TRIAL & REPEAT ANALYSIS

The purpose of this job aid is to show the analysis Nielsen uses to guide your new product launch to success. It is an exciting and daunting prospect launching a new product today. A high percentage of new introductions fail, and cutting through to the consumers in today’s crowded marketplace is a highly complex task. The Trial & Repeat Analysis provides key insights to help guide your new product launch to success.

**Track Your Product Launch**

Trial & Repeat Analysis provides vital insights to help guide your new product launch to success. The promotion impact on trial and repeat purchase occasions is also measured to evaluate the success of introductory marketing efforts.

Monitoring the early days of launch can show if enough consumers are making a trial purchase, and equally importantly if enough of them are making repeat purchases. It is also critical to gauge the promotion impact on trial and repeat purchase occasions to evaluate the success of introductory marketing efforts.

**Answer Critical Business Questions**

- Is my new product meeting trial objectives?
- How much of a threat is a competitive new product launch?
- What is the long-term potential of a new brand?
- How much of a new product’s volume can be attributed to trial versus repeat activity?

**Key Benefits:**

- Determine what rate trial is building.
- Evaluate the success rate of converting triers to repeat buyers.
- Uncover frequency of repeat buyers (percent of buyers who repeat 2, 3, 4 and 5+ times).
- Determine the impact of introductory promotion efforts.
- Uncover your brand triers and your brand repeaters.

For more information, contact your Nielsen representative or visit [www.nielsen.com](http://www.nielsen.com)