



HINGE FRONTIER REPORT

PRICING SHEET

WHAT'S INCLUDED	WAYS TO UTILIZE INFORMATION	BRONZE \$20K	SILVER \$30K	GOLD \$40K
CATEGORY OVERVIEW		●	●	●
Brand share by segment & top brands	<ul style="list-style-type: none"> Determine top competitors across segments Evaluate differences in share across e-commerce & brick & mortar 	●	●	●
Price array analysis	<ul style="list-style-type: none"> Understand customer demand at varying price tiers Identify potential new competitors or acquisition targets while they are still in infancy Evaluate whether it is worth making changes or introducing new pricing based on cost per unit/oz 	●	●	●
Delivery methods or forms analysis (if applicable)	<ul style="list-style-type: none"> Identify sales of various forms & delivery vehicles, shows opportunity to introduce a competing product 	●	●	●
SIZE OF THE PRIZE		●	●	●
Potential brand size projection	<ul style="list-style-type: none"> Use projection to determine opportunity & internal resources needed to staff against channel 	●	●	●
COMPETITIVE BRANDS			●	●
Total portfolio analysis for competitive brands	<ul style="list-style-type: none"> Understand competitive share across segments they participate in & whether you should enter an adjacent category 		●	●
Price point & assortment analysis	<ul style="list-style-type: none"> Leverage price ranges & best performing SKUs to identify if you should vary product offerings or advertising focus 		●	●
SEARCH TRENDS			●	●
Category & brand search trends, including items with top click share	<ul style="list-style-type: none"> Use data to generate key word ideas for title & paragraphs Identify whether you or your competitors are winning click share for key search terms 		●	●
Department level analysis of search trends for prior 12 months	<ul style="list-style-type: none"> Identify growing trends that may be ripe for product innovation 		●	●
TOTAL DIGITAL PERSONA				●
Hinge scorecard for your Amazon brand & product listings	<ul style="list-style-type: none"> Use scorecard to improve your digital persona on Amazon 			●
Evaluation of other digital assets (social & .com)	<ul style="list-style-type: none"> Leverage recommendations to create a more consistent, holistic brand persona across channels 			●