

# RESEARCH & ANALYSIS



## PORTFOLIO INCLUDES

- Market Segmentation
- Surveys
- Channel Performance
- Brand Health
- Product Performance
- Pricing Analysis

# MARKET SEGMENTATION

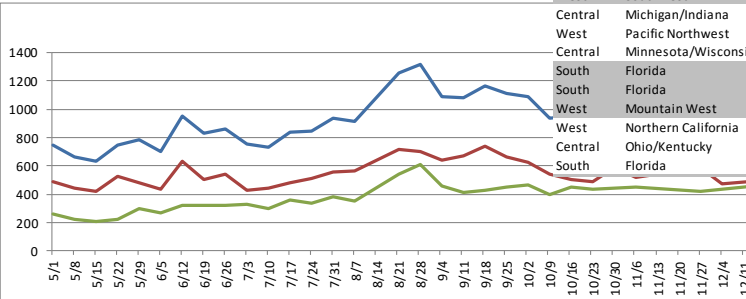
**UTILIZING PRIMARY & SECONDARY DATA** to develop market segmentation tools that drive sound strategies. Data obtained from company, free (Census.gov) and paid (Scarborough, Nielsen) sources.

**RESULTS:** Consistent and accurate data for sharing among sales, marketing and operation teams.

Visit [T-Mobile Data Project](#), on the [Anna 365 PROJECT](#) page, to learn more about market these planning tools.

Total_Acts	746	664	628	749	780	700	952	830	862	71
PostPaid_Acts	488	443	420	525	481	431	634	506	538	42
Prepaid_Acts	258	221	208	224	299	269	318	324	324	32
N/A										
N/A										
N/A										
N/A										
N/A										
N/A										
N/A										

NOTE: #N/A Dates are week dates excluded due to Exception Dates being suppressed



71	Northeast	New York Metro	NEW YORK Suburbs
42	Central	Chicago	CHICAGO
32	Northeast	New York City	NEW YORK Core
		Greater Philadelphia and Tri-State	PHILADELPHIA
	South	North Texas/Oklahoma	DALLAS-FT. WORTH
	West	Northern California	SAN FRANCISCO-OAK-SAN JOSE
	South	Georgia/Tennessee	ATLANTA
	Northeast	Mid-Atlantic	WASHINGTON DC (HAGRSTWN)
	South	South Texas	HOUSTON
	Northeast	New England	BOSTON (MANCHESTER)
	West	Southwest	PHOENIX (PRESCOTT)
	Central	Michigan/Indiana	DETROIT
	West	Pacific Northwest	SEATTLE-TACOMA
	Central	Minnesota/Wisconsin	MINNEAPOLIS-ST. PAUL
	South	Florida	MIAMI-FT. LAUDERDALE
	South	Florida	TAMPA-ST. PETE (SARASOTA)
	West	Mountain West	DENVER
	West	Northern California	SACRAMENTO-STKTON-MODESTO
	Central	Ohio/Kentucky	CLEVELAND-AKRON (CANTON)
	South	Florida	ORLANDO-DAYTONA BCH-MELBRN

Market	Demographics (1q12 Demographics)						
	Census Pops	Median HH Income	% No High School Diploma	% High School Diploma	% Some College	% Bachelors Degree	% Advanced Degree
SELES	17,725,784	62,127	17.7%	12.8%	18.5%	9.8%	5.3%
NEW YORK Suburbs	12,762,616	82,662	11.1%	18.7%	15.9%	13.0%	6.2%
CHICAGO	9,923,063	66,236	12.0%	16.7%	17.8%	12.0%	7.0%
NEW YORK Core	8,532,732	58,609	19.6%	16.8%	14.0%	10.5%	7.6%
PHILADELPHIA	8,144,874	68,079	12.5%	21.5%	15.5%	11.1%	6.8%
DALLAS-FT. WORTH	7,476,194	53,899	12.5%	14.7%	18.5%	12.3%	5.5%
SAN FRANCISCO-OAK-SAN JOSE	7,130,736	78,291	11.5%	12.4%	20.0%	15.9%	9.6%
ATLANTA	6,879,869	51,166	12.1%	17.1%	17.0%	12.2%	6.0%
WASHINGTON DC (HAGRSTWN)	6,640,659	76,589	9.5%	15.3%	16.3%	14.4%	11.3%
HOUSTON	6,523,893	54,920	14.4%	14.7%	17.2%	11.1%	5.3%
BOSTON (MANCHESTER)	6,471,669	73,021	9.2%	18.4%	17.1%	14.3%	9.7%
PHOENIX (PRESCOTT)	5,450,962	50,066	12.2%	15.8%	21.7%	9.9%	5.0%
DETROIT	4,944,080	56,392	11.4%	19.2%	20.2%	10.1%	6.3%
SEATTLE-TACOMA	4,892,949	58,347	7.8%	16.5%	23.7%	13.7%	6.7%
MINNEAPOLIS-ST. PAUL	4,589,964	54,695	7.3%	18.9%	21.2%	13.4%	5.7%
MIAMI-FT. LAUDERDALE	4,459,256	50,664	17.5%	16.9%	18.0%	9.7%	6.4%
TAMPA-ST. PETE (SARASOTA)	4,425,589	47,671	13.6%	22.2%	20.5%	9.7%	5.1%
DENVER	4,213,183	54,078	8.4%	14.6%	20.2%	15.2%	7.6%
SACRAMENTO-STKTON-MODESTO	4,120,348	57,340	12.3%	15.3%	22.5%	9.5%	4.7%
CLEVELAND-AKRON (CANTON)	3,848,116	48,656	11.4%	24.1%	17.7%	9.7%	5.2%
ORLANDO-DAYTONA BCH-MELBRN	3,748,273	48,452	11.9%	20.7%	21.6%	10.4%	5.0%

Contact Anna for a DEMO of these market segmentation tools



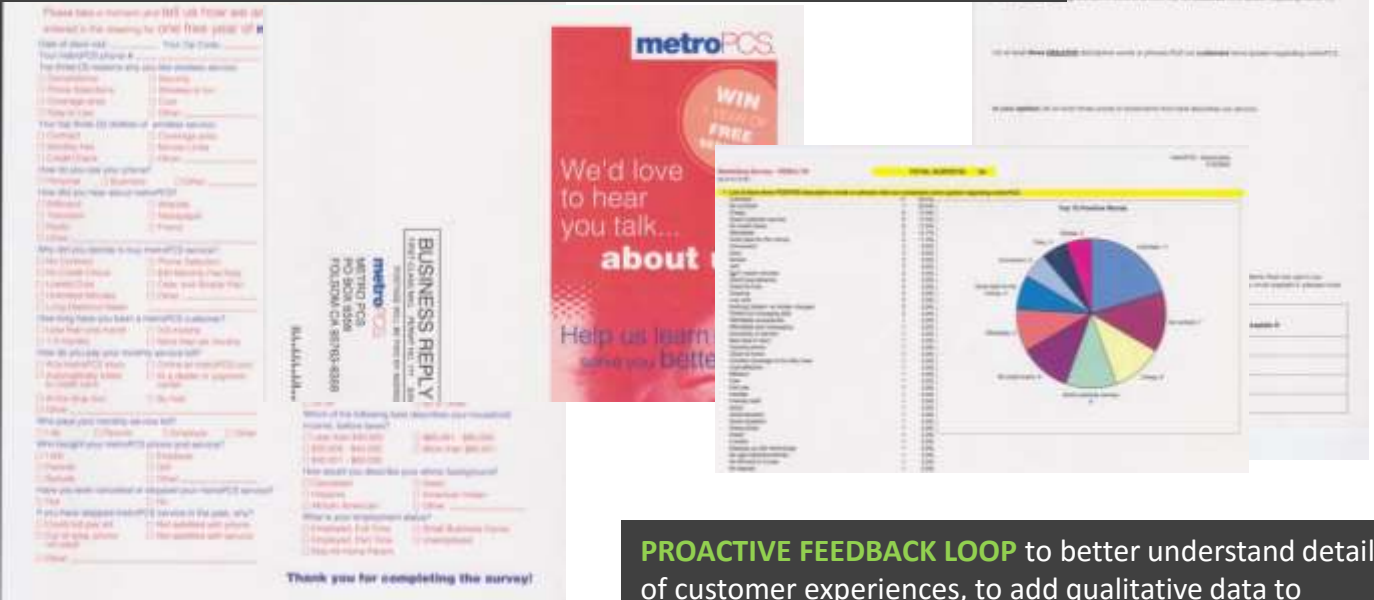
**CUSTOMIZED MARKET ANALYSIS SEVERAL LAYERS DEEP** including company KPIs, market data, and competitive intelligence – adding a higher level of segmentation customization to analysis for sound decision-making.

**RESULTS:** Zip-code level detail for laser-targeting when planning & executing programs, with limited waste.

# SURVEYS

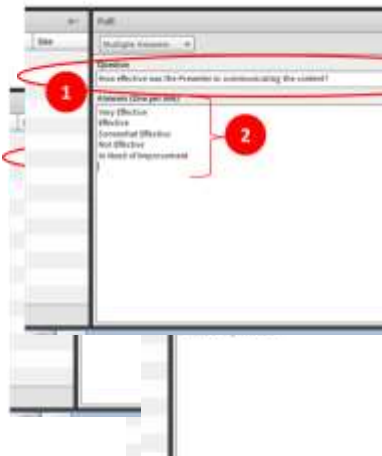
**QUERYING CHANNELS** to not only gain insights into the customer experience, to also improve delivery and relationships – learning from one another.

**RESULTS:** Align advertising messaging with ethnicity, cultural and socio-economic targets, customizing materials by market, channel and sales partner.



**PROACTIVE FEEDBACK LOOP** to better understand details of customer experiences, to add qualitative data to analyses, and to enhance company services/products.

**RESULTS:** Improve customer service gaps at point of sale ensuring better customer understanding of service details prior to purchase.



**MULTI-MEDIA SURVEY EXECUTION** through online services (Survey Monkey), unique platforms (Adobe Connect), and traditional methods, proactively capturing information during execution.

**RESULTS:** Immediate feedback used to correct and/or improve content before publishing refreshed content on multimedia channels.

# CHANNEL PERFORMANCE

**UNDERSTANDING DISTRIBUTION GAPS** by surveying channel performance from account environment to product SKU levels.

**RESULTS:** Realigning account classifications and resetting product merchandising/packaging to maximize real estate and sales potential.

100% OFF PREMISE MARKET DEVELOPMENT ACCOUNTS  
BUDGET



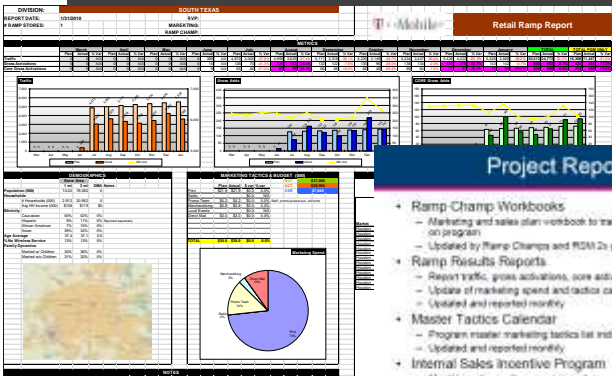
**GOAL TRACKING** to maintain team focus on critical sales and marketing objectives while obtaining consistent account detail for analysis.

**RESULTS:** Consistent data obtained showing accounts in need of resets and/or consumer purchase funnel trends by channel, calling for bespoke messaging and deeper frontline assistance.

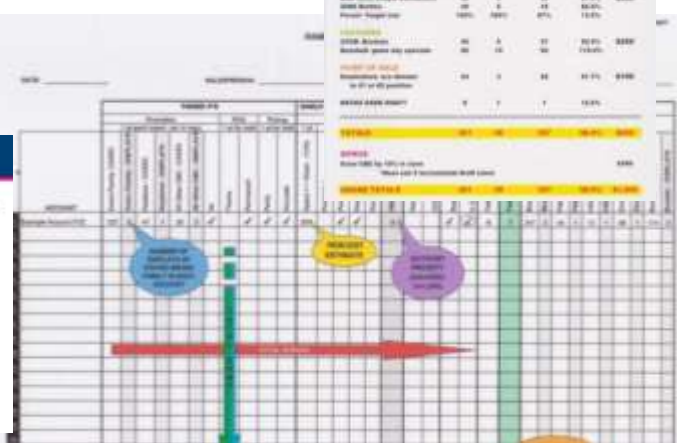
### JUNE

CO-ORDINATE GENERAL MARKET & BUDGET

MONTH	ACTUAL	TARGET	PERCENTAGE	STATUS	REMARKS
REVENUE	100	100	100%	ON TRACK	
EXPENSES	50	50	100%	ON TRACK	
NET INCOME	50	50	100%	ON TRACK	



- ### Project Reporting
- Ramp Champ Workbooks**
    - Marketing and sales plan workbook to track tactics, results and comment on program
    - Updated by Ramp Champs and RDM 2x per month
  - Ramp Results Reports**
    - Report traffic, gross activations, store activations against ramp plan
    - Update of marketing spend and tactics calendar
    - Updated and reported monthly
  - Master Tactics Calendar**
    - Program master marketing tactics list including CDM assignments
    - Updated and reported monthly
  - Internal Sales Incentive Program**
    - Monthly and overall program incentive
    - Updated and reported monthly



# BRAND HEALTH

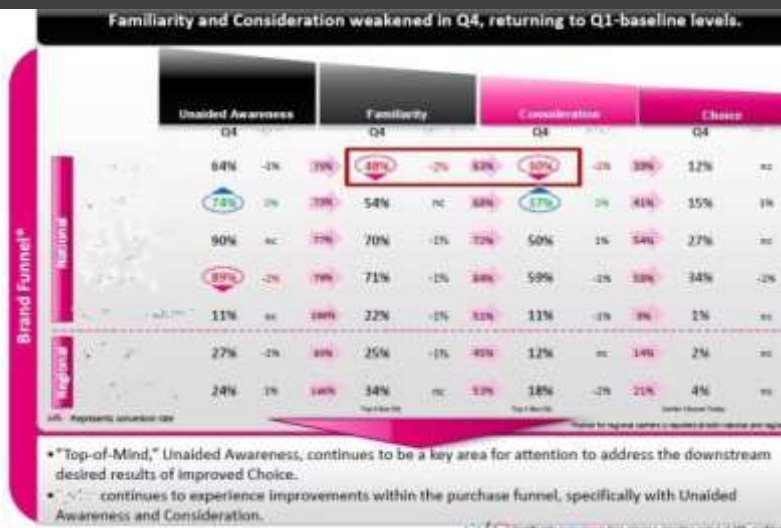
**ADVERTISING MEDIA ROI** that provides a mix of mapping data, impressions and qualitative consumer feedback to determine delivery effectiveness from messaging, to placement, to costs; an instrument for deeper media negotiations while objectively answering the question: is advertising working?

**RESULTS:** Tweak the media mix and messaging, streamlining media budgets, reallocating funds to engagement events or other priorities.

The collage features a 'Wireless for All' advertisement with the text '4Q. Period. Nationwide coverage. No contracts. More choices. Predictability. 3G network.' and the MetroPCS logo. To the right is a large, multi-column data grid with various metrics. Further right is a detailed table with columns for 'Media', 'Cost', 'Impressions', and 'ROI', showing specific advertising performance data.

**BRAND PERFORMANCE THROUGH THE PURCHASE FUNNEL** to better understand gaps in the consumer sales cycle, supporting further analysis into messaging, channel performance, media ROI, and product/service gaps.

**RESULTS:** Market-level gaps between Familiarity, Consideration and Choice shaped pilot sales programs, targeting underperforming markets and stores, resulting in stronger sales.



The graphic includes a 'Ramp Pilot Program' summary with a 'Program Summary' section and the T-Mobile logo. It also features a 'Smartphones are Here' advertisement showing various mobile devices and a 'Even More' offer for a smartphone.

# PRODUCT PERFORMANCE

## PERONI DISTRIBUTION PROGRAM

Attached is a list of Italian accounts that have been targeted for new Peroni placements. The list is sorted by route/KAR.

Here's how the

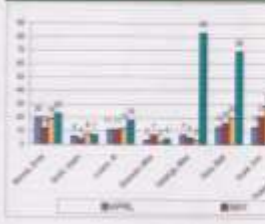
- Review the does not ha
- Once place the YES col placement s
- Return your August 5.

If you have any

### PERONI RESULTS & PAYOUT

Route Sales

REP	STY #	JULY SALES	TOTAL PAYOUT	AVG
Amico, Carlo	702	77	273.38	3.88
Amico, Matteo	715	19	27.32	1.44
Amico, Marco	718	19	27.32	1.44
Amico, Marco	719	4	54.00	1.35
Amico, Marco	720	19	27.32	1.44
Amico, Marco	721	19	27.32	1.44
Amico, Marco	722	19	27.32	1.44
Amico, Marco	723	19	27.32	1.44
Amico, Marco	724	19	27.32	1.44
Amico, Marco	725	19	27.32	1.44
Amico, Marco	726	19	27.32	1.44
Amico, Marco	727	19	27.32	1.44
Amico, Marco	728	19	27.32	1.44
Amico, Marco	729	19	27.32	1.44
Amico, Marco	730	19	27.32	1.44
Amico, Marco	731	19	27.32	1.44
Amico, Marco	732	19	27.32	1.44
Amico, Marco	733	19	27.32	1.44
Amico, Marco	734	19	27.32	1.44
Amico, Marco	735	19	27.32	1.44
Amico, Marco	736	19	27.32	1.44
Amico, Marco	737	19	27.32	1.44
Amico, Marco	738	19	27.32	1.44
Amico, Marco	739	19	27.32	1.44
Amico, Marco	740	19	27.32	1.44
Amico, Marco	741	19	27.32	1.44
Amico, Marco	742	19	27.32	1.44
Amico, Marco	743	19	27.32	1.44
Amico, Marco	744	19	27.32	1.44
Amico, Marco	745	19	27.32	1.44
Amico, Marco	746	19	27.32	1.44
Amico, Marco	747	19	27.32	1.44
Amico, Marco	748	19	27.32	1.44
Amico, Marco	749	19	27.32	1.44
Amico, Marco	750	19	27.32	1.44



**PRODUCT LAUNCH TRACKING** ensuring consistent branding and placement goals to meet/exceed sales goals.

**RESULTS:** Launch several products using detailed plans that guarantee stress-free execution, greater customer and partner share of mind, and strong opening sales.

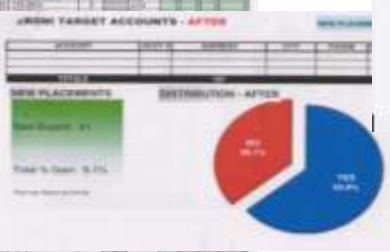
### PERONI TARGET ACCOUNTS - BEFORE

ACCOUNT	DATE	STATUS
Account 1	2011-07-01	Targeted
Account 2	2011-07-01	Targeted
Account 3	2011-07-01	Targeted
Account 4	2011-07-01	Targeted
Account 5	2011-07-01	Targeted
Account 6	2011-07-01	Targeted
Account 7	2011-07-01	Targeted
Account 8	2011-07-01	Targeted
Account 9	2011-07-01	Targeted
Account 10	2011-07-01	Targeted

### PERONI TARGET ACCOUNTS - AFTER

ACCOUNT	DATE	STATUS
Account 1	2011-07-01	Completed
Account 2	2011-07-01	Completed
Account 3	2011-07-01	Completed
Account 4	2011-07-01	Completed
Account 5	2011-07-01	Completed
Account 6	2011-07-01	Completed
Account 7	2011-07-01	Completed
Account 8	2011-07-01	Completed
Account 9	2011-07-01	Completed
Account 10	2011-07-01	Completed



**SALES TREND ANALYSIS & TOOLS** to support business cases that focus marketing creative and distribution on best performing SKUs by retailer.

**RESULTS:** Develop user-friendly market- and retailer-level databases to directly pull product performance data for integration into a new business case tool – saving managers time with utilization of reliable data.

Visit [T-Mobile Data Project](#), on the [Anna 365 PROJECT](#) page, to learn more about market these planning tools.

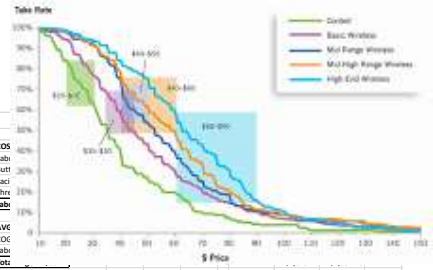
Category	Item	Unit Price	Quantity	Total Price
New Store	Phone	279	475	131,175
	Photo Print	279	475	131,175
	Hardware Equip	279	475	131,175
	Other Equip	279	475	131,175
Online	Smart Device	750	700	525,000
	Smart Device	600	1100	660,000
	Smart Device	170	1170	200,910
	Smart Device	170	1170	200,910
Out of Home	TV	279	475	131,175
	TV	279	475	131,175



# PRICING ANALYSIS

**PRE-LAUNCH VIABILITY ASSESSMENT** of new product pricing compared to market thresholds, competition and margins.

**RESULTS:** Determination of price points, tested for sustainability against market factors, directing gap pricing models, bundled pricing programs, etc.



Item	Cost	Lab	COG	LABOR	TOTALS	COG & LABOR	
French Cuff	\$10						
Reverse Cuff Colored Fabric	\$10						
Tab Sleeve Option	\$10						
Top-Stitching	\$5	AVC					
Unique Buttons (different color)	\$5	COC					
Monogram	\$5	Lab					
Gathered Bustline	\$10						
1 Pocket	\$5						
2 Pockets	\$10						
<b>Baseline A-1</b>	<b>\$5.84</b>	<b>4.7%</b>	<b>1.25</b>	<b>\$17.25</b>	<b>13.8%</b>	<b>\$23.09</b>	<b>18.5%</b>
Fitted Bodice	1.13	\$4.52					
No Collar	0.00	\$0.00					
No Sleeves	0.00	\$0.00					
Buttons	7.00	\$0.14					
Facing	0.26	\$0.26					
Thread	92.00	\$0.92					
<b>Baseline A-2</b>	<b>\$6.89</b>	<b>5.5%</b>	<b>1.25</b>	<b>\$18.75</b>	<b>15.0%</b>	<b>\$25.63</b>	<b>20.5%</b>
Fitted Bodice	1.13	\$4.52					
No Collar	0.00	\$0.00					
Short Sleeves	0.26	\$1.04					
Buttons	7.00	\$0.14					
Facing	0.26	\$0.26					
Thread	92.00	\$0.92					
<b>Baseline A-3</b>	<b>\$8.00</b>	<b>6.4%</b>	<b>1.25</b>	<b>\$18.75</b>	<b>15.0%</b>	<b>\$26.75</b>	<b>21.4%</b>
Fitted Bodice	1.13	\$4.52					
No Collar	0.00	\$0.00					
3/4 Sleeves	0.52	\$2.08					
Buttons	7.00	\$0.14					
Facing	0.26	\$0.26					
Thread	100.00	\$1.00					
<b>Baseline A-4</b>	<b>\$10.18</b>	<b>8.1%</b>	<b>1.25</b>	<b>\$18.75</b>	<b>15.0%</b>	<b>\$28.93</b>	<b>23.1%</b>
Fitted Bodice	1.13	\$4.52					
No Collar	0.00	\$0.00					
Long Sleeves	1.00	\$4.00					

**EVALUATING PRICE POINTS AGAINST MARGINS** for developing pricing and commission policies, and ensuring company financial goals are met.

**RESULTS:** Profitable inclusion of products, negotiating YOY deeper discounts by SKU without discounting the brand.

**MARGIN ANALYSIS**

Market: 40%      COG: 40%

SKU	PRICE	COG	MARGIN
10-10	10.00	4.00	60%
10-15	15.00	6.00	60%
10-20	20.00	8.00	60%
10-25	25.00	10.00	60%
10-30	30.00	12.00	60%
10-35	35.00	14.00	60%
10-40	40.00	16.00	60%

Notes: • Buy 10000 units @ 1% discount otherwise quantity  
• No change in Market if job done

SKU	PRICE	COG	MARGIN	DISCOUNT	NEW PRICE	NEW MARGIN
10-10	10.00	4.00	60%	0%	10.00	60%
10-15	15.00	6.00	60%	5%	14.25	58%
10-20	20.00	8.00	60%	10%	18.00	56%
10-25	25.00	10.00	60%	15%	21.25	55%
10-30	30.00	12.00	60%	20%	24.00	53%
10-35	35.00	14.00	60%	25%	26.25	52%
10-40	40.00	16.00	60%	30%	28.00	50%