

KANTAR IMRB

# CHOICE XPRESS

Pathbreaking DIY pricing solution, delivering results in 48 hours at half the costs. Using principles of choice modelling, it has a proven track record of high predictive accuracy, helping the marketer take the right pricing decisions quickly



# CHOICE XPRESS

## DIY pricing solution

CHOICE EXPRESS is an automated DIY pricing solution that can deliver results in as few as 48 hours. It uses choice model principles to predict brand shares in price change situations. With proven accuracy, it is the perfect combination of robust, sophisticated modelling and agility, allowing marketers to take right decisions. Fast.

## KEY BENEFITS

01

Results delivered as quickly as 48 hours for a sample of 200

02

Mobile ready, with interview length of 5 minutes

03

Harnesses the power of choice modelling

04

Online dashboard to:  
Simulate scenarios  
See shares, revenue change  
Export results to excel, powerpoint