**Information Resources, Inc. (IRI)** is a leading sales and marketing research partner in the expanding global consumer goods industry. They provide their clients with superior consumer insight and market intelligence by leveraging their competitive advantages in robust data, industry-leading research and analytic techniques, innovative Web delivery technology, and quality client service. IRI now provides international data services covering over 20 countries, with data delivered in consistent formats and supported by an international service team. See the IRI web site [http://www.infores.com](http://www.infores.com) for details.

Academic researchers have made extensive use of IRI gathered point-of-sale information from more than 11,300 grocery stores, as well as some 7,500 drug stores.

The Marketing Fact Book contains data on grocery store purchases from a representative sample of static qualifying U.S. panelist households to help make intelligent inferences for strategic planning and decision making. These purchases are continuously tracked across all UPC-coded brand-items in all categories.

**Key Applications:**
- Periodic assessment of key consumer dynamics (scorecards).
- Monitor changes in the marketplace.
- Track the success of marketing tactics and strategies.
- Cross-category benchmarking.
- Assess category performance between time periods.

**Key Measures:**
- Category Volume Share
- Type Volume Share
- Penetration
- Volume per Purchase
- Purchases per Buyer
- Purchase Cycle
- Share of Requirements (Loyalty)
- Price per Volume
- % Volume Any Trade Deal
- % Volume Feature
- % Volume Display
- % Volume Price Reduction
- % Volume Manufacturer Coupon
- Average % Off On Price Deals

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