



DECTIVA

CONSUMER SECTOR CAPABILITIES SUMMARY

Customized quantitative primary
research and tracking surveys among
targeted consumer segments

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Overview

Services

- » Deliver customized primary market research among consumer and B2B populations in a timely and cost-effective manner
- » Supply a team of market research professionals who specialize in quantitative research methodologies
- » Research design, data analysis, and results presentation based on market research best practices

Access

- » Provide clients with direct access to target audiences via our global network of survey respondents
- » *Domestic* - Over 5 million consumers in the U.S
- » *International* - Over 3.5 million consumers in Europe, and access to consumers in over 15 other international markets
- » Provide access to business professionals across multiple industries

Client base

- » Corporate entities
- » Venture capital, private equity, and other institutional investors
- » Sell-side research analysts

Primary Market Research

Clients of Dectiva are currently using our primary research platform to:

- » Monitor market demand for specific products and brands
- » Gauge customer perceptions of products, services, and brands
- » Conduct market sizing assessments to quantify key market segments and customer attributes
- » Forecast consumer spending by product category
- » Track the impact of economic factors on purchase intentions
- » Test concepts, advertising, and other media platforms prior to launch

Case studies

- » *Restaurant Industry* – Measure shifts in overall restaurant category spend, visitation frequency by restaurant type and forecasted restaurant-specific spend
- » *Apparel Industry* – Quantify potential market size and current customer penetration rates for specific demographic segments; track brand momentum via a detailed product attribute comparison; monitor cross shopping behavior by channel and by specific stores
- » *Consumer Electronics Industry* – Assess trends in consumer demand, sales volume, and market share; identify role of pricing discounts and manufacturer rebates in driving customer demand; track consumer demographic profile for insights into maturity of product market

Advantages of Dectiva

Why do leading investment and business decision makers work with Dectiva?

Global Access

Gain access to our global network of consumers with 5 million+ consumers in the U.S., 3.5 million+ consumers in Europe, and access to consumers in over 15 other international markets.

Expertise

Leverage the rich sector expertise and research experience of our dedicated market research analysts.

Confidentiality

All custom Dectiva projects are treated with the utmost confidentiality; data and results from custom projects are the exclusive property of our clients.

Actionable

Receive key data, analytics and interpretation for decision-making through advanced graphical interface. Studies that previously took months or weeks can be completed in a much shorter period of time.

Anonymity

To assure regulatory compliance, our quantitative survey research platform provides an added layer of respondent anonymity.

Competitive Fees

No subscriptions or retainer fees, all projects conducted on a fee-for-hire per project basis.

Panel Overview

- Exceptional targeting ability (with 300+ profile dimensions) to ensure respondent make-up of your survey is directly representative of your target consumer universe.

Demographic Attributes	Shoppers of Specific Stores & Owners of Specific Products	Brands of Personal Consumption
Adults	Discount Stores	Video Game Consoles
Youths (13-25 yrs)	Drug Stores	TVs, Computers, iPods
Gender	Department Stores	Cell phones & Smart phones
Marital Status	Specialty Clothing Stores	Clothing & Footwear
Household Income	Toys/Children's Stores	Alcoholic Beverages
Geography	Hardware Stores	Cigarettes
Number/Age of Children	Auto Supply Stores	Health & Wellness Products
Education	Grocery Stores	
Race	Sporting Goods Stores	
Employment Status	Online-only Retailers	
Occupation	Fast Food Restaurants	
Industry	Casual Dining Restaurants	
Job Title		
Job Responsibilities		
Company Size		
	Major Purchases & Life Events	Leisure Interests & Hobbies
	Beginning College	Casino Gambling
	Buying a New Home	Cruise Vacations
	Buying a Major Appliance	Dieting/Weight loss
	Buying a Car	Dining Out
	Expecting a Baby	Do-It-Yourself
	Retiring	Gardening
	Planning a Vacation	Movies
	Starting a New Job	Photography

Teen Panel

- Understanding the role youths play in the purchase decision making within a household is critical to forecasting the adoption of new trends.
- Respondents 'who already own a given brand' or 'who express interest/intent to purchase a specific brand' can be recruited to participate in a study.

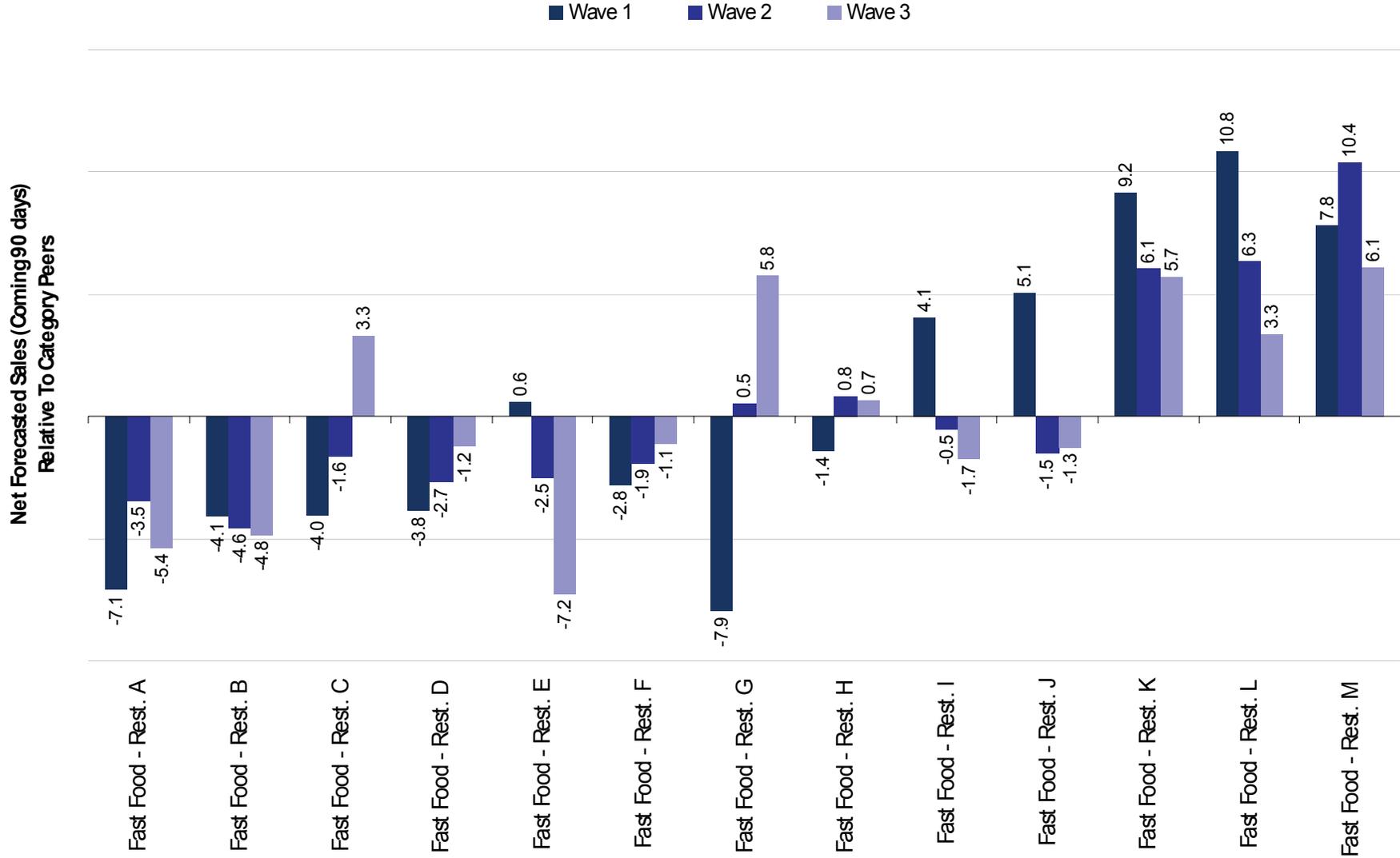
Basic Demographics	Entertainment & Electronics	Hobbies & Activities
Age (13-25 years)	Internet Connection	Type of Video Game Consoles
Gender	Time Spent Online	Preferred Video Game Genres
Geographic Region	Membership Social Networking Sites	Video Game Playing Behavior
Education	Cell Phone Provider	Acting or Theater
Race / Ethnicity	Mobile Phone Features	Dating
Household Income	MP3 Player Brand	Doing Volunteer work
Language(s) Spoke At Home	Brand/Model of Computer	Part-time Employment
Approximate GPA	Computer Peripherals	Going to Coffee Houses
College Preparation Courses		Going to the mall with friends
Career Interests		Going to the movies
		Playing a music instrument
		Playing role-playing games
		Playing team sports
		Preferred restaurants
		Reading books
		Reading comic books
		Reading sci-fi books
		Skateboarding
		Surfing or snowboarding
		Taking care of younger siblings
		Working out

Sample Analysis – Restaurant Industry

Project Objective

Track shifts in overall restaurant category spend and forecast sales

» Proprietary performance index (based on net forecasted spend relative to peer group) provides robust momentum tracking indicator



Dan Meichenbaum

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Dan has over 12 years of experience designing and managing survey-based research studies and performing data analysis and predictive modeling. His research expertise includes market segmentation, market assessments, product usage and awareness tracking studies, and new product concept design and testing.

Prior to co-founding Dectiva, Dan was recruited in 2007 by San Francisco based investment bank Pacific Growth Equities to lead the product design and project execution for Decision Metrics, a proprietary primary market research platform targeting institutional investment, venture capital, private equity, and corporate entities. Following acquisition of Pacific Growth Equities by Wedbush Securities in 2009, Dan continued to grow Decision Metrics into one of the most unique and valuable primary market research product offerings specifically targeting the investment community.

Prior to joining Pacific Growth Equities, Dan was owner and Principal Consultant with Health Research Consulting, Senior Director of Analytics at Loyalty Matrix, and Senior Market Research Analyst at ConsumerData International. Dan attended Simon Fraser University, Vancouver, Canada, where he conducted research in the field of human neurophysiology and gained extensive training in research design and quantitative analysis

Leadership Team

William Anlyan

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Will Anlyan has over seven years of experience in the primary market research industry and is responsible for business development initiatives at Dectiva. Will is adept at working with institutional investors and business decision makers to identify their specific research needs and formulate an executable strategy to deliver actionable research results.

Previously, Will was Vice President at Wedbush Securities in Los Angeles where he oversaw all business development functions of the bank's primary research division, Decision Metrics. In this role, he was responsible for client management, new client acquisition, pricing, vendor relations, and the coordination of multiple joint undertakings with the bank's research, sales/trading, investment banking, and private equity divisions.

Prior to joining Wedbush, Will was Senior Director of Client Development at Greenfield Online, Inc., one of the largest online data collection firms in the world. Will managed accounts in the fields of market research, advertising, branding, management consulting, venture capital, and equity research. He oversaw research conducted in the healthcare, technology, and consumer sectors. Will attended New York University.



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management decisions

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