



# Shopper Thoughts

Connect behaviours and attitudes

gives you **real-world data** about what people buy, along with their attitudes and opinions. This enables you to build up a **detailed picture** of how target consumers act and what they think - so you can **connect with them** like never before.

## We'll help you answer questions like:

Why are consumers leaving your brand?

How do the attitudes of heavy, light and non-buyers differ?

What do consumers think of your new product?

What attributes of your product are driving purchase intent?

What barriers are preventing consumers using your product?

Because we use actual buying data to select respondents for your surveys, you can be sure of reaching the right people without time-consuming pre-screening. Meaningful results are available sooner, allowing these insights to inform and guide research decisions.



## Our solutions:



Online surveys using our Shopper Thoughts panel



Online focus groups and in-depth interviews



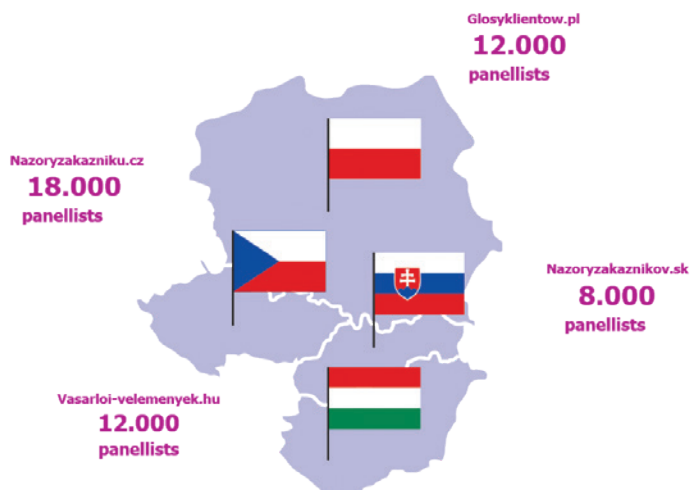
Online communities (can host blogs, discussion boards, diary based entries)

# How we perform connected research

Our research is founded on the data we hold about the shopping behaviours of millions of consumers in Central Europe. This enables us to accurately identify people who are relevant to your business. We then cross-reference this information with our research panel to select the right research subjects.

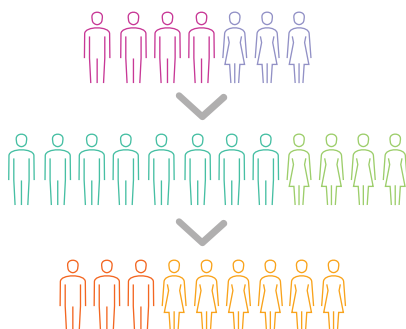
## Nationally representative consumers

Our research subjects are representative of each country in Central Europe.



## Accurate targeting

Our sampling is based on hard data about how people shop and what they buy—not just what they tell us.



## A connected view

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



If you are interested in our services we are opened to meet with you or answer any of your questions.

dunnhumby

THE WORLD'S FIRST  
CUSTOMER DATA SCIENCE PLATFORM



Contact:

Fanni Kalocsai

fanni.kalocsai@dunnhumby.com

dunnhumby.com