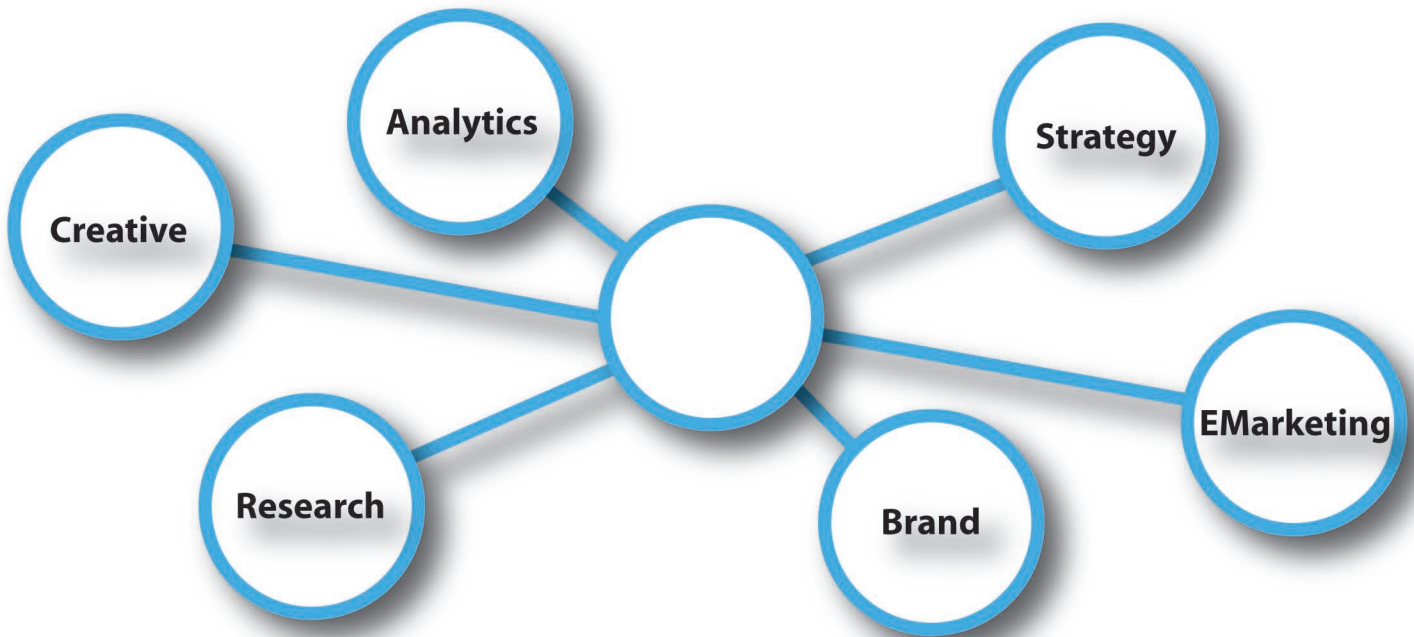


Capabilities Overview



Introducing a new way to grow your business

The Marketing Sciences Group is a new way to drive growth for your business

Our philosophy is built on the principle that great marketing is the result of a scientific approach. We specialize in delivering maximum return on investment for our clients using a unique approach that applies the proven discipline of scientific process to your marketing projects.

Our unique scientific approach to marketing unlocks the shareholder value hidden in your business

Research and Development
Hypotheses Generation
Testing and Measurement

Increased Shareholder Value

Marketing science demystifies the marketing function and delivers results immediately. You're provided with a solid plan, world-class execution, insight into your marketplace and results that drive revenue growth and shareholder value.

Our unique process enables the Marketing Science Group to provide you with a transparent window into the way marketplaces interact with your activities, from pricing strategy through to social media engagement.

Everything we do starts with the creation of hypotheses backed by extensive research. As we walk your business through our plan, we carefully select state-of-the-art testing methodologies to ensure that all our hypotheses provide you with the greatest return on your marketing investment.

We build a scalable, cost-effective growth platform for your business based on cutting-edge research and award-winning execution, from large-scale strategies including brand development and market research to highly-focused tactics including buzz generation and direct marketing optimization.

Research and Development

Everything we do starts with research. Our team works tirelessly to stay connected to the latest and greatest tools, frameworks and models.

We maintain memberships with marketing trade associations and have relationships with leading researchers in the fields of branding, direct marketing, new media and business analytics.

Hypotheses Generation

The key driving force behind our ability to deliver unprecedented results is our unique reliance on hypotheses. We develop our hypotheses as a result of immersing ourselves in your marketplace.

Once we understand the challenges facing your business, we apply the knowledge gained in Research & Development to the generation of our list of actionable and measurable hypotheses.

Testing and Measurement

We're accountable for every one of our hypotheses and we use bulletproof systems and processes for our test and measurement.

We apply world-class 'big data' methods including statistical modelling and design of experiments testing to give you immediate feedback that enables your business to learn, adapt and grow.

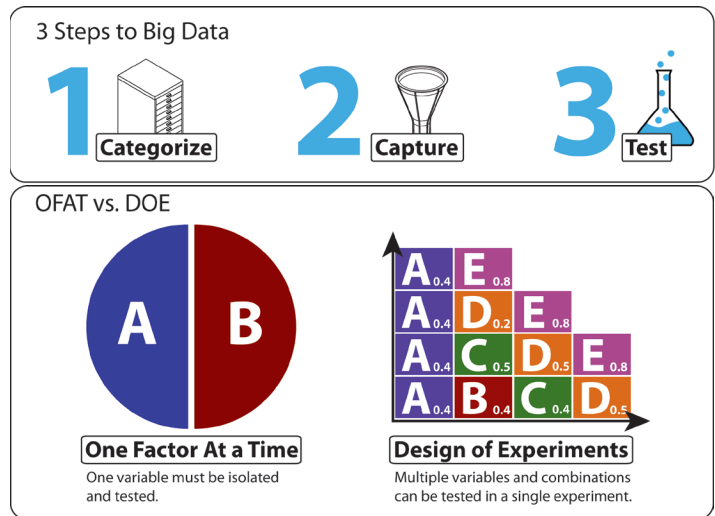


We're committed to advancing the state of the art for the marketing discipline

The Marketing Science Group takes an open approach to providing education to our fellow marketers. This philosophy is powered by the belief that advancing the sophistication of the marketing discipline benefits everyone.

We regularly publish white papers and presentations on our website as well as our YouTube channel, allowing others to rapidly understand the fundamental concepts of our scientific approach to marketing.

Our published material covers topics ranging from brand development to business analytics.



Marketing Science Group regularly publishes a wide variety of material for our fellow marketers. Our publications are robust yet easy to understand.

Our solutions scale for businesses of all sizes

We have had the privilege of partnering with a diverse set of businesses over our many decades working in the marketing discipline. Our scientific approach to driving revenue has delivered significant, measurable growth everywhere from the Fortune 500 to emerging startups.

Our principal marketing scientists excel in rapidly progressing from understanding the big picture strategic issues impacting your business to developing the tactical gameplan that unlocks growth in your market. Complete accountability is central to our mission as we believe our methods are the fastest way to leverage marketing as a strategic instrument that can provide measurable and repeatable return on your investment.

We look forward to the opportunity to share our unique approach with you.

Join the conversation today

The Marketing Science Group believes one of the best ways to demonstrate our value to prospective clients is by contributing to conversations on key topics impacting the world of business.

We share our content and expertise with the marketing profession via most popular social media platforms, including LinkedIn, Twitter and YouTube.

Connecting with us on your preferred platform is a great way to learn more about our unique approach to marketing while networking with your peers in business.



www.marketingsci.com

Marketing Science Group

[mktsciencegroup](https://www.linkedin.com/company/mktsciencegroup)

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