



CPP Program™

The EQUUS Group strongly believes in the necessity of market research to ensure the success of every organization regardless of size, industry or focus.

EQUUS believes the rigorous market research disciplines of market leaders, should also be available to organizations of smaller scale.

EQUUS believes market research supports the following:

- Extends a company's marketing team, both abilities and reach
- Provides an exponential increase in marketing effectiveness
- Creates an opportunity to integrate testing and measurement
- Shapes company culture from the inside out to be a customer discipline focused company
- No company should be without a market research function and EQUUS equips its clients with one for a fraction of the cost of total ownership

What is the EQUUS Customer Pulse Point Program™?

The EQUUS Customer Pulse Point Program (CPP)™ has been engineered to provide the core market research functions to companies in an actionable and cost effective manner.

The program provides core elements required throughout the course of the year in a typical market research function and is available on a subscription basis.



The EQUUS Advantage

EQUUS Group has been advancing its clients, providing strategic direction and unveiling the voice of customer for over 15 years, enabling its clients to maintain a competitive advantage.

EQUUS employs cutting edge custom research techniques to provide its clients with the most accurate, and above all, most actionable market intelligence and strategic direction.

EQUUS understands its clients' needs are specific and unique and therefore works closely with clients to understand their individual company make up. EQUUS works with its clients to ensure a company's intellectual property will be used in combination with EQUUS programs to create the most affordable, efficient, actionable strategies.

EQUUS has worked with some of the leading companies in the world. The CPP Program™ enables us to bring these cutting edge research techniques to a broader set of companies.

Key clients include:



Who is the CPP Program™ designed for?

The CPP Program™ is designed for the following types of companies:

- Early stage companies who have yet to create a formalized market research function and/or department
- Mid-sized companies wanting to extend their market research capabilities at a cost effective price
- Companies entering specific new markets or industry segments



Core Program Elements

EQUUS will manage the entire program process from taking the time and making the effort to fully understand its client's customer, to full survey creation, programming and execution, and maintenance of other tools .

Be assured that EQUUS will work in parallel with your team, getting them the actionable intelligence they need to make strategically informed decisions thereby freeing them to concentrate on day-to-day business challenges.

The following elements comprise the core program:

- Four Tele-focus groups
- Four annual surveys
 - One per quarter
 - Estimated sample size is TBD
- Competitive Intelligence Monitor
- Quarterly advisory meeting with EQUUS senior analyst
- Monthly podcast of results and changes to customer mindset, competition, etc..
- Quarterly and annual executive briefings reports
- Online customer intelligence dashboard
- Complimentary EQUUS Group market briefings
- Complimentary access to EQUUS Insights™ industry reports

* Our clients find the online customer dashboard an excellent resource for providing instant access to market intelligence for quick decision making and preparation for executive meetings