



## CASE STUDY

**SPECIALIZED EDUCATION  
PROVIDER SEEKS GROWTH IN  
A MARKET ABROAD.**

**BUT WHICH ONE?**

**PERSONA EXPLORED: MARKETS**

**PersonaTel<sup>®</sup>**

# "WHICH MARKET GIVES US THE BEST SHOT AT GROWTH?"

## OPPORTUNITY

Internet-based products and services can be a gift and a curse. The gift being they're generally very easy to scale given no physical limitations. The curse being having an addressable market unbound by geography is a perfect recipe for the "Cheesecake Factory Syndrome" - having too many options. And despite lacking geographical constraints, eCommerce companies must still be prudent marketers to avoid investments aimed to target unviable customers.

This was the challenge our client came to us with. They wanted to launch their online-based service to a new market in a new country. But they needed help narrowing the list.

## OUR SOLUTION

To solve our client's challenge, we'd have to narrow the list of dozens of potential markets/countries to recommending the Top 3. To tackle this, we designed a two-step analysis approach.

First, we designed an analysis framework that filtered out dozens of potential markets based on a weighted scorecard with secondary research attributes. Lastly, with a narrowed list, we'd design a more in depth scorecard framework that incorporated both secondary and primary data points.

We then charted and presented a visual representation of the top growth markets based on the various criteria.

## IMPACT

With our insights and research, our client was able to confidently identify the markets/countries to introduce their products and services to. We estimated that the cost savings related to marketing, and establishing local resources to service their products would result in a \$200,000 to \$400,000 cost savings.