

Beat: Lifestyle

## THE SECRET TO UNDERSTAND THE HEART OF THE CONSUMER VIA EMOTIONAL CONNECTION

### CONTROL ON THE PURSE STRINGS

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**USPA NEWS** - Marketers can now quantify and strengthen the emotional connection consumers have with their brands. LoveQuotient is a tool that quantifies how much consumers love brands. Whether at the human or brand level, love is comprised of three primary components: Chemistry, Needs Fulfillment...

Marketers can now quantify and strengthen the emotional connection consumers have with their brands. LoveQuotient is a tool that quantifies how much consumers love brands. Whether at the human or brand level, love is comprised of three primary components: Chemistry, Needs Fulfillment and Compatibility. LoveQuotient examines all three key components and utilizes Coherency's proprietary algorithm to measure, assess and predict the impact of consumer love for a brand.

The innovative methodology was developed by the firm's SVP of Marketing Sciences, Nelson Tao, in conjunction with Dr. Gian Gonzaga. The two applied their professional research experience from the online dating industry along with the proven principles of compatibility matching and relationship science to create this quantitative measure of consumer love for a brand which is a confirmed predictor of consumer behavior.

From toothpaste to credit cards to television networks, category leaders Colgate, Citi and NBCUniversal Lifestyle Networks are just a few of the brands that have already turned to this breakthrough research tool to gain a better understanding of how their consumers are driven by emotion.

Source : Coherency

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