



Breakthrough
Marketing Technology

Transforming Market Insights into
Profitable Revenue

PROFILE

Customer Insight-Driven: We leverage AI and data analytics to deeply understand your targets, enabling tailored marketing strategies that resonate with your customers' specific needs and preferences.

Innovative Solutions: Our cutting-edge technology and creative approaches ensure you stand out with unique and compelling experiences for your target customers.

Result-Oriented: Focused on delivering measurable outcomes, our strategies are designed to optimize your ROI, increase engagement, and drive conversions.

Agile and Adaptive: In a rapidly changing market, our agile methodologies ensure your marketing campaigns remain relevant, responsive, and effective against emerging trends and customer behaviors.

Partners for Growth: Your team, committed to your success. Our collaborative approach aligns with your business goals. We work together to achieve breakthrough results.

CONTACT

PHONE:
1.201.604.3600

WEBSITE:
www.breakthroughgroup.com

Pamela J. Roach | CEO

O: 201.604.3600 x 110 | M: 201.838.3423

pamela@breakthroughgroup.com

Try [Jade](#) to understand markets and customers

[Connect with me on LinkedIn](#)

OUR PROMISE

We transform complex data into actionable insights, enabling our clients to navigate market complexities and accelerate innovation. Our unique value lies in our ability to:

- ✓ Develop advanced analytics data-driven strategies that align with specific business goals, from market entry to sustainable growth.
- ✓ Identify untapped opportunities to capitalize on innovative product offerings and gain competitive advantages.

CORE COMPETENCIES

Innovative Consulting: Leveraging cutting-edge research and data analytics to drive decisions and innovation.

Strategic Market Intelligence: Delivering granular insights into market trends, regulatory impacts, and competitive landscapes.

Robust Go-To-Market Strategies: Custom strategies ensuring efficient market penetration and sustainable growth.

CONTRACT EXPERIENCES INCLUDE

Aon, Bloomberg, CertainTeed, The Dow Jones Company, DuPont, Exxon, The New York Times, Macy's, MTA, NYC Dept. Small Business Services Business Preparedness and Resiliency Initiative, Philip Morris, Ralph Lauren, Stanford University, Xerox.

BLACK ENTREPRENEURSHIP SEGMENTATION & PREDICTIVE MODEL



We studied the implications, impediments, and opportunities to address the disparity between a 22% NYC Black population as compared to only 2% of Black business ownership. The study learnings provided input into the policy and program recommendations.

Learnings were generated from:

- ✓ Secondary Research
- ✓ Qualitative Exploration including interviews and focus groups
- ✓ Quantitative Online Surveys of Black NYC-based current and future business owners and non-Black NYC-based current and future business owners.

The Black entrepreneur and business owner insights defined anxieties, aspirations and barriers to Black-owned business formation and growth. These findings also informed our segment profiles and KPIs defined by concepts developed from survey Agile exercises.

Survey responses of non-Black and non-NYC business owners served as controls for comparison to the NYC-based Black entrepreneur and business owner responses.

<https://www.nyc.gov/assets/sbs/downloads/pdf/about/reports/benyc-report-digital.pdf>

NAICS/ NIGP CODES

541610/91875	Business Management Consulting
541613/91876	Marketing Consulting
541614/91832	Process, Physical Distribution & Logistics Consulting
541800/91503	Advertising
541910/96160	Marketing Analysis, Research & Public Opinion Polling
541511/91829	Custom Computer Programming Services

CERTIFICATIONS

NYC MWBE & SBE
 WBENC NY/NJ WBEC – recertification in process
 MWBE & SBE PANYNJ
 New Jersey MWBE & SBE

DUNS

136729766

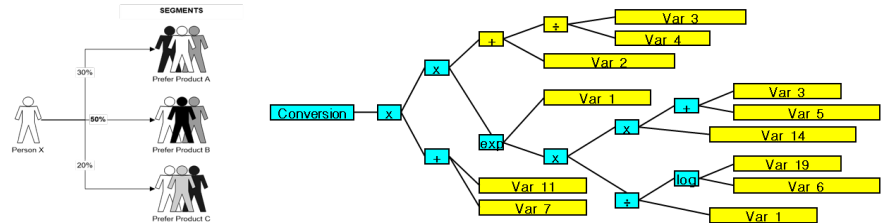
CUSTOMER SEGMENTATION & CONVERSION FOR LEADING INFORMATION SERVICES COMPANY

PROBLEM

- An information services client was interested in accurately measuring the usage of its products across different customer segments in addition to establishing a robust segmentation scheme.
- Client also wants to estimate conversion likelihood of leads generated from their sales/marketing efforts.

SOLUTION

- Develop probabilistic segmentation via Latent Class Analysis
- Develop conversion model via hybrid Genetic Programming & Statistical model.



BENEFIT

Increased effective tailored messaging to different cohorts of the prospect base delivering 35% increase in conversion rate among this population.

XEROX MARKET PENETRATION STRATEGY

PROBLEM Introduce a low-end multifunctional printer in emerging markets.

SOLUTION Conducted a global survey, utilized data analytics to determine pricing, positioning, and key product features.

BENEFIT Defined the go-to-market strategy that successfully penetrated the Brazilian market.

BREAKTHROUGH TEAM INNOVATIVE SOLUTIONS

Reduce your risk of poor decision with facts.

- ✓ **Go-to-market plans** – data-based interdependent definitions of product, place, positioning and price demand curves.
- ✓ **User experience research** – capture customer experience and analysis of products, systems to design offerings.
- ✓ **Brand positioning** – establish competitive differentiation in the mind of your target customer.
- ✓ **Marketing research** – design, collection and analysis of stakeholders & customers to position and price new offerings.
- ✓ **Artificial Intelligence Machine Learning** – outcome and segment predictive models, sales forecasting, optimized product or service targeting, general analysis using advanced statistics and predictive methodologies.
- ✓ **Robotic process automation** – productivity increases of 32% through customized process optimization, including document management.
- ✓ **Media mix modeling and multi-touch attribution** – maximize the short and long-term impact of media interactions and conversions to optimize the marketing spend.
- ✓ **Customer segment profiles** – who they are, what they will respond to and **why**.
- ✓ **Marketing communication** – strategy and execution based on data based go-to-market plans
- ✓ **Generative Artificial Intelligence Models** – text-based solutions from disparate data sets including synthetic data modeling.