



# HINGE FRONTIER REPORT

WHAT'S INCLUDED	WAYS TO UTILIZE INFORMATION	BRONZE	SILVER	GOLD
<b>CATEGORY OVERVIEW</b>		●	●	●
<b>Brand share by segment &amp; top brands</b>	<ul style="list-style-type: none"> <li>Determine top competitors across segments</li> <li>Evaluate differences in share across e-commerce &amp; brick &amp; mortar</li> </ul>			
<b>Price array analysis</b>	<ul style="list-style-type: none"> <li>Understand customer demand at varying price tiers</li> <li>Identify potential new competitors or acquisition targets while they are still in infancy</li> <li>Evaluate whether it is worth making changes or introducing new pricing based on cost per unit/oz</li> </ul>			
<b>Delivery methods or forms analysis (if applicable)</b>	<ul style="list-style-type: none"> <li>Identify sales of various forms &amp; delivery vehicles, shows opportunity to introduce a competing product</li> </ul>			
<b>SIZE OF THE PRIZE</b>		●	●	●
<b>Potential brand size projection</b>	<ul style="list-style-type: none"> <li>Use projection to determine opportunity &amp; internal resources needed to staff against channel</li> </ul>			
<b>COMPETITIVE BRANDS</b>			●	●
<b>Total portfolio analysis for competitive brands</b>	<ul style="list-style-type: none"> <li>Understand competitive share across segments they participate in &amp; whether you should enter an adjacent category</li> </ul>			
<b>Price point &amp; assortment analysis</b>	<ul style="list-style-type: none"> <li>Leverage price ranges &amp; best performing SKUs to identify if you should vary product offerings or advertising focus</li> </ul>			
<b>SEARCH TRENDS</b>			●	●
<b>Category &amp; brand search trends, including items with top click share</b>	<ul style="list-style-type: none"> <li>Use data to generate key word ideas for title &amp; paragraphs</li> <li>Identify whether you or your competitors are winning click share for key search terms</li> </ul>			
<b>Department level analysis of search trends for prior 12 months</b>	<ul style="list-style-type: none"> <li>Identify growing trends that may be ripe for product innovation</li> </ul>			
<b>TOTAL DIGITAL PERSONA</b>				●
<b>Hinge scorecard for your Amazon brand &amp; product listings</b>	<ul style="list-style-type: none"> <li>Use scorecard to improve your digital persona on Amazon</li> </ul>			
<b>Evaluation of other digital assets (social &amp; .com)</b>	<ul style="list-style-type: none"> <li>Leverage recommendations to create a more consistent, holistic brand persona across channels</li> </ul>			