



Breakthrough Marketing Technology is celebrated for simplifying marketplace complexity to reveal what will make a business better. We use our intelligence to think our way through market noise to define and facilitate what it takes to catapult business performance to a higher level of operational effectiveness and profitable revenue. We identify what customers will pay for and what it takes to get it to them. We are recognized for helping our clients connect to their target customers and markets. By engaging our rare combination of left-brain creativity and right-brain analytics, we guide clients along the path to profitable transformation.

We are faithful to the creation of a strong, sustainable business by building a creative and intellectually stimulating environment in which we can

all be our best selves. Our work is enhanced by our diverse backgrounds and experiences. Our Mission? Uncover the

uncommon truths our clients can use to transform their businesses with differentiated value. We translate what our clients' customers will

pay for into simple facts that transform a business's performance for the better. We generate market analytics to enable decisions on goals

for finance, production, sales and other functions to deliver what

targeted customers will value. We design the business models that enable

clients to achieve their business objectives with a culture that innovates ways

to deliver to the market with ever-increasing effectiveness and efficiency. And

we provide integrated data tools and methodologies for marketers and the

whole organization to manage business transformation. With all of this, we

deliver

profitable

revenue and

definable actions

based on market

intelligence. We deliver on

promises with honesty,

transparency, continuous

learning, commitment to

quality, curiosity, and

empathetic listening.

Analytic Methodologies



WHAT WE OFFER

Breakthrough Marketing Technology Transforming market insights into profitable revenue

We support go-to-market leader success as you consider introducing innovations, re-positioning existing ones or expanding your customer base using our agile process.

- You get strategic solutions customized to your unique business needs.
- You get the marketing mix to engage who will pay for what.
- You get actionable insights from data analytics.
- You get a fact-based growth plan based on data from customers you want.
- You get execution and organizational implications from market analytics.

We accelerate your growth initiatives by leveraging our decades of successful industrial and consumer experience
developing and executing commercial launches



Research Tools I

Qualitative Explorations

- One-on-one interviews
- Dyads; triads; quads
- Exploratory focus groups
- Ethnographies
- Walk-the-floor observations
- Future Business HistorySM
- Strategy FlowdownSM
- Marketing communications
vehicle testing and assessment



Research Tools II

Quantitative Explorations

Breakthrough Toolkit™

Hybrid VOCSM

Attribute, attitude and outcome –
importance & performance

Choice model pricing

MSI – Market Space Investigation

RVA – Rapid Value Assessment

RMA – Rapid Market Assessment

Feature benefit value & profiling

Factor analysis and
compositional conjoint

Brand assessment including
attributes & perceptions

NPS – Net Promoter Score

Marketing communications
vehicle testing and assessment



Analytic Tools I



Basic Methodologies

- Customer Segmentation
- Customer Lifetime Value
- Response Modeling
- Deep-dive Email Analysis
- Dashboards
- Reporting



**MAXIMIZE
ONLINE & OFFLINE
CONVERSIONS**

Analytic Tools II

ADVANCED METHODOLOGIES

Marketing Mix Modeling

When historical data is accessible

- Optimize campaigns – digital, TV, etc.
- Discover which channels and campaigns drive conversions
- Boost the return from ad expenditures
- Establish the efficiency of each of your marketing channels
- Determine the impact of non-marketing factors e.g., weather, economy etc. on sales
- Receive recommendations and forecasts to boost ROI
- Answer key questions:
 - How do seasonal trends impact campaigns?
 - Where to spend and where to cut back?



**MAXIMIZE
ONLINE CONVERSIONS by
OPTIMIZING CAMPAIGNS**

Analytic Tools III

ADVANCED METHODOLOGIES

Multi-touch Attribution

- Long- and short-term impact measurement
- TV and digital path to purchase
 - Leverages first party data
 - Never PII – always privacy safe
- Multi-touchpoint approach to attribute conversion and sales
- Track ad fatigue
- Uncover the halo effect of different channels – including digital
- Determine the frequency of each touchpoint before conversion



OPTIMIZE CROSS-SELLING PRODUCTS to BUNDLE & PROMOTE TOGETHER

Analytic Tools IV

ADVANCED METHODOLOGIES

Basket Analytics

When one basket product is purchased, basket analysis recommends the next product to offer.

Analysis uncovers product placement for website, prints ad, retail floor, etc.

- Requires data of individual customer purchases
- Provides prioritized list of the next 5 best products to recommend for each product purchased
- The recommended sequence of product purchases is delivered



SITE VISITOR CONVERSION

Analytic Tools V

ADVANCED METHODOLOGIES

Conversion Analytics

Site browsers who have not purchased are better prospects than those who come direct from Facebook, Google, TikTok & programmatic sources.

Browsers have expressed at least curiosity.

- The effective and proactive conversion approach:
 - Identify the population that has browsed but not purchased
 - Select a sample of 1-time purchasers
 - Develop conversion propensity model to score and rank each purchase browser and purchaser
 - Prioritize conversion resources to browsers with the highest likelihood to purchase scores
- Drive browser conversion with data



OPTIMIZE COMMUNICATION RESOURCES

Analytic Tools VI

ADVANCED METHODOLOGIES

Promotion Intensity Analytics

Too much promotion can turn off prospects thus negatively impacting conversions and other KPIs

Over communication can train prospects to avoid or ignore your promotions

Under communications are missed opportunities

Estimate the optimal number of communications within a span of time

- The effective approach:
 - Define the time span of interest
 - Collect random samples of customer data
 - Summarize promotions and purchases for each customer in the sample
 - Build optimization model and classify each sample based on pre-determined criteria
 - Identify the optimal number of promotions based on past purchases within the span of time
 - Identify non-buying browsers and a sample of one-time purchasers
 - Develop conversion propensity model to score and rank each browser
- Prioritize conversion resources to browsers with the highest scores



About Us

Founded in 2002, Breakthrough Marketing Technology is a business, marketing and innovation consultancy delivering actionable strategies based on fact. Breakthrough helps go-to-market leaders successfully launch new offerings with market insights based on designing, collecting, and analyzing data from the customers to be served. We define the features the market will buy and how much they will pay.

More than experience explaining what to do, we have experience doing the work our clients do. So, we know what it takes for the market insights we uncover to be transformed into plans that are actionable. That's how we guide organizations to the achievement of their strategic objectives.

Breakthrough growth strategies result in sustainable and profitable revenue. By transferring learnings, we enable our clients to do more work better themselves and install high performance processes that grow internal bench strength. Our mentoring and coaching are recognized as supports of the new processes.

We excel at using statistical analysis and predictive modeling – including AI and machine learning, to mine market and company data. Our deliverables leverage client core competencies to extract maximum customer value from every corner of client business.



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