



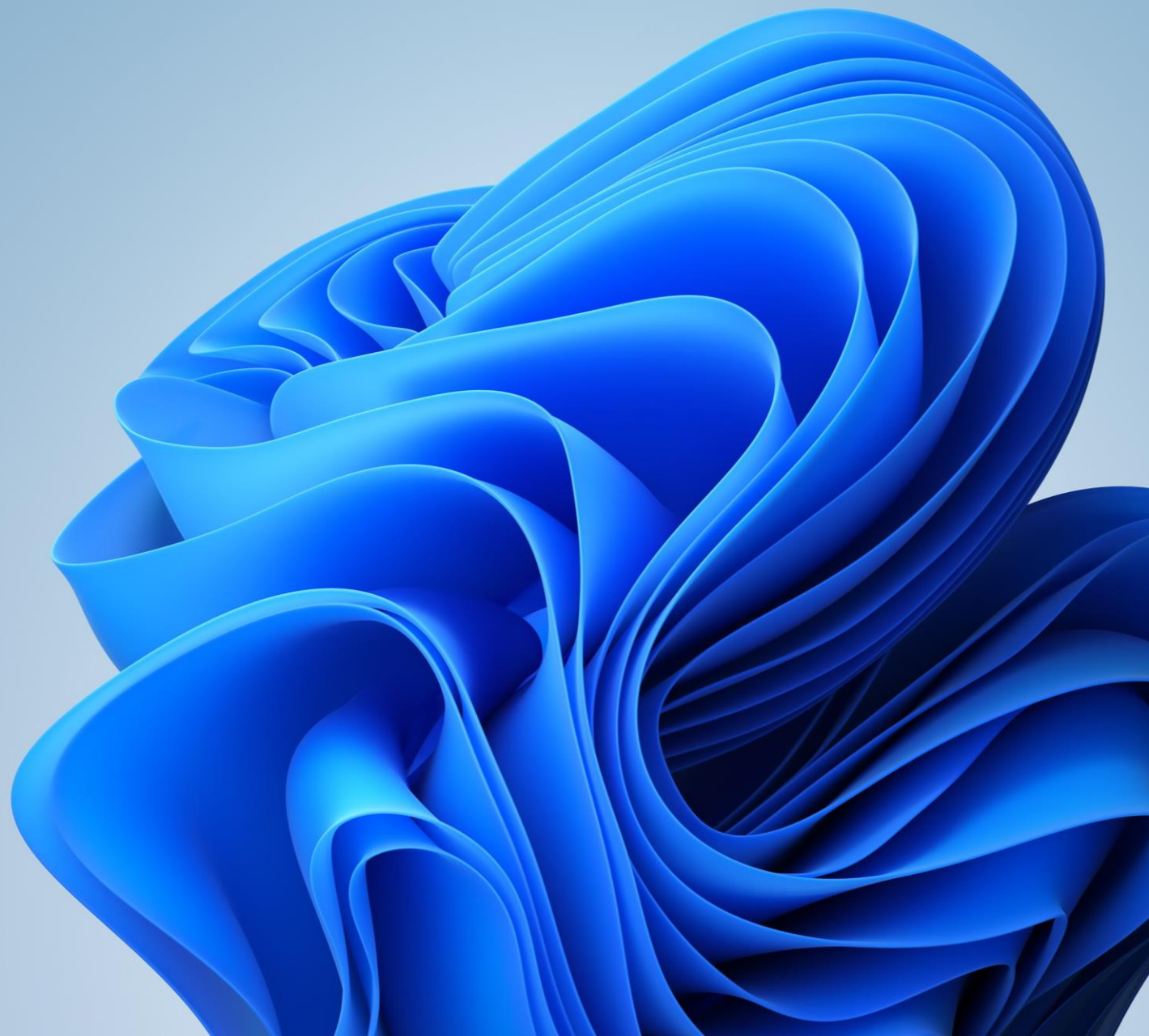
# Turning it up to 11

Bringing together the richness of  
Microsoft's market research to guide  
the launch of Windows 11

**Bill Karpen**

Senior Market Research Manager

Quirk's Event New York  
Nov. 2, 2021



# A couple things about me



**DDB°**

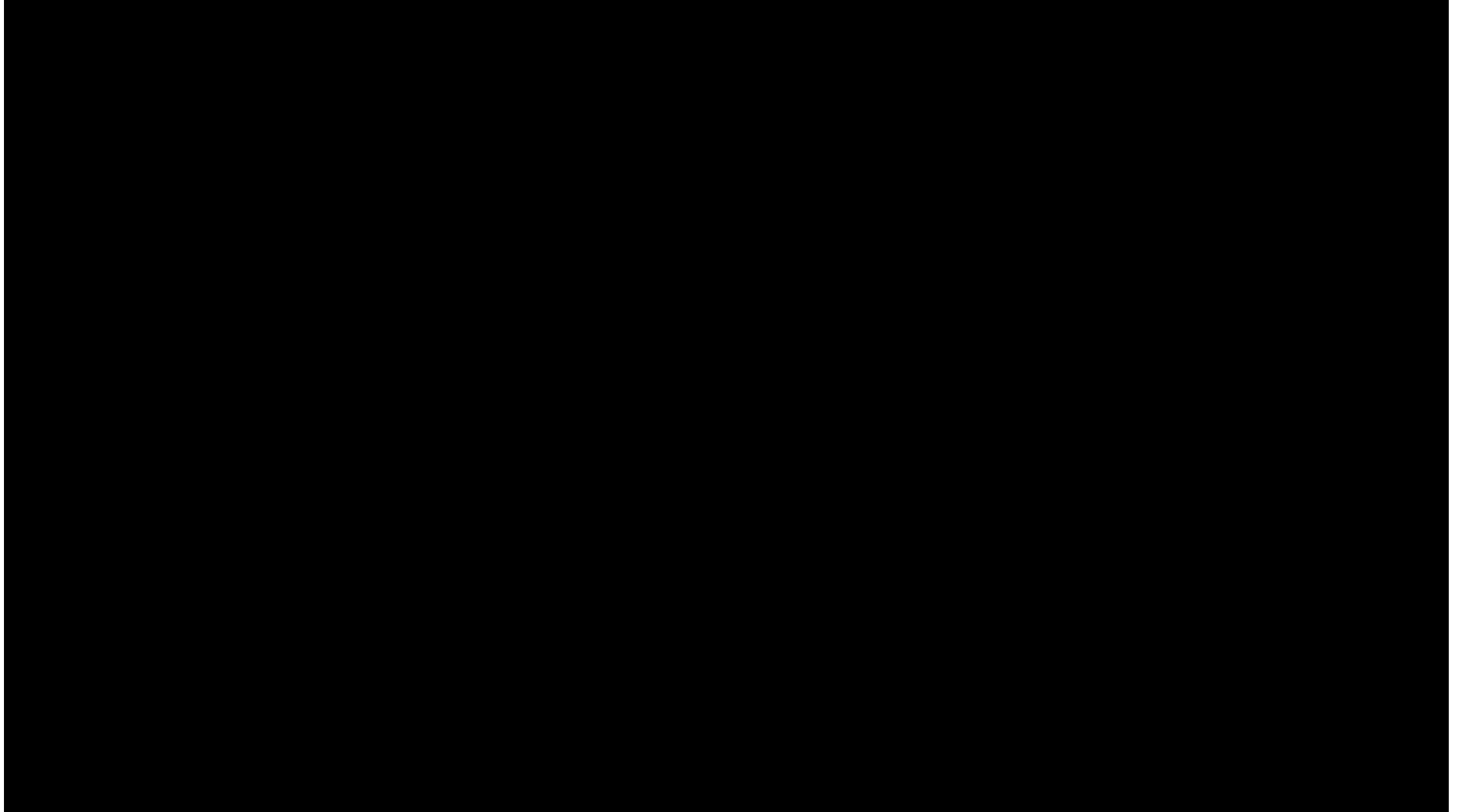


PUBLICIS

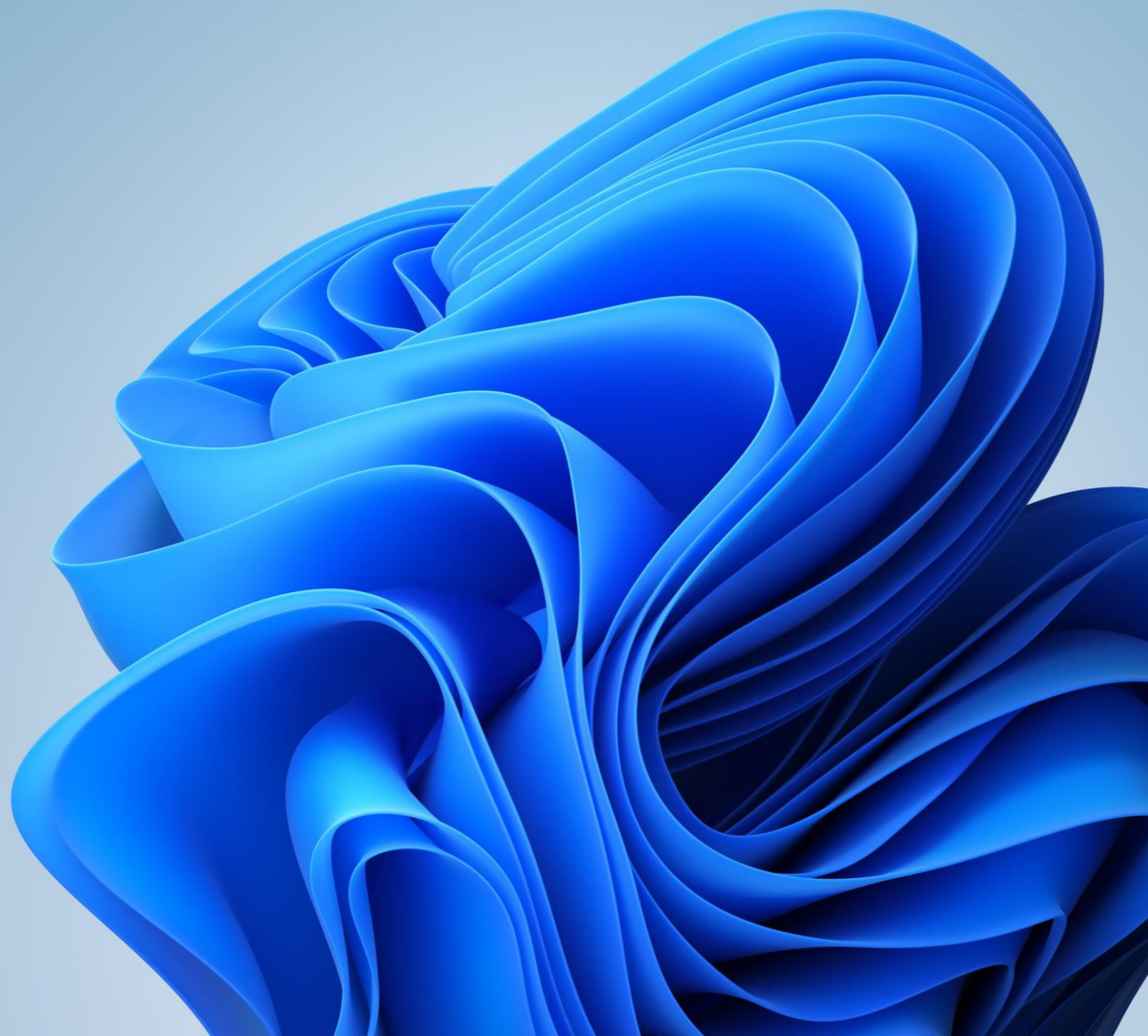


Microsoft

# The launch of Windows 11

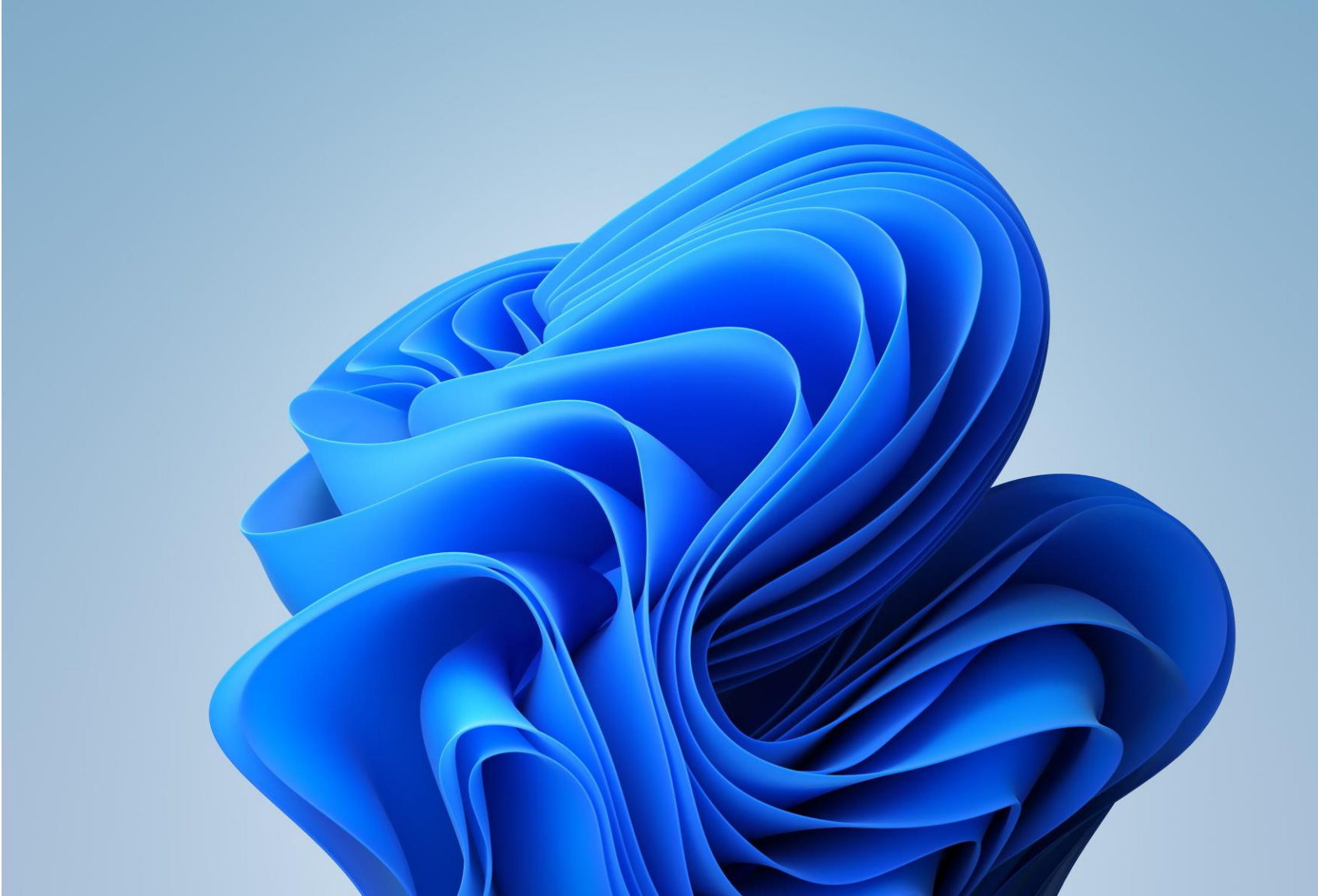


# The challenge





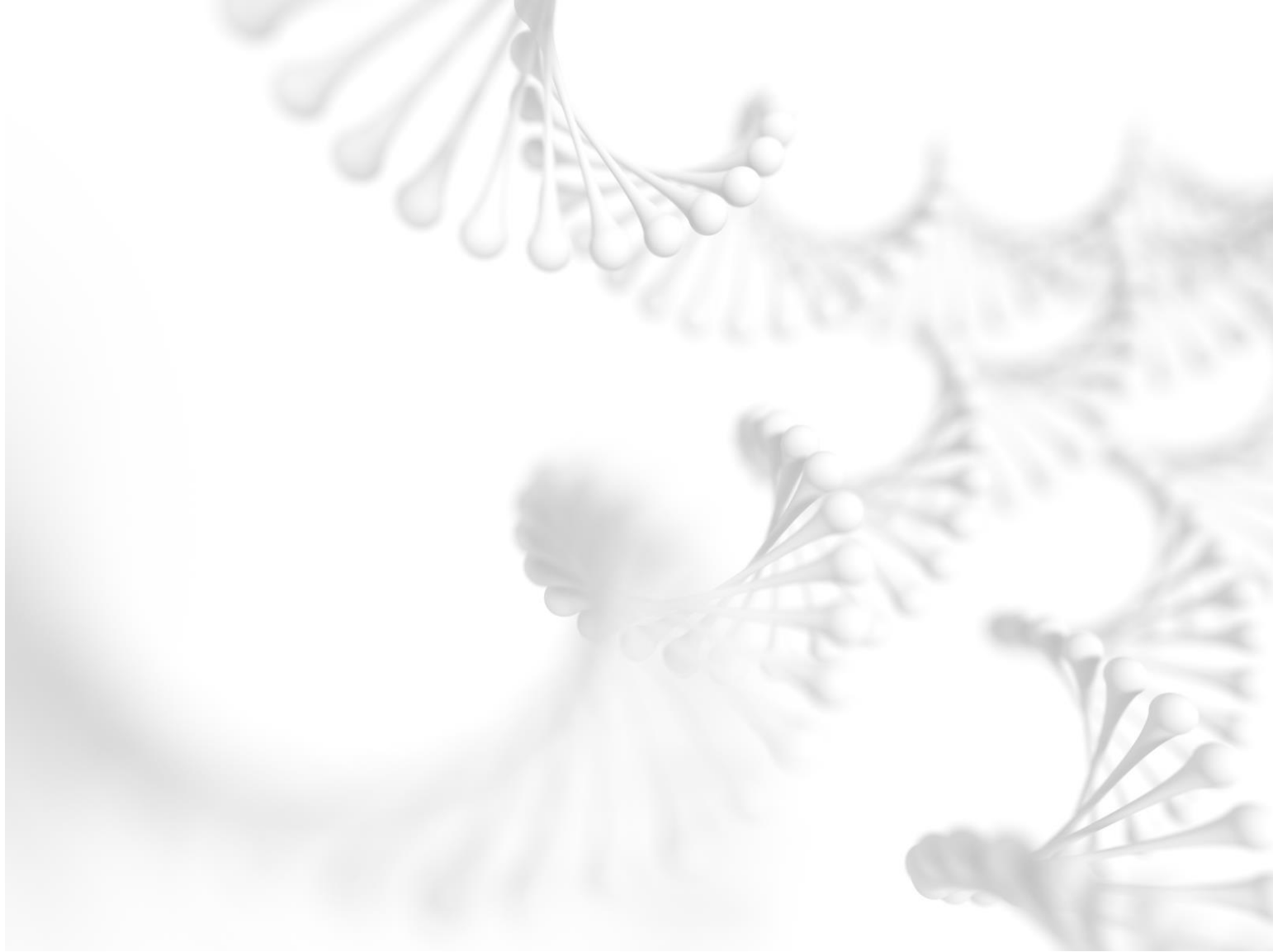
# A major launch



# A new global context



# Specialized teams



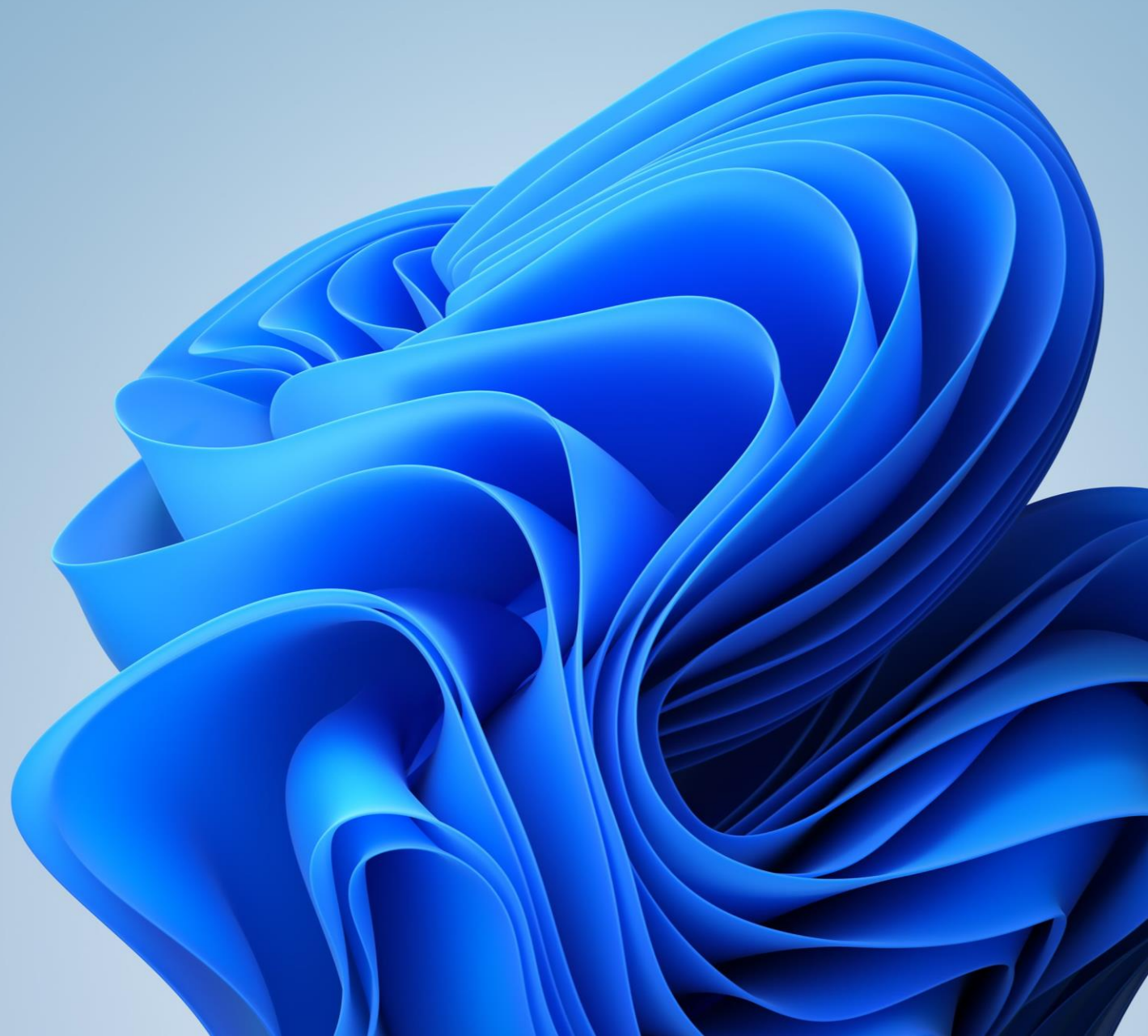


# Tenting





**What we did**



# We brought together three research teams

Product  
marketing  
research

Data  
science

Advertising  
research





# We set up collaboration tools and processes



Weekly  
sync

Teams  
channel

# We created an integrated research plan



Align  
research

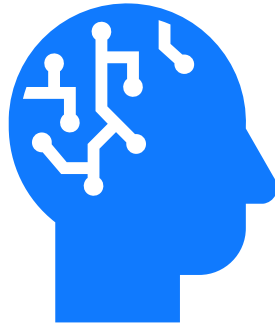
Identify  
gaps



# Research Studies and Market Data



# Windows 11 Measurement + Learning Plan



## Communications

Social media reaction

Ad recognition

Sales impact of marketing

## Attitudes

Awareness

Consideration

Purchase intent

Key perceptions

## Behavior

Unit sales + share

Conversion/churn

Cross-product revenue

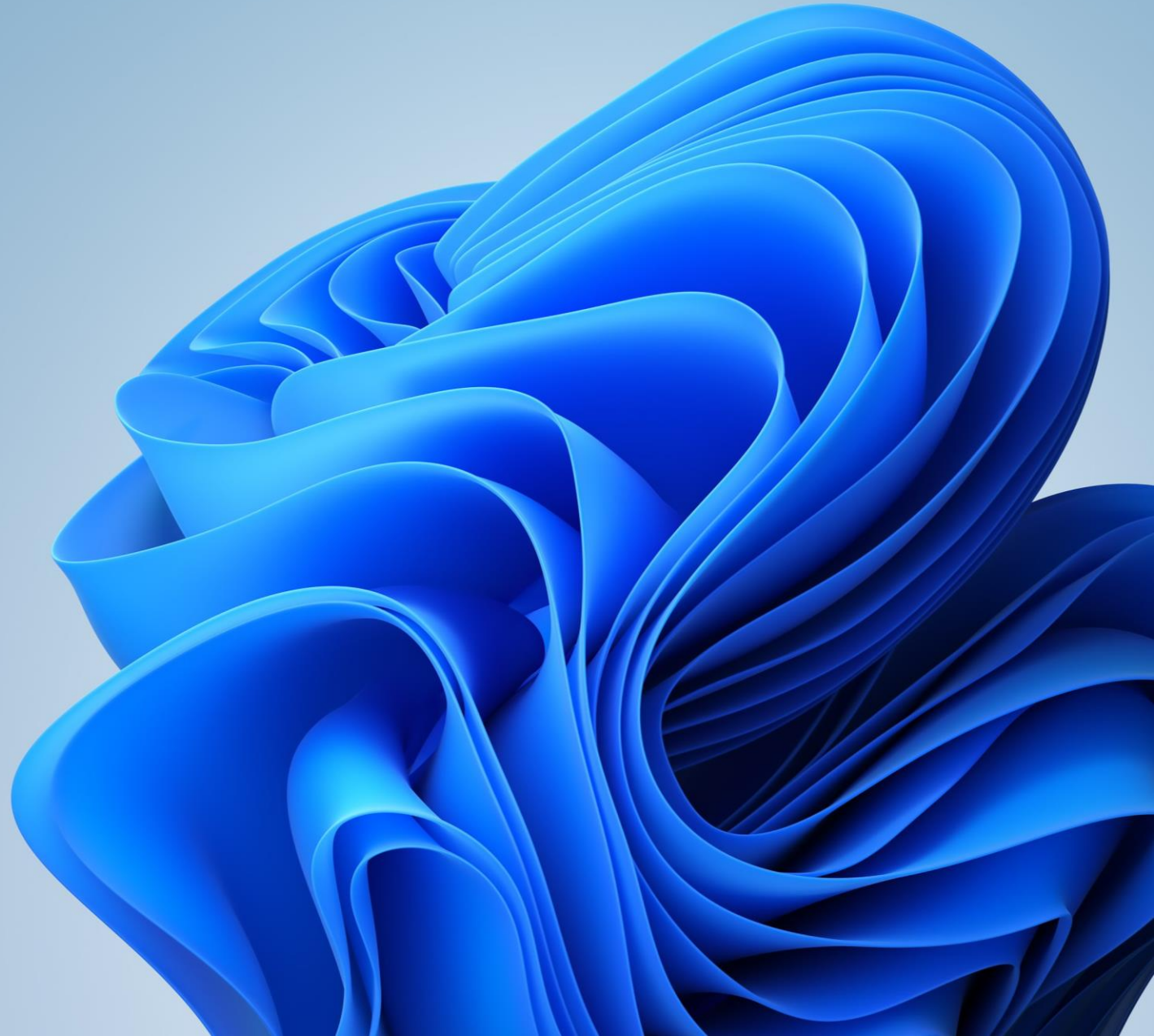
## Experience

W11 experience

W11 feature usage/satisfaction

Brand memories

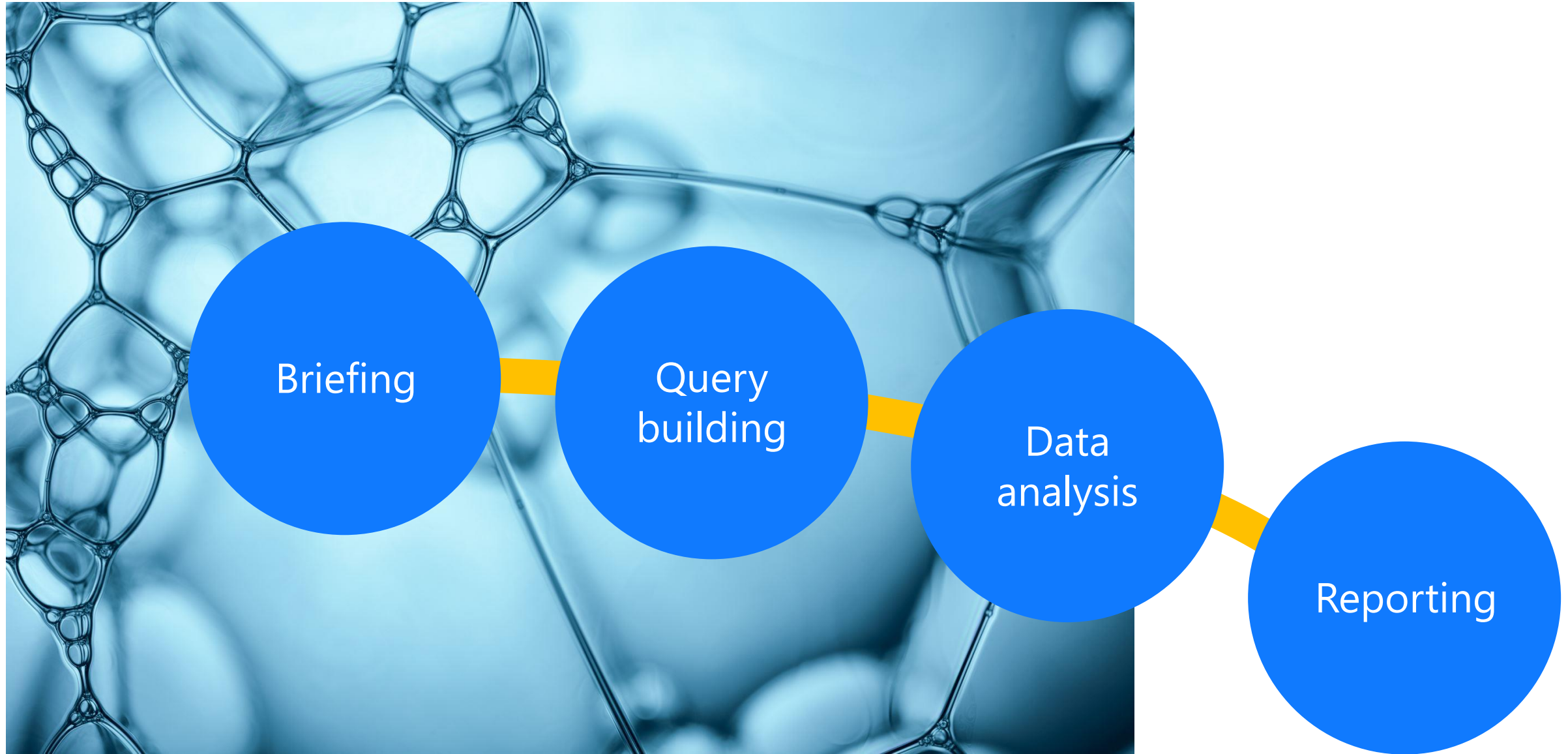
Deep dives



# Social Media Analysis



# Social Media Analysis Methodology



# Questions for social media analysis

Events

Upgrade

Apps

Experience



# Windows 11 Lifecycle User Experience (LUX)



# Understanding the Windows 11 Lifecycle User Experience

Acquisition

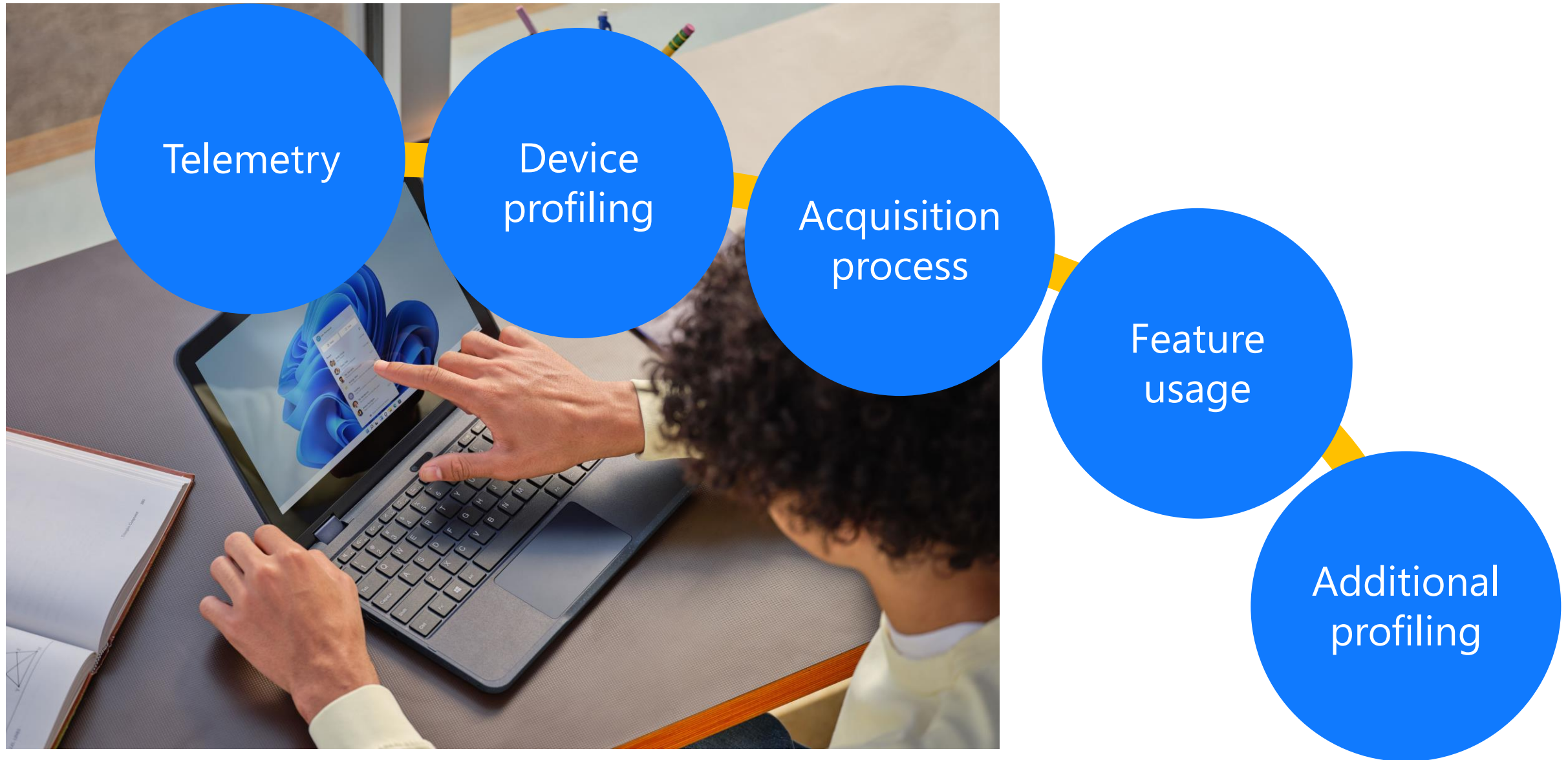
Engagement

Retention

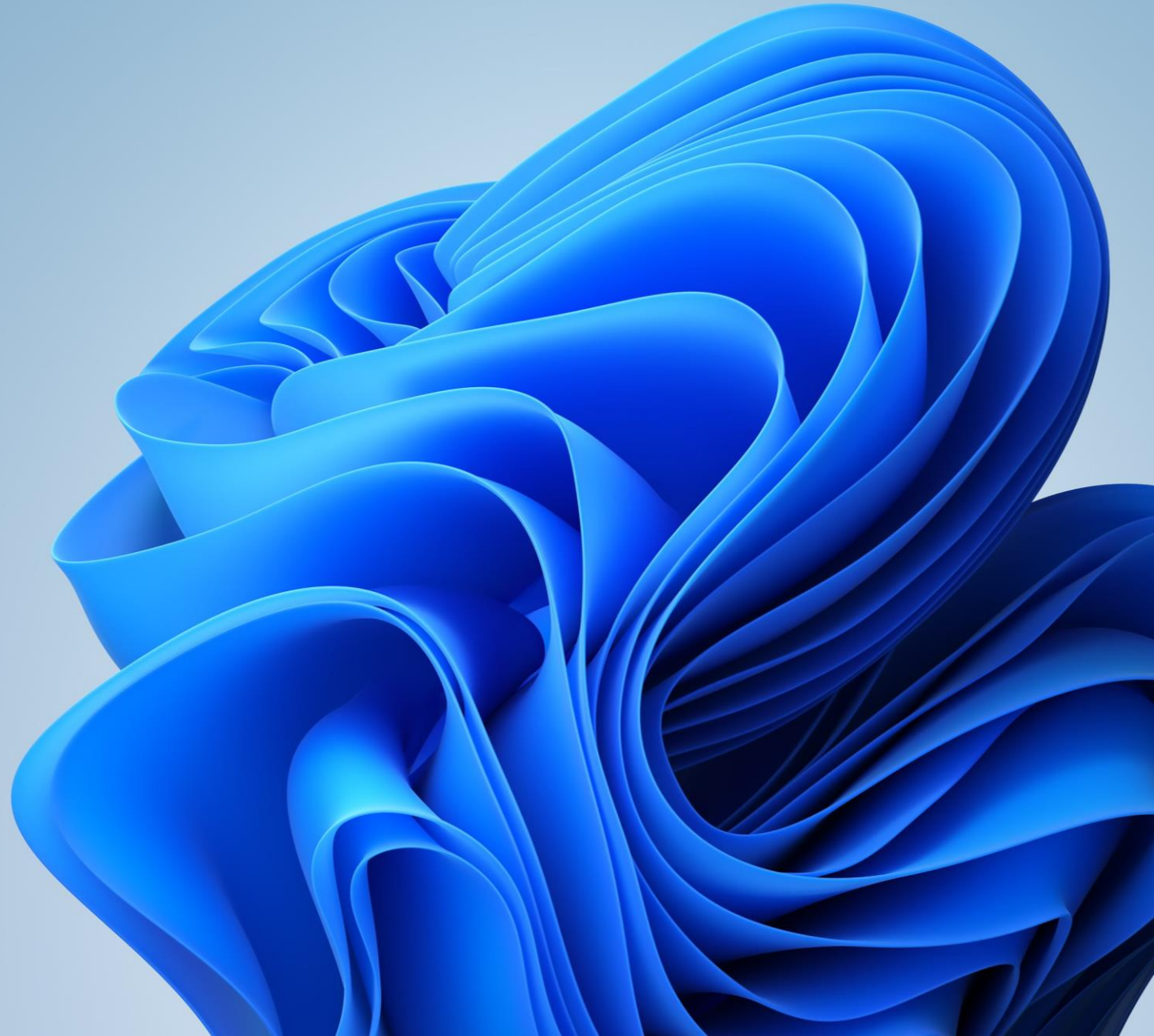




# Acquisition Phase Survey Overview



# Takeaways





# Better business decisions



# Integrate the process, not just the findings





# Build in nimbleness



Thank you!

