



Evidence Based Business

**Building effective marketing and sales strategies using evidence-based research.
Competitive advantage through data collection, analyses, and implementation.**

About Us

Evidence Based Business (EBB) provides cutting-edge marketing research services to help businesses better understand their customers.

Our team members are experts in the study of human behavior and its application in business contexts. We start with proven theories from fields such as anthropology, psychology, sociology, and economics, along with marketing research practices that have been proven to work, to help firms better evaluate the types of services people want.

Using this foundation, we collect and analyze specific data regarding your particular business issues. We then use our expertise at interpreting and leveraging the results to deliver actionable and effective outcomes for your business.

Evidence-Based Marketing

When evidence-based marketing research practices are implemented, organizations gain competitive advantage that is not easily copied by others.

Evidence-based marketing starts with the hard facts, and involves a commitment to conduct and monitor scientific studies about consumer attitudes and behavior. We do this by using the most sophisticated methods to date.

Armed with evidence-based marketing research principles, firms can better understand their customers to achieve desired goals.

The Value of a People-Centered Strategy

The purpose of a business is to create satisfied customers through the provision of services. To achieve such goals, companies need to perform basic functions such as accounting for their finances and following government laws. Although these are crucial functions of every business, people-centered functions—such as marketing research programs—are equally important.

Current research now suggests that firms can no longer achieve sustained competitive advantage without paying attention to the attitudes and behavior of their customers. The bottom line is that financial performance is really a measure of satisfied customers. Firms that work hard to understand and exceed the expectations of their customers will likely find themselves on a trajectory to sustainable financial performance.

The Value of Cross-Cultural Marketing Research

Effective marketing research almost always requires careful attention to cultural differences, particularly in global contexts. We have years of anthropological experience in many countries, and are experts at measuring and interpreting the importance of local culture and its impact on today's global marketplace.

Today, both domestic and international companies are confronted with the task of marketing services to diverse cultural groups. Marketing research that works with one group often does not work with another. For example, many Chinese get uncomfortable when questioned on family and financial matters, yet are often eager to test new products. On the other hand, many Latin Americans are uncomfortable talking to researchers over the phone and prefer one-to-one interviews.

In sum, a strong understanding of local culture around the world is becoming one of the most profitable ways of marketing services.

Marketing Research Deliverables

Our marketing research services are divided into four types of studies:

Service Concept Testing. We help businesses evaluate new service concepts to ensure that what they create will actually have strong market potential.

- Investigate the likelihood of a service (or service elements) having a favorable response among consumers
- Determine if the “test concept” is worth the investment

Existing Services Enhancement. Consumers have complex and dynamic preferences. We help evaluate which customers your organization should target, and what attributes of your services they value most.

- Divide customers into distinct market segments based on designated similarities, such as demographics, perceptions, and behavior
- Develop targeted marketing plans focused on the unique qualities of the individuals within each segment
- Evaluate customer attitudes and beliefs
- Assess customer awareness and usage levels
- Analyze the degree of recognition, frequency, and likelihood of service usage

Customer Satisfaction and Loyalty. Customers have more choices than ever, and a stronger desire to obtain quality services—understanding the likelihood that customers will refer your service to a close friend can tell you a lot about customer satisfaction and loyalty.

- Measure customer expectations, satisfaction, and retention levels
- Improve levels of trust, loyalty and commitment by revealing undesirable service attributes

Marketplace Opportunities. We identify market opportunities for your services based on consumer attitudes and behaviors, and the key attributes driving their behavior in the marketplace.

- Examine how your services measure up against your competition
- Locate your market niche relative to your competitors and identify the key service attributes that create such opportunities
- Reveal potential market opportunities and risks present in the marketplace
- Examine the impact of different prices among potential customers

Quantitative Analyses and Consumer Behavior Modeling

Once the key issues are identified in earlier research phases, we develop closed-format questionnaires to collect data for quantitative analyses. These data are then analyzed with sophisticated statistical models to learn about significant relationships and patterns that can be leveraged to drive consumer behavior. We are skilled at data management and statistical modeling, and offer numerous types of analyses to address your marketing needs.

- **Cluster Analysis.** Cluster analysis divides consumers into different segments or groups based on their demographic characteristics, reported behaviors, or attitudes. Marketers interested in targeting their services to specific types of people often rely on this classification technique.
- **Discriminant Analysis.** Discriminant analysis can be used in conjunction with cluster analysis to gain a better understanding of what types of characteristics or preferences make clusters or segments different from one another. For example, it might be important to know if certain types of attitudes make a person more likely to be in the segment that purchases cheaper health services.
- **Derived / Stated Importance.** There is often a difference between what people “say” and what they actually “do”. Thus, uncovering the true drivers of consumer behavior is important. Regression models provide a correlation between stated attitudes and actual service usage, and allow a researcher to calculate the derived importance of key market attributes. Derived importance can be plotted against stated importance to understand which key traits are high on both dimensions.
- **Discrete Choice Analysis.** People choose services based on the value and utility that they place on service attributes. Discrete choice analysis offers respondents a choice of services with different combinations of attributes. Since the choice sets are created and analyzed using powerful modeling techniques, researchers can estimate with precision the relative importance of price as compared to other attributes, such as quality of service.

● **Factor Analysis / Structural Equation Models.** Businesses often need to reduce large numbers of consumer attributes into a smaller set of meaningful categories. For example, one might ask numerous questions about why a person prefers a specific brand. Factor analysis can reduce the large set of questions into a smaller set of “factors” that can then be labeled and interpreted. Structural equation models go one step further and allow a researcher to explain an outcome variable (e.g., brand choice) based on sets of factors.

● **Perceptual Maps.** Most market research problems involve numerous attributes and stated rates of usage. Multivariate techniques such as correspondence analysis and multidimensional scaling allow a researcher to summarize multiple dimensions of data in a two dimensional plot. Once graphed, it is easy to search for relationships between variables such as different brands and attitudes, and identify potential market opportunities and challenges.

● **Price Sensitivity Analysis.** Most firms need more information about what prices to set for their services. We use two techniques to address this issue. One is to test realistic price points among consumers to identify specific prices to sell services. The second is to determine an acceptable range of prices based on the perceived value of the item in question. These techniques can be used separately or together depending on the client’s objectives, such as sales penetration to gain market share or to increase revenue and ROI.

● **Regression Models.** Regression models explain a specified outcome using a set of “predictor” variables. These models illustrate the relative importance of various traits in determining marketing outcomes such as brand preference or purchasing behavior. There are many types of regression models that researchers can use depending on the type of data that is being collected.

Online Surveys

EBB offers clients the option of collecting research data via on-line marketing surveys. The benefits of this feature include:

- **Cost Savings.** Since data is entered instantaneously there are no data entry labor costs; a savings that we at EBB pass onto you.
- **Real-Time Results.** Data is entered and analyzed as it is collected to keep your business one step ahead of the competition.
- **Secure Results.** Your data and results are highly secure behind a series of access security measures.
- **User-Friendly Design.** EBB uses a user-friendly survey design with simple instructions and navigation capabilities without compromising your need to collect rigorous data for sophisticated analyses.

Advertising and Marketing Services

Market research results must be carefully implemented in strategic marketing and advertising campaigns to fully benefit from your investment. Therefore, we offer the following services in conjunction with our marketing research studies:

- **Advertisements / Media**
- **Branding Campaigns**
- **Promotional Campaigns**
- **Web Site Development**

Pricing

Companies have different marketing problems and strategies. As a result, prices for our marketing research deliverables are best decided after a consultation period with potential clients. Our goal is to show our clients that we are committed to adding value to their firm through evidence-based principles.

We believe that clients should pay for performance, thus we offer our services in two ways. Some clients may prefer a fixed fee based on a defined project or a total number of hours. We also offer services partly based on a fixed fee to cover our costs, and the remainder based on a pre-determined agreement concerning your firm's performance. When negotiating a pay for performance contract, we discuss with clients how we can measure various outcomes related to our services.

Contact Us

For more information about our marketing research services, please contact us at:

Phone: (631) 708-6040
Fax: (212) 967-5545
Email: info@evidencebasedbiz.com
Web: www.evidencebasedbiz.com

Corporate Headquarters

Evidence Based Business
The 29th Street Tower
214 West 29th Street, Suite 205
New York, New York 10001

Regional Headquarters

Evidence Based Business
3409 Wellington Drive, Suite 101
Sacramento, California 95864