TNS EX·A·MINE™
DataFusion
Building a bridge between data sources
Comprehensive Customer Insight
Are there different survey data in your company?

Many companies have plenty of studies
- in different departments
- regarding various questions
- as a result of participating in Multi-Client-Studies

... Usually these data are analyzed separately, but ...
- does it really provide a comprehensive insight into your customers?
- do you gain statements about the importance of the various aspects?
- can you obtain an extensive understanding of your customers’ preferences in different situations?
Relevant information for your company is often included in various data sources. DataFusion is building a bridge between these data sources to allow for holistic analyses.

Results of market research studies (e.g. scorings) and your own customer databases can be integrated.

You can collect additional data at a later date and analyse it simultaneously with the existent data.

Complex questionnaires can be separated into different groups of respondents, but still be analysed simultaneously.
DataFusion enriches internal data with attitudes

### Internal Data
- Transactions, Utilisation, ...
- Hard Facts
  - Where, what, when, how much?

### External Data
- Needs, Motivations, Satisfaction
- Soft Facts
  - Why, how, what for?

#### Behaviour

#### Attitudes

#### Attitude-based Database Enrichment

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DataFusion enriches internal data with Market Behaviour

Internal Data
- Transactions, Utilisation, ...

≠ Business with your own company

Internal Behaviour

External Data
- Behaviour in the total market
  - Business with competitors
  - Share of wallet

Market Behaviour

Behaviour-based Database Enrichment
**TNS EX•A•MINE™ DataFusion**

**Methodological Approach**

<table>
<thead>
<tr>
<th>Internal data: customer database</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact data:</strong> name, address, phone, ...</td>
<td><strong>Master data:</strong> age, gender, ...</td>
</tr>
</tbody>
</table>

**Data Fusion**

- Projecting the market research findings back into the customer database

**Sampling**

- Anonymous, representative sample

**Model estimation**

- Market research: typology of consumers, target segments, affinities, scores, ...

**Anonymous, representative sample**

- Customer ID <-> Interview ID

**Master data**

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Master data</td>
</tr>
</tbody>
</table>
Methodological Approach
Linking different data sources with link variables

<table>
<thead>
<tr>
<th>Internal Data / Survey 1</th>
<th>Survey 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilisation</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Link variable 1</td>
<td>A1</td>
</tr>
<tr>
<td>Link variable 2</td>
<td>A2</td>
</tr>
<tr>
<td>Link variable 3</td>
<td>A3</td>
</tr>
<tr>
<td>Link variable 4</td>
<td>A4</td>
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<tr>
<td>Link variable 1</td>
<td>A1</td>
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<tr>
<td>Link variable 2</td>
<td>A2</td>
</tr>
<tr>
<td>Link variable 3</td>
<td>A3</td>
</tr>
<tr>
<td>Link variable 4</td>
<td>A4</td>
</tr>
</tbody>
</table>

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Methodological Approach
Model estimation and application

1. Model estimation
   - Internal Data / Survey 1
   - Link variables
     - Link variable 1
     - Link variable 2
     - Link variable 3
     - Link variable 4
     - ...

2. Model application
   - Survey 2
   - Link variables
     - Link variable 1
     - Link variable 2
     - Link variable 3
     - Link variable 4
     - ...
   - Attitudes
     - A1
     - A2
     - A3
     - ...
   - Utilisation
     - U1
     - ...
   - Attitudes
     - A1
     - A2
     - A3
     - ...

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What are the advantages of DataFusion?
(1) Answers to questions regarding different surveys

How do the different aspects of customer retention affect consumer behaviour in the market?
(Analysing customer retention + market structure)

What is the best way to distribute your new product?
(Retailer analysis + product test)

Which communication media is most efficient to reach interesting segments (based on needs)?
(Analysis of media use + Segmentation based on needs)

How does brand perception influence a consumer’s brand choice?
(Brand image + Brand tracking)
What are the advantages of DataFusion?

(2) Projection of key information into your internal database

Which customers have a high affinity to a new product?

How can you rise the cross-selling rate?

How can you optimally segment customers in such a way that the solution can be easily operationalised afterwards?

Which customers are most likely to quit?
What are the advantages of DataFusion?
(3) Efficiency and Optimisation of Cost

Additional insight from available primary data sources.

You can draw conclusions by examining multiple data sources simultaneously.

➔ Optimisation of the efficiency of your primary data.
➔ Improvement of cost-value ratio for your field research.
What can we do for you?
Range of services

- **Screening** and preparing your internal database
- **Feasibility studies** and realisation of DataFusion projects
- **Realisation** of complex survey designs and extensive questionnaires
- By your request: We run your customer database on our systems for quick analyses
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