



# THE SHOPPER SUCCESS INDEX (SSI)

*The SSI is a diagnostic tool that enables us to assess whether the brand's predisposition to buy and in-store performance are in balance (recall Path-to-Purchase fundamentals).*

*By recalibrating the index on a semi-annual or annual basis, we can decide where to put our emphasis for each brand in each of our key customers for next year.*

*The SSI is calculated by determining the ratio of on-the-shelf market share to claimed "Purchase Intent" among consumers when not in the store.*

*Example:*

