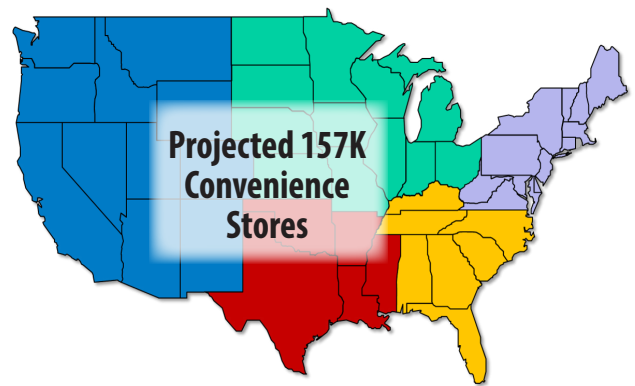




C-Metrics™ – MSA's Benchmarking Solution

Improve your marketing strategy by understanding Convenience Channel market trends and product performance.



C-Metrics™, one of the few sources of projected total sales by warehouse-delivered C-Store categories, answers the following questions:

- What is my competition doing?
- What is new? Are there sizes or flavors gaining traction?
- What are the regional differences in my category?
- Which regions are best for launching my new product?
- What new products should I introduce?

C-Metrics projects weekly category and unit volume from a unique data set of distributor shipment volume across the United States. C-Metrics is an affordable and effective way to obtain up-to-date regional information on C-Store categories or products.

