



As new brands arrive, competitive brands disappear, and markets shift based on cultural, economic, and political movements, consumers re-evaluate their brand choices.

From enigma to enlightenment, we'll help you listen to your audience wherever they are today.

Why Conduct Trackers?

- Track real-time changes in brand awareness, usage, preferences, attributes, loyalty, and purchase intent among your target audience as well as your competitive audience and non-users
- Understand how the external environment is affecting your brand and your consumers
- Detect early warning signs and course correct before it's too late
- Evaluate the success of marketing campaigns across a variety of digital and traditional channels
- Set goals and benchmarks for success that can be applied to products and services under development

Tracker Criteria

- Choose daily, weekly, monthly, quarterly, or annual trackers depending on your specific need, the frequency of your advertising campaigns, and the speed of innovation and market shifts within your industry
- Track changes across states and provinces, or across countries and languages
- Track single products or entire product lines

End-to-End Project Management

- Consolidate the entire process of design, translation, sampling, programming, hosting, digital fingerprinting, data validation, analysis, reporting, and dashboarding with a single, End-to-End point of contact for maximum data quality, speed, and efficiency
- Use real-time dashboards to dig deep into audience segments and isolate individual brands or countries



For more than ten years, E2E Research has specialized in converting enigmas into enlightenment for researchers and insights companies around the world.

We offer a full range of market research, data analytics, and business intelligence solutions to help you extend your services, fill the gaps, and offer End-to-End value for your clients.



Tracking Customer Satisfaction Across 8 Countries

BUSINESS SITUATION

- A company needed to evaluate customer satisfaction and purchase drivers for a bread product available globally.
- A cross-country, online survey was designed to identify drivers and track weekly, monthly, and quarterly changes in satisfaction over time.
- At least 300 completes were required per country, per wave.

FRAMEWORK

- The survey identified ongoing changes in consumer opinion, consumer satisfaction, and purchase drivers among 8 different countries over an extended period of time.
- In addition, a derived importance analysis was conducted to assess the strength of relationship between overall satisfaction and key drivers.

RESULTS

- Satisfaction was most highly correlated with discounts/offers ($r=0.71$), product composition ($r=0.54$), and availability ($r=0.46$).
- Globally, about 66% of participants are satisfied with the product, where as 10% are dissatisfied.
- By market, customers in France have the highest level of satisfaction at 80%.

