

## TRAQLINE CUSTOMER RECONTACTS: Developing Segments from TraQline Respondents



### Specific insights included:

- How important is the outlet shopped for replacement tires?
- What feature is the most important when selecting a replacement tire?
- How likely would you recommend a certain replacement tire?
- Is vehicle maintenance being conducted per manufacturer's recommendation?
- What brand is most prevalent by segment?

### THE BUSINESS NEED

Most companies want to know their market share, who their customers are, where their products are being purchased from, and how they stack up against their competitors. This and more information can be obtained from TraQline, but when it comes to asking proprietary questions to further **understand customer behavior**, a recontact study is a perfect solution.

Our client in the tire industry wanted to create custom segments for replacement tire purchasers based on attitudinal and behavioral questions. By utilizing the data from TraQline and re-contacting recent replacement tire purchasers the tire manufacturer was able to identify key attributes associated with each segment. By assigning a specific segment to each replacement tire purchaser, they were able to identify their market share by segments.

With this information, our client was able to identify performance of marketing and merchandising activities of key segments each quarter. This approach allows our client to focus new marketing initiatives specifically targeted towards target segments; ultimately providing a higher ROI as well as refining new product development to maintain their category leader status.

### THE RESEARCH PLAN

The Stevenson Company worked with the tire manufacturer to conduct proprietary recontact surveys with replacement tire purchasers who made their purchase between 1-90 days ago. This quantitative survey included attitudinal and behavioral questions. Due to the time-sensitive questions on purchase behavior, invitations are sent to respondents as soon as possible after the quarter ends. For faster and more robust analysis the follow-up data collected was uploaded and integrated with quarterly results on the TraQline portal. In addition, The Stevenson Company prepared quarterly scorecards on specific questions and historical data trends.

Using our approach, our client can monitor their market share by various segments, purchasing habits, and other characteristics. They can view how each of their segments shop, and ultimately purchase, their competitors' products and where they go to purchase.

*“Utilizing all the TraQline tire purchasers to identify, refine, & apply our segments with such a short turnaround has provided invaluable insights to marketing and merchandising.”*

**OUTCOME**

The integration of the two methodologies allowed our client to build a robust database of roughly 2,500 replacement tire purchasers per quarter for monitoring their marketplace and anticipating consumers' wants and needs for future replacement tires. The Stevenson Company's proprietary TraQline survey and the ability to re-contact replacement tire purchasers within 90 days or less of the purchase provided the data to see changes in the market place by segment.

*The insights provided the tire manufacturer to monitor the conversation rate from brand recommendation to brand purchased which continues to be roughly 77%.*



**Impact of Brand Recommendation on 3Q13 Purchase Funnel**

*Among total consumers, those with a tire salesperson interaction, or with Brand recommended*

	Past 3 Month Buyers <sup>#</sup> (n=2,817)	Had tire salesperson interaction <sup>^</sup> (n=1,318)	Brand recommended* (n=171)
<b>Consideration</b>	23%	24%	78%
Conversion rate →	(53%)	(49%)	(77%)
<b>Purchase</b>	12%	12%	60%
Conversion rate →	(48%)	(47%)	(50%)
<b>Conviction<sup>+</sup></b>	6%	6%	30%

<sup>#</sup> Based on an 11 point scale for likelihood to recommend brand , top 2 box scores are shown.  
<sup>#</sup> Past 3 Month Buyers is based on those who participated in follow-up segmentation study  
<sup>^</sup> Had a tire salesperson interaction is defined as those who had brand(s) recommended by a salesperson among Past 3 Month Buyers (3Q13)  
<sup>\*</sup> Michelin recommended is defined as those who had Michelin strongly recommended by a salesperson among Past 3 Month Buyers (3Q13)  
 Note: All data represents 'Tires: Total Auto / Truck per Ticket'

**Which Segments are Buying Brand A and Brand B**



*Our client was able to compare their brand to competition for each of their key segments, allowing them to adjust messaging, distribution, and merchandising.*

**How can The Stevenson Company help you reach and better understand your customers?**

Contact us today to learn how we can identify and recontact your customers to provide you with insights you can't find *anywhere* else!

**Contact Us**

The Stevenson Company  
 10002 Shelbyville Road  
 Louisville, KY 40223  
 502-271-5250

[www.stevensoncompany.com](http://www.stevensoncompany.com)