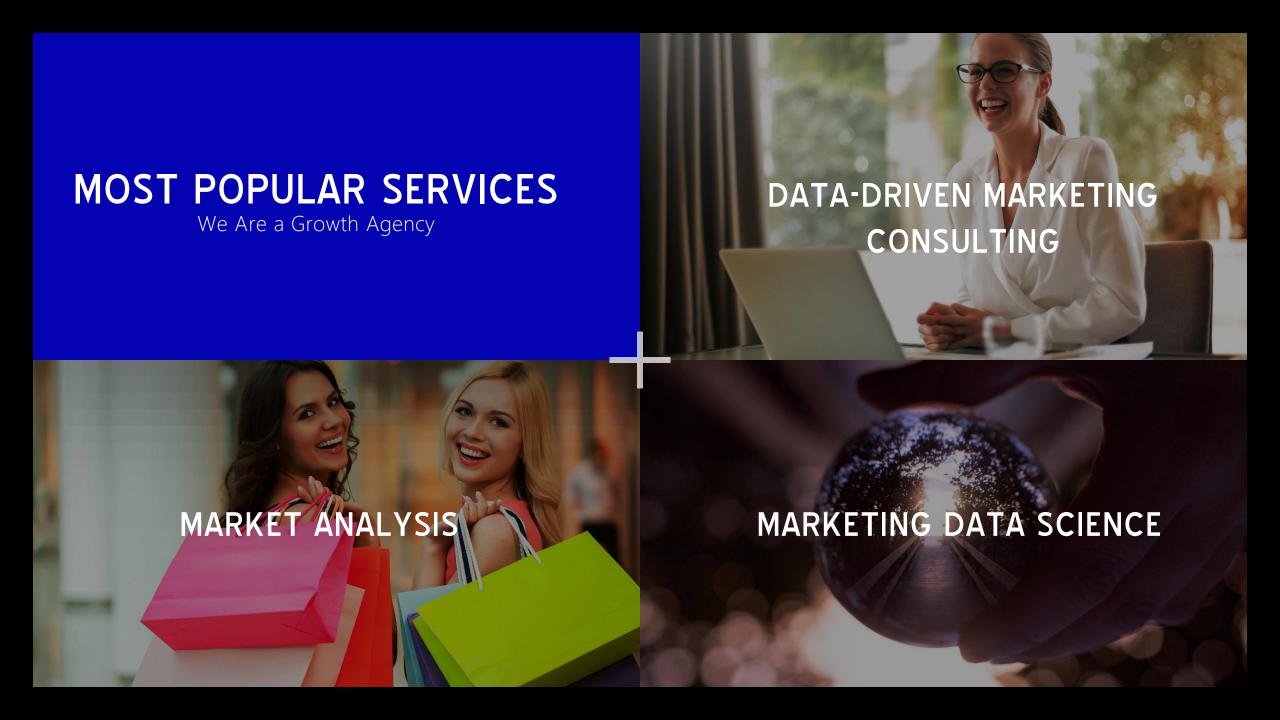**Welcome to Our World!**

MARKET ANALYSIS & STRATEGY

nexlooks

Founded in 2019, we are the first agency on Market Analysis & Data Science in the country. We are a marketing Consulting agency that is extremely passionate about marketing and analysis that helps well-established companies to achieve rapid, scalable and sustainable growth. Together with you, we have the power to surprise your customers with innovative and unique ideas. As a true partner, we are always by your side at every moment, over time and across the country.

TURNING DATA INTO SOLUTION AND STRATEGY

MOST POPULAR SERVICES
We Are a Growth Agency

DATA-DRIVEN MARKETING CONSULTING

MARKET ANALYSIS

MARKETING DATA SCIENCE

DATA-DRIVEN MARKETING CONSULTING

Having data alone is not enough. In many cases, companies have enough data about a market and its players, but they cannot make good use of this data and turn it into added value.
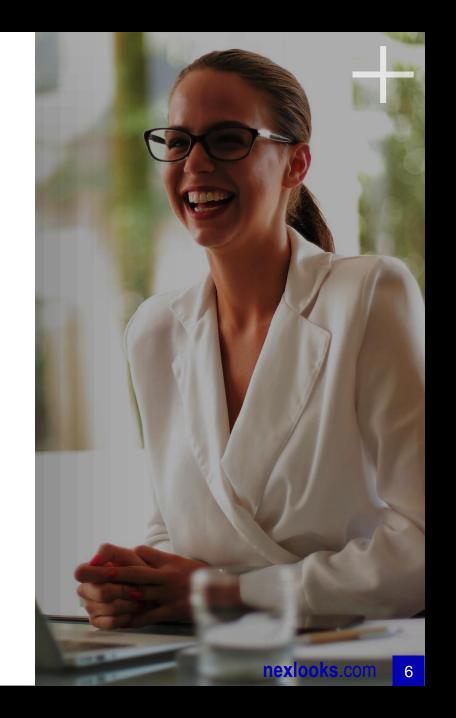
Data-Driven Marketing Consulting

Decision making in marketing and sales is a very difficult act. Every wrong decision means wasting significant time and resources and even brand failure. In any case, making decisions without information means "trial and error method". It means shooting an arrow in the dark. What can guarantee the success of decisions is information. We strongly believe that :

"100% information : 100% success"

All our efforts are to provide marketing and sales consulting services based on data and information in order to minimize decision risk.
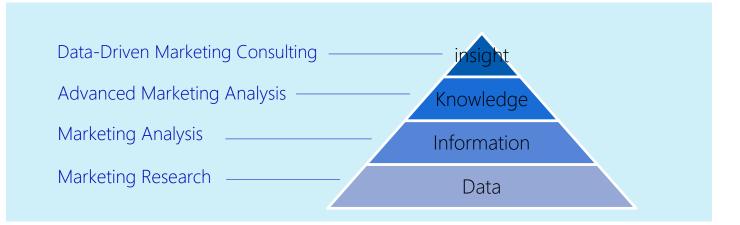
Data-Driven Marketing Consulting

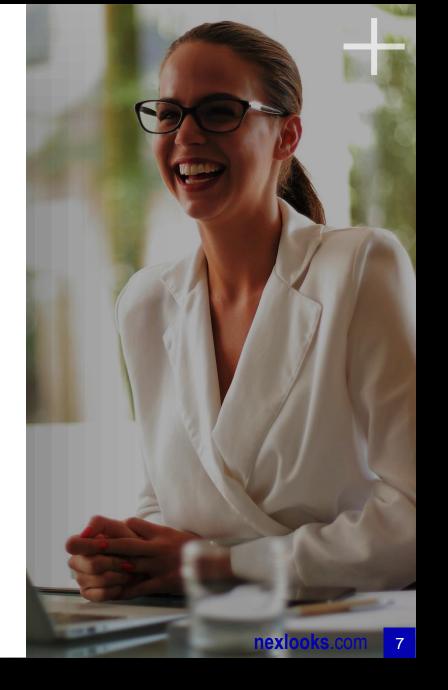Problem identification (whether there is an inherent problem or not?)

Provide a problem-solving process (how to solve a problem)

Providing insight (providing data in marketing research. Providing information and knowledge in market analysis. Providing insight in consulting services)

Data-Driven Marketing Consulting ———————— insight

Advanced Marketing Analysis ———————— Knowledge

Marketing Analysis ———————— Information

Marketing Research ———————— Data

MARKET ANALYSIS

Market analysis includes techniques and methods that can provide market opportunities for growth. Growth opportunities in the form of new product development, marketing development, entering new markets, improving the portfolio of current products and ...

Market Opportunities

Growth Strategy

GoToMarket Plan

Route To Market (RTM)

Marketing Strategy

MARKET ANALYSIS

The Most Popular Services & Products

Brand Strategy

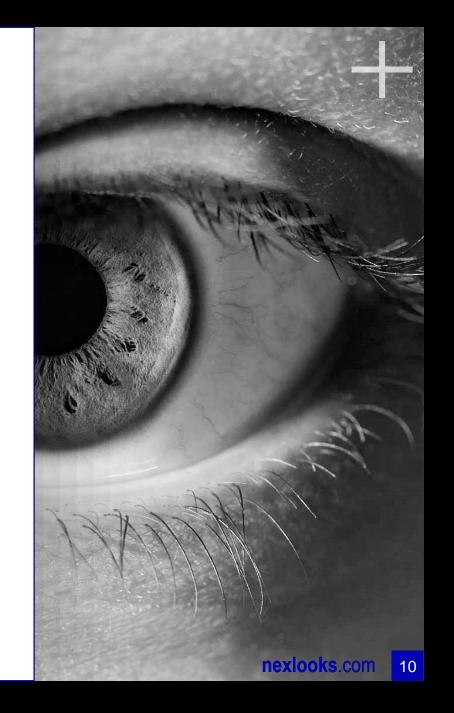Syndicated Market Reports

Joint Venture

Retail Audit

Customer Segmentation

Advertising Effectiveness

Pricing Strategy
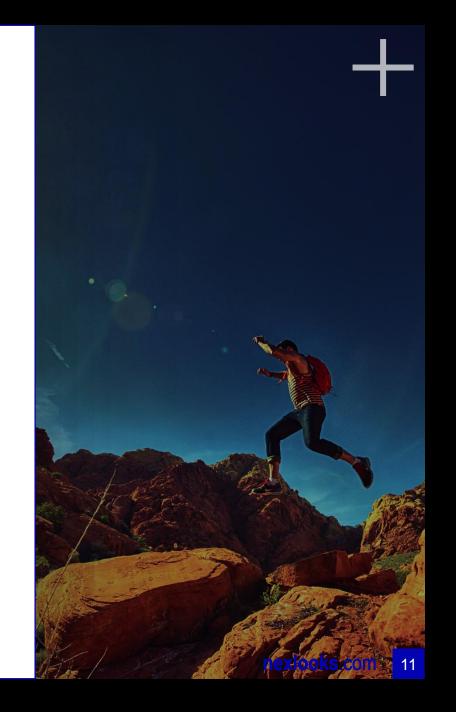
A) Market Opportunities

Before entering to a new market or launching a new product, conducting a market analysis is essential to determine if the opportunities available in the new or existing market. A well-executed analysis of the market, customers, competitors and industry, empower companies to decide where to allocate the available resources and how to seize the identified market opportunities. Combining our market research and analytics expertise, we conduct a comprehensive market assessment of client's products or services in targeted geographies. Some of the main activities included:

❖ Estimate the market size and its growth trend
❖ Identify the factors driving the growth of the market and challenges to be faced
❖ Analyze consumer behavior, their needs, wants and preferences
❖ Determine the market competitiveness
❖ Identify the segments with low-level competition
❖ Evaluating risks of investment in new or existing business
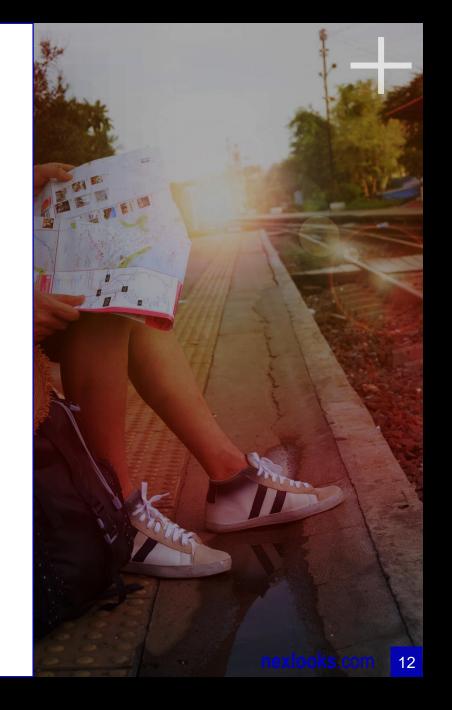❖ Identify market opportunities to drive revenue growth

B) Growth Strategy

A growth strategy is a direction, plan of action that allows company to achieve a higher level of market share than you currently have. Growth Strategy aimed at winning larger market share, even at the expense of short-term earnings. There are typically 4 types of strategies that roll up into a growth strategy: **a**) Product development strategy **b**) Market development strategy **c**)Market penetration strategy **d**)Diversification strategy . We follow comprehensive techniques of market research to conduct the market assessment studies. The study starts with desk research for quick scanning the market and identifying the data gap. Further, the gap is filled by gathering quantitative and qualitative data through first hand research techniques including focus groups, in-depth interviews and surveys. The assimilated data are checked for quality and analyzed using various analytical techniques to come up with actionable market insights
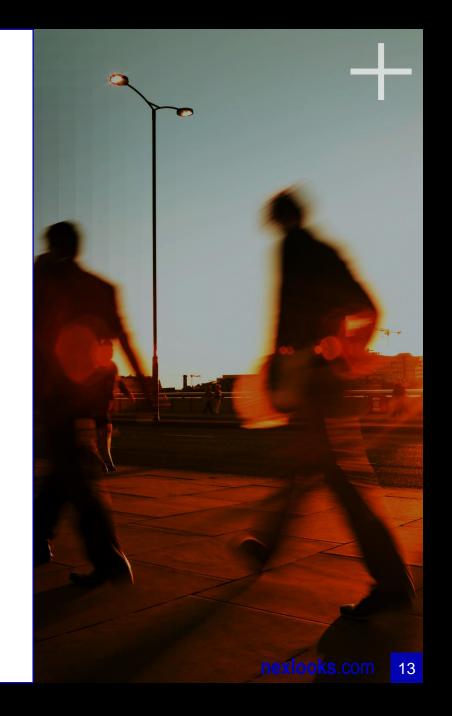
C) GoToMarket Plan (Market Entry Roadmap)

Ensures the success of your new product launch. The go-to-market (GTM) plan is a subset of the marketing plan and addresses how to execute on a specific growth strategy. Every company, regardless of size, should have a marketing plan. A go-to-market plan is only needed if you are looking to expand into new markets, sell new products (services), or do both. A Go-To-Market plan is a strategic action plan specifically focused on the steps needed to move in a new direction. This could be entering a new market, launching a new product, or re-launching a company after a merger or carve-out. It is similar to a marketing plan and covers some of the same areas, but is much narrower in scope. The GTM plan is about a specific product or market, whereas the marketing plan is about a specific business. The end goal of a go-to-market strategy is to enhance the overall customer experience by offering a superior product and/or more competitive pricing.

D) Route To Market (RTM)

In general terms a route-to-market (RTM) is the way a company brings the right products to the right point of sales at the right time. The RTM is the pipeline through which the company flows goods in one direction (supplier to customer), and the payments generated by them in the opposite direction (customer to supplier). In simple terms, a company could have the best product or service in the world, but it will fail if the company does not put the product or service in front of the right customers. Historically, the RTM core responsibility was to distribute a product from a depot to as many points of sale with a regional or national focus. Therefore, nowadays excellence in product or service distribution (RTM) depends on the distribution focus and market strategy. The RTM framework balances the commitment to meet the main business priorities, customer needs and preferences, revenue growth and cost-to-serve.
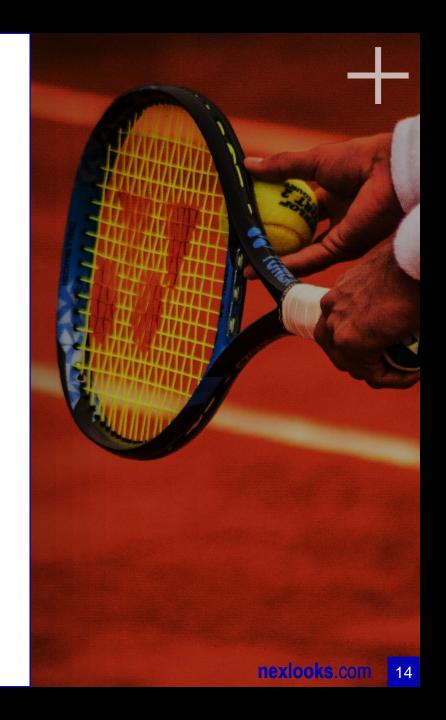
E) Marketing Strategy

The success of any product depends on how innovative is its marketing strategy and effective implementation of it. However, in today's competitive environment, marketers need to adopt a data driven approach for developing and implementing such innovative marketing strategies. Determining the right customers to target, positioning and marketing mix, product, price, distribution, promotion based on meaningful data and customer insights not only meets the customer needs but also ensure the business growth. Our marketing strategy consultants optimize client's existing or develop new marketing strategies that meet customer needs better than competitors and develop long-term profitable relationships with those customers. The most popular products included:

❖ Customer Segmentation & Targeting
❖ Value Proposition
❖ Product Management & New Product Evaluation
❖ Pricing Strategy
❖ Marketing Communication & Advertising Plan
❖ Distribution Channels & Retail Audit
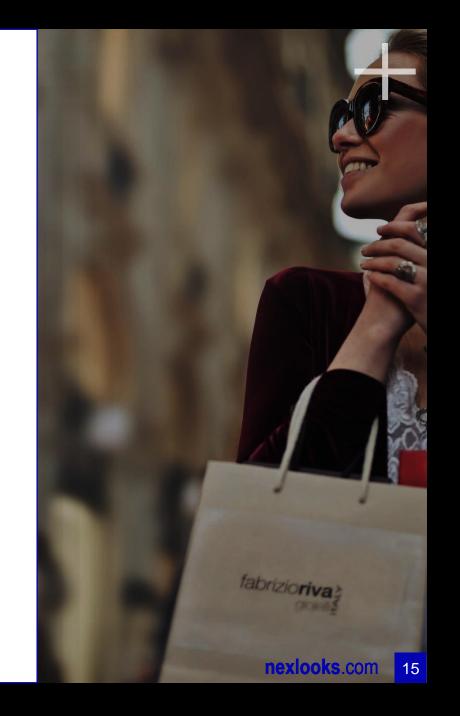❖ Sales Excellence

F) Brand Strategy

'Brand' is way beyond name and logo; rather it is the wholesome experience customers have with the product, service or company. Our most important activities in this field are:

❖ Conduct a Brand Book
❖ Brand Health Audit and Evaluating Brand KPIs
❖ Develop a brand positioning statement & Recommend a unique brand name
❖ Create the visual brand Identity
❖ Determine the appropriate brand Architecture
❖ Optimize the brand portfolio and decide roles
❖ Formulate the brand extension strategy
❖ Develop a brand repositioning and transition strategy
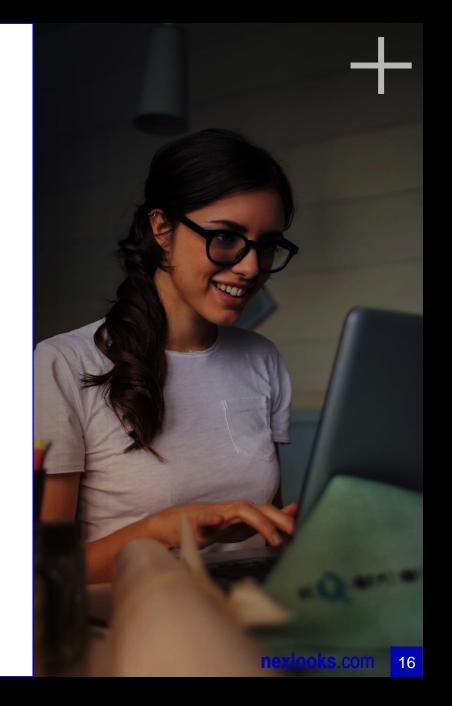❖ Guide the delivery of the brand promise across all the touch points

We use proven research techniques (qualitative and quantitative brand research) combining with case studies, and proprietary tools & frameworks to develop brand strategies.

G) Advanced Marketing Data Analysis

Due to technology eruption, today's companies have more data than ever at its disposal. But deriving actionable insights from it to measure and optimize the marketing performance remains a potent challenge for marketers. We believe that taking an integrated analytics approach is the key to uncover actionable insights for any good purpose. Combining our expertise in data analytics and marketing strategy, we create actionable marketing insights for clients that help them optimize their marketing performance. As a part of this service, we:

❖ Turn data into solutions and strategy
❖ Analysis of data from marketing research projects
❖ Establish clear goals and objectives
❖ Determine types of data to be collected & its sources
❖ Advise on data collection & management
❖ Check the systems to ensure it is collecting data accurately
❖ Discover actionable customer insights
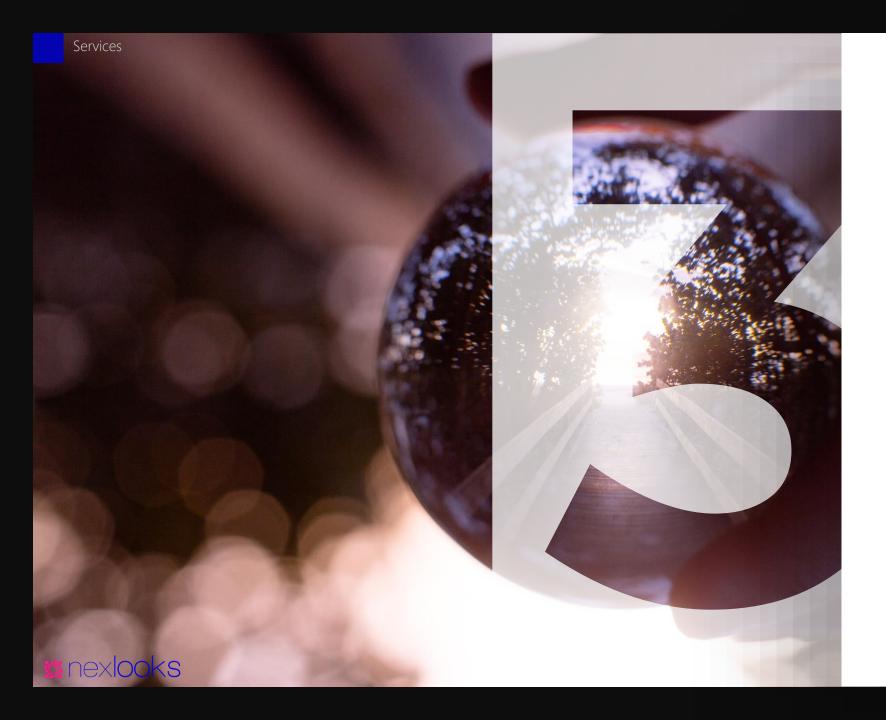❖ Analysis of customer's motivations

H) Joint Venture

In recent years, the willingness of Iranian companies to joint ventures, especially with international companies, has increased. Joint venture is mainly defined as the contract between two or more individuals or companies. In fact, a joint venture is a mutual investment of two or more groups or individuals for economic activity. Joint venture agreements usually lead to a new company whose revenue and profits are commensurate with the partnership; It is divided between groups and individuals. Usually when talking about a joint venture in Iran, the contract is associated with the following conditions:

❖ Cooperation of an Iranian company with an international company to produce jointly in Iran
❖ Production is usually done in Iran and technical knowledge is provided by an international company
❖ The overall management of the company and different departments such as marketing is usually done by a joint team

MARKETING DATA SCIENCE

extracts meaningful information from data and helps marketers in discerning the right insights. that would help them in efficiently optimizing their marketing strategies and derive maximum revenue.
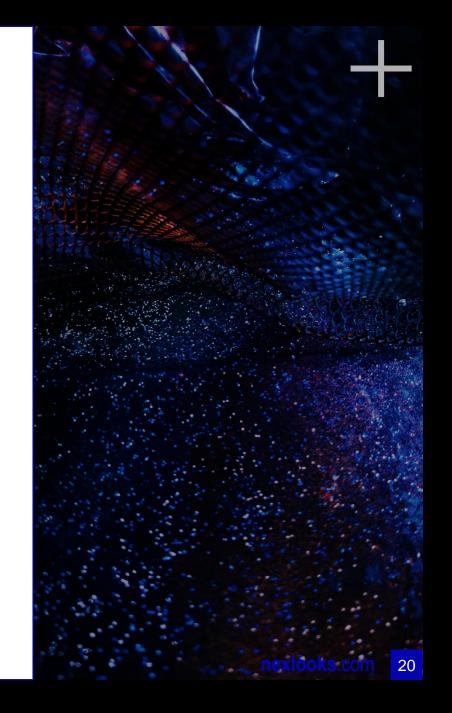
Marketing Data Science

For marketers, high amount of data is a gold mine. If data could be properly processed and analyzed, it can deliver valuable insights which marketers can use to target customers. However, decoding huge chunks of data is a mammoth task. This is where Data Science can immensely help.

Data Science is a field that extracts meaningful information from data and helps marketers in discerning the right insights. These insights can be on various marketing aspects such as customer intent, experience, behavior, etc. that would help them in efficiently optimizing their marketing strategies and derive maximum revenue.

Business Intelligence

Big Data

Create Value From Data

Data Visualization & Dashboard
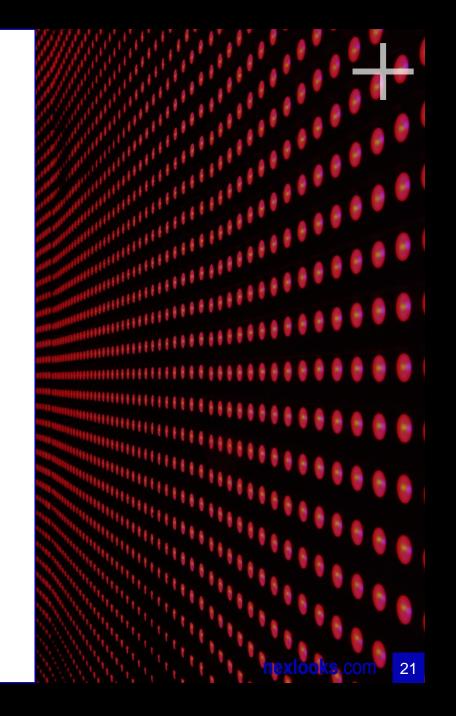
A) Business Intelligence

The type of data as well as the algorithms used in Data Science, differentiate it from business intelligence. In business intelligence, like Data Science, raw data becomes useful and meaningful information through actions. The main difference between Data Science and business intelligence is that business intelligence can be used with static and highly structured data; While Data Science can cover high-speed, high-volume, complex multi-structural data. In the past, data analysts reviewed past data only to report on past business performance. But using Data Science, by studying past data, one can discover trends, find patterns, and predict future business behaviors. Business intelligence can include systems that can analyze structured data sets and provide consistent outputs and reports. Suppose, for example, that all raw daily or monthly sales data can be converted into a management report in a few seconds, which contains all the key sales metrics, and managers can easily monitor their sales status. The development of such systems can significantly increase the speed of decision making. Also, the quality of the decisions made increases significantly and the error rate decreases.

B) Big Data

Data Science is an evolved form of statistical science that can be used to create value from a large body of unstructured data. for example, provide answers to many questions in the field of business; help to make decisions and improve organizational management practices. The massive data that Data Science deals with is known as big data, which includes a wide range of data, including a variety of databases, sales information in an organization, and information available in Social networks and so on.

Overall, working with big data is difficult, but it can bring many benefits to organizations. Imagine being an organization that implements a better pattern of customer engagement by examining customer behavior data over the years. Or suppose another organization that can analyze the big data in social networks and measure the attitude and view of customers towards themselves and realize its strengths and weaknesses. In general, big data is a valuable resource in any organization, but it is less used. nexlooks Agency has been studying and modeling in this field for many years and has been able to develop the latest techniques for working with big data in Iran.

C) Value From Secondary Data

The data in any organization is an important treasure and resource. This data may be relevant to customers, employees, suppliers or vendors. May be related to organizational records or internal documents. may be relevant to market research. All of this information is recognized as a valuable resource that the organization may be unaware of it, or may not understand its value, or may not be able to use it directly. In many cases, we encountered organizations that wanted to define a market research project while answer of their questions was available in their own organization. nexlooks is a specialized data agency. It can easily develop data analysis algorithms in your organization and create value based on raw data. Activities such as database integration, data cleaning, data alignment, data analysis algorithms and models, data visualization, etc. are known as common activities in this sector. Nexlooks can also turn existing data in the organization into valuable management reports that can easily be the basis for defining organizational strategy and make decisions.

NATIONWIDE COVERAGE FOR DOING THE PROJECT

Main Offices:

Tehran: Second Floor, No. 25, Baharestan Street, Dadman Boulevard. **Shahrak-e Gharb**.
Tel: +98 (21) 88078947

Karaj : No.A4 , Third Floor, Yadman Tower, South Taleghani. Tel : +98 (26) 34205092

Advanced Brand Strategy

Brand Audit (BAV Model)

Advertising Effectiveness

Concept Test & Improvement

Our Clients

In this short time

Advertising Pre-Launch Test

Customer Segmentation

GoToMarket Study in MENA

Market Opportunities Analysis

Total Market Study of Juice & GoToMarket Strategy

Market Opportunities analysis & New Service development

Sales Development

Brand Study + Ad PreLaunch

Why
nexlooks?

Our purpose is to promote your brand in best way. We know one thing very well! Every brand has a unique story and needs a unique approach as itself. That's how we care and support our brands.

WE UNDERSTAND **VALUE** OF TIME & **DATA** MORE THAN ANYONE

Thank U!

nexlooks