



Research shows that it is 5X more expensive to get a new customer than to retain an existing one.

- To be profitable, you need to retain customers
- Make sure they buy again
- That they buy more profitable products
- Then that they buy again
- Then buy more often
- You need to cross sell
- You need to upsell
- You need to increase loyalty
- **You need to know why**

### CEO Analytics is an attitudinal research company

We combine the sophistication of Disassociated Conjoint Analysis with proprietary algorithms to unearth real, unvarnished consumer drivers.

### 3 Key Improvements

- We “talk” to large numbers of real people
- Our surveys are superbly accurate. We have successfully eliminated all biases
- We offer an industry-exclusive money-back guarantee: We will deliver a 200% ROI or return your money

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Once you discover the why, you can change the what... and the when... and the how much... and the how often

## 3 Reasons why you need CEO



**Knowing why** increases customer retention, loyalty, and revenues. It improves your ability to resell, cross sell and upsell your customers

**Knowing why** will help you predict successful product & service features



**Knowing why** will help you predict marketing & promotional results by customer segment

## Quick, painless integration



Initial meeting to define the scope and establish objectives

CEO creates and tests the survey



CEO and your team publish the survey

CEO collects data, applies algorithm, creates dashboard



Client presentation and training; available 24/7

**Risk-free: 200% ROI or your money back**

## Expertise at the helm: 35+ years in business intelligence and customer insights

General Management positions at various BI software companies.

**Industries:** Retail, CPG, Life Science, HealthCare and Customer Financial sector.



Top management position in some of the largest ad agencies in the world

**Industries:** CPG/Retail, Restaurants, Food & Beverages, Financial, Automotive, Direct Resp



## Super Markets

10. (KK/LL) Super Markets: What is more important to you? \*



## Automobile Retailers

10. (AA/BB) - Automobile Retailers: What is more important to you? \*



## Vacations

11. (QQ/00) Vacations: What do you prefer? \*

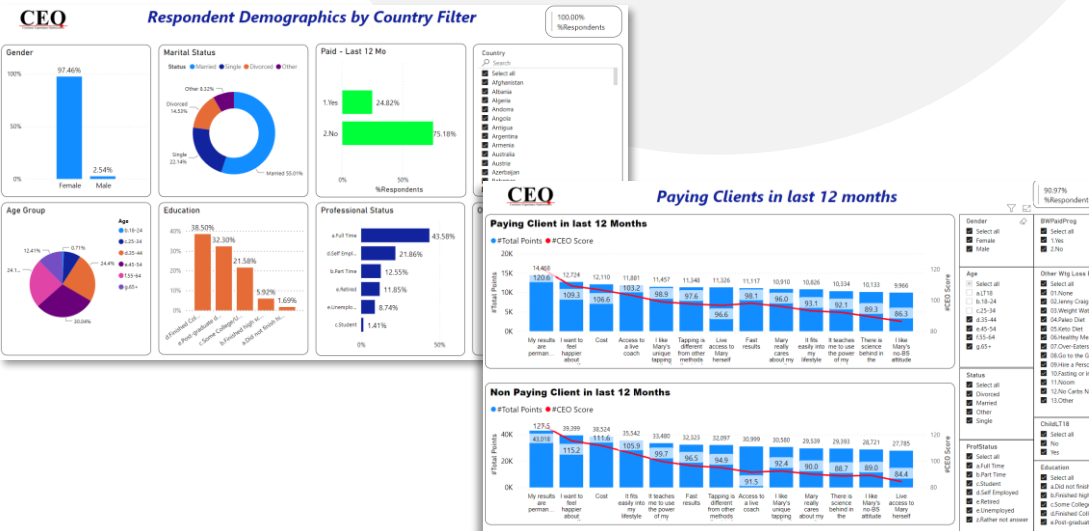


The CEO Analytics is an important first step towards “why”. We present questions randomly one by one. As a result, it is impossible to “game” the survey or “lie” in the answers, giving us the maximum accuracy. The surveys are fun to use for respondents keeping completion numbers high.

So, how do we stack up against conventional research... and why you should switch to CEO?

- Focus groups are typically 10 or 20 people talking for 2 hours. We routinely gather thousands of opinions which are statistically representative and, because there is no bickering, represent what is truly important to these thousands of respondents.
- Scales from 1 to 5 show all of the options at once. Respondents then typically choose the best and worst and everything else falls in the middle score of 3.5. In addition, scales do not measure the relevance of each factor. CEO Analytics presents options one by one randomly and we measure both, a more accurate score and its relevance.
- Sales Data is important and we will analyze it too. But sales data can only show you what, how much, when and how many. CEO Analytics shows you **why** decisions were made. In knowing **why** you can also change the what, and the when, and the how many...

CEO is not only the best choice. Thanks to our 200% ROI guarantee it is a riskless decision.



## What's it like to work with CEO?

- The founders each have over 35+ years of expertise in business intelligence, consumer insight and management, so we make it easy for you and your team
- The entire process is predictable: we set your required milestones and benchmarks and then deliver on time and on budget
- We will train your entire team in both interpreting the data and acting on conclusions
- We eliminate your risk by guaranteeing results: 200% ROI or your money back

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We can't show you an algorithm... but responses are processed continuously, and the system is updated weekly or, if needed, more often. The result is accurate, actionable data that allows you and your team to make real-world decisions. Everything we do is cloud-based, SaaS delivery and can be scaled up to any number of customer segments, locations, geographies and industries.