

Tools for understanding today's fast changing consumer journeys

The Quirk's Event

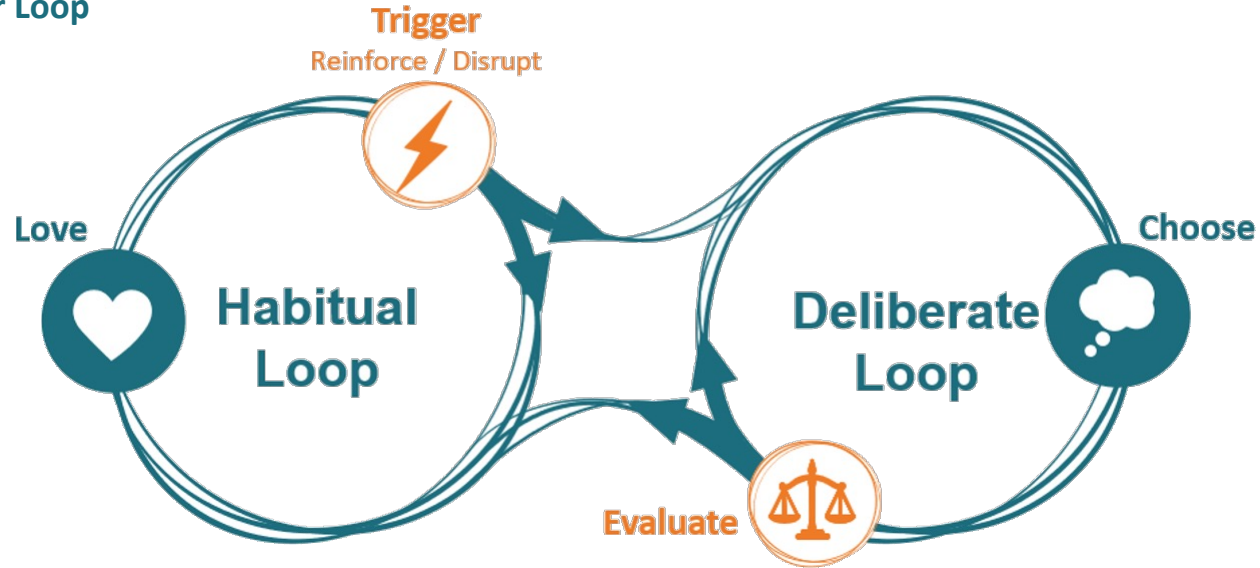
New York | July 20-21, 2022



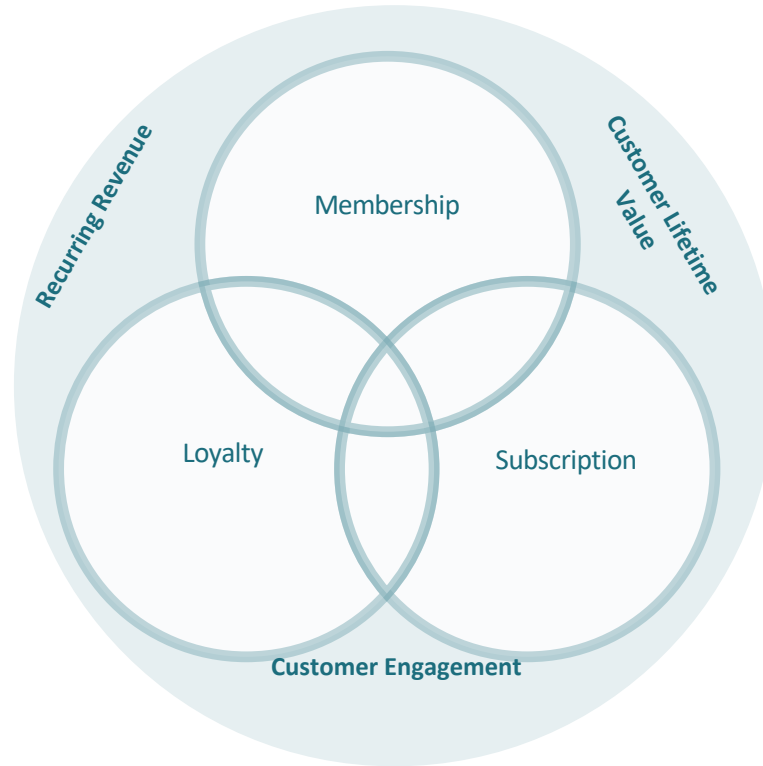
SKIM
decision behavior experts

Models for consumer behavior

Consumer Habitual-Deliberate Behavior Loop



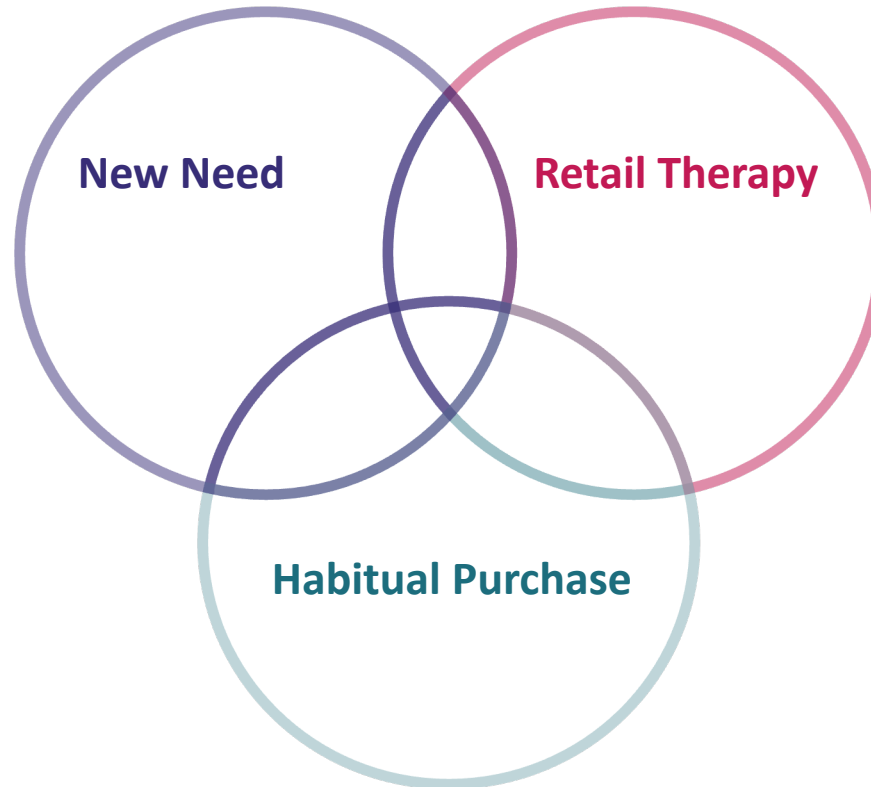
Models for consumer behavior



Direct Customer Relationship Models

Models for consumer behavior

Consumer Journey Models



What are we trying to accomplish with journey modeling?

Manage

the complexities and understand the nuances of consumer journeys

Identify

which journey(s) to focus on

Isolate

the most impactful touchpoints and tactical strategies to open those opportunities

Communicating

to the right consumer at the right time in the right way

The way people make decisions is messy

We know there is a **complicated web of touchpoints** that differs from person to person and occasion to occasion



There are a few things we know about purchase/decision behavior



What happens **between a trigger and purchase decision is not linear**



We need journey research to understand it

Untangling the messy journeys

Consumer Journey Modeling resembles a segmentation analysis, since we are trying to detect patterns of behavior.

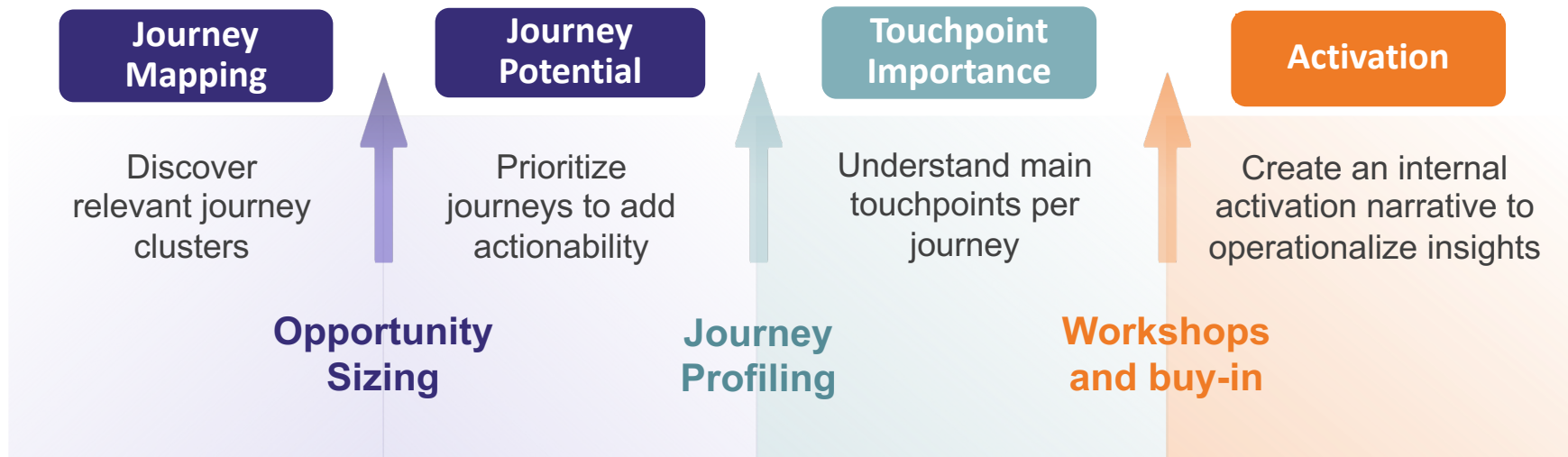
A huge collection of unique paths-to-purchase



Journey clusters;
common journeys that follow a
similar pattern



Untangling the journey: focus on 4 areas



Questions to ask as you begin a consumer journey study

Start with these questions

1. What is the business outcome you want?
2. What are the key research outcomes you desire/need?
3. Where and how exactly will you use the data and insights?
4. How can the 4 tools we'll discuss help you succeed in activation?

Questions to think about for your **journey activation workshop** :

What are the Key outcomes we want?

How will you use the results?

Four tools

Uncovering the journeys that are important for your brand

Results from powerful tools, sophisticated analytics, impactful insights and strong activation

- 01. Zoom in, Zoom out**
- 02. Opportunity sizing**
- 03. Touchpoint impact**
- 04. Activation**

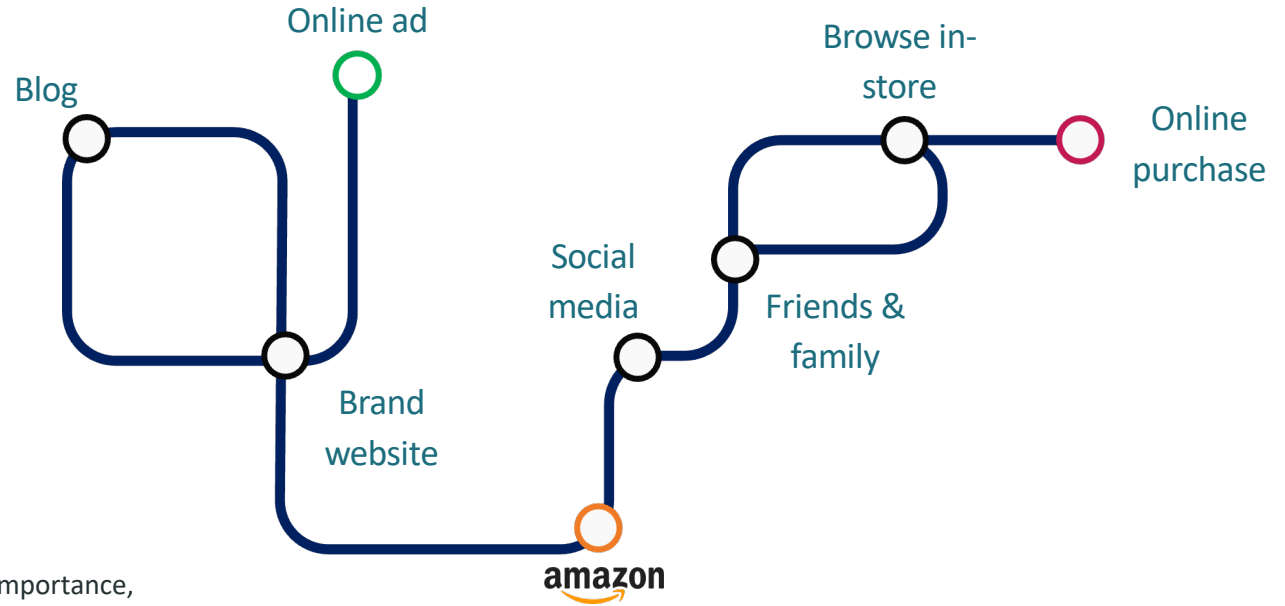
01.

Zoom in, Zoom out

But what does “zoom in” and
“zoom out” mean?

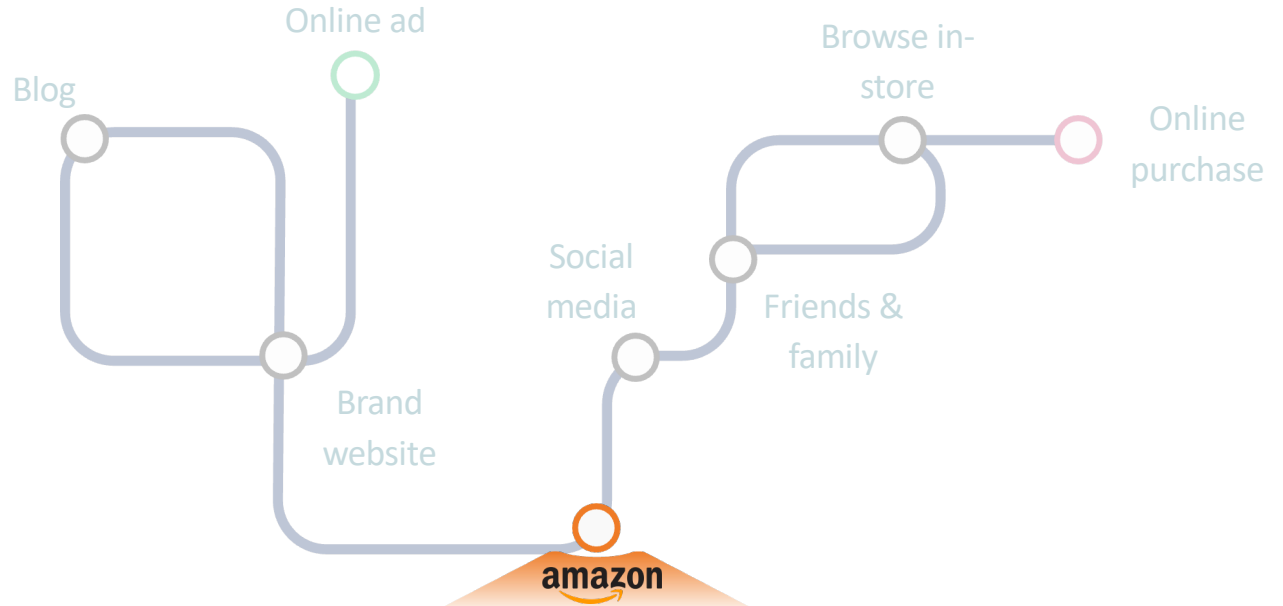


What does “zoom out” mean?



Zoom out will identify the sequence, importance, and relevance of the mess of online and offline touchpoints.

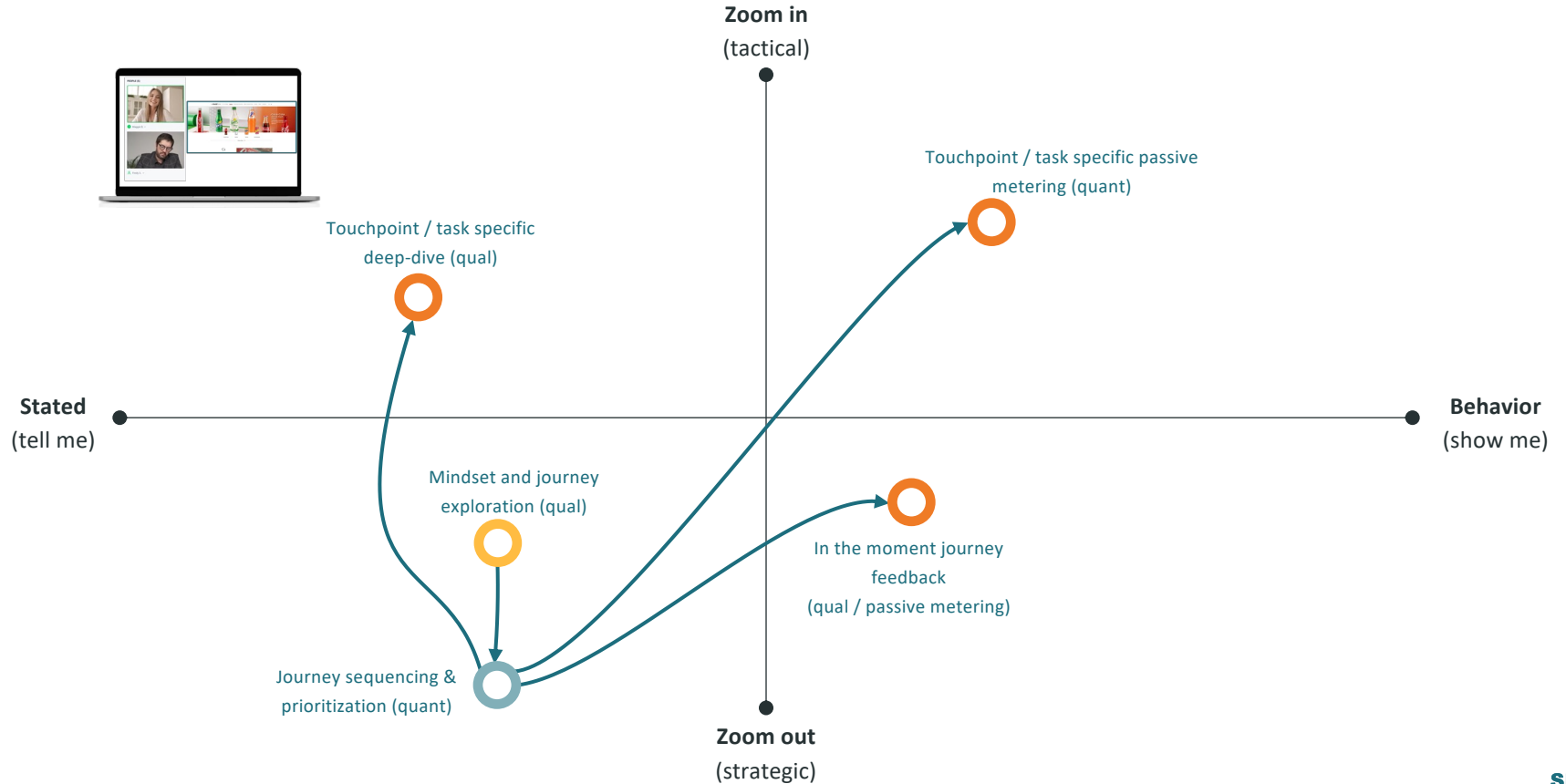
And what about “zoom in”?

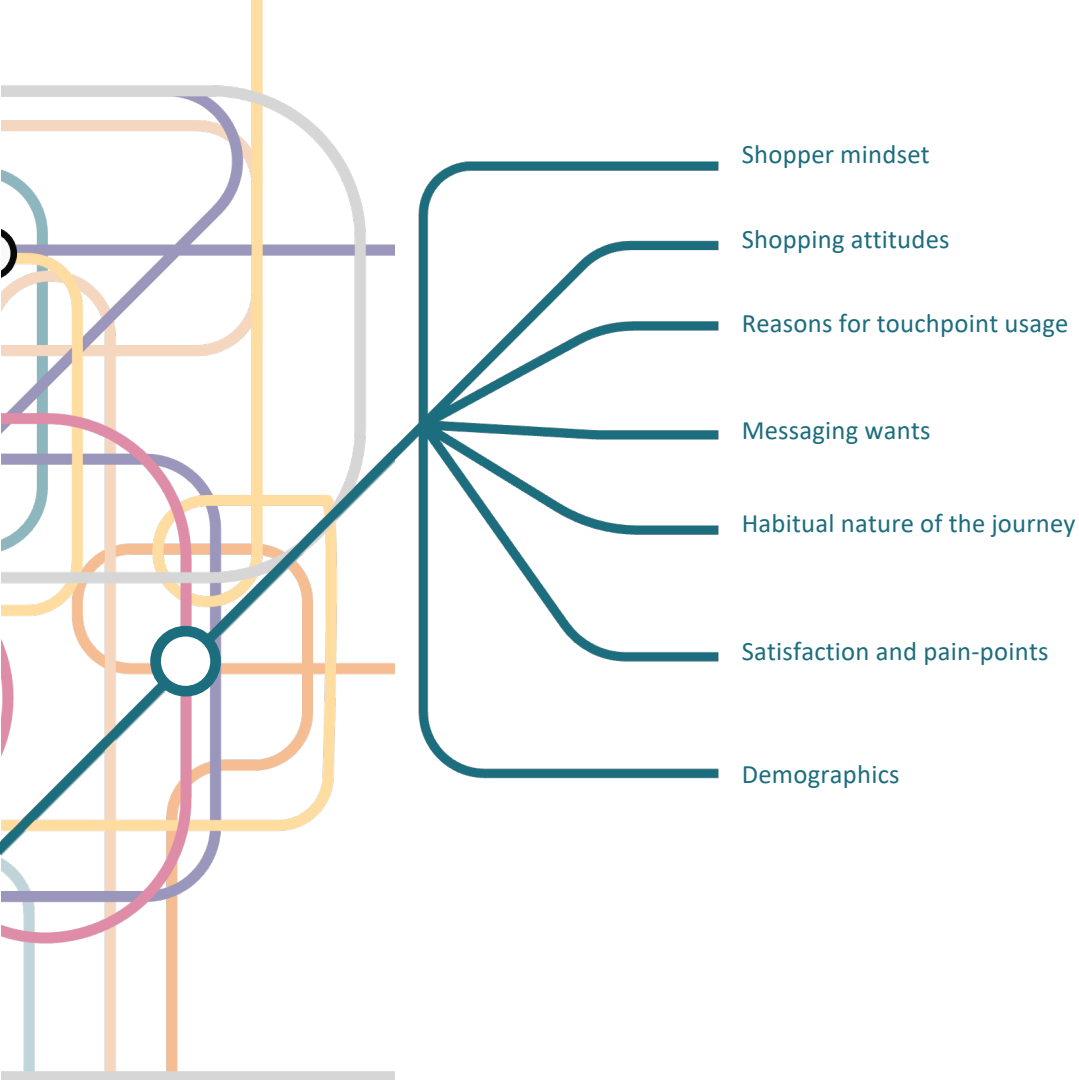


Zooming in will identify ecosystem behaviors and micro-moments to drive tactical improvements and nudges.



You can always go deeper





Now What?

Unpack the “**Why**”

You need more than touchpoint and journey data to take action

02.

Opportunity Sizing

Identify which journeys
to prioritize



Tool #2: Opportunity sizing

Sizing each of the journeys will help us understand how many meaningfully different journeys exist, how prevalent they are, and highlight initial areas of focus.



Prioritizing where you can win:

Use brand and purchase behavior to identify which journeys offer the most opportunity

Economic Potential



How valuable is the journey?

Receptivity



How capturable is the journey?

Overall Opportunity



	Economic Potential	Receptivity	Overall Opportunity
Journey Cluster 1	High	Med	High
Journey Cluster 2	High	High	High
Journey Cluster 3	Med	Med	Med
Journey Cluster 4	Low	Low	Low
Journey Cluster 5	Low	Low	Low



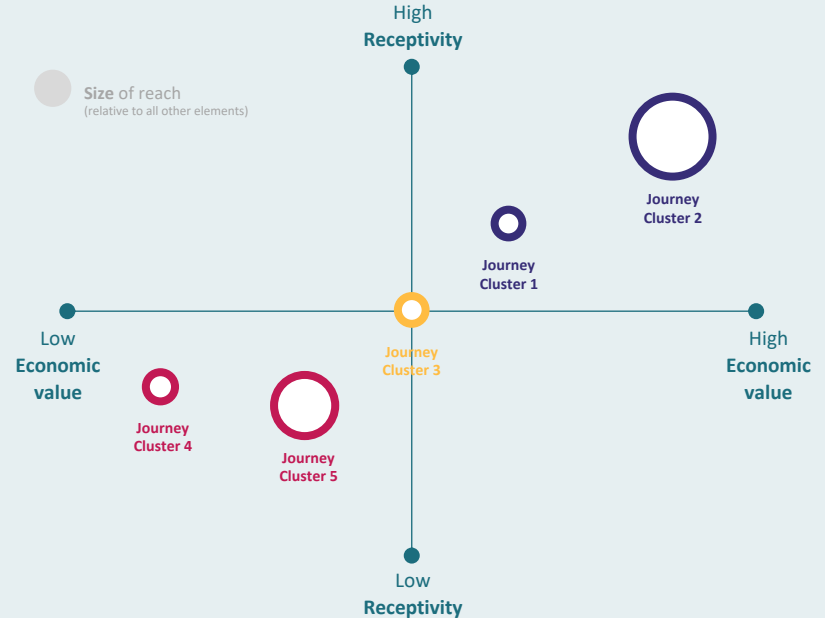
High



Med



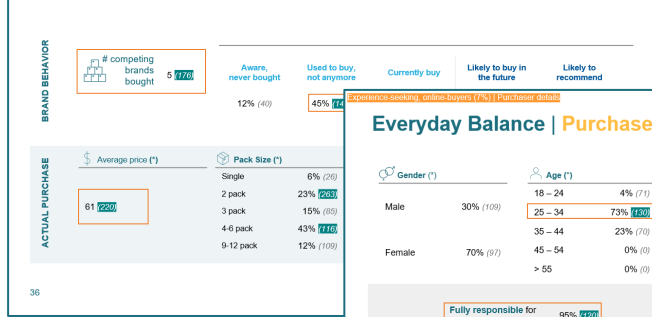
Low



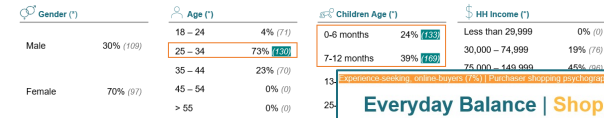
Uncovering the nuance to help take effective steps

Purchase / occasion behaviors

Everyday Balance | Purchase and occasion beha

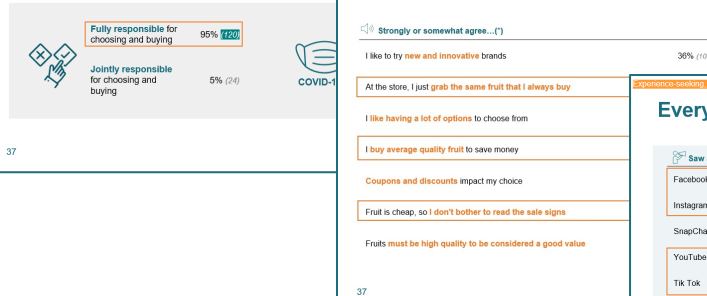


Everyday Balance | Purchaser demographics



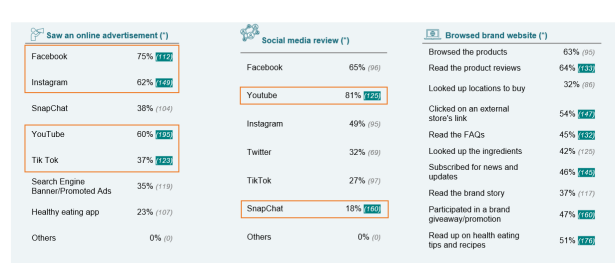
Demographics of purchaser / HH

Everyday Balance | Shopping psychographics



Shopping psychographics

Everyday Balance | Touchpoint deep-dive



Touchpoint deep-dives

03.

Touchpoint Impact

Identify which touchpoints to
prioritize



Tool #3

Touchpoint Impact

Prioritizing the touchpoints

Stated importance

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



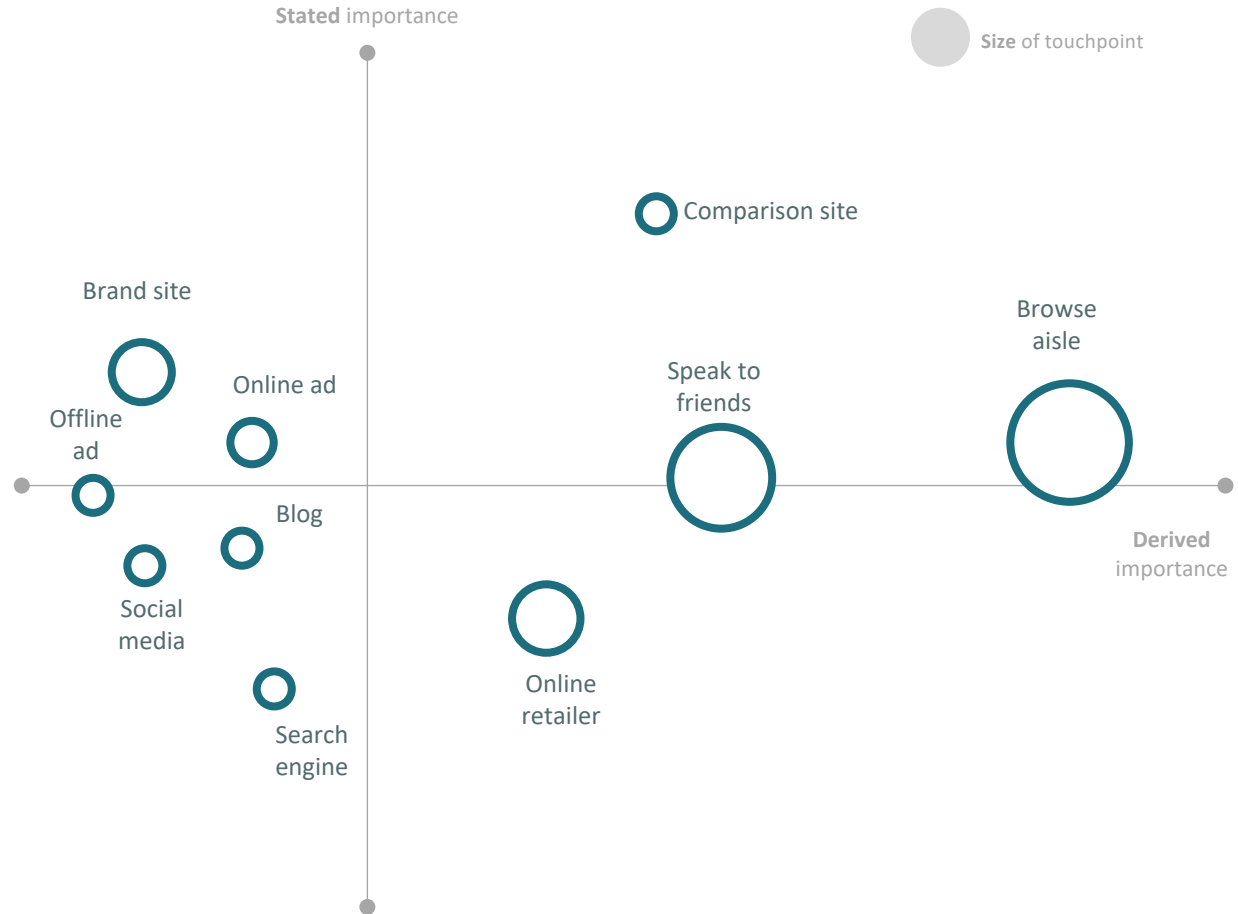
Derived importance

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



Share of Use

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



04.

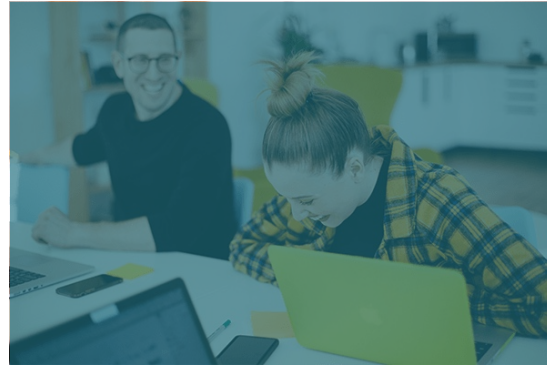
Activation

Identify how to activate on the insights



Tool #4

Activating the insights



Interactive Workshops

Brainstorming workshops customized to help the client activate on the insights – whether its messaging, innovation, or both.



Interactive Dashboards

Creating dashboards to allow clients to filter the data helps the data live on without needing to create 400 slides of data.

Interactive Workshops in Shopper Journey

What?

Stakeholder Alignment

Align on the goals of the research / what they want to get out of the research

Get stakeholders' hypotheses on the who, what, where, why, and competition

So What?

Stakeholder Discovery

Collaborate on initial journey clusters to ensure buy-in

Confirm the metrics to use for economic potential and receptivity equation

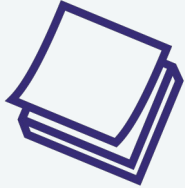
Now What?

Stakeholder Activation

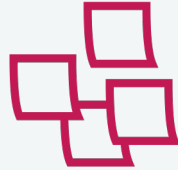
Activities should be created based on who attends, and specific client needs

Example Activation Workshop

Phase 1: Awareness



Phase 2: Purchase



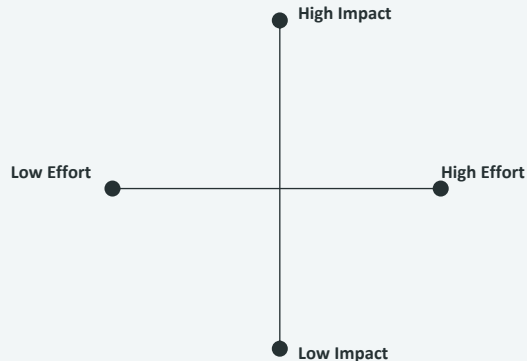
Phase 3: Build Loyalty



Phase 4: Advocate



Impact vs. Effort



Action Plan

Who will own the activity?

What resources do we need?

How will we measure success?

What should our first step be?

What could fail? What are some potential obstacles?

Example Interactive Dashboard



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How will you use the results?



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