

# Market Sim<sup>®</sup>



## **Next Generation Market Modeling for Private Equity**

Marketing plans modelled and assessed for effectiveness  
— can you risk not knowing?

**PRO**Relevant

Marketing Analytics  
Consulting, Sales, Support

*Stop Guessing.  
Know. Act. Win.*



## Investing in Private Equity?

The value of a brand can be more than half the value of a company — don't leave out brand value when calculating the effectiveness of marketing for your M&A target.

MarketSim will show where marketing performs — and where it does not.

- Marketing media spend validation
- Model consumer response, not just media performance
- Find the path to improve initial trial, use & follow-on, repeat purchase

MARKETING ANALYTICS

SKU / CATEGORY LEVEL

IMPACT OF BRAND

DISTRIBUTION EFFECT

MarketSim® Agent-base Modeling Marketing Analytics is a solution which gives you deep insights into how consumers respond to marketing.

### Stop Guessing with MarketSim

Building on your data, agent-based modeling uncovers behaviors not anticipated.

MarketSim simulates the consumer response to competing marketing and optimizes media so that you

**Know** what to expect, you can

**Act** with confidence and

**Win** in the market.

Schedule a demonstration today at

**ProRelevant.com.**