

Drones: See How High They're Flying

Drone buyers spend far more than the average tech shopper, so reaching them successfully can be a real boon to your bottom line.

[See our new infographic ›](#)

With sales continuing to rise exponentially – by 300% in just a year! – it seems everyone's talking about drones. But talking about something and truly understanding it are two very different things.

Now you can fill in knowledge gaps about drones with **Retail Tracking Service** data and insights and our **Checkout TrackingSM** service.

**Get our new infographic –
Drones: See How High They're Flying ›**

We can help you discover which **price points win** and what **demographic groups** are prime targets. Plus, learn about the brands and features vying for consumers' attention, and more.

With new data and expert insights on the drones category, you can explore . . .

- **Performance.** Track your brand's performance within various feature sets, price points, geographies.
- **Assortment.** Uncover the leading items in the category and the common features driving their success. Identify new items entering the marketplace.
- **Promotional Impact.** Quantify sales lift in particular DMAs. Track price sensitivity over time.
- **Pricing.** Pinpoint optimal pricing for various SKUs and determine whether there is an opportunity to further maximize revenue.
- **Opportunity.** Find out whether your brand is getting its fair share in a particular price point, feature subcategory, or geography.

Questions? Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.