

# TNS and ZappiStore Launch App to Help Companies Identify Growth Opportunities

Contributed by TNS and ZappiStore  
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Global research consultancy TNS, has today launched an “express”™ version of its flagship ConversionModel brand equity tool. ConversionModel Express allows businesses to calculate in a matter of hours exactly where they could steal market share by altering their marketing strategy.

ConversionModel Express, which TNS is launching in partnership with online market research platform ZappiStore, enables brand owners to conduct rapid surveys of consumer behaviour to gather top-line insights on their growth opportunities. The app is available in the UK, US, France, Germany, China, Australia and Canada, with other markets set to be rolled out in the future. It provides an essential tool for companies and agencies that require analysis of a brand’s growth opportunities within as little as a working day. ConversionModel Express quantifies the gap between a brand’s equity and its market share to show the size of the opportunity the brand has to grow or the share that is at risk. It also identifies which competitors pose the greatest threat or offer the biggest opportunity to gain market share. TNS is the first external partner to launch an app with ZappiStore, which already offers several low cost, interactive tools to support ad testing, new product development and other common research needs. Jan Hofmeyr, Head of Behaviour Change at TNS and founder of ConversionModel said: “We’re very excited to be joining forces with ZappiStore for the launch of ConversionModel Express. ConversionModel already offers brands a unique way to identify and quantify growth opportunities, but now brands will have this kind of insight at their fingertips.” “In today’s constantly shifting marketplace conventional tracking is often too slow to provide actionable insights. Marketers need to be able to know exactly where the opportunities lie to grow their brand and to be able to respond to those as quickly as possible, which calls for more flexible tools and shorter, smarter surveys.” Stephen Phillips, CEO at ZappiStore, said: “This app brings together the swift, automated approach of ZappiStore with the proven methodology of ConversionModel. Now that TNS has taken the first step, our aim is to develop a whole suite of tools that allow businesses to gather actionable insights more effectively.” For more information regarding this article please visit: [www.tnsglobal.com](http://www.tnsglobal.com) | [@tns\\_global](https://twitter.com/tns_global) | [www.zappistore.com](http://www.zappistore.com) | [@ZappiStore](https://twitter.com/ZappiStore) Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group