



Case Study

Growing Market Share with
Market Data and Channel Insights

The Challenge

Emerging from the COVID pandemic, our client's Sales & Marketing leaders sought insights in the 'new normal' to drive market share and better own their market position.

Our client looked to Precision for:

- fact-based insights to help prioritize their product and marketing investments
- data to equip their vertical sales force with the right sales targets

About the Client



A global leader of the commercial cleaning industry and manufacturer of world-class product solutions for 50+ years.

- Manufacturer of products for Commercial and Institutional markets
- Broad coverage of customer segments
- Deep brand portfolio and complex product mix
- State of the art facilities across 4 continents with 1,700+ associates

Actionable Big Data Solutions:

Leveraging Precision's market data, proprietary statistical models, and 20+ years of channel partner experience to deliver insights and expertise, we:

- Revealed the current share of market across their most coveted categories and customer verticals
- Leveraged Bayesian modeling, statistics, and sampling to represent 100% of the market
- Quantified 'size of the prize' and identified share gain opportunities by category and customer vertical to guide sales team



Outcome & Results:



Precision's Market Insights reveal which competitors we are best positioned to take share from and grow."

*- President
Confidential Client*



\$8.1B Opportunity

Market share gap identified between size of total in-scope market and manufacturer's share of that same market, representing a \$8.1B opportunity.



\$267M Fair Share

Capitalizing on attractive and fragmented markets where no clear market leader present, manufacturer stood to gain +3% share across the same in-scope market.

About Precision:

We help B2B distributors, suppliers, and wholesalers uncover growth opportunities, increase revenue, and maximize margin leveraging the inherent power of data and data insights. Leverage our 20+ years of experience to achieve your company's goals.

Connect with Us



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