vantis optimize

InnoQuest*Vantis Optimize is Ipsos' global solution for optimizing feature configuration and pricing strategies with the end goal of maximizing the market potential for our clients' new initiatives.

Designed specifically for clients who face the challenges in technology, durables, health and service industries, InnoQuest*Vantis Optimize quickly and efficiently identifies the optimal feature and price configuration for concepts. The result is an easy-to-use simulator, which provides clients with their potential sales, revenues, and profit levels under different marketing scenarios, along with price elasticity, feature utilities, and targeting indicators.

InnoQuest*Vantis Optimize leverages a standardized approach that provides cost and speed benefits so marketers can get the most value out of their research budget. InnoQuest*Vantis Optimize provides:

- The ability to test different features and prices
- Multiple volume charts and automated export functions to PowerPoint reports
- Highly-accurate results, driven by one of the world's most powerful new product development models

Sample Deliverables: InnoQuest*Vantis Optimize Simulator

Segment	Awareness	Distribution	Penetration
G1	3%	20%	High
G2	16%	20%	Mid
G3	22%	67%	Low
G4	26%	80%	100%
G5	28%	80%	
G6	29%	80%	
G7	30%	80%	
G8	31%	80%	

Year	Units (in Thousands)	Revenue (in Millions of Dollars)
Year 1	83	89
Year 2	83	92

About Ipsos InnoQuest

Ipsos InnoQuest is the Ipsos brand dedicated to meeting the innovation and forecasting needs of our clients.

Ipsos InnoQuest helps clients to maximize the ROI of their innovation processes through a unique, global end-to-end offer and deep expertise across a wide array of sectors. Our sector expertise covers consumer packaged goods as well as sectors outside of CPG (such as technology, durables, health, and financial services, which are supported by our Vantis team).

Central to our offer is our ability to provide financial metrics – even at very early stages – and clear direction for maximization of initiative potential.

We offer simple, intuitive tools built on a consistent philosophy of what drives innovation success, a comprehensive suite of tools for product research and development offering solutions throughout the product's lifecycle, and powerful simulation capabilities to help

clients reach their financial targets. From the fuzzy front end to mix optimization, launch and beyond, we help our clients to maximize their innovation I.Q.

Ipsos InnoQuest is a specialized practice of Ipsos, a global market research company which delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

In 2011, Ipsos generated global revenues of €1.363 billion (\$1.897 billion USD), Marketing research contributing to 49.6% of Ipsos revenues.

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