



# Macro Micro Journey Analysis

A Smart Approach to Consumer Journey Research



# Speakers

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# Times Have Changed



1977

Data Collection Services  
Founded in San Diego, CA



1999

Online Panel  
Developed



2009

Passive Digital Tracking  
with ZQ Intelligence



2020

Thought Leader in  
Path to Purchase

# Path To Purchase Infographic



## Beauty Path to Purchase

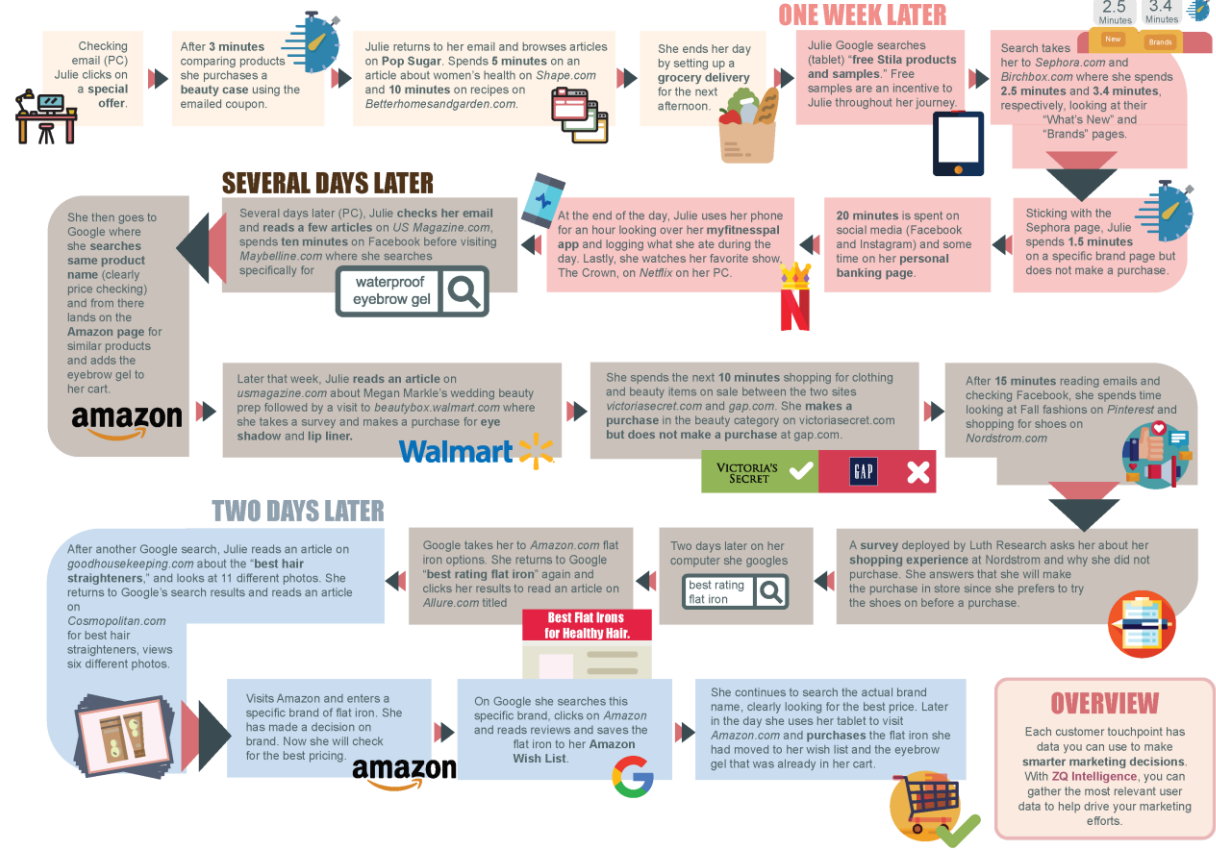


Using Luth Research's ZQ Intelligence we tracked consumers on their path to purchase for beauty products. ZQ Intelligence captured not only their digital journey across all devices but also used survey research to answer some of the "why" behind their behaviors. Thousands of touchpoints were collected. Below we showcase the ones relating to beauty and illustrate the rich insights gained with ZQ Intelligence.



Julie is in her early 30s and works full-time. She spends considerable time reading articles about celebrities and beauty and healthcare. She likes offers of free samples, which help guide and shape her beauty journey. She is also a price comparer and will not make a purchase unless she knows she is getting the best deal. Below highlights her beauty journey over a two-week period.

- 67,278 digital moments across all devices and topics
- 158 searches on search engine
- 25 digital moments related to beauty



# ZQ Intelligence: What It Does



**ZQ INTELLIGENCE CAPTURES:**  
Single-source behavior (PC, mobile and tablet devices) ensuring an accurate and granular level of insights

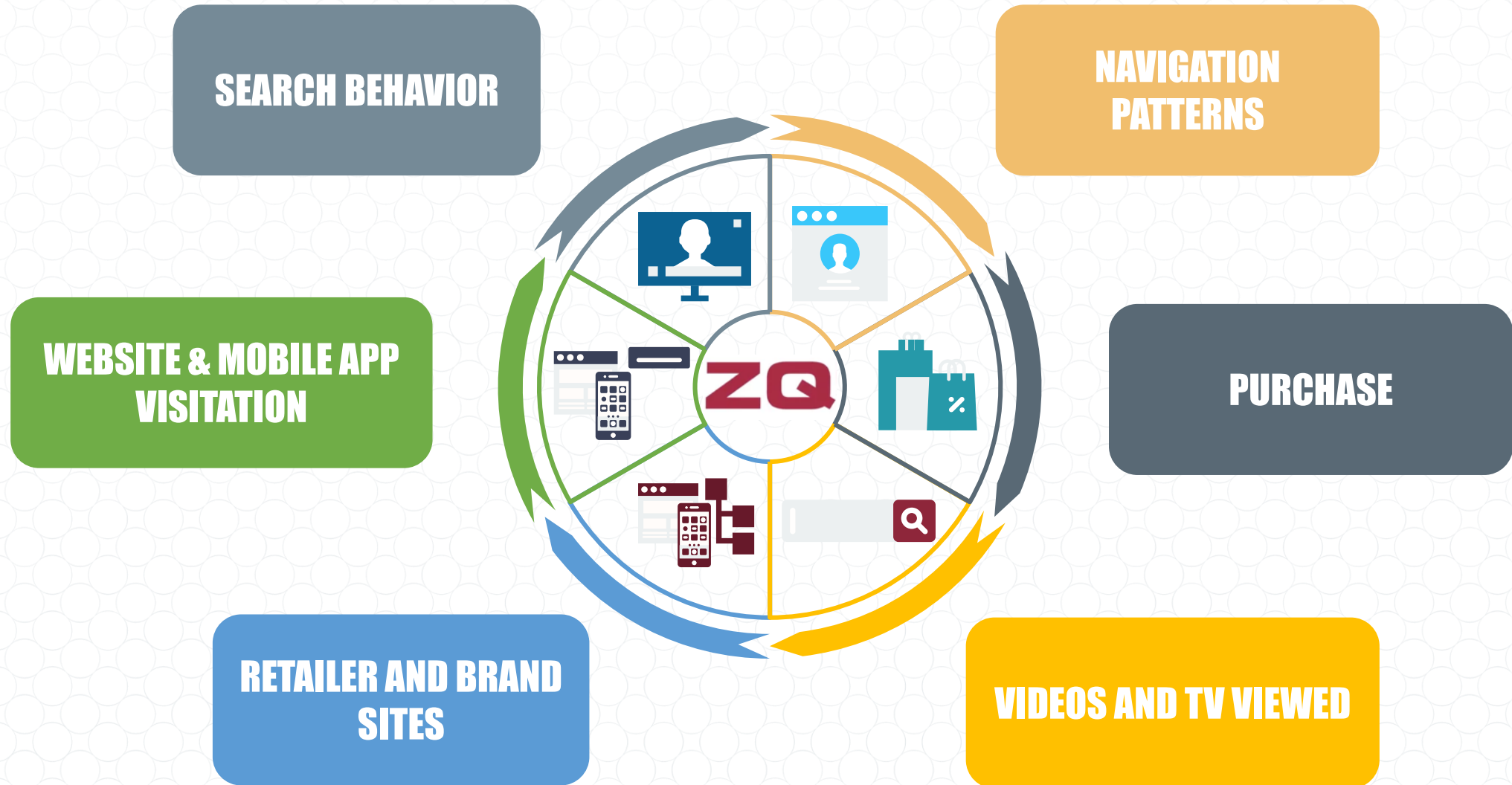


**ZQ INTELLIGENCE INTEGRATES:**  
Digital data seamlessly with survey and qualitative research to uncover the “why” behind digital activity



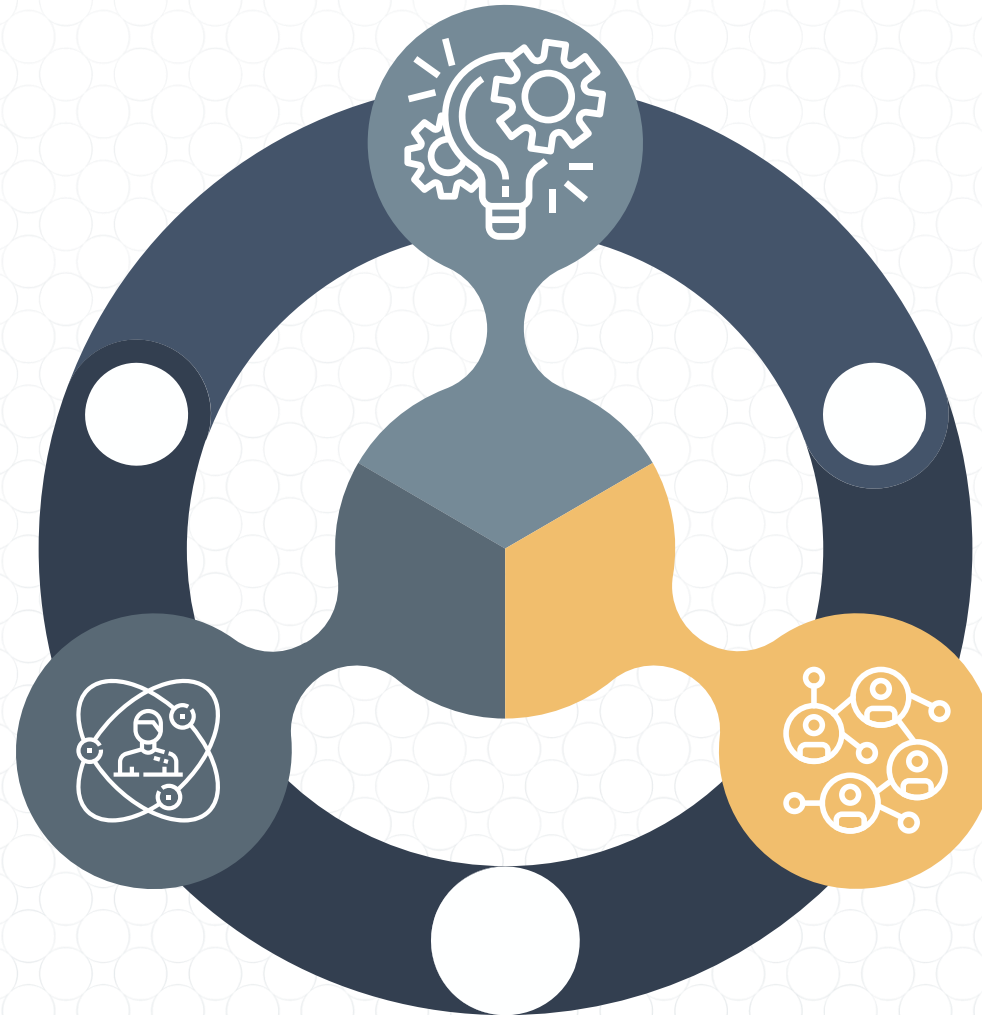
**ZQ INTELLIGENCE DELIVERS:**  
Big data via dash board or custom report

# ZQ Intelligence: What's Captured



# How We Do It

**TECHNOLOGY**



**EXPERTISE**

**PANEL**

# Macro & Micro Journey Analysis



## **Sequential Insights**

Every behavior/step is timestamped. You don't need to worry about recall bias.



## **Quantified Influence**

Precise volume of activities is shown for each touchpoint so you understand the dominant pathways.



## **Compare & Contrast**

Act on the versatility of looking at differences between retailers, brands, shopper segments and product categories.



# Why You Need It

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## If you are a brand:

- Gain holistic knowledge about the influential touchpoints on consumer decision journey
- Know how to allocate your marketing spend based on empirical behavioral data
- Understand what works on a retailer platform so you can optimize your efforts with retailers
- Differentiate purchasers from non-purchasers so that you can successfully engage with each group



## If you are a retailer:

- Benchmark against your competitors
- Stay ahead of the curve by knowing what new features on competitor sites are most effective
- Help your shoppers convert better
- Eliminate friction points during shopping



# ZQ MACRO JOURNEY

# ZQ Macro Journey

ZQ Macro Journey analysis examines the journey across key touchpoints (retailers, manufacturers, search engines, influencers, etc.) to understand the role and sequence of various sites and apps in the overall shopping journey.

This is the “big picture” view of the journey.

## 01

### What Are Macro Touchpoints

- Search engine
- Retailer websites
- Brand websites
- Social media, consumer review sites
- Coupon publishers
- Offline stores & touchpoints

## 03

### Slice & Dice

You can choose to look at the journeys by product category, purchasers vs. non purchasers, brand presence, holiday seasons, and so on. We customize your study based on what your business objectives are.

## 02

### Channel

Computer, mobile and in-store channels can be included at your discretion.

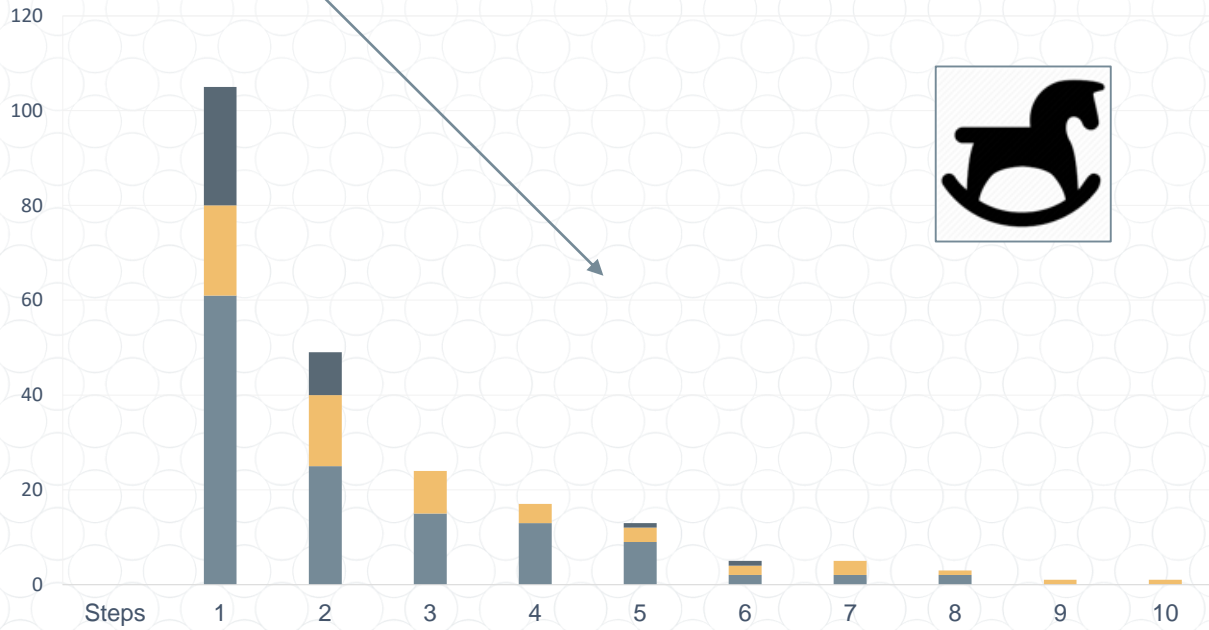
## 04

### What Actions Can You Take from Insights

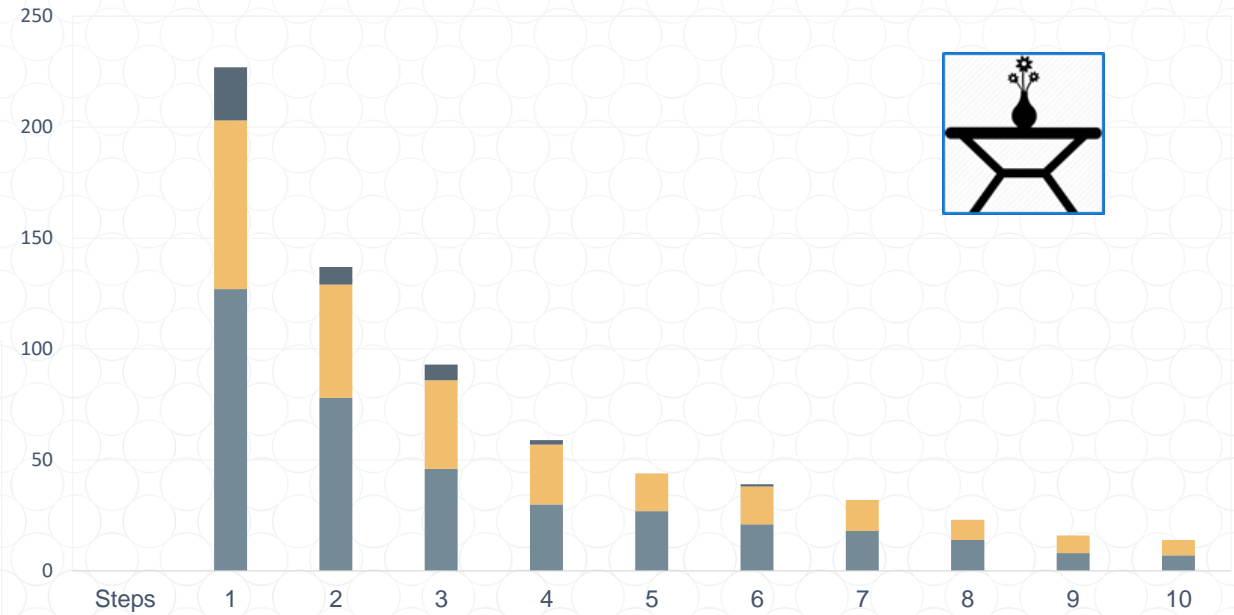
- Optimize marketing channels with empirical data
- Assess your retailer partnership (if you are a brand)
- Benchmark against competition (if you are a retailer)

# Channel Usage during Black Friday Week

Computer Mobile Store



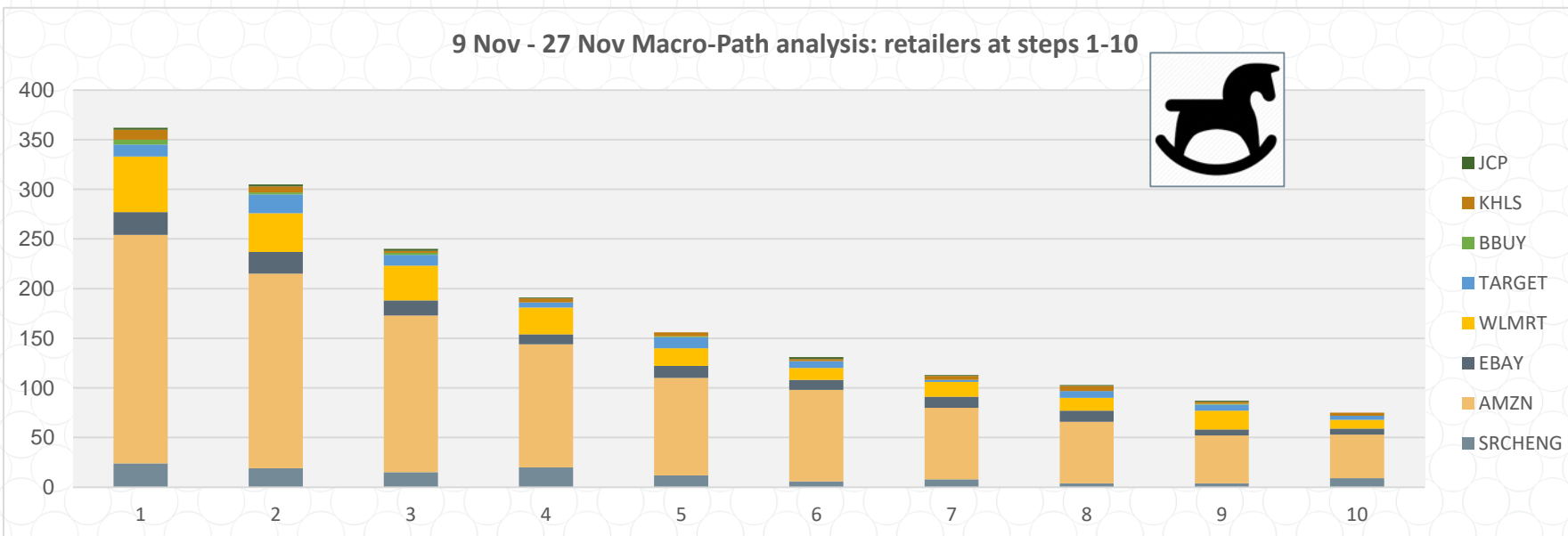
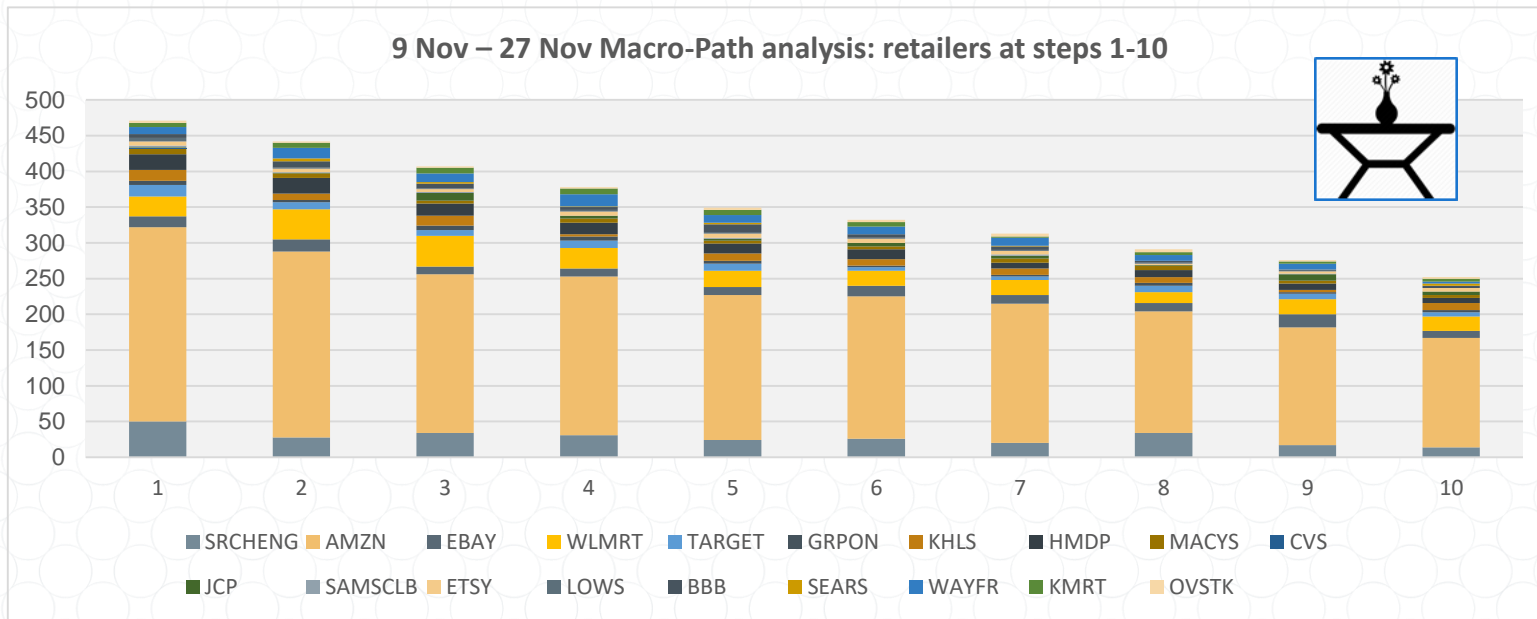
Product Category = Toys



Product Categories = Home Décor

Macro Journey Example

# Which Retailers Matter



## Macro Journey Example

# Dominant Pathways: Razor Category

### 1 Direct to Consumer Only

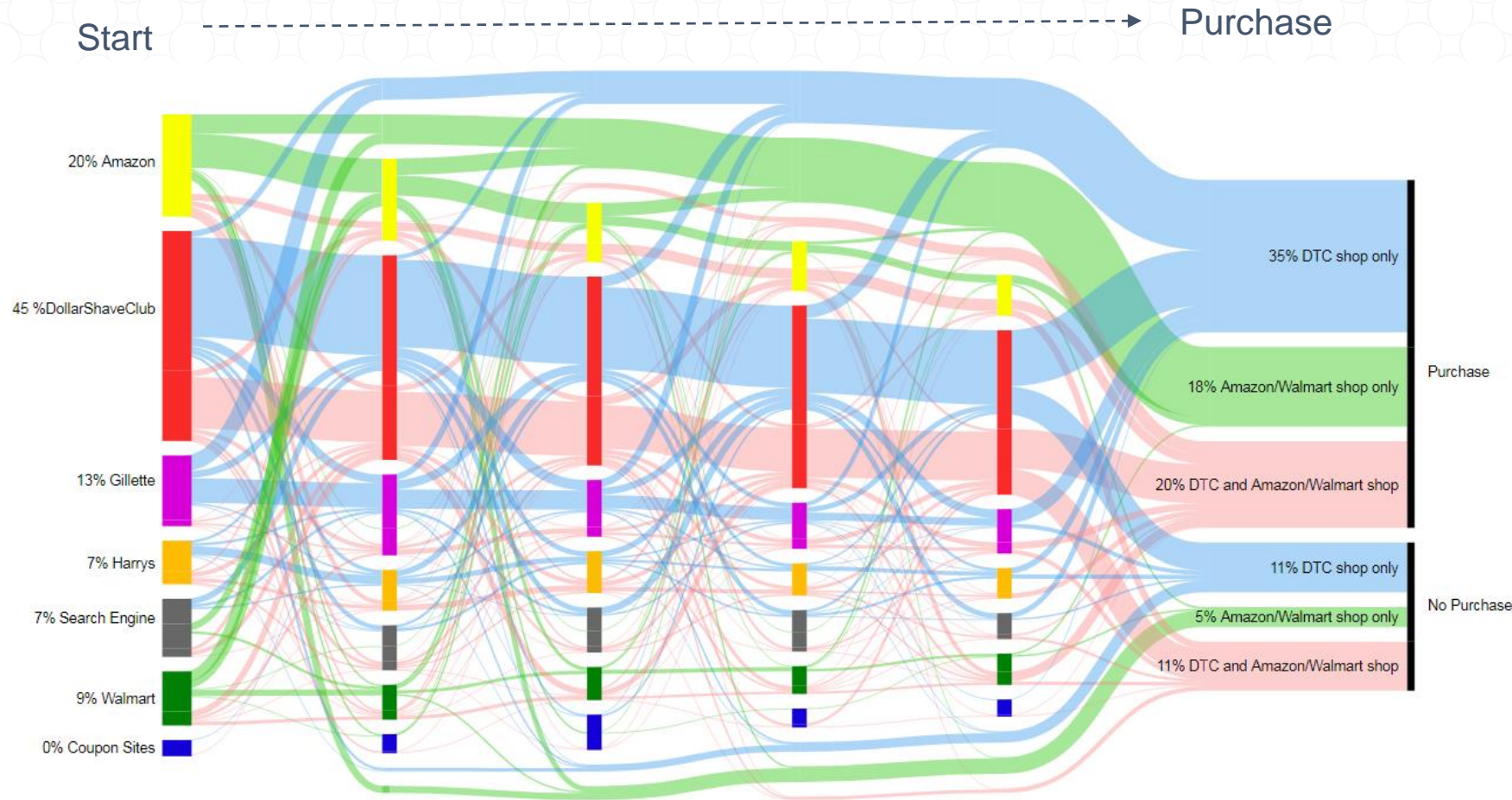
46% Of Total Shopping Journeys

### 2 Amazon/Walmart Only

23% Of Total Shopping Journeys

### 3 Cross-Channel

31% Of Total Shopping Journeys



# ZQ MICRO JOURNEY



# ZQ Micro Journey

ZQ Micro Journey analyzes the journey within a specific site across key features such as home, search, product category pages, cart, purchase, etc. The Micro Journey allows insights to the multi-step sequence of shopper interaction with features on a specific site and enables comparison of micro journeys across other sites of interest.

## 01

### What Are Micro Touchpoints

- On site search
- List
- Promotion
- Product detail page (PDP)
- Add to cart
- Purchase
- Etc.

## 02

### Channel

Computer, mobile and in-store channels can be included at your discretion

## 03

### Slice & Dice

You can choose to look at the journeys by product category, purchasers vs. non purchasers, brand presence, holiday seasons etc.

## 04

### What Actions Can You Take from Insights

- Spend resources on consumer activities that matter the most
- Identify blind spots in working with retailers (if you are a brand)
- Benchmark against competition (if you are a retailer)

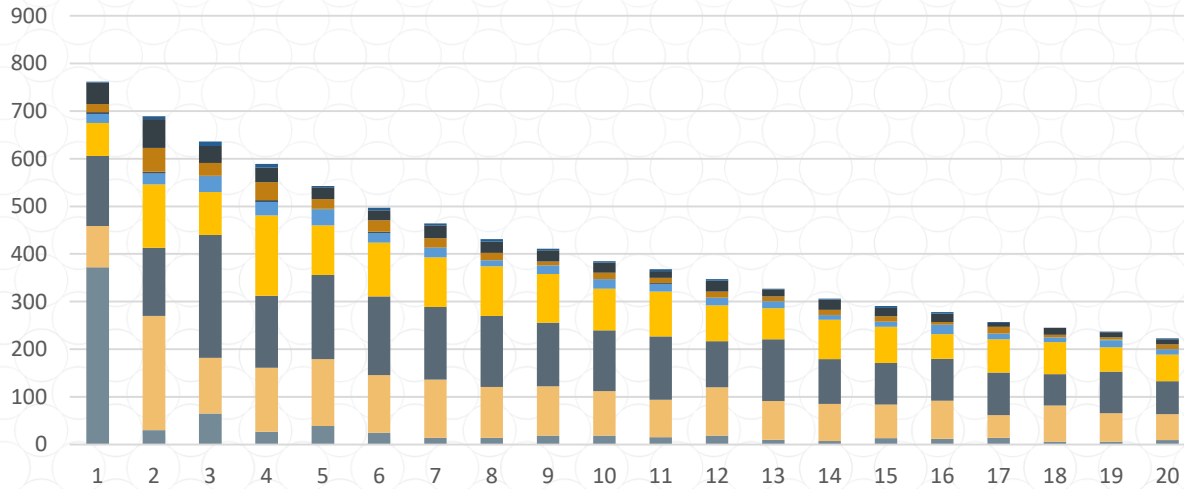


## Micro Journey Example

# Comparison between Retailer Platforms

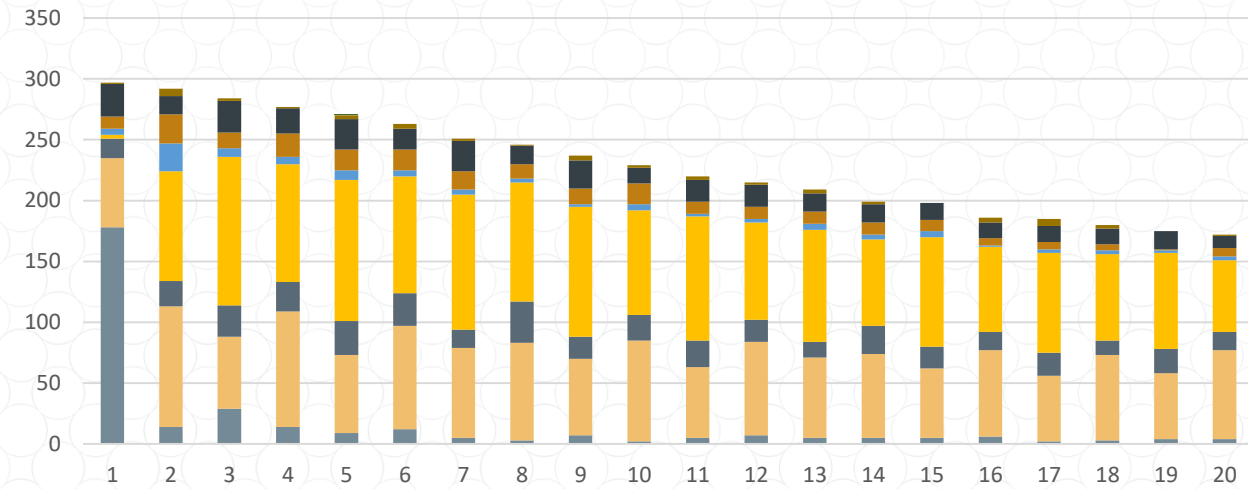


micro touchpoints at steps 1-20



- HOME/ACCOUNT
- MANAGE\_CART
- SELECT\_STORE
- STOCKUP\_
- SEARCH
- CHECKOUT
- MANAGE\_LIST
- READ\_REVIEW
- VIEW\_PRODUCT
- VIEW\_PROMOS
- BROWSE\_CATEGORY
- SURVEY\_

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# Benefits

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# Q&A

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“ For all its enduring hype - physical versus digital, offline versus on[line] - the old war is over. In fact, it’s always been a lie. Choice, not location, is commerce’s greatest opportunity and its most-looming threat.”

*Aaron Orendorff,  
Founder of IconiContent/Previous Editor in  
Chief of Shopify Plus*