

TRIAL & REPEAT ANALYSIS

The purpose of this job aid is to show the analysis Nielsen uses to guide your new product launch to success. It is an exciting and daunting prospect launching a new product today. A high percentage of new introductions fail, and cutting through to the consumers in today's crowded marketplace is a highly complex task. The Trial & Repeat Analysis provides key weekly metrics to help guide your new product launch to success.

Track Your Product Launch

Trial & Repeat Analysis provides vital insights to help guide your new product launch to success. The depth of repeat is measured to evaluate the success of your new launch. The depth of repeat shows if enough consumers are making a repeat purchase, and equally importantly if they continue to do so or eventually are dropping the product from their repertoire. It is also critical to track the impact of your continues marketing strategy by looking at detailed weekly metrics of your new product launch to understand the need to re-engaging trial-repeaters and trial-rejectors or pushing for more purchase occasions and evaluating the success of promotional and distribution enhancement efforts.

Answer Critical Business Questions

- Is my new product meeting repeat buying objectives?
- How many customers are repeating their purchase more than once?
- What is the long-term potential of my new product?
- How much of a new product's volume can be attributed to trial versus repeat activity?
- Which specific items in my product launch has been the most or least successful?
- When did my product launch reach full distribution?
- For any given week post launch what are the detailed weekly metrics?

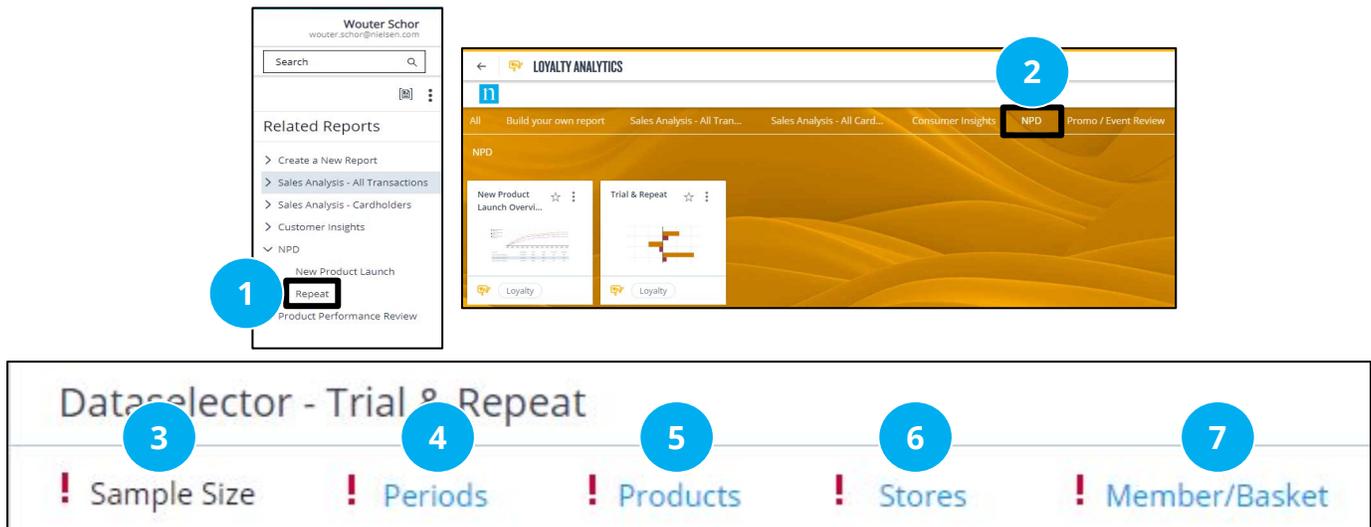
Key Benefits

- Determine what proportion of my trialist are converted into repeat buyers and multiple repeat buyers.
- Evaluate the success rate of converting triers to repeat buyers.
- Assess correlation between distribution and product trial & repeat percentage.
- Determine the impact of promotion efforts on repeat buying.
- Uncover your brand triers and your brand repeaters.

TRIAL & REPEAT ANALYSIS

SETUP YOUR TRIAL & REPEAT ANALYSIS

This report is usually run in conjunction with the New Product Analysis, so you can context carry from the New Product launch report by clicking the report icon in the top right and select **Repeat (1)**. Alternatively, you can select this template from the landing page (2).



The data selector requires you to complete the following for your report:

3. **Sample Size:** Always set this to 100%, as this report runs on item level data.
4. **Periods:** Select one time period; the report will automatically disaggregate to individual weeks.
5. **Products:** Always select your data from the folders available in characteristics so the report automatically disaggregates to item level.
 - a. **Product Share Base:** this sets the denominator for the % Penetration calculation (see fact descriptions on the next page).
6. **Stores:** Select any store for this report.
7. **Customer Basket:** Select a value which is based on your loyalty card program.

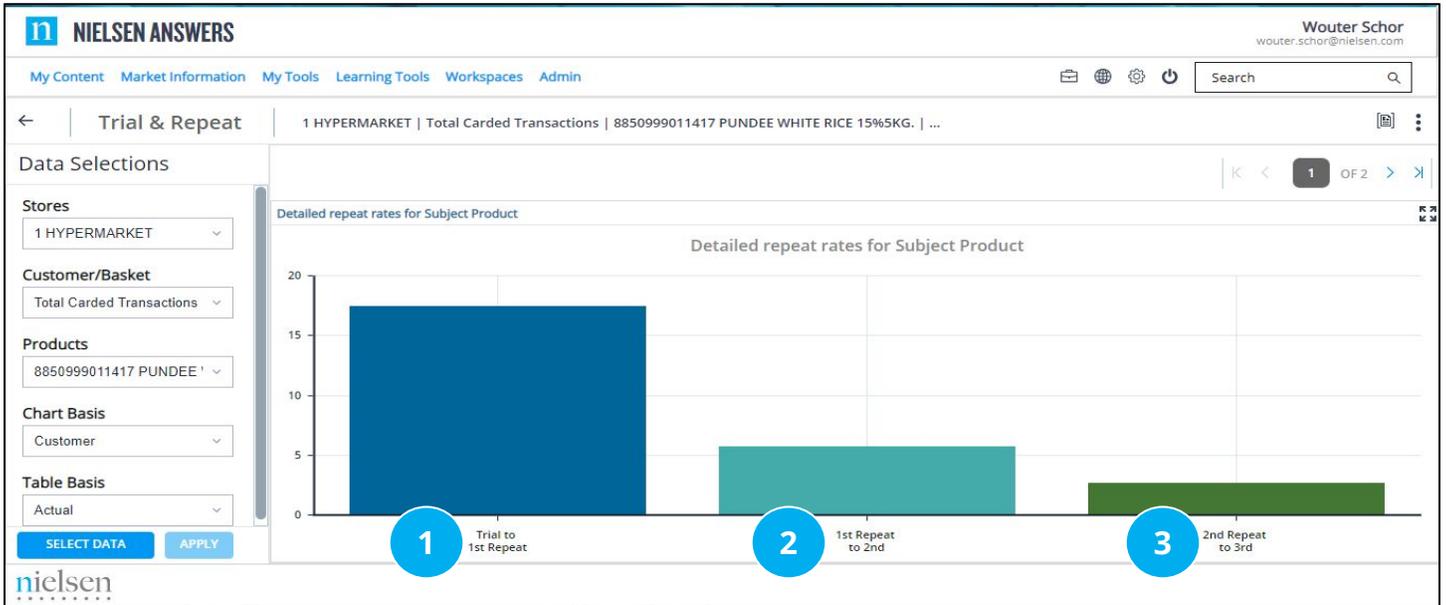
Tip: choose a value from the week totals folder.

TIPS & WATCHOUTS

1. Run the New Product Launch Analysis to identify any of the new items in the category and its first week selling.
2. Once you've run the New Product Launch, you can click the report icon in the top right and select Repeat; it will context carry your selections across.
3. Please note that if you context carry, the report also carries products which are not identified as new items. These will show no data available once selected in the data context picker; always select an item which is visible on the New Product launch report.
4. To save time you can also use report builder to identify any of the new items in the category and its first week selling
5. Use the all customers segment on top of any selected customer segments to make sure there are enough customers in the universe.
6. Always use 100% sample size on this report regardless of your data selections.

TRIAL & REPEAT ANALYSIS

SETUP YOUR NEW PRODUCT LAUNCH ANALYSIS



DATA & FACT DEFINITIONS

1. **Trial to 1st Repeat:** All customers who have repeat purchased the product. ie all customers who have bought the product at least more than once in the selected time period (ie. excludes trial-rejectors or non repeating customers).
2. **1 Repeat to 2nd Repeat:** Only customers who bought the product at least 3 times or more in the selected time period (i.e. excludes non repeating customers and 1 time repeaters)
3. **2nd Repeat to 3rd repeat:** Only Customers who bought the product more than 4 times in the selected period (ie. excludes non repeating customers and customers who repeated only once or twice)