

An Open Letter to MERA Members

Dear MERA Members:

MERA is pleased to announce a valuable industry tool – The NPD Group, Point-of-Sale Tracking information – available to you at no cost!

The NPD Group, founded in 1967, is the leading global provider of consumer and retail market research information for a wide range of industries. NPD provides critical consumer behavior and point-of-sale (POS) information and industry expertise across more industries than any other market research company. Through its consumer panel, retail sales tracking services, special reports, and custom research, NPD helps companies understand and profit from consumer and retail trends by telling them who is buying what, where and why in local, national and international markets.

So how can mobile enhancement retailers specifically benefit from this service? NPD measures mobile audio product sales in specialty stores and mass merchants throughout the United States, but they need your participation in the process. By agreeing to participate in an information exchange, NPD's retailer partners gain access to valuable sales data ... information they can use to help determine the best product mix and pricing strategies to maximize revenue for their business.

NPD reports provide their retailer partners with a monthly view of sales tracking information organized in a form that fits the way retailers look at business. And the more retailers that participate, the more valuable the data becomes as it may be viewed specifically for your region, making the information all the more relevant for your market area.

Below are just a few examples of what NPD's tracking information can help you do:

- Gauge the marketplace – understand best-selling items in your market and/or region
- Identify local marketing opportunities
- Benchmark your performance, monitor your market share over time, and see how you measure up

If you are not yet an NPD retailer partner, we urge you to consider partnering in this way; it will strengthen the data on which all segments of the specialty chain of distribution rely.

For more information, please call Nikki Arnstein, director, retail business group, to discuss this with you further. Nikki can be reached at 1-516-625-6104 or nikki_arnstein@npd.com.

Thank you for your support.

Sincerely,

Rick A. Mathies
Executive Director

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Roger Flynn
Midlothian, IL

Ario Auto Sound & Security

Francisco Tellez
Santa Barbara, CA

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