



Voice of the Non-Customer

Market Measures

**Use insights to find new
and untapped sales
opportunities by removing
barriers to purchase**

**Explainer &
case study**



Actionable insights: convert non-customers and increase sales



VOICE OF THE NON-CUSTOMER

A powerful new research approach which gives retailers a full understanding of the barriers and triggers to purchase. This is combined with a conversion model which precisely identifies actionable £sales opportunities that maximise non-customers' spend.



KEY FINANCIAL BENEFITS

Our Voice of the Non-Customer conversion model yields immediate ROI as the initiatives to remove purchase barriers are activated.



THE DELIVERABLES

- Visibility on complete purchase and consideration funnel
- Sizing of purchase barriers based on people and £spend
- Conversion model to prioritise actions for increasing £sales

How we quantify and identify triggers and barriers to purchase



Case study – leading sportswear brand

PROBLEM

A large number of new stores were underperforming against target on footfall and conversion. Our clients needed to identify the priority actions which would increase £sales conversion.

OUR FOUR STEP APPROACH

1. Accurately identify key barriers to purchase at a store or brand level
2. Speak to a robust sample of current and non-customers
3. Using enhanced MaxDiff methods, quantify the share of importance of each barrier
4. Model against known store ATVs, intended spends and industry benchmarks to accurately value distinct opportunities for growth

OUTPUT

Detailed understanding of specific reasons for non-purchase, alongside array of metrics benchmarked against competition – brand awareness, market penetration, footfall, customer profile, conversion rates.

Precise reasons for non-conversion were identified and a conversion model provided to prioritise actions which would increase £sales.

OUTCOME

Our conversion model estimated a sales conversion increase of 50% if the issues were rectified. This was equal to an increased sales opportunity of c €200m per year across the 30 new branded stores. In addition, this retailer launched new flagship stores in prime locations which more effectively targeted its ideal customer demographic.

50%
estimated
increase in sales
conversion

€200m
per year
increase in sales
opportunity

€128k
per week, per
store increased
sales opportunity





**Get in touch now to
break down purchase
barriers and drive sales**

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