



EXTRACT
MARKETING RESEARCH

Our Mission

To reduce the risk

After going from a mass marketing stage at the beginning of the 1950s to a micromarketing one, the end of the 20th century has seen the rise of an era in marketing strategies based on information.

This is a reality. Markets fragment more and more in terms of attitude and behaviour. More than ever, having access to strategic marketing information represents a competitive advantage which allows businesses to reduce the risk associated to decision making regarding efficiency improvements of commercial actions.

Extract offers specialized advisory services in research and marketing strategies. Its expertise: to generate marketing information, to process and integrate it in a practical way within the commercial activities of the organization with an eye to creating added value.

At the forefront of the industry's working methods, Extract places strategic market information at the decision makers' disposal, allowing them to reduce risks in business-related decisions in the new market context.

« The rise of an era for
marketing strategies based on **information** »

Philip Kotler

The Extract Advantage

Practical Experience and Freedom of Action



Practical business-related experience allowing to take action

Extract brings together marketing specialists who hold more than fifteen years of practical business experience within marketing departments in various positions including management, data analysis, and product and service market development intended for consumers and businesses.

Founded by Alexandre Meunier (formerly from Molson Canada and Microcell Solutions) and by Christian Dupuis (formerly from Léger Marketing and Gaz Métro), Extract carries out given projects taking into account business organizational matters. Extract always aims on the practical use of marketing information in order to take action.

Networking to benefit from the best resources in the industry

In order to respond to more and more specific needs of organizations in terms of marketing information, Extract chooses to work with different partners so it can adapt the work team to the needs of the task at hand. This method ensures access to the best resources in the industry in order to achieve project objectives.

For the client's benefit, networking enables Extract's professionals "freedom of action" as well as the use of perfectly suited working methods.

Extract's main partners are:

- Ténor marketing (telephone surveys)
- Secom Plus (audit at the place of purchase)
- Cintech agroalimentaire (sensory tests)
- Bureau des interviewers professionnels (recruitment)
- Nomad Logic (wireless data gathering technology)
- Émulsion (communications, food industry)
- ALCI (Web infrastructure)

Our Services

Generating, Processing and Integrating marketing information

Generating to understand

Our services

- Market segmentation
- Evaluation of the market potential for a product or service
- Brand recognition and positioning
- Competitive analysis
- Corporate image evaluation
- Mix-marketing optimization for retailers
- Evaluation of client satisfaction
- Evaluation of the efficiency of communication activities
- Distribution analysis

Our main tools

- Market surveys
- Telephone surveys
- Online surveys
- Focus groups
- In-depth interviews
- Audit at the place of purchase
- Research of secondary data
- Traffic data measurement
- Competitive intelligence

Processing to optimize

Our services

- Analysis of requirements in terms of commercial data
- Development of data architecture
- Process development
- Statistical data analysis (univariate, bivariate and multivariate)
- Tool development to computerize data manipulation (processing, storing, reporting, hands-on scorecarding)
- Data processing (dataset preparation, merging with multiple sources, manipulation, etc.)

In order to

- Reduce delay to information access
- Reduce response time (decision making)
- Increase effectiveness of resources dedicated to commercial analysis

Integrating to take action

Guiding or supporting marketing managers in integrating marketing information within the business activities of their organization.

Our services

- Strategic planning
- Outsourcing marketing resource
- Customer relationship management program (CRM)
- Loyalty program development
- Thematic lectures

