



**dynata**<sup>™</sup>

# Putting Your Customers First: How First-Party Data Can Help Create Highly Engaged Consumers and Strong Brand Equity

The Quirk's Event | Los Angeles

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# Meet the Presenters



**Deepa Iyer**

Director and Head of Data Science &  
Market Research

*Fossil Group*



**Nancy Brigham**

VP and Head of Research Science

*Dynata*



THE WORLD'S LARGEST FIRST-PARTY DATA PLATFORM FOR INSIGHTS, ACTIVATION & MEASUREMENT

4 BILLION INSIGHTS UNCOVERED



100+ MILLION SURVEY COMPLETES

200,000+ PROJECTS DELIVERED

ANNUALLY

ACCESS NEARLY 70 MILLION CONSUMER & BUSINESS PROFESSIONALS



2,700+ PROFILE ATTRIBUTES SPANNING SPECIALTY & HARD-TO-REACH B2B AUDIENCES

UNPARALLELED DEPTH AND BREADTH ACROSS SIX CONTINENTS

#1 MOST INNOVATIVE SUPPLIER #1 DATA & ANALYTICS PROVIDER #1 FIELD SERVICE PROVIDER 2022 Business & Innovation GRIT Report



83%

PROPRIETARY SOURCING METHODS RESULTING IN OF MEMBERS UNIQUE TO DYNATA

EXTENSIVE SURVEY TESTING & DATA VERIFICATION ATTRIBUTES FOR 99% ERROR-FREE PROJECT DELIVERY

6000

CUSTOMERS IN 90 COUNTRIES ACROSS ALL MAJOR INDUSTRIES

45+

YEARS OF INNOVATION



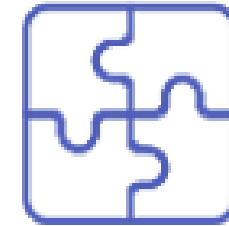
# High-Quality Data Is The Foundation of Accurate Insights & Better Decision-making



Real & engaged people, ready  
to share trusted insights



Rich recruitment sources &  
fully-verified panelists

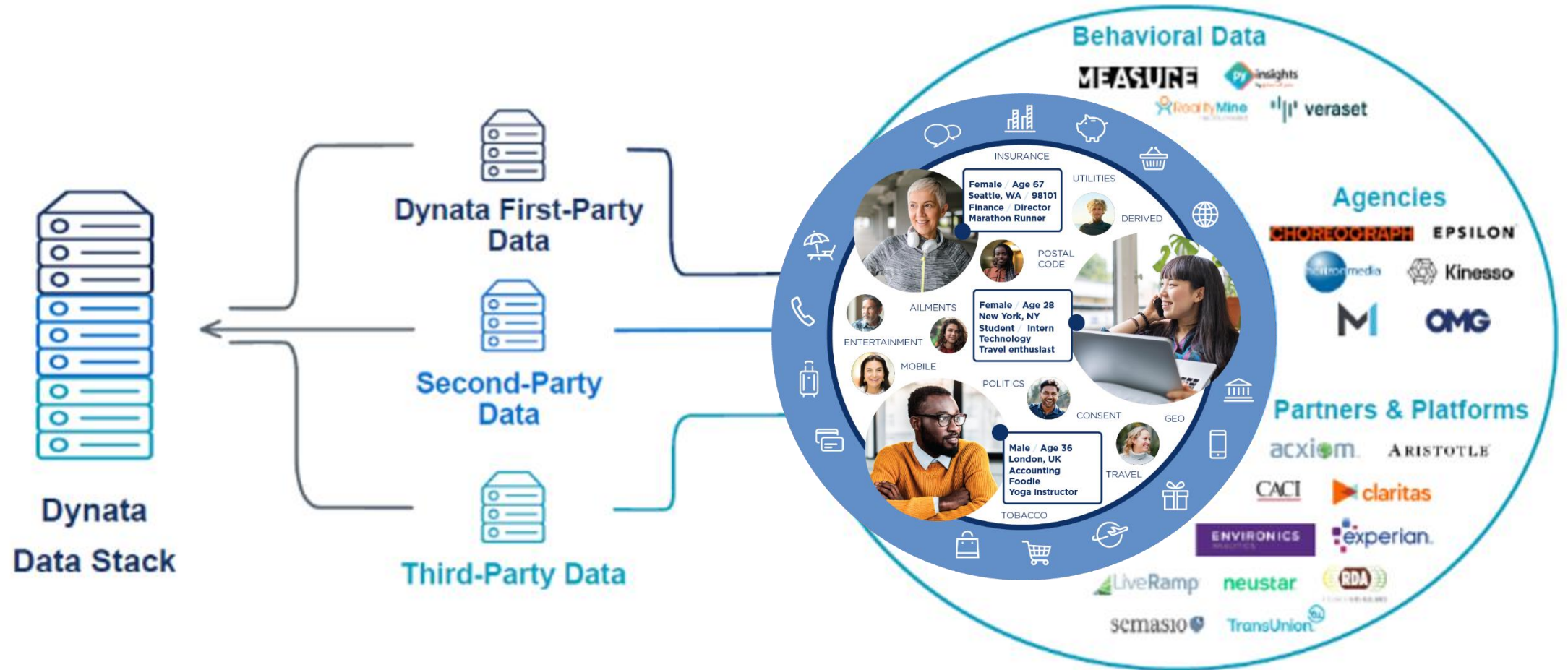


Data privacy and  
security

All with the peace of mind that Dynata employs proprietary identity verification controls and the highest, most compliant levels of data management and data protection

# In-depth, Real-Time Understanding of People with Connected Data

*Integrating first-party data with other data sources to create a holistic view of your customer and activate research decisions*



**SMARTWATCHES**



**JEWELRY**

**WHAT WE MAKE**



**TRADITIONAL WATCHES**



**LEATHER**



**FOSSIL**  
GROUP

# Our Owned and Licensor Brands



SKAGEN



**DIESEL**

**DKNY**



MICHAEL KORS



WATCH  
STATION



# Where We Are

**30k**

POINT OF DISTRIBUTION

**150**

COUNTRIES OF BUSINESS  
AND OPERATIONS

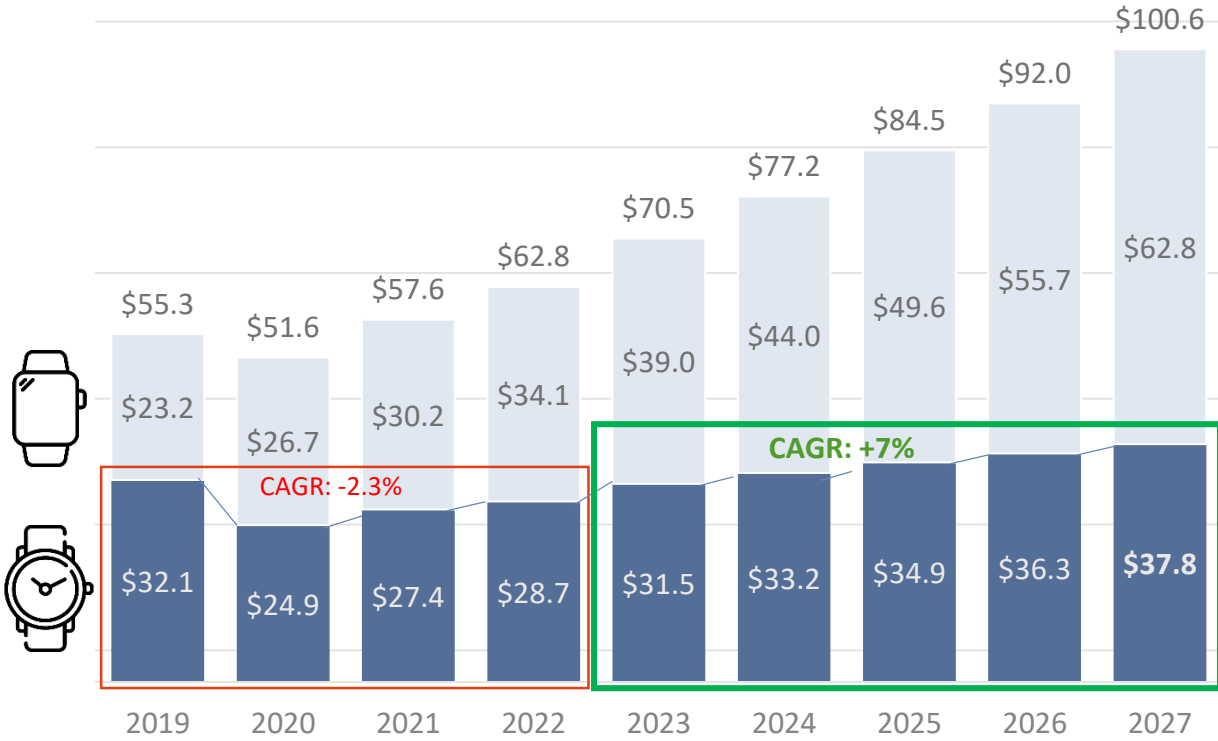
**450**

COMPANY OWNED  
STORES GLOBALLY



# Key market driver #1: Keep leadership position in traditional watches

Global Watches Addressable Market Growth (US \$B)





# Key market driver #2: Capitalize direct-to-consumer shopping for accessories

AMAZON

6x

Compared to Walmart.com (#2)

Top 16 Retail Ecommerce Sales, by Company  
US, 2022, billions

2026 US RETAIL SALES:  
\$8.04 TRILLIONS





# ANALYTICS TEAM VISION

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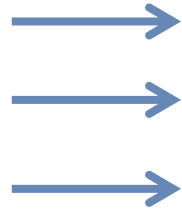
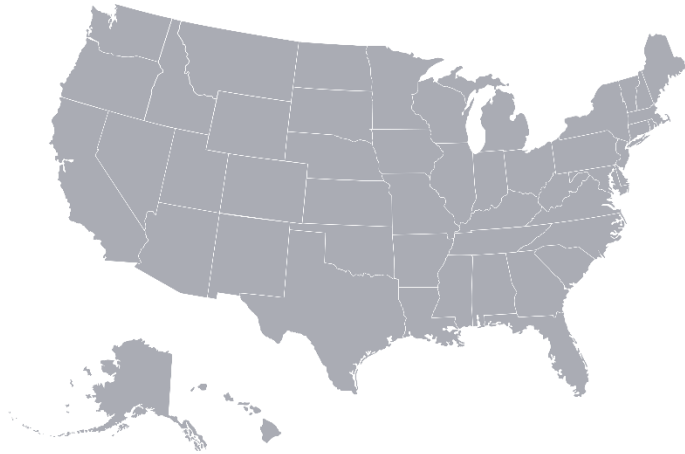
## GOAL

Improve ROI by making smarter decisions based on intellectual honesty & analytical rigor

Align the Analytics Strategy with the Company Strategy

# From US Centric to Global

**US**



**GLOBAL**



# Business Domains to Customer Centric



# Seamless integration of Analytics functions to Support Customer Centric Foundation



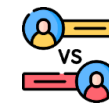
Market Research



Data Science



Digital Analytics

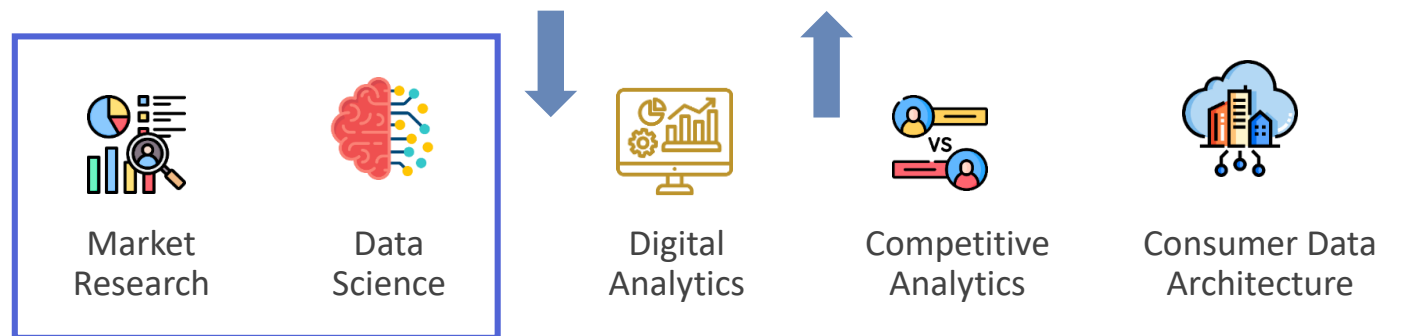


Competitive Analytics

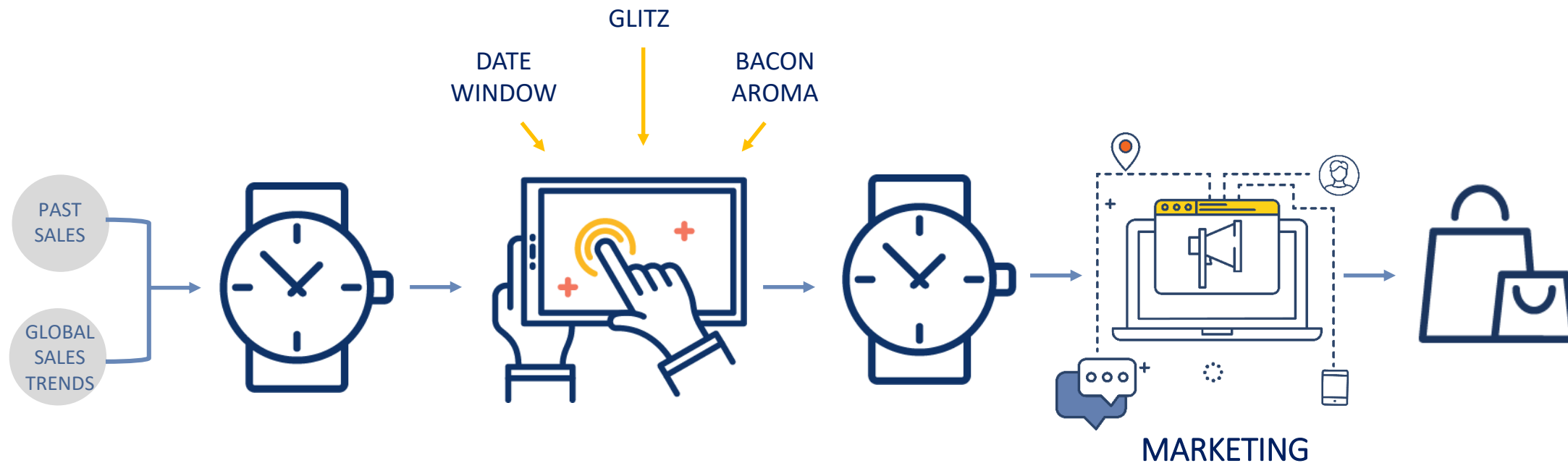


Consumer Data Architecture

# A business case

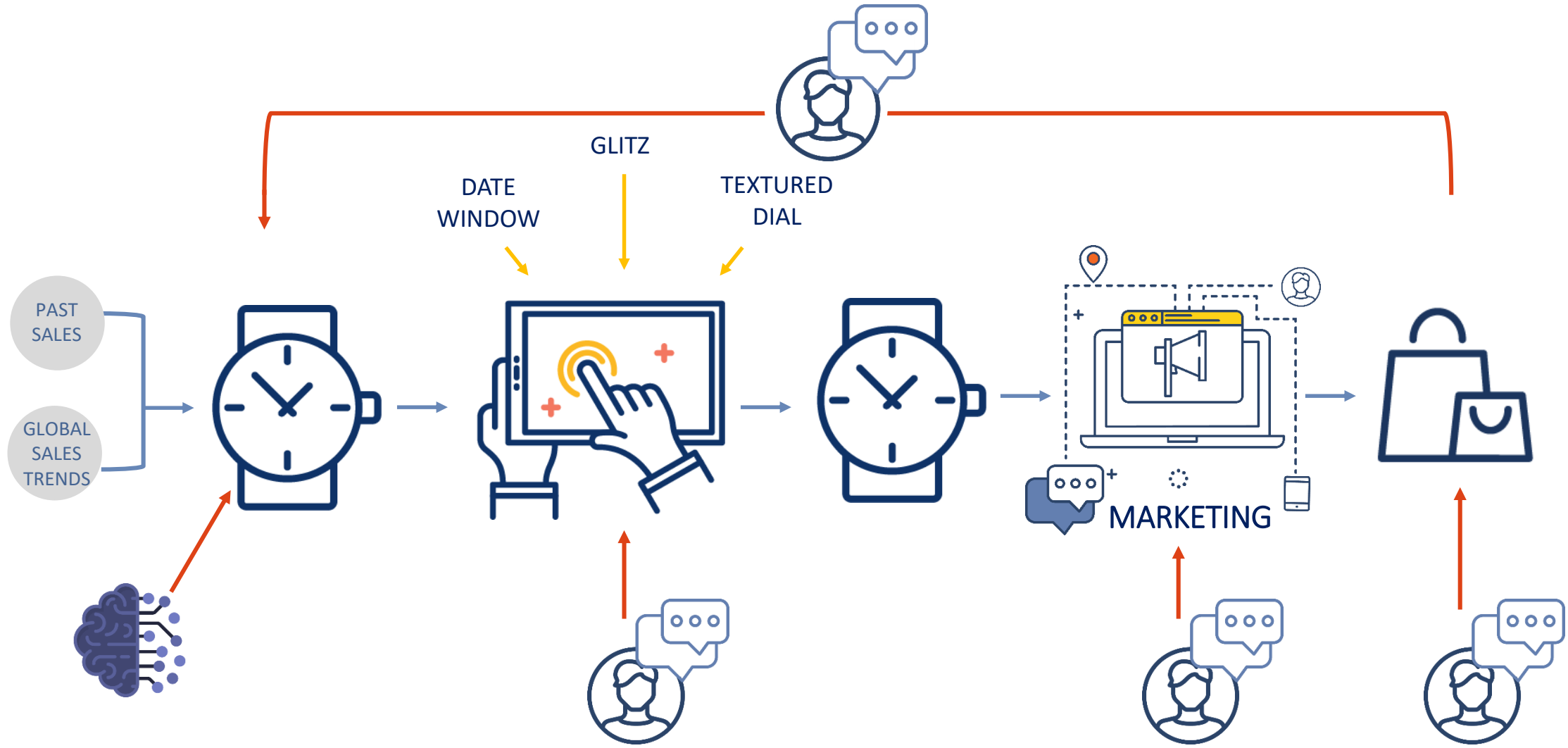


# Traditional way to retail





# An integrated customer-led approach to retail



# Richer, Faster, Global Insights

### MEN LOOK FOR STRAP, MOVEMENT TYPE, MATERIAL OF WATCH, COLOR AND BRAND WHEN SHOPPING FOR A TRADITIONAL WATCH IN-STORE

WHAT DO YOU LOOK FOR WHEN SHOPPING IN STORE?

STRAP	MOVEMENT TYPE	COLOR	BRAND
<p>"Design, I like leather straps and silver details. The first place that comes to my mind is Fossil." - US, M, 18-34</p> <p>"I would look for watches with 3 dials. Maybe something with a blue colored face. No gold at all. Steel band, not leather." - US, M, 35-54</p> <p>"...the band, I want to look at the face itself." - US, M, 35-54</p> <p>"Overall style of the watch and it's strap. Does it style well with any kind of clothing making it traditional." - US, M, 35-54</p> <p>"How the dial looks, bracelet and then try the clock" - DE, M, 18-34</p>	<p>"The design and the material." - US, M, 18-34</p> <p>"The first thing I would look for is the material with which my skin will be in contact around 12 to 14 hours." - US, M, 18-34</p> <p>"The material used" - US, M, 18-34</p> <p>"First, I look for the desired material or color." - DE, M, 18-34</p> <p>"Material of clock and bracelet" - DE, M, 35-54</p>	<p>"The mechanical operation of the watch" - US, M, 35-54</p> <p>"Face color, size and chronograph features" - US, M, 35-54</p> <p>"QUARTZ OR MOVEMENT" - US, M, 35-54</p> <p>"Styling, movement, and brand" - US, M, 35-54</p> <p>"I look for two things: style and function. I only wear slim analog watches with a simple, glassy look." - US, M, 18-34</p> <p>"The watch body, height, color, etc." - DE, M, 35-54</p> <p>"Watch band color and what it made of" - US, M, 35-54</p>	<p>"Brand then colors and style" - US, M, 35-54</p> <p>"Fossil or Movado collectors" - US, M, 35-54</p> <p>"Styling, movement, and brand" - US, M, 35-54</p> <p>"The first thing I look at is the brand." - US, M, 35-54</p> <p>"Whether the clock fits me and whether it is from a well-known brand." - DE, M, 35-54</p> <p>"The price tag, and the brand." - US, M, 35-54</p>

Q: Imagine you are shopping for a traditional watch in a brand's store. What is the first thing you would look at?

### WATCH ATTRIBUTES ARE THE MOST INTERESTING THEMES FOR GEN POP AND FOSSIL OWNERS; FOSSIL OWNERS ARE ALSO INTERESTED IN WATCH STYLE AND BAND TYPE

WHAT IS THE WATCH SELECTION CRITERIA IN STORE?

	GEN POP			FOSSIL OWNERS			
WATCH ATTRIBUTES	Watch Style	42%	40%	82%	49%	35%	84%
	Band Color	36%	42%	78%	39%	37%	76%
	Band Type	36%	41%	77%	42%	36%	78%
WATCH AESTHETIC	Functions	30%	39%	68%	32%	36%	68%
	Timeless	45%	33%	78%	48%	33%	80%
	Classic	27%	41%	68%	25%	40%	65%
	Casual	15%	32%	47%	15%	35%	49%
	Heritage-Inspired	32%	20%	32%	10%	18%	28%
	Vintage-Inspired	11%	25%	36%	13%	25%	38%
	Essential	18%	20%	32%	13%	24%	38%
	Diver-Inspired	11%	18%	32%	5%	14%	14%
	Dressy	26%	35%	61%	30%	38%	68%
	Sporty	15%	30%	45%	12%	30%	42%
WEAR OCCASIONS	Formal Occasions	13%	27%	40%	16%	28%	45%
	Work	13%	20%	33%	15%	18%	33%
	Gift Occasions	13%	19%	32%	11%	18%	29%

Legend: Most Interested (dark orange), Very Interested (light orange), Total (grey)

Q: If the following themes were shown as a display at a store, how interested would you be to look at them? 1 = not interested, 5 = most interested

### EQUAL PREFERENCE FOR CLAUDIO 1, DRESS SPORT 1 AND RENATO

BEST SELLER

General Consumer

CLAUDIO 1 \$325, DRESS SPORT 1 \$325, DEMOCRATIC CHRONO \$325, RENATO \$325, CLAUDIO 2 \$325, DRESS SPORT 2 \$325

### We recommend current MSRP with a discount of 15% on average. The "Crossbody Pebble" is current underpriced and we would recommend it as "Hero SKU"

Aware of Fossil

Shown is US\$

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### Women are more focused on aesthetics while men are more feature and functionality focused

WHAT PART OF THE DESCRIPTION IS MOST APPEALING?

Concept 4

**Key Takeaways**  
Color and additional functionalities are particularly appealing, as well as water resistance.  
Information like the SKU number and platform are not interesting to our female panellists.

**Key Takeaways**  
Information about chronograph and water resistance is particularly appealing for male respondents.  
Battery type and size is less appealing.

Q: What specific words in this product description do you like the most? The following product description appears on the website when you are browsing online to shop for traditional watch. Pick any words from the order of appearance.

### CONSUMERS LIKE THE DRESSY, ELEGANT DESIGN AND FEEL THE BAG IS MORE SECURE; IMPROVEMENTS INCLUDE ADDING A ZIPPER FOR MORE SECURITY, MORE SIMPLISTIC CLOSURE, AND THE ADDITION OF AN EXTERNAL POCKET

Dressy, elegant design

Feels more secure

Small Harper with Filplock

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# Grow Adoption and Influence Key Decisions



# From actionable insights to execution

## TIME TO MARKET



## TOP SELLERS

★ TOP RATED 90% rate 5 star



**MICHAEL KORS**  
Slim Runway Gold-Tone Stainless Steel Watch

## NEW CHANNEL

FASHIONUNITED

News Jobs Marketplace Lookbook Events Data

Home / News / Fashion / Katchin the new marketplace for jewellery and watches launches

### Katchin the new marketplace for jewellery and watches launches

By Danielle Wightman-Stone  
Jan 25, 2023

“The platform enables product discovery in a way that seems to be missing in the marketplace today - inspired, contextualised, and “built for” these categories. We are thrilled to be the backing partner of Katchin and to support accessories lovers in their shopping journey.”

A screenshot of a news article from FashionUnited. The article is titled "Katchin the new marketplace for jewellery and watches launches" and is written by Danielle Wightman-Stone, dated Jan 25, 2023. Below the text is a small image of a laptop displaying the Katchin website interface. A quote at the bottom of the article reads: "The platform enables product discovery in a way that seems to be missing in the marketplace today - inspired, contextualised, and 'built for' these categories. We are thrilled to be the backing partner of Katchin and to support accessories lovers in their shopping journey."

## STORYTELLING

All Posts

fossil • Following

6,076 likes

fossil Introducing a micro-version of our classic Scarlett! The new 28mm case size gives you extra comfort for everyday wear.

View all 54 comments

fossil @hannou\_bn28 We completely agree!

fossil @bibazira

An Instagram post from the account 'fossil'. The post features a photograph of two watches and a necklace displayed on a gold tray. The watches are one with a blue dial and one with a purple dial. The necklace is a chain with green beads. The post has 6,076 likes and several comments. The caption reads: "Introducing a micro-version of our classic Scarlett! The new 28mm case size gives you extra comfort for everyday wear." Below the caption, there are two comments: one from @hannou\_bn28 saying "We completely agree!" and another from @bibazira.

The more willing a brand is to adopt a data strategy, the more successful they will be at creating direct consumer relationships and brand value for long term growth.

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# Questions?



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# THANK YOU!

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