

Marketing Sciences Practice

Supporting successful business decisions with mathematical modeling and research methods

Describing and explaining customer spending behavior is the touchstone of Lodestar's Marketing Sciences. Your financial success stems from it. The benefit we can provide you, the business decision-maker, depends upon how well the data and analytics we use relate to and further your understanding of customer spending, and upon our ability to help you capitalize on that for more profitable business decisions.

What We Can Do For You

While the above is a simple concept, what it entails in practice is quite comprehensive. We help you examine any aspect of three important broad business problems: understanding your market landscape to best identify opportunities, optimizing your offering for what it is and who and how it will target, so that ultimately you succeed in-market with the needed revenue from customer spending. Selecting appropriate Marketing Sciences tools is a critical element of what we provide you, as illustrated here.

General Business Issues

Understand Market
Landscape



Optimize Offering



Succeed In-Market

Marketing Sciences Tools

(Illustrative)

Market Structure/Brand Positioning
Key Driver & Choice Models
Market Basket Analysis
Needs-Behaviors Segmentation
Text Mining
Decision Flow Modeling

Concept Testing & Forecasting
TURF
Discrete Choice/Conjoint
Price Optimization
Key Driver & Choice Model Simulations
Ad & Media Evaluation
Market Experiments
Channel Optimization

Ad & Media Effectiveness
Marketing Mix Modeling
CRM Database Modeling
ROI Market Experiments
Customer Lifetime Value
Future Cash Flow Drivers
Intangible Asset Evaluation

Some exciting new specific [Marketing Sciences offerings](#) now include the following.

- **Relational Segmentation.** A new look at market segmentation that enables better and deeper business guidance.
- **Market Landscaping.** A broad view of customers and products in a market – what characterizes & motivates customers, how brands differ, and what drives market shares.
- **Marketing Accountability.** Approaches for demonstrating that investment in Marketing is worthwhile financially.
- **Customer Data Fusion.** Use of analytics to discover new revenue in the market research and customer data you already have.

We also now offer **Brand Measurement Assessor**, jointly with the Lenskold Group, to review and recommend for your brand health measurement program, and we offer **The Market Research Roadmap Suite** for a collaborative review of your market research function. We also provide other special offerings, like future forecasting, advertising effectiveness, marketing performance measurement, customer satisfaction & experience, corporate reputation, and social media analysis.

How We Help You

First and foremost, we offer you the undivided attention of senior consultants with decades of experience in the field. The benefit to you is inestimable. Aside from our technical expertise and business acumen, this means that we are acutely conscious of practicality, accessibility, and responsiveness to your business objectives. Consequently, in our work, we strive to provide the following.

Creative Meaning	Technical Depth
<ul style="list-style-type: none"> • Translating business problems into choices of relevant methods & models • Understandable English-language interpretation of statistics/modeling results • Relating results to business implications • Integration with other Lodestar expertise 	<ul style="list-style-type: none"> • Deep in statistical and modeling theory • Extensive practical knowledge of tools and techniques • Software experience (e.g., SAS, SPSS, R, Excel) • Design and execution of any kind of survey, no matter how complex • Advanced data prep (e.g., Complex Weighting, Missing Data Imputation, Data Transformation, Data Integration/Fusion) • Big data assembly and integration

For more information, please contact:

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About Carl

Carl has 30+ years of experience as a marketing sciences thought leader and consultant. His expertise is in market research in general, but more specifically: linking attitudinal to financial outcomes, marketing mix modeling, brand positioning, market segmentation, customer lifetime value. Formerly Chief Marketing Scientist at TNS (13 yrs); National Analysts/Booz Allen & Hamilton (15 yrs); Procter & Gamble (6 yrs).