



STREAMLINE SHOPABILITY.

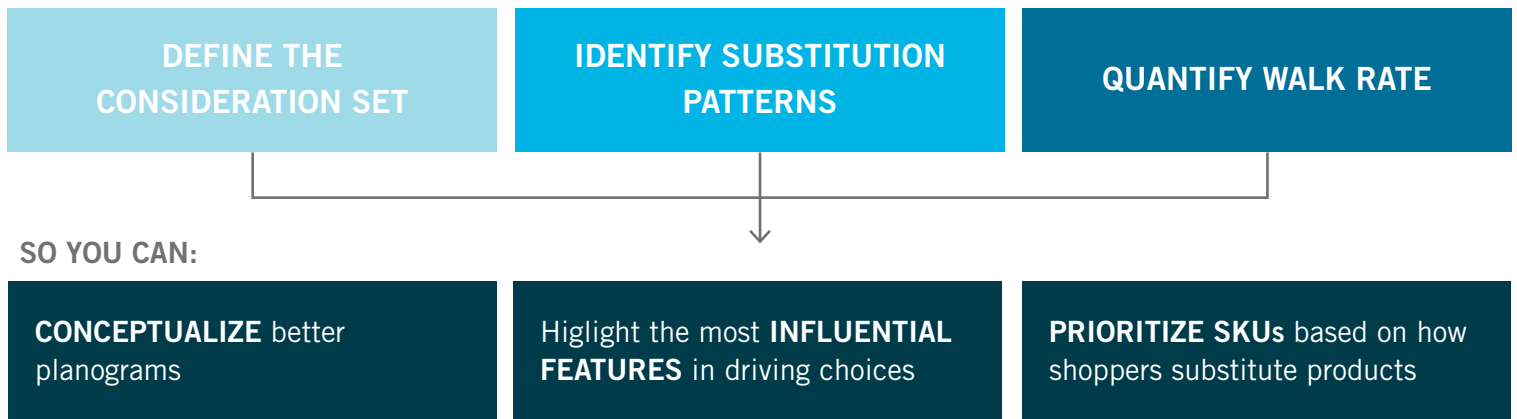
UNDERSTAND DECISION HIERARCHY WITHIN THE CATEGORY TO MAKE IT EASIER FOR SHOPPERS TO FIND AND SELECT YOUR PRODUCTS.

Do you know exactly how shoppers shop your category? Whether brick and mortar or e-commerce, today's shopping environments are complex and filled with endless options. The way you present your offering can increase shopability, decrease frustration and make the difference between a sale and a lost opportunity.

Burke's shopper decision hierarchy approach provides a unique way to explore the way shoppers buy within a category. Unlike decision hierarchies that are based on transactional information of what was bought, we provide you shopper-based insight into what they would buy and not buy with the added flexibility of testing existing products as well as new concepts.

BURKE'S SDH® APPROACH

HELPS YOU:



Let Burke expand your perspective.

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