

# Untangling the messy consumer journey

Utilizing pattern recognition and predictive  
analytics to unlock hidden insights

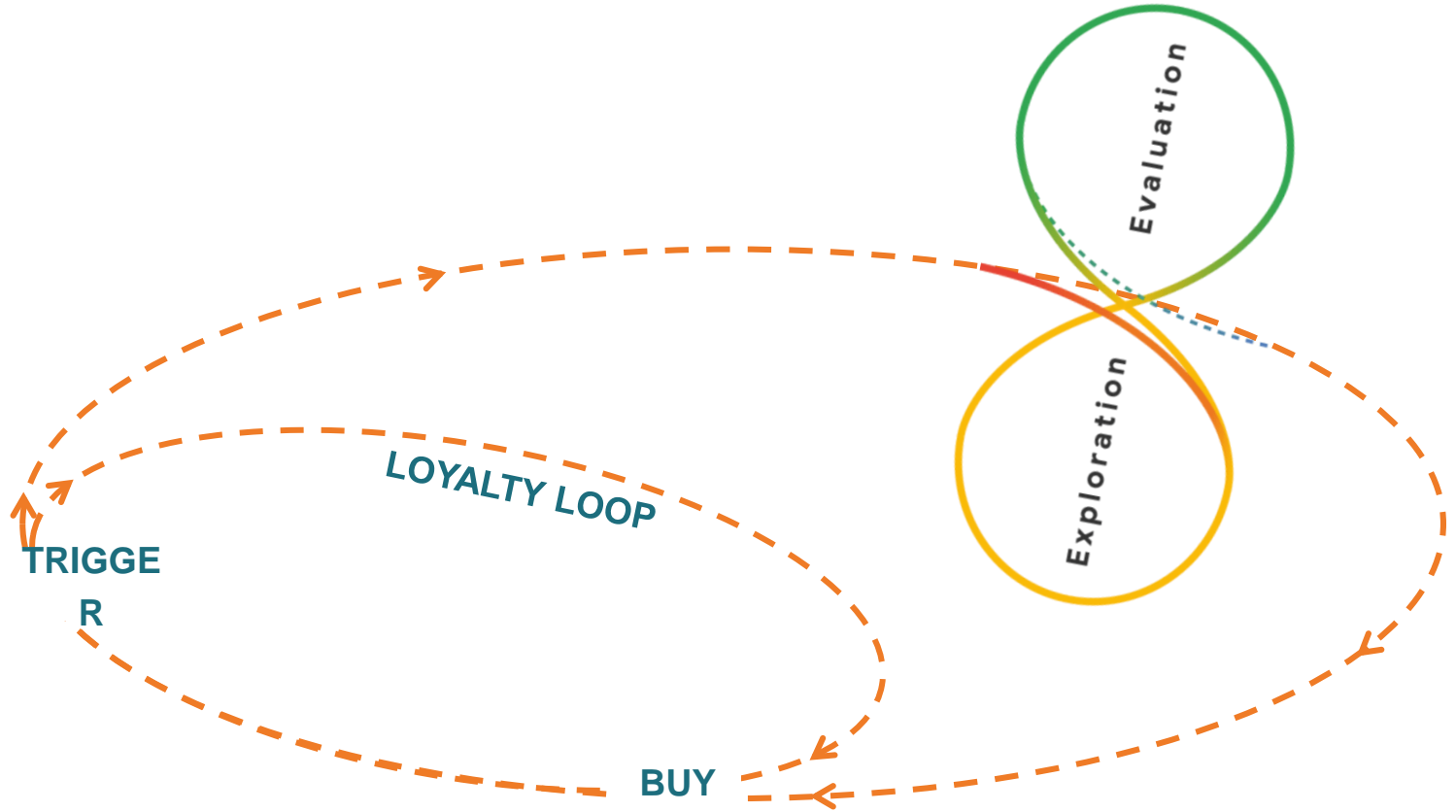
Prepared for **The Quirk's Event**

London | May 4-5, 2022

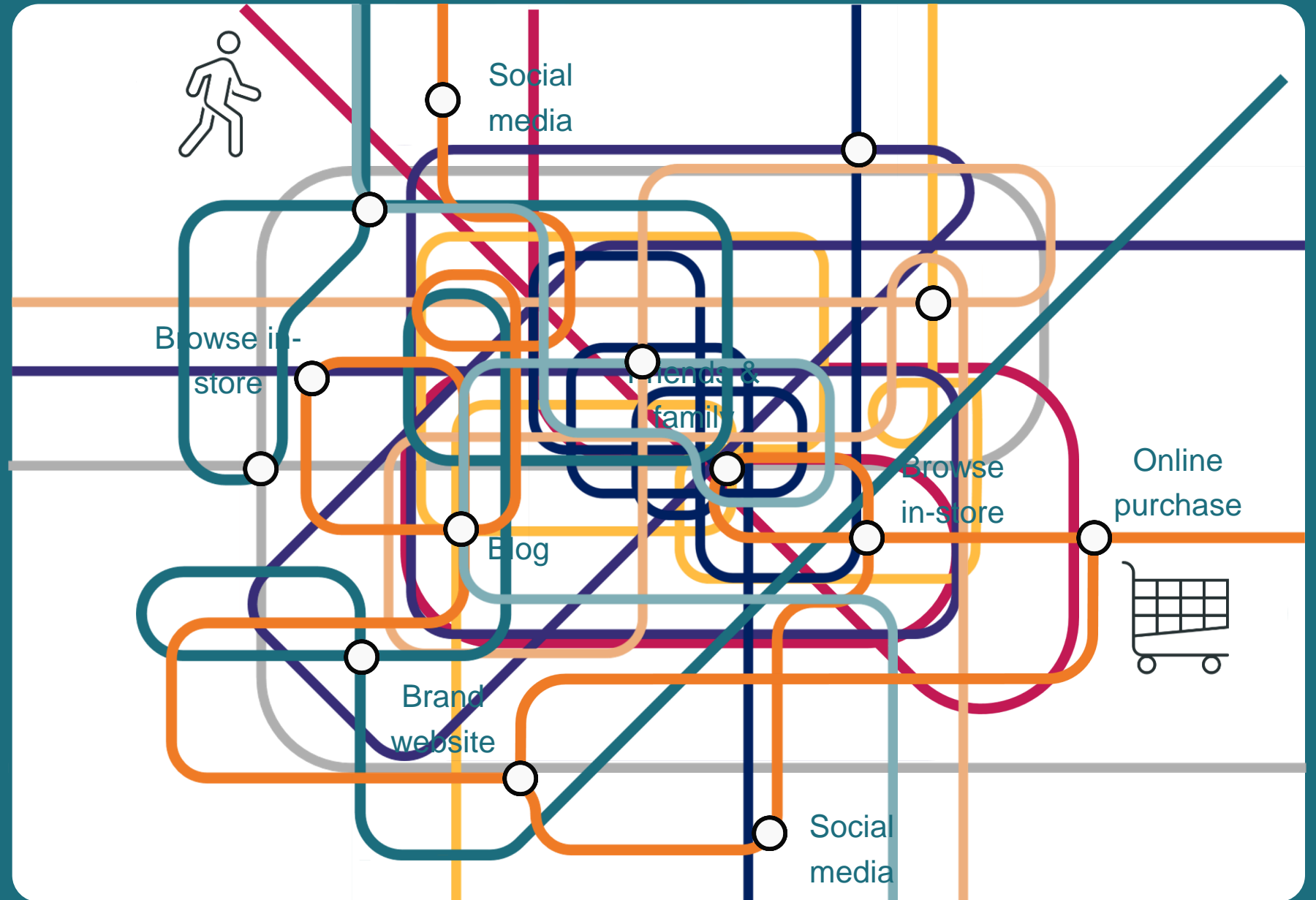
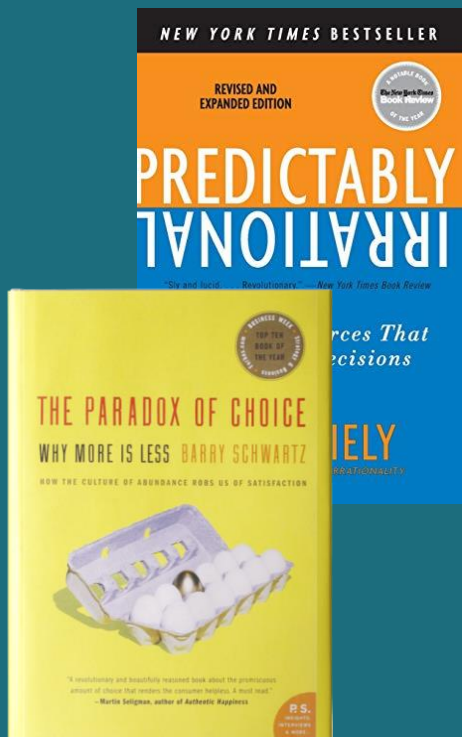


# Confirmation of the messy middle

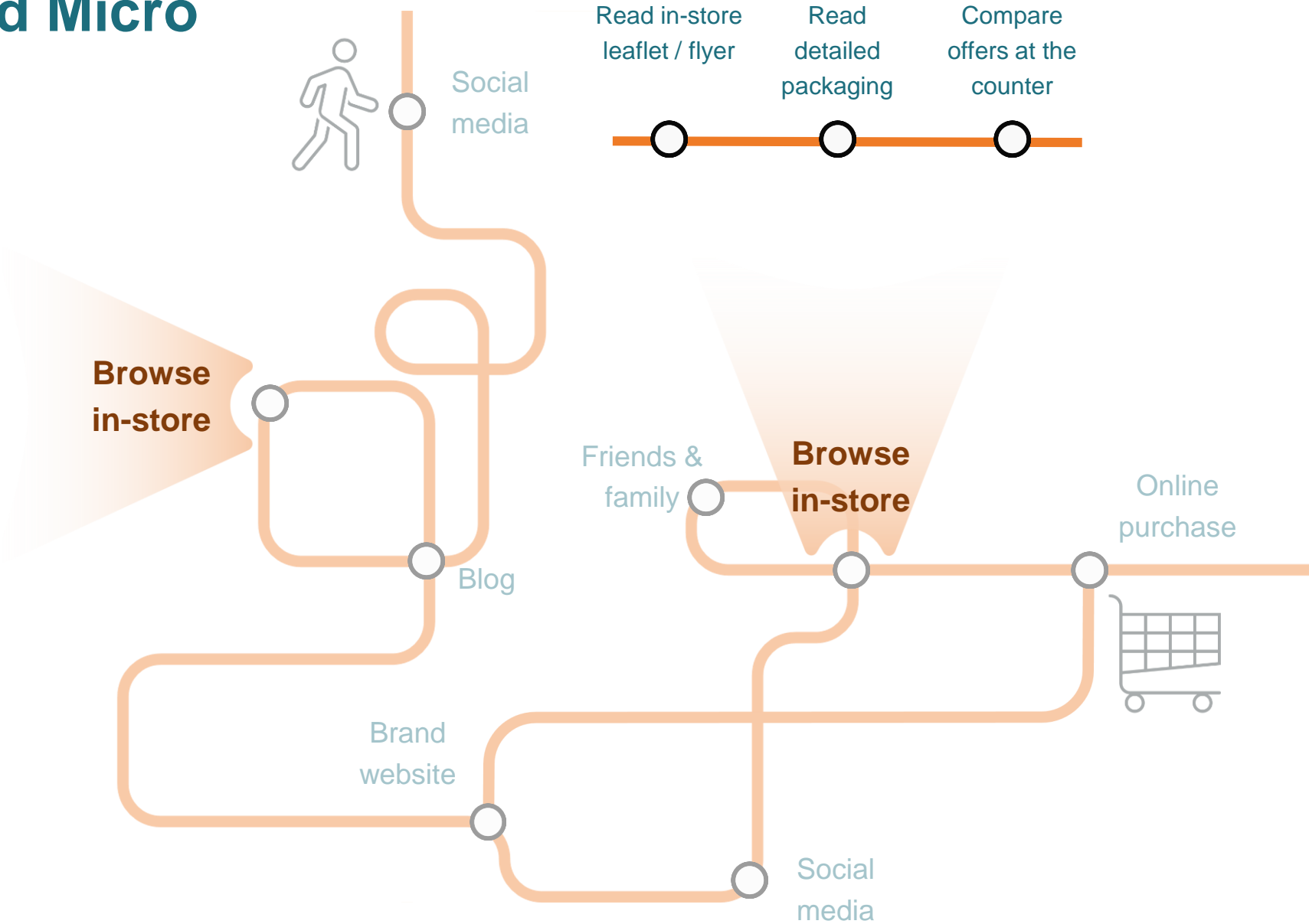
Google's Messy Middle validates that there is a messy process during the purchase journey and builds on the McKinsey Loyalty Loop.



# We're messy, so are our journeys



# Macro and Micro journeys



# There are clear goals to achieve

## Prioritize



**Prioritize** resources to the most valuable targets and touchpoints

## Customize



**Customize** messages for audience, touchpoint, or outcome goal

## Deliver



**Deliver** messages at the moment it will have maximum impact



**The journey you can  
take to get this right**

It's all about intuitive inputs and  
sophisticated analytics which work together  
to deliver impactful insights

# Great survey development is key

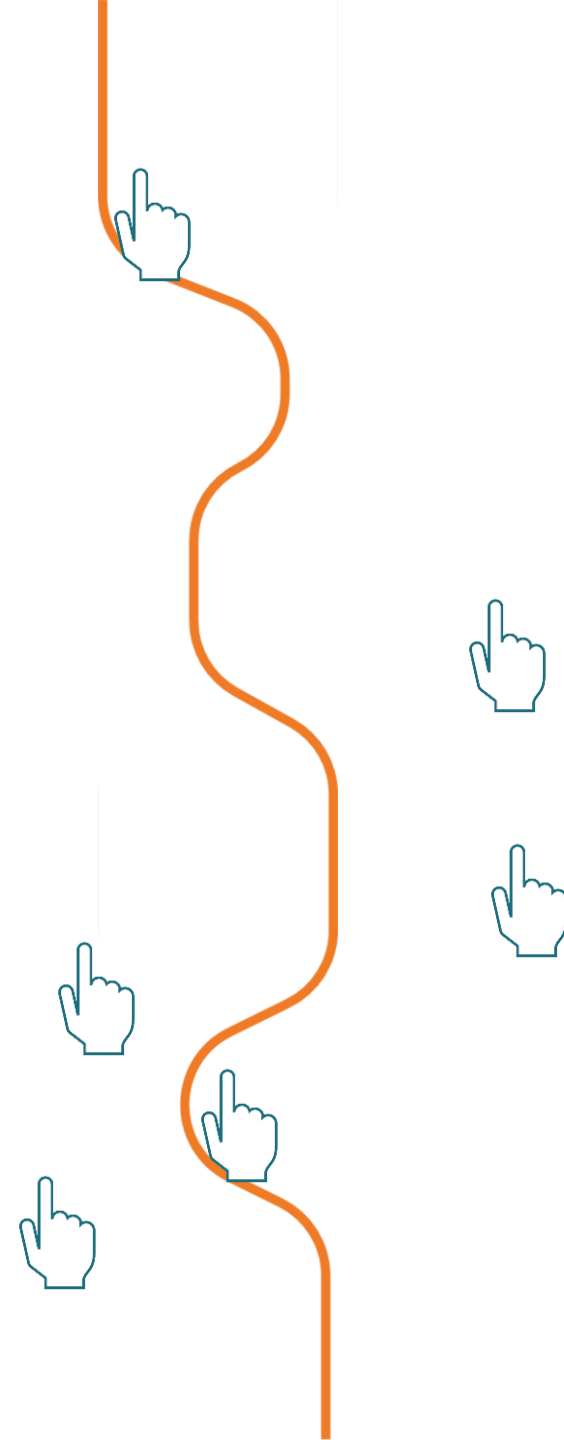
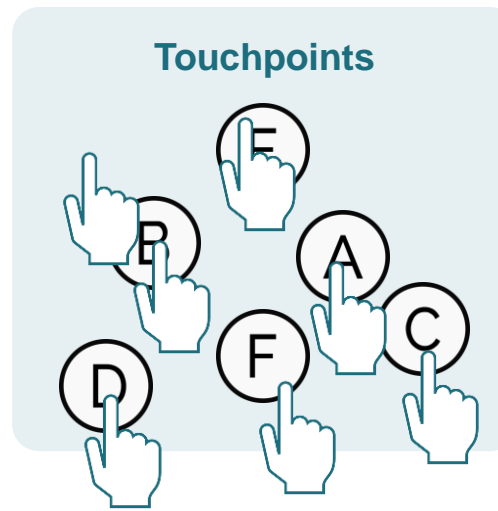
## Mindset

Consumers have a **job to do done** and a **clear mindset** (e.g., you'll be buying that champagne to feel fancy, not just to drink something fizzy)



## Mechanics

Journeys are difficult to talk articulate, we need to learn from qualitative techniques and allow consumers to more **intuitively show us their journey**



# Finding hidden and meaningful patterns in journeys



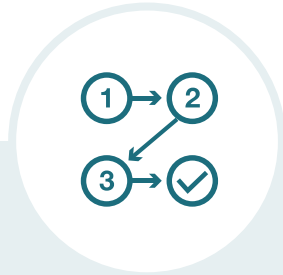


# Let's start with the “must haves”

Any solution fit for purpose should:



Handle an **infinite number of journey possibilities**



Utilize **touch-point sequencing modelling**



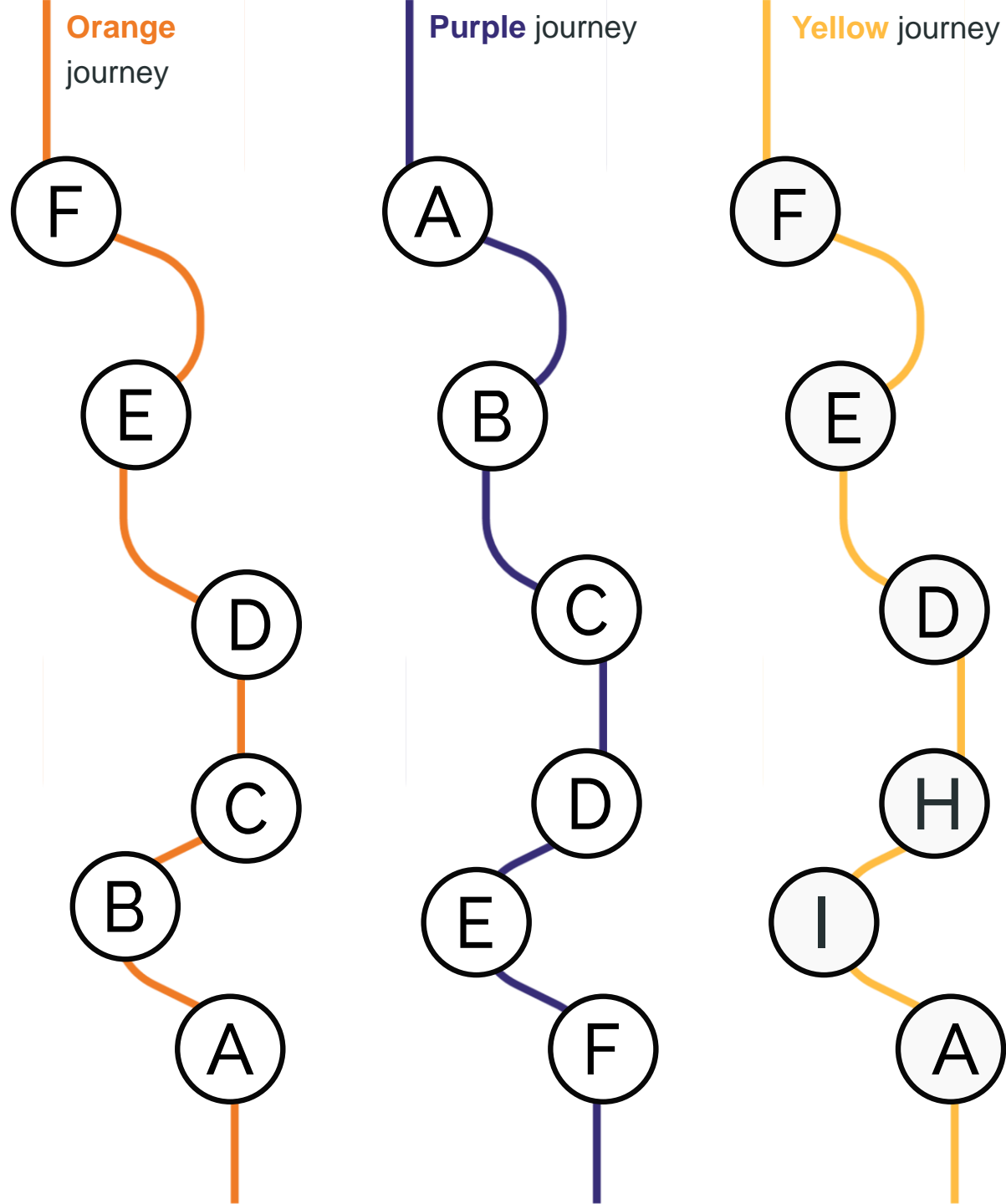
Discover **meaningfully different journeys**



Identify **critical touchpoints and transitions**

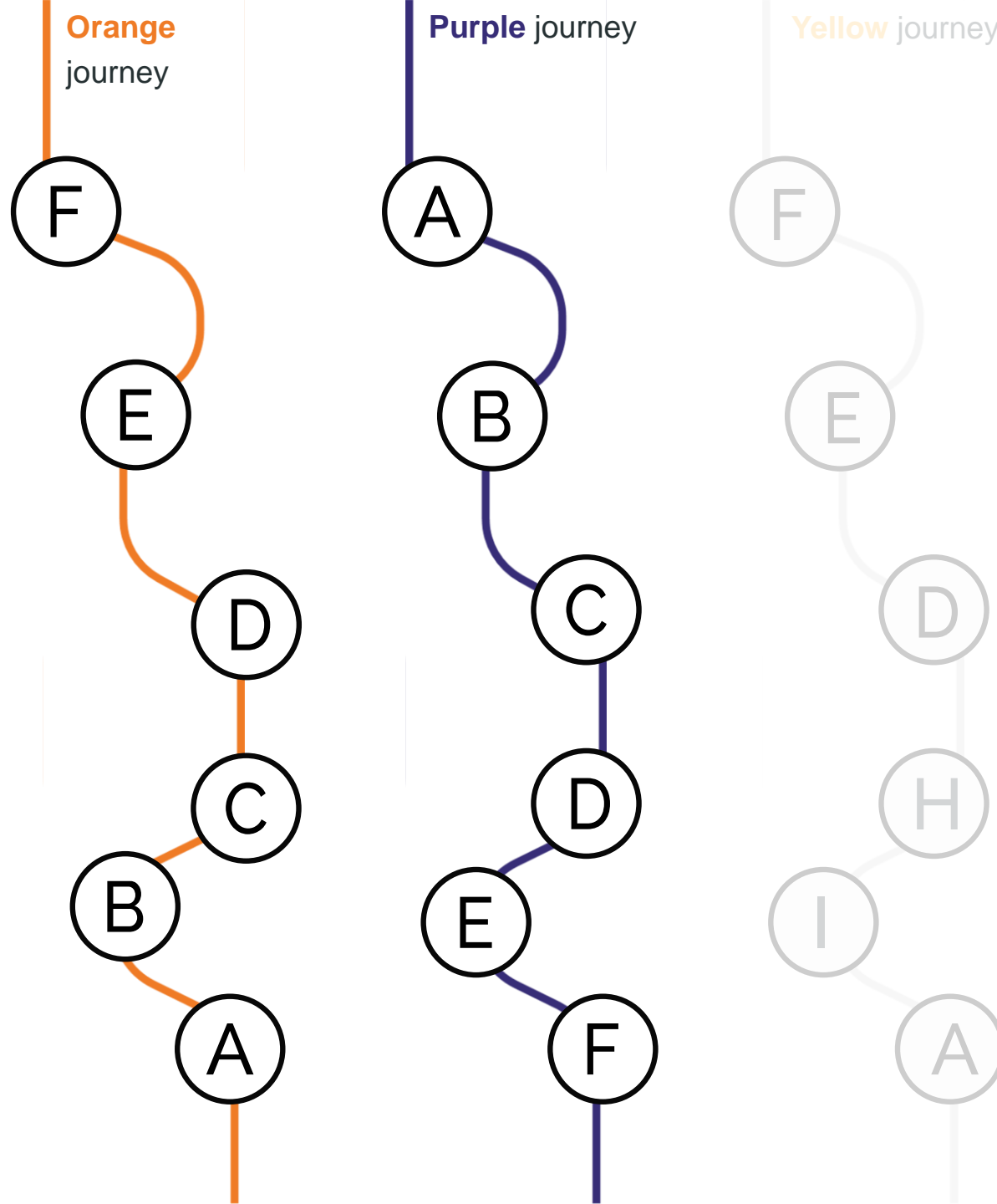
# Recognize the hidden patterns

Which of these journeys are more closely related?



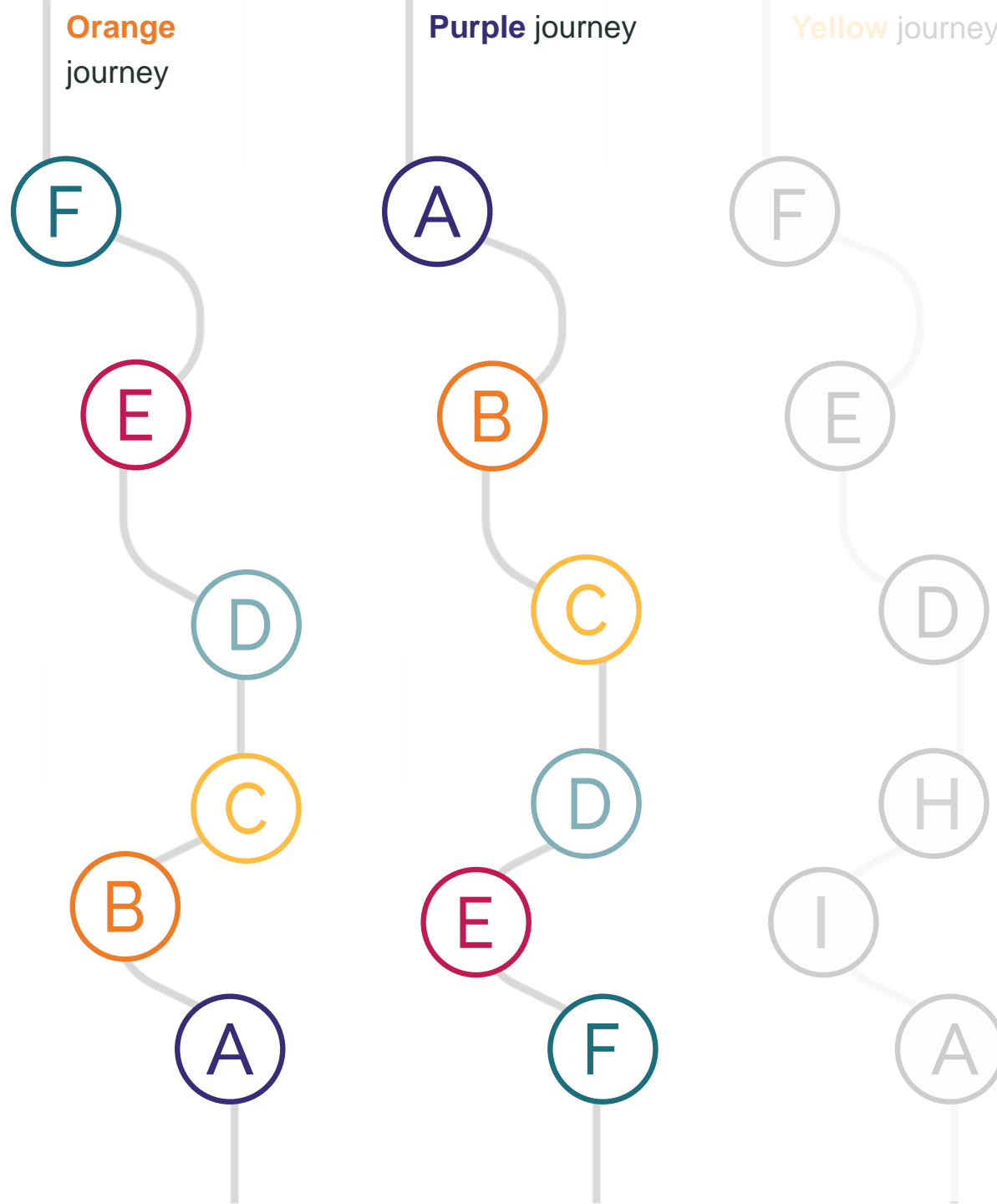
# Recognize the hidden patterns

Regular segmentation will say that “orange” is most similar to “purple” because they use the same touchpoints.



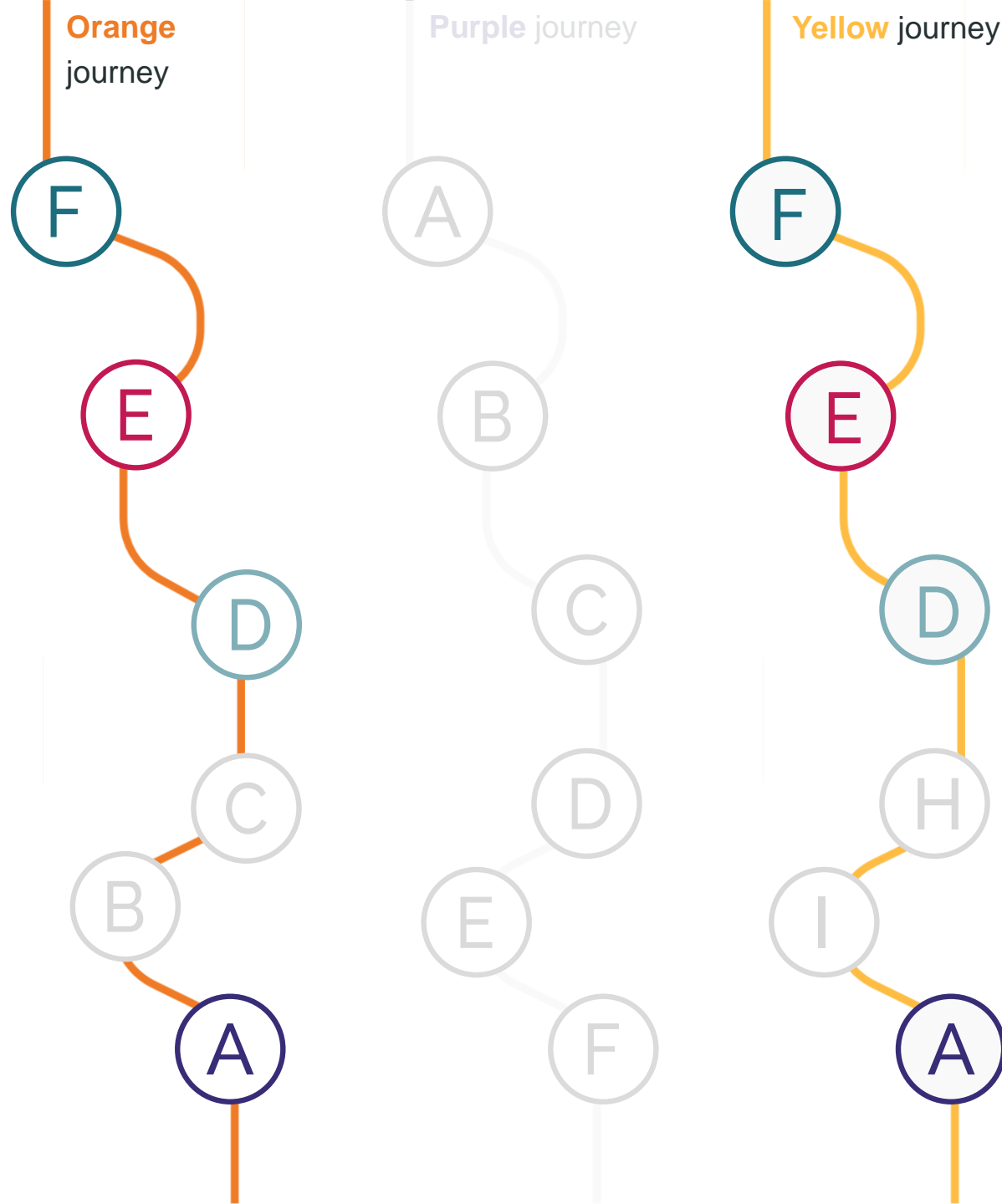
# Recognize the hidden patterns

However, “orange” and “purple” are quite opposite in their sequential patterns.

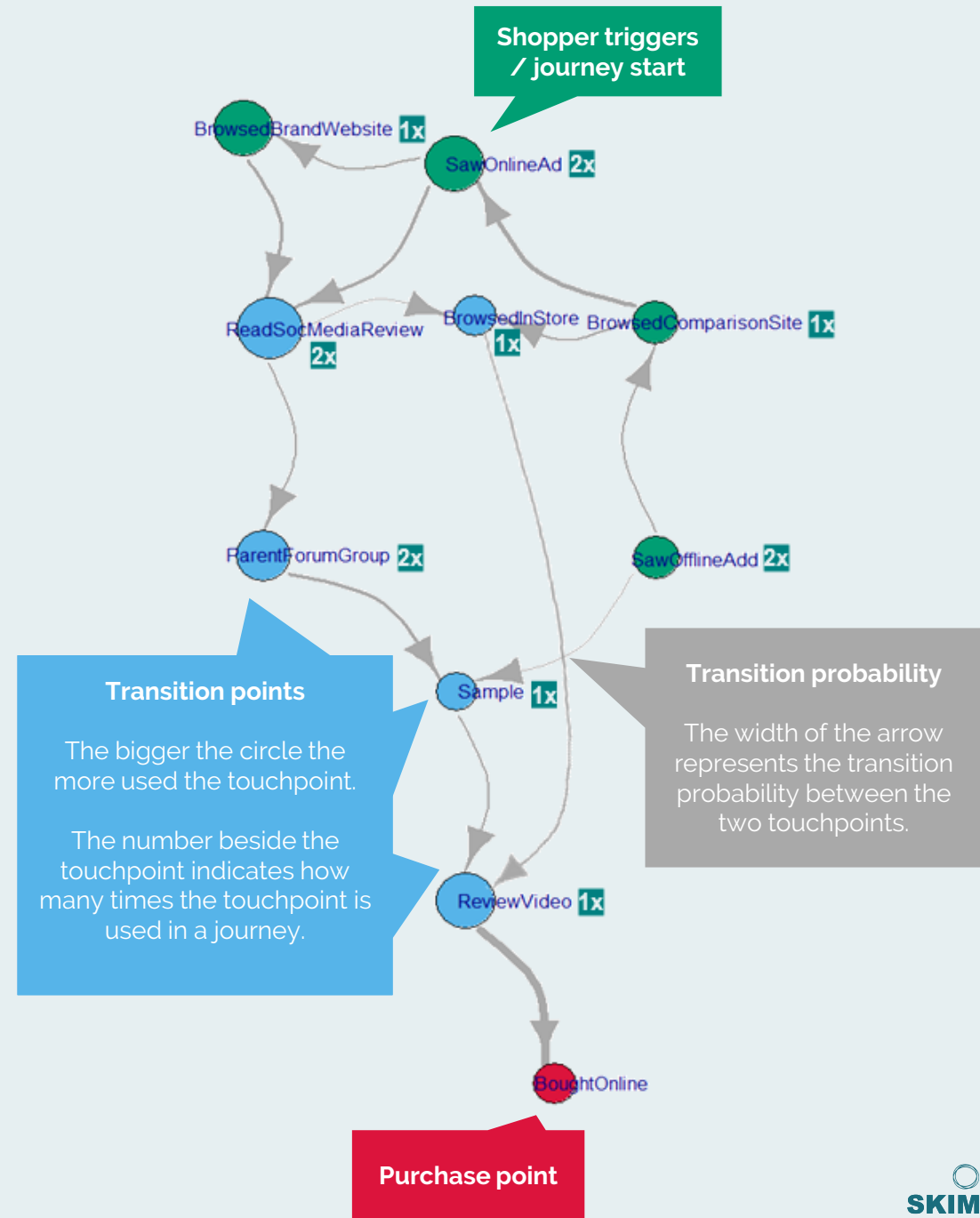


# Recognize the hidden patterns

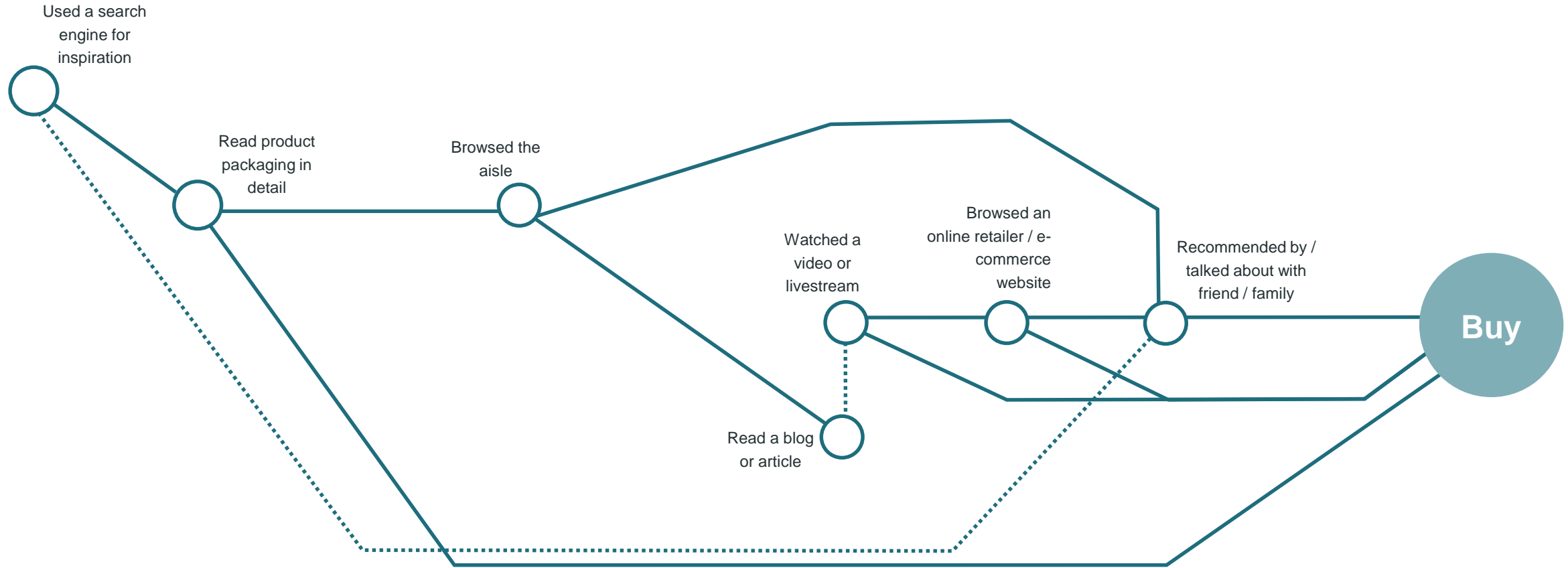
Advances in **pattern recognition analytics** (we prefer Markov Models) uncover “**orange**” and “**yellow**” are more closely related.



# Mapping journeys for maximum impact



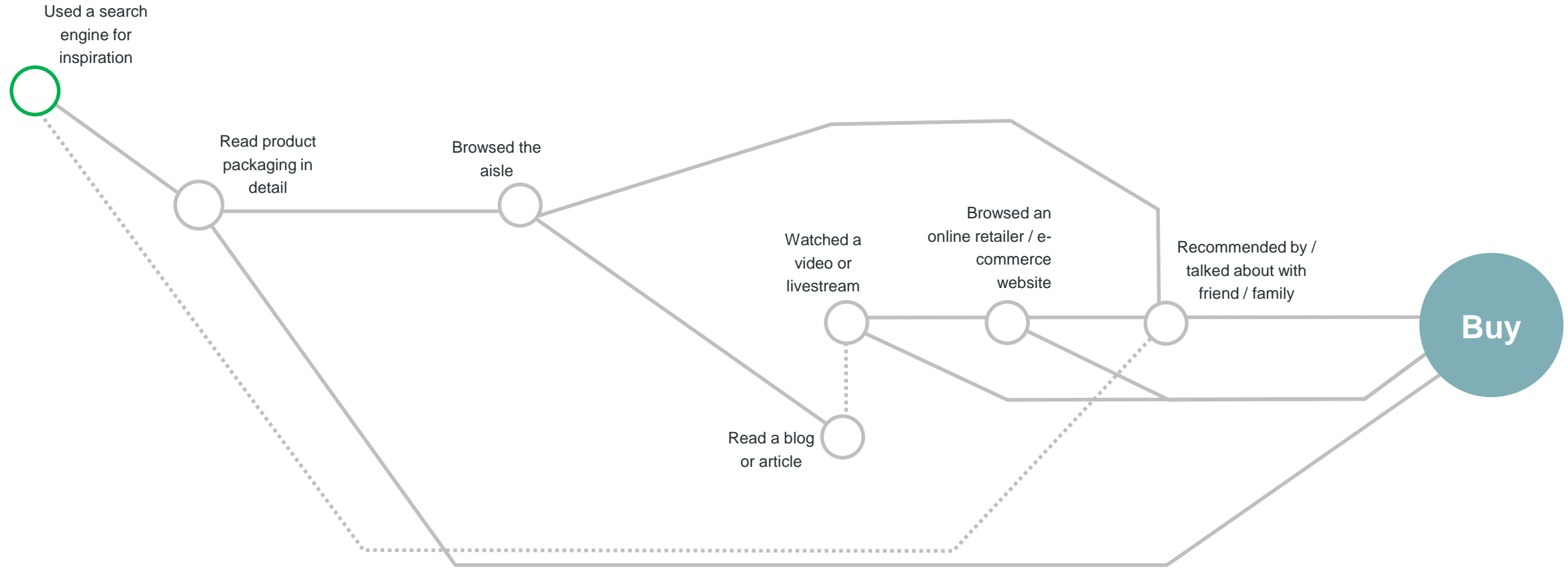
# Sequential analytics adds new depth



— Online-nudged and in-store assured journey

- - - Back-and-forth routes

# Triggers to ensure brand presence

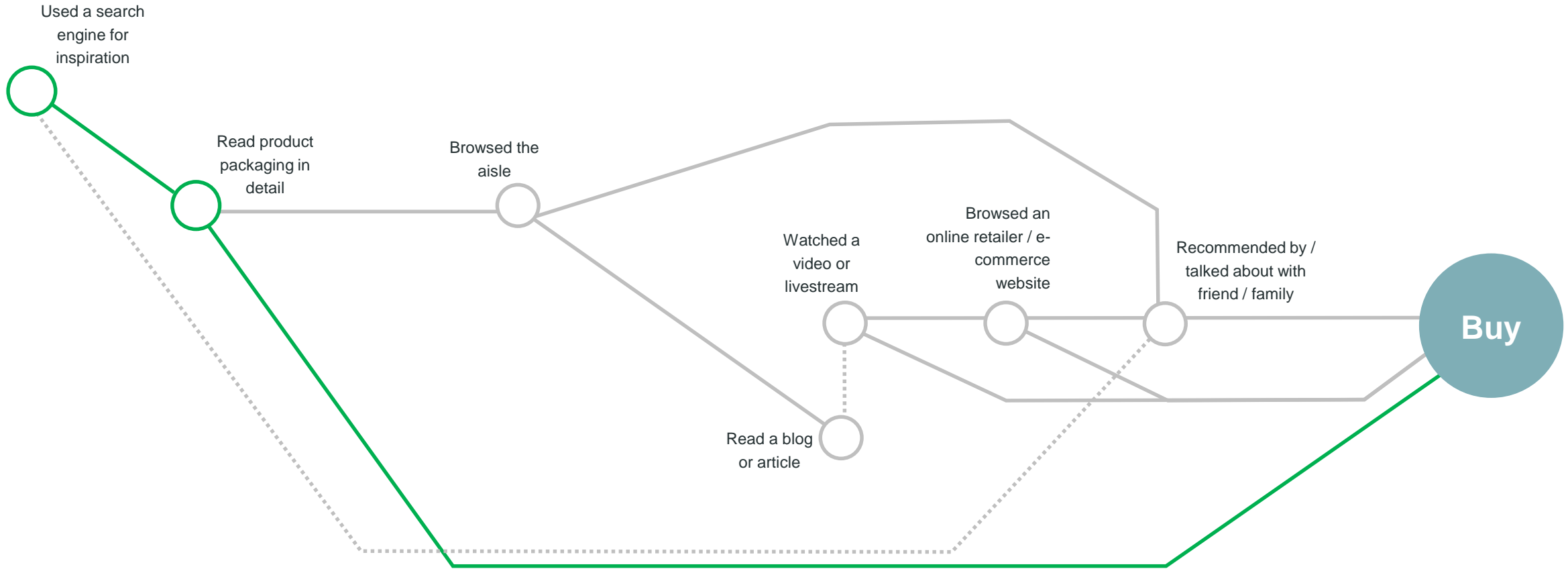


— Online-nudged and in-store assured journey

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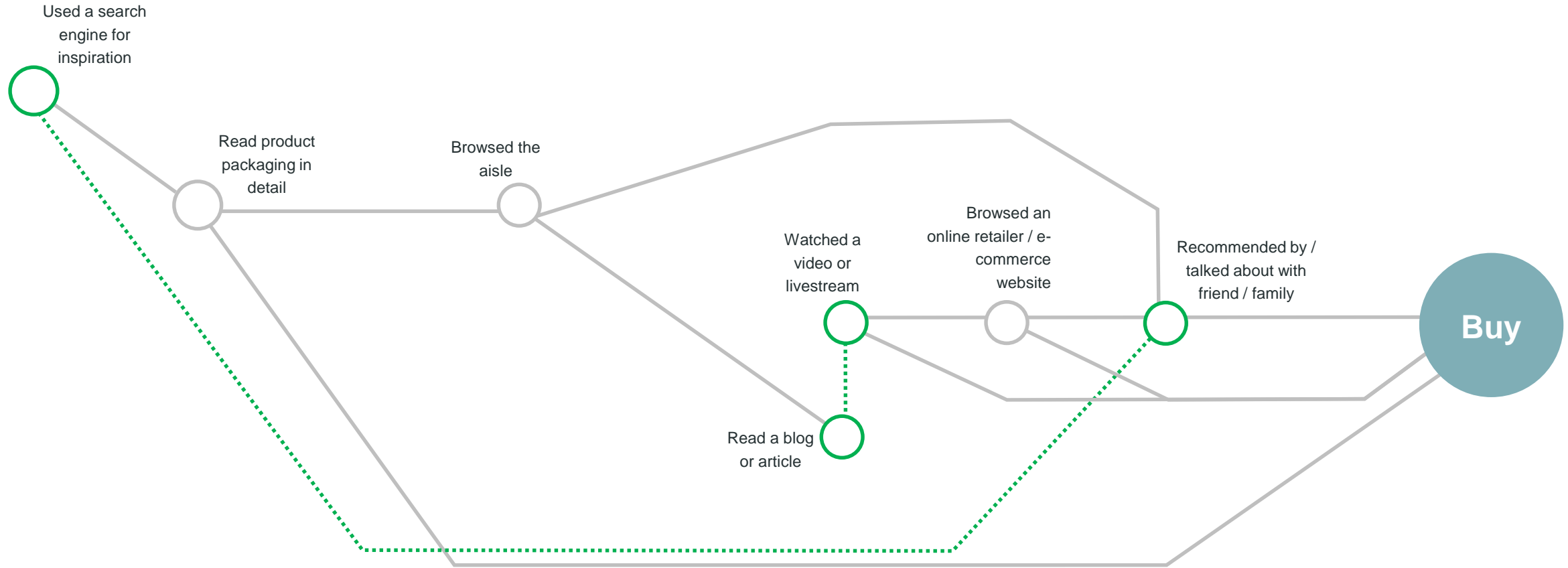
# Efficient pathways to nudge consumers towards



— Online-nudged and in-store assured journey

- - - Back-and-forth routes

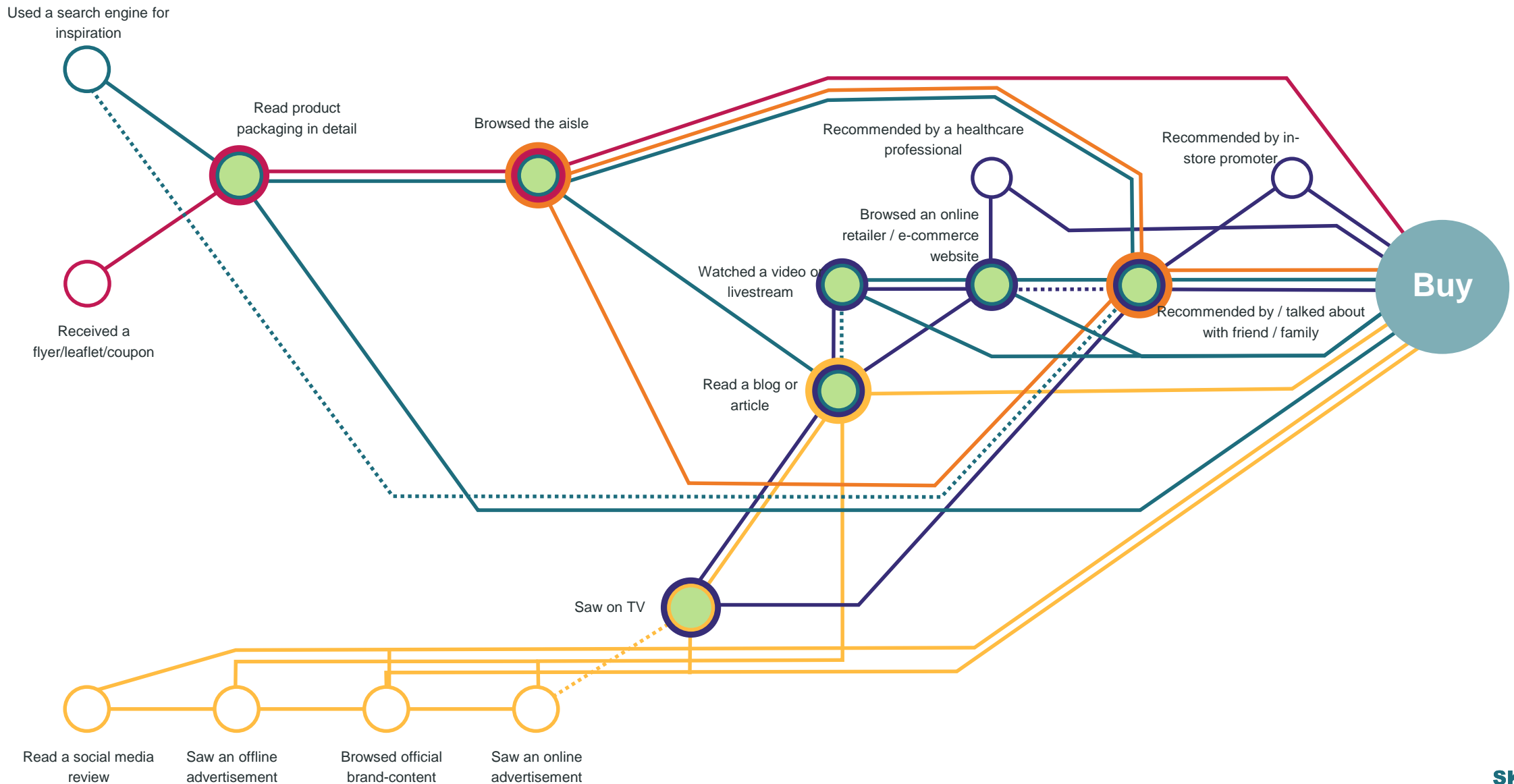
# Loops that cause delay and risk of drop-out



— Online-nudged and in-store assured journey

- - - Back-and-forth routes

# 'Main stations' become visible with journey overlays



**Ensuring you know  
which journeys to  
prioritise**



# Prioritizing the journeys

## Value

Does the journey have strong **economic potential**?

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## Size

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## Engagement

If we speak to them, will they be **receptive to our brand**?

# Prioritizing the journeys

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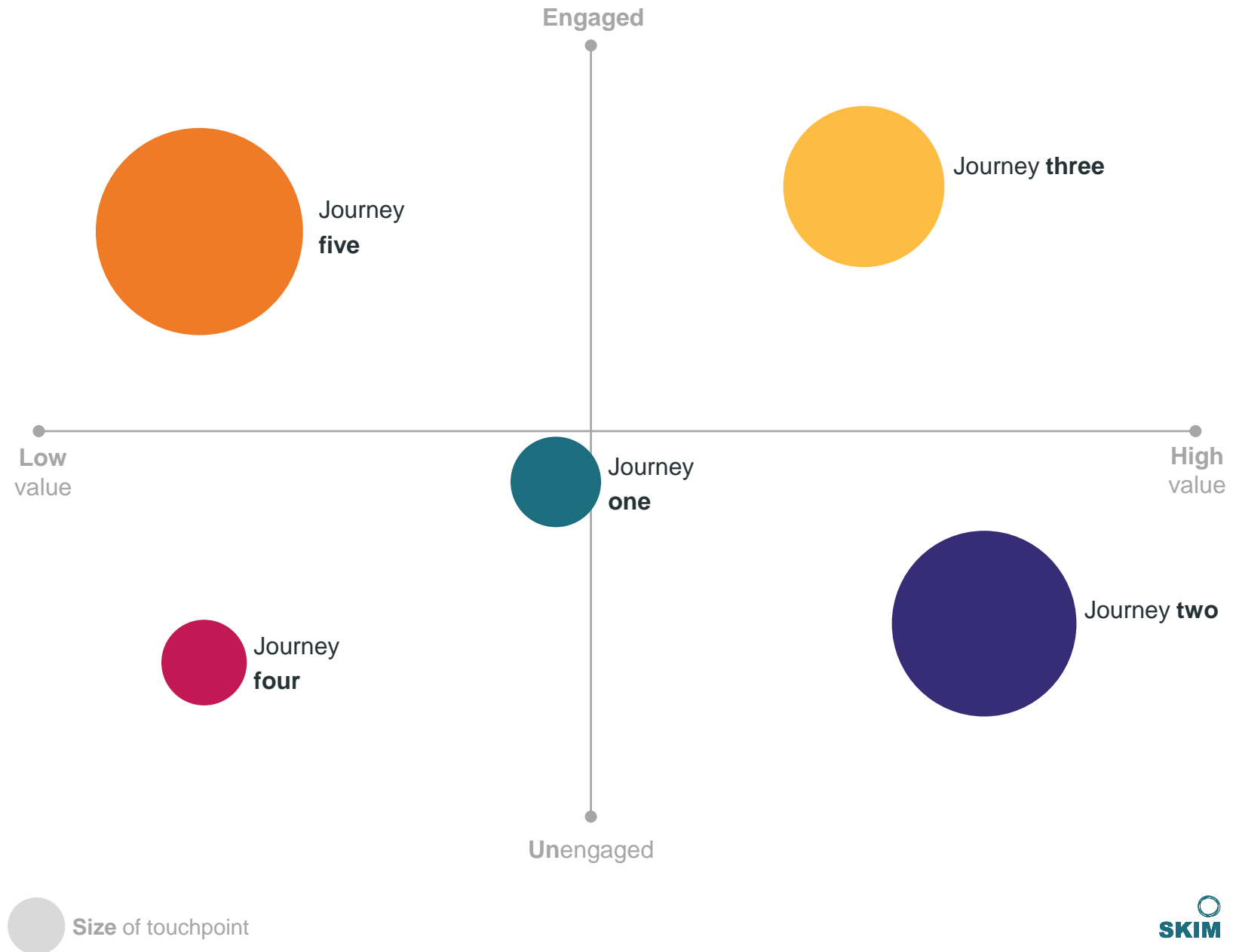
## Size

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## Engagement

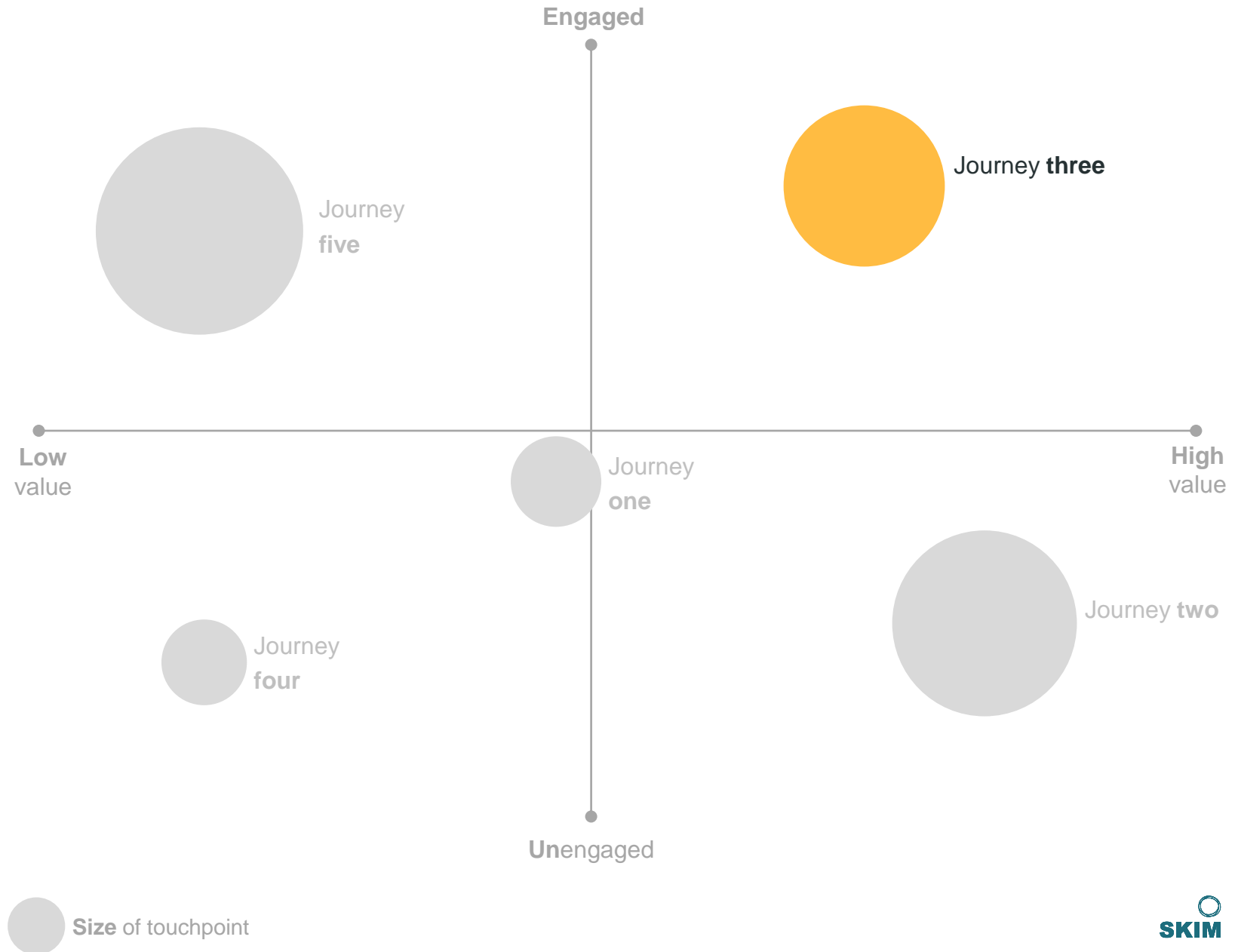
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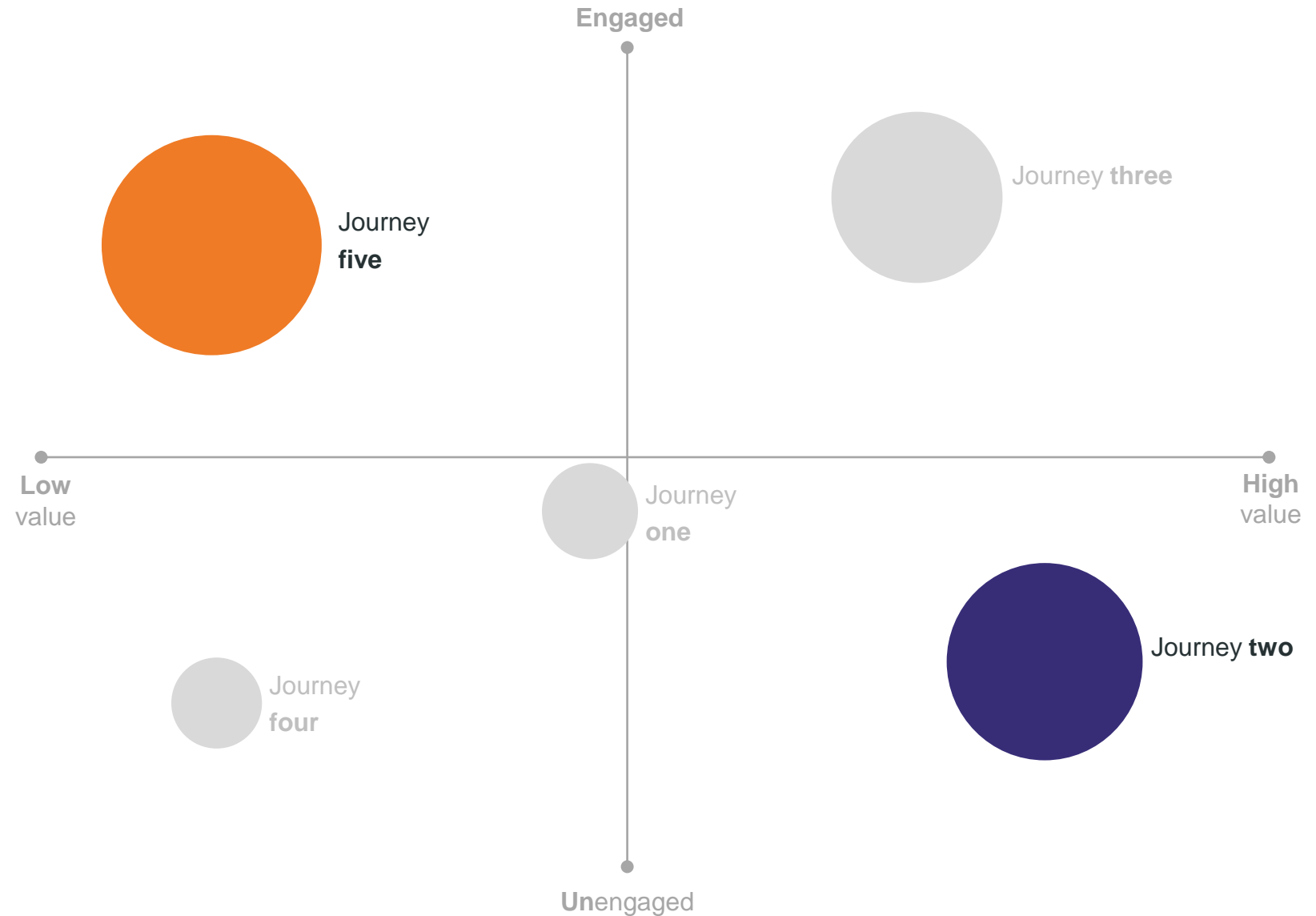
# Prioritizing the journeys

It becomes clear which journeys are the **highest priority for immediate attention**



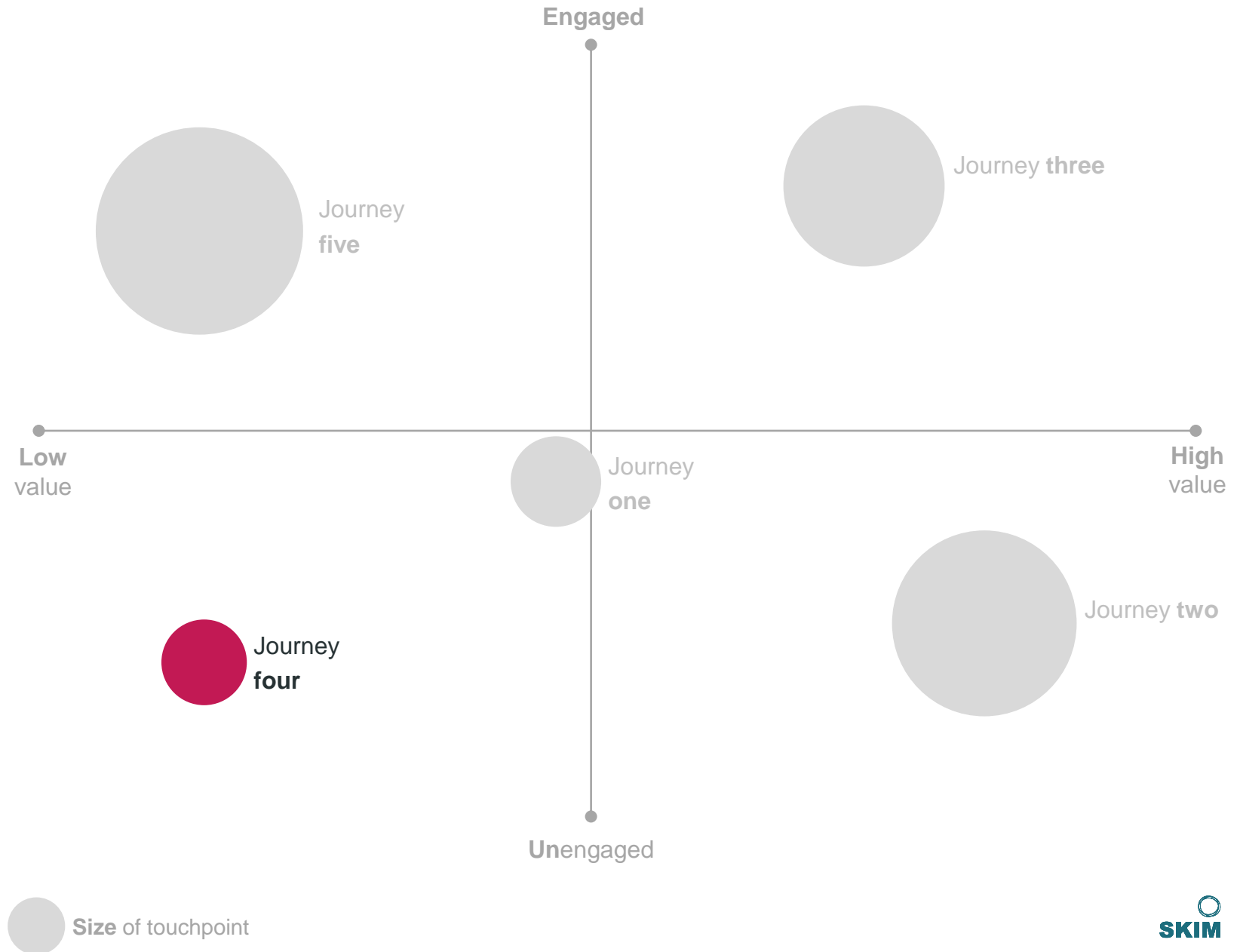
# Prioritizing the journeys

Which will need investments in order to **drive engagement** or **increase economic value**



# Prioritizing the journeys

And which can be **deprioritized**



**Ensuring you know  
which touchpoints to  
prioritise**



# Prioritizing the touchpoints

## Stated importance

How **importance** do consumers feel this touchpoint is?

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## Derived importance

How impactful is the touchpoint as a **predictor of key outcomes**?

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## Share of Use

How **often** is this touchpoint used across the category?

# Prioritizing the touchpoints

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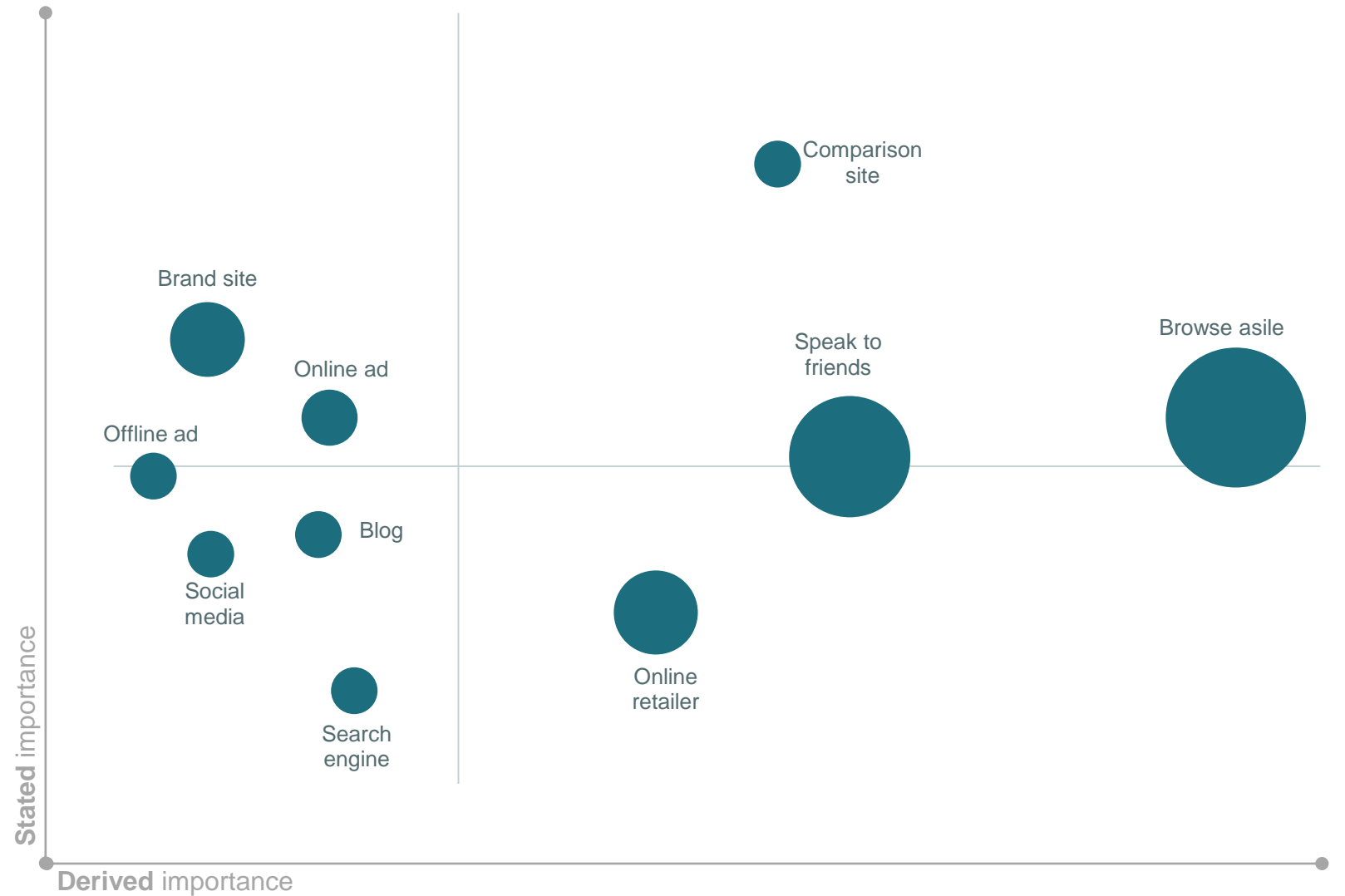
## Derived importance

How impactful is the touchpoint as a **predictor of key outcomes**?



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Size of touchpoint



# Prioritizing the touchpoints

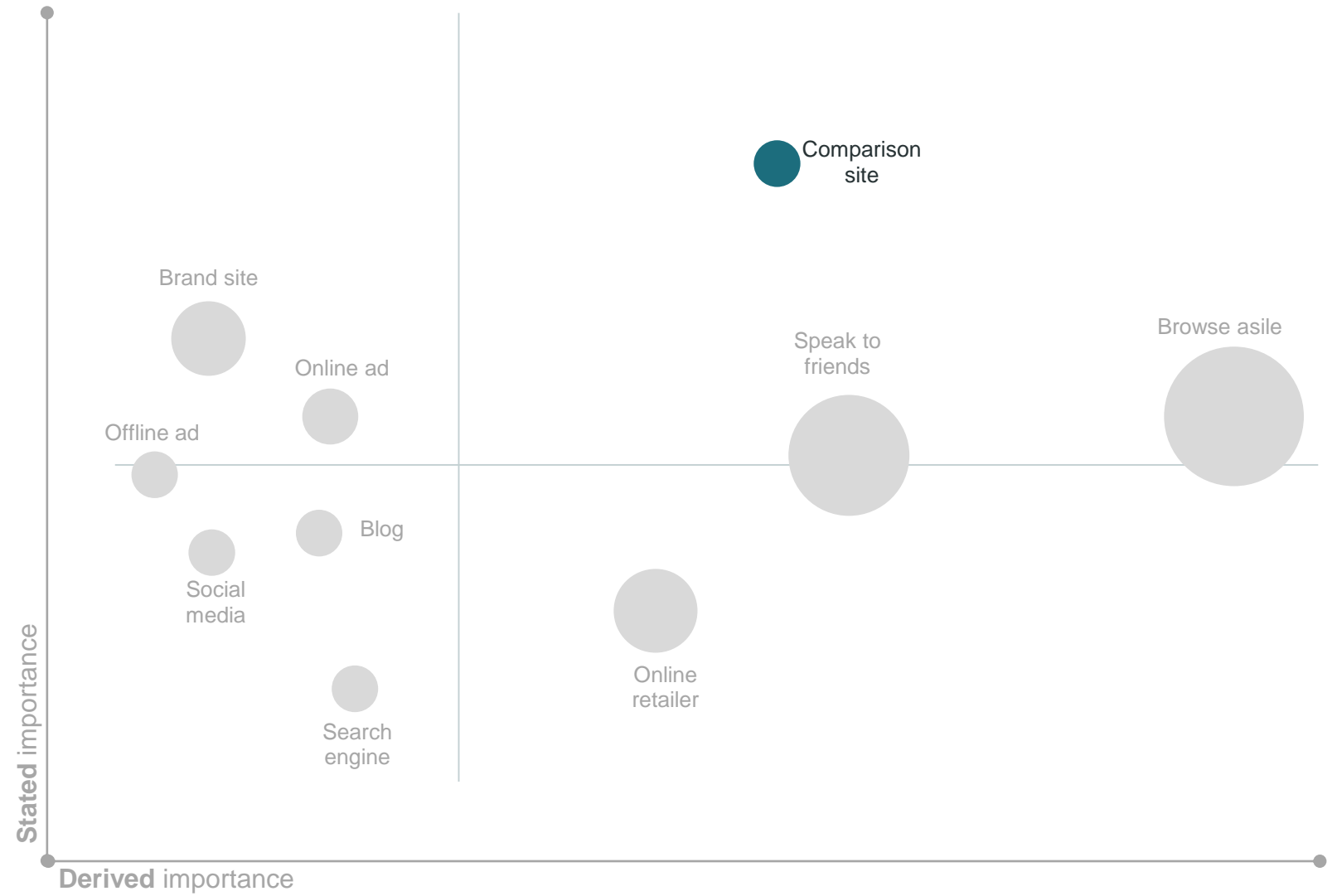
It becomes clear which touchpoints should have more resources to **drive brand presence and impact**



● Size of touchpoint

# Prioritizing the touchpoints

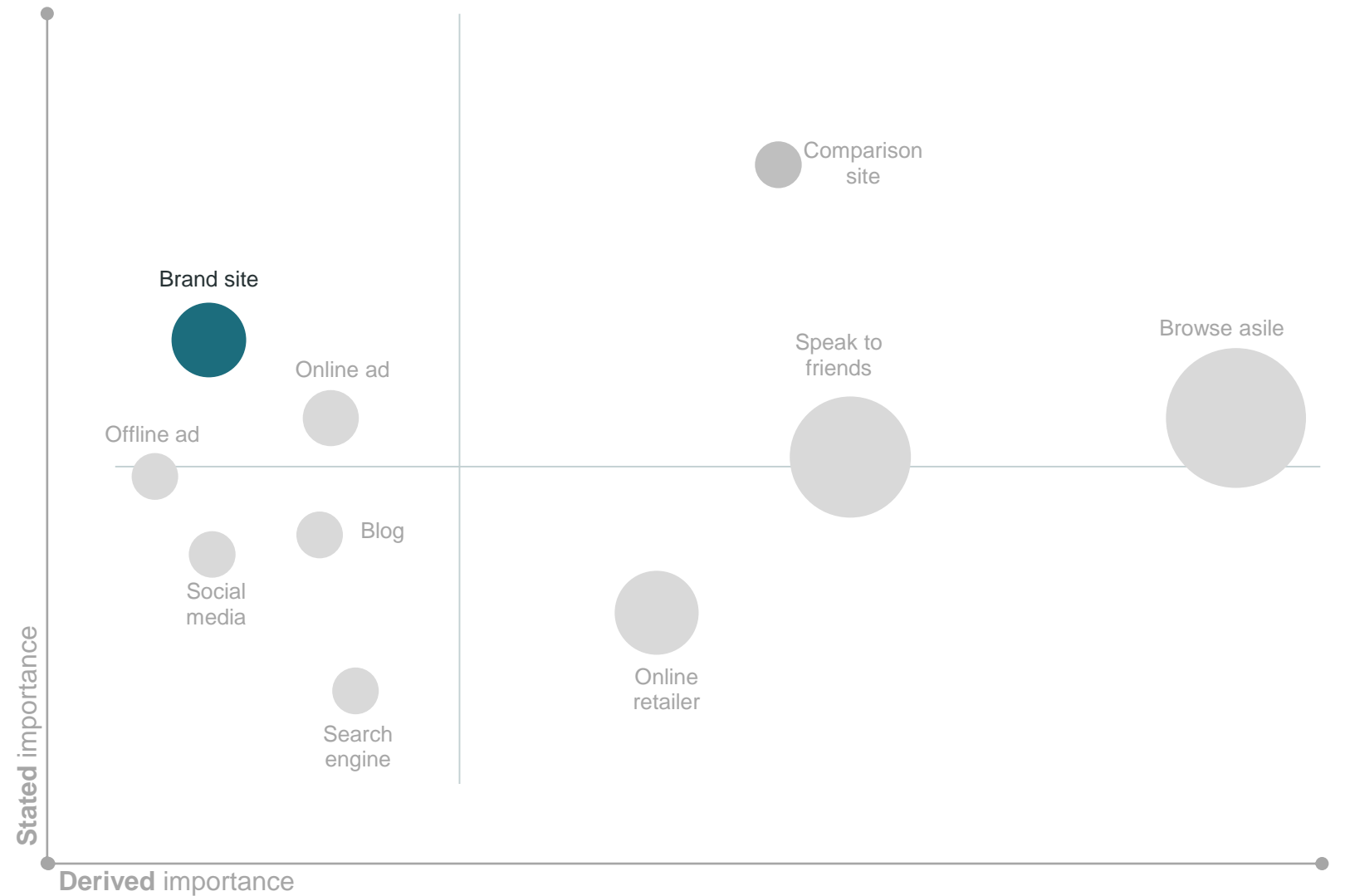
Which will be helpful to **push** consumers towards



● Size of touchpoint

# Prioritizing the touchpoints

And which **need to be improved** as a matter of urgency

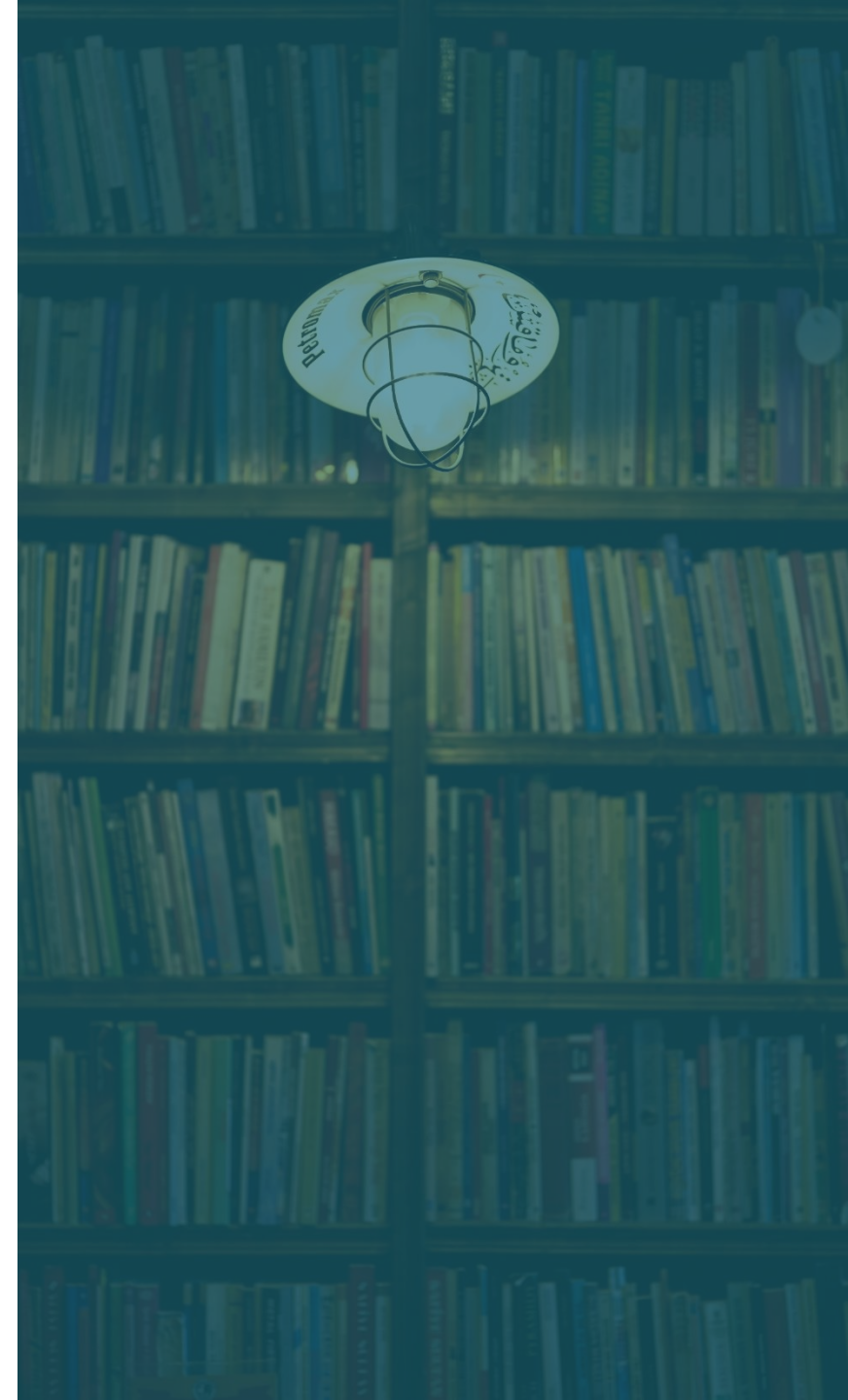


Size of touchpoint

**You need more than  
touchpoint and  
journey data to take  
action**

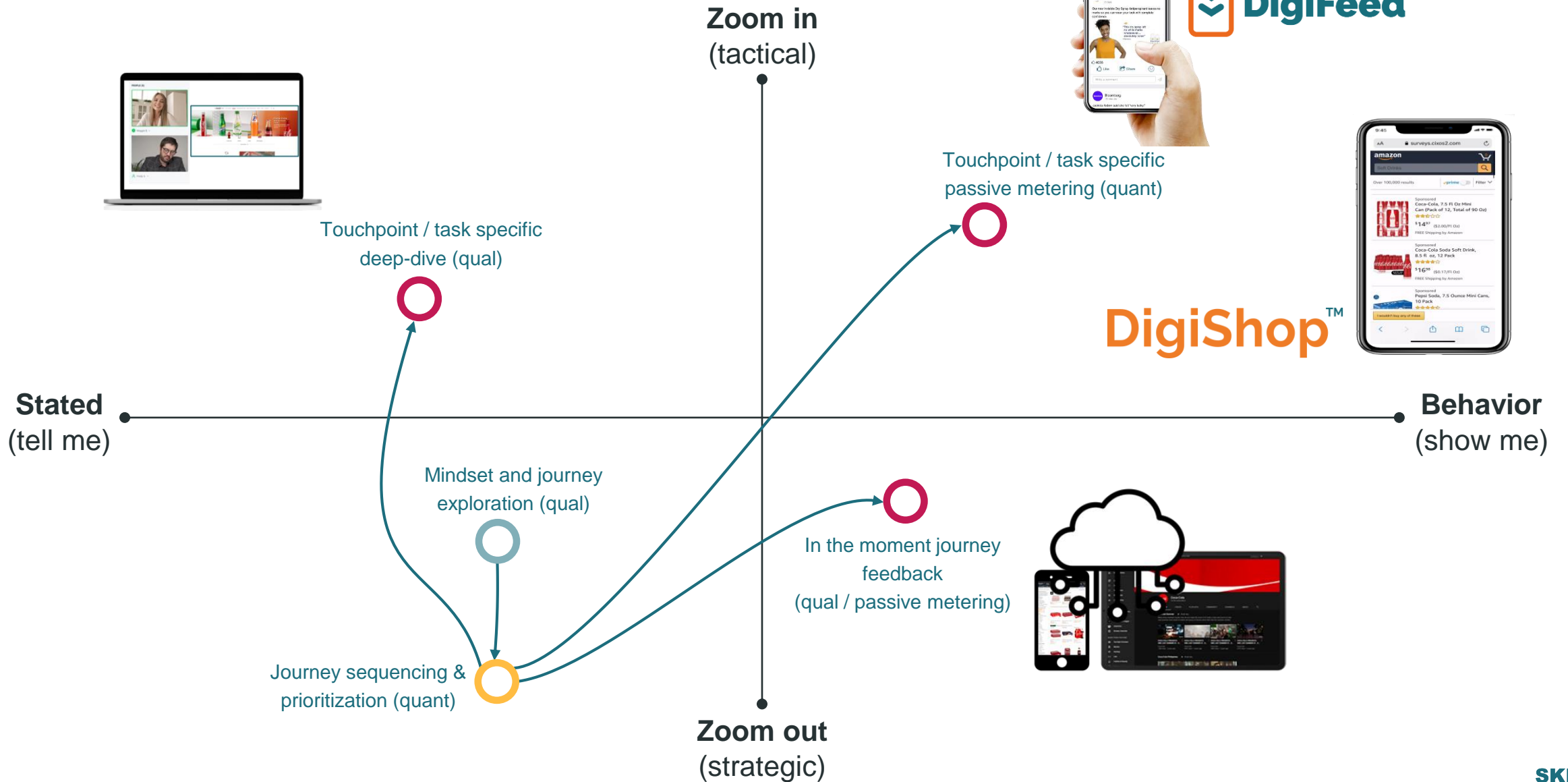


- Shopper mindset
- Shopping attitudes
- Reasons for touchpoint usage
- Messaging wants
- Habitual nature of the journey
- Satisfaction and pain-points
- Demographics



**Once you've seen the  
macro-journey, you  
can then start to  
understand the micro**

# But...you can always go deeper



Thank you



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Come say hello!  
Our stand is #616



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