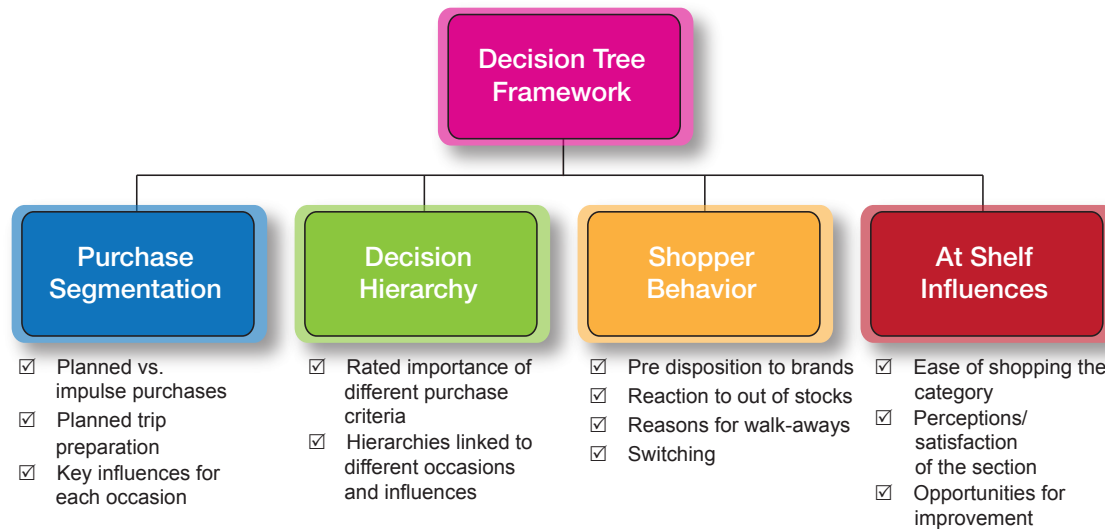


# The Moment of Truth is at Shelf Where All Final Decisions are Made

Stores are where final decisions are made and stores are the final medium available to engage shoppers and influence purchase decisions. The TNS approach to CDTs takes into account what happens at shelf and the impact different trips, offerings and retail conditions have on buying decisions and assortment and merchandising strategies.

## Why In-Store

Many companies rely solely on scanner data to create decision trees. While this has some merit it fails to link the analysis to different purchase occasions and the reasons underlying the decisions shoppers make. Talking to shoppers about their “Moment of Truth” is critical to understand what is important at each leveling of the hierarchy, why people switch brands and why some people simply walk-away.



## One Size Does Not Fit All

Consumers do not always shop the same way yet many CDT approaches only offer a single view. Decision tree analysis needs to reflect the differences between planned and impulse purchases or stock-up and fill-in trips in order to more effectively target actionable opportunities.

Talking to shoppers about their in-store decisions and store experience also gives you instant credibility with your customer.

To learn more about this unique and insightful approach to decision trees, contact your TNS account representative or:

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