



**Influencing the Omnichannel
Shopper Journey**

to Increase Sales

Clarify the Path-to-Purchase and Decision Drivers



Modules to Understand the Omnichannel Shopper



Personal Journeys



Digital Behavior Analytics



Behavioral Survey

Clorox's Fresh Step

Increasing Brand Loyalty with a Behavioral Framework



CONTEXT

- Fresh Step wanted to increase brand loyalty through online subscriptions.



LEARNING

- Research revealed that consumers focused on the **immediate need of replenishment**.
- The webpage's **call-to-action** was redesigned to be more **salient**, provide incentives and ensure ease of use.





How it Works: Big Data Analytics

Our Digital Behavior Analytics collects data primarily through:

- Global Data Panel
- 500 million devices
- PC & Mobile App Programs
- Tracked Anonymously
- Partnerships with Millions of Websites including Google Analytics

ADDRESSING KEY BUSINESS QUESTIONS:

Overall Search Journey

Website Interaction

Conversion



Case Study Example: Male Grooming

OVERALL TRENDS IN THE SHAVING CATEGORY

Client Brand does not currently register as a top shaving website

Website Analysis/ Total Traffic



OVERALL TRENDS IN THE SHAVING CATEGORY

Competitors are benefiting by connecting their brands to primary keywords

KWs related to Shaving // Desktop

Keywords (1,480)	Volume	Yearly trend	Zero-click queries	CPC	Organic vs. Paid	Leader
magic shaving powder	27,790		48%	\$0.27		amazon.com
shaving cream	21,020		86%	\$1.24		amazon.com
art of shaving	9,380		19%	\$1.56		theartofshaving...
shaving	7,490		86%	\$2.46		theartofshaving...
shaving razor	6,990		85%	\$2.78		amazon.com
the art of shaving	6,820		28%	\$1.56		theartofshaving...
best shaving cream	5,040		41%	\$1.38		byrdie.com
exfoliate before or after shaving	3,970		69%	\$1.17		dove.com
harrys shaving	2,940		17%	\$1.34		harrys.com
eos shaving cream	2,830		53%	\$1.08		ulta.com

DIFFERENCES IN SEARCH TRENDS DONE ON MOBILE VS ON DESKTOPS

Mobile searches reveal traffic being driven to Walmart & West Coast Shaving, indicating differenced in searches between Mobile & Desktop Users

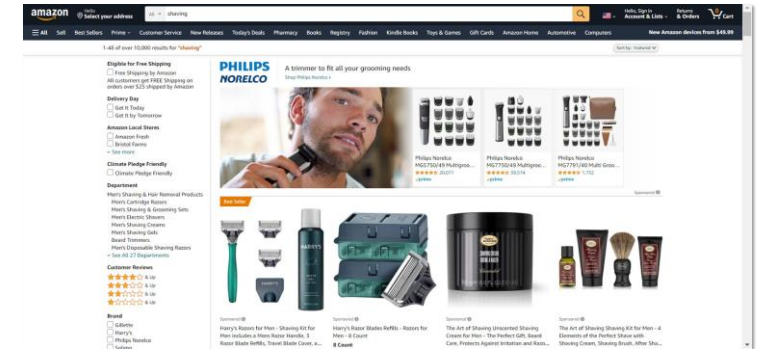
KWs related to Shaving // Mobile

Sept '20 - Aug '21 // USA // Mobile

Keywords (1,604)	Volume	Yearly trend	Zero-click queries
magic shaving powder	27,790		48%
shaving cream	21,020		86%
west coast shaving	9,870		17%
art of shaving	9,380		19%
shaving	7,490		86%
shaving razor	6,990		85%
the art of shaving	6,820		28%
best shaving cream	5,040		41%
exfoliate before or after shaving	3,970		69%

OVERALL TRENDS IN THE SHAVING CATEGORY

Competitors gain the advantage on Amazon, and overall web SEO, by having their ads prominently places at the top of the 'Shaving' category



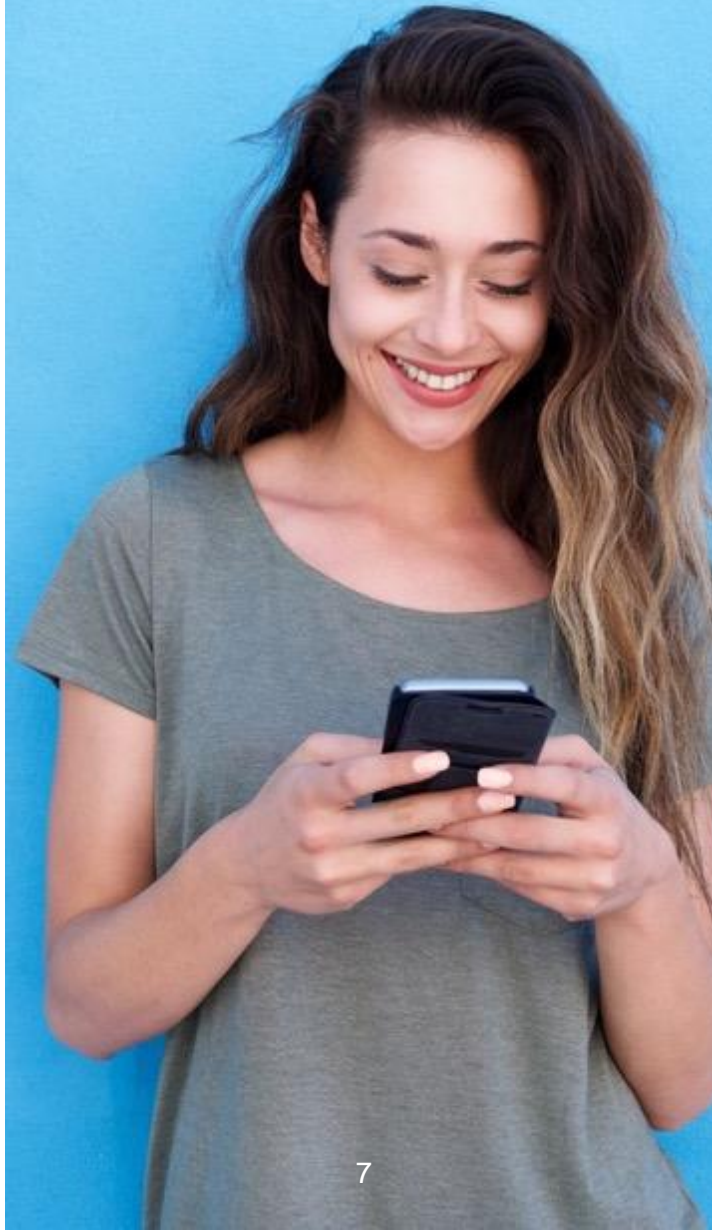


How it Works: Personal Journeys

Shoppers document their entire path-to-purchase both in-store and online.

Covering:

- Pre-Shopping
- In-store and Online Shopping Behaviors
- Post-Shopping
- Fulfillment Methods



**ADDRESSING KEY
BUSINESS QUESTIONS:**

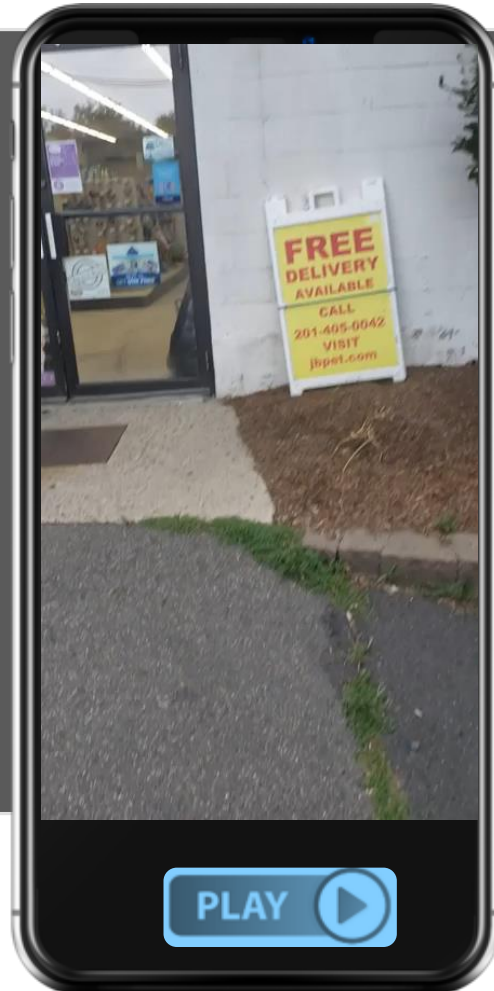
System 1 & System 2
Observations

Recommendations to
Breakdown **Barriers** and
Increase Consumer
Benefits

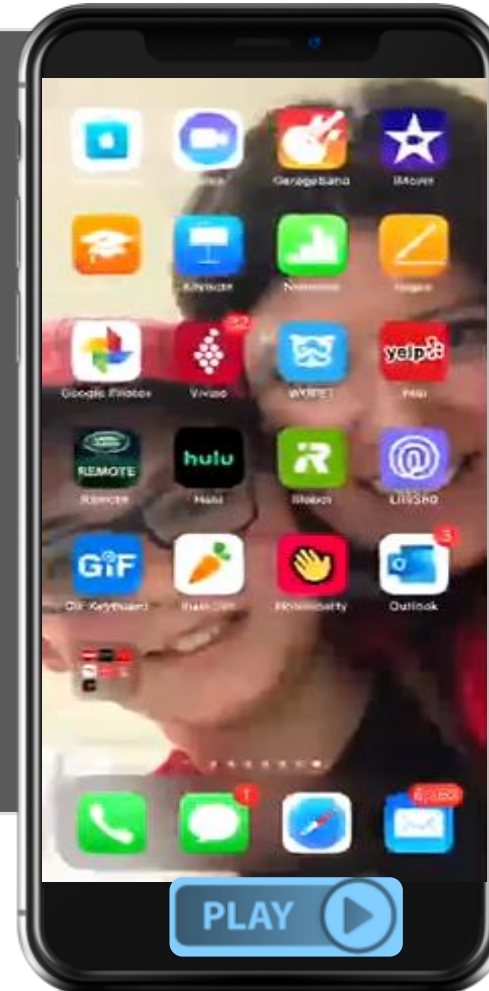


Case Study Example

Physical Marketplace



Digital Marketplace





How it Works: Passive Tracking

Click-stream and media consumption data analyzed from target consumers include:

- Websites and Retailers Visited
- Relevant Search Terms
- Products Viewed
- Specific Pages Visited
- Media Consumption including Social Media
- GDPR Compliant Data

ADDRESSING KEY BUSINESS QUESTIONS:

Uncovering the **Key Touchpoints** to **Breakdown Barriers** and **Increase Benefits** to **Influence Consumers** on the Shopping Journey

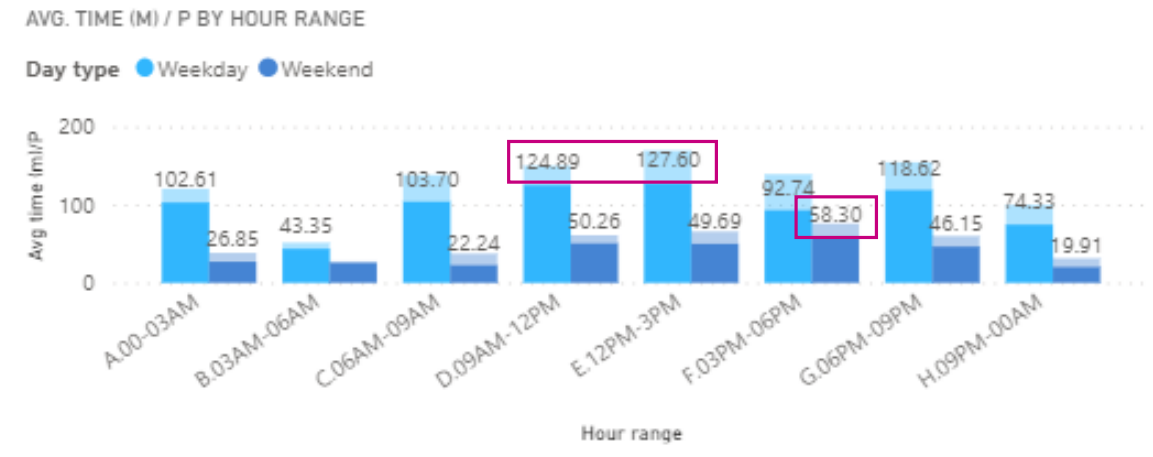
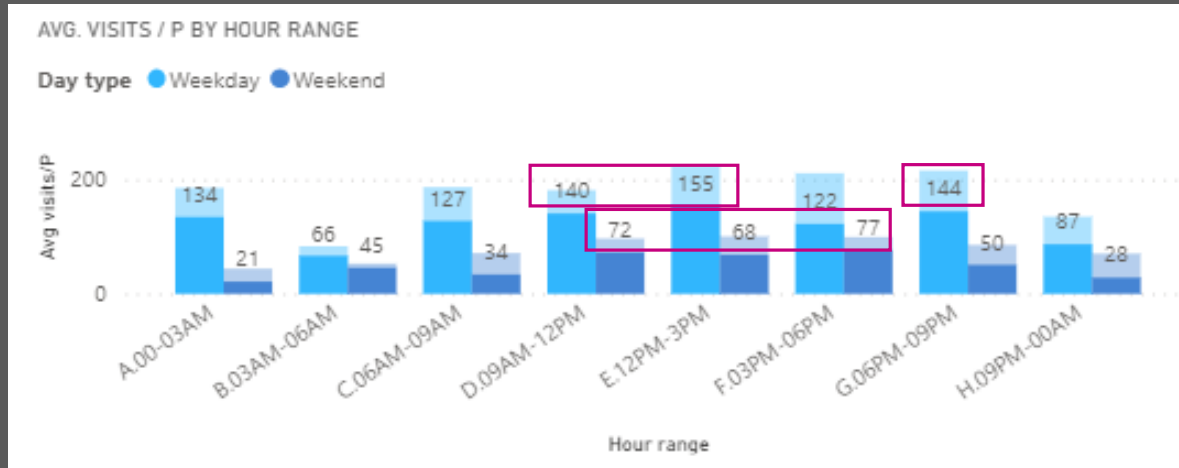


Case Study Example: Social Media Consumption



P USING SOCIAL SITES BY DAY OF WEEK

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
# P	38	36	40	37	38	31	26



Illustrative Reporting Examples



Alcoholic Beverages

Driving Brand Awareness with Behavioral Science Online & In-Store



CONTEXT

- Bacardi needed to drive awareness in China to grow their market share.
- OmniPath™ identified the key moments for influencing interactions with the Bacardi brand.



LEARNING

- Research revealed that the shopper journey and decision hierarchy **varied greatly by occasion**.
- Once habits are established, **brand loyalty is strong**.
- OmniPath identified **three critical moments** for driving awareness:
 - **Educating** consumers on recipes, drinks and occasions with **social media influencers**
 - **Creating online events**
 - **Training bartenders** at key customer venues to introduce the brand





How it Works: Behavioral Survey

Short online survey uncovers:

- Pre-Shopping Touchpoints
- Shopping Trip & Mission Triggers
- Retailer Selection & Why
- Digital & Cross-Channel Behaviors
- Devices & Fulfillment Methods
- Reasons for Brand Selection
- Impulse vs. Pre-Planned Behaviors
- Availability & Assortment Options



Survey

ADDRESSING KEY BUSINESS QUESTIONS:


Combining Self-Stated
Responses and Derived
Importance Analytics
to Provide
Recommendations to
Influence Consumers



Case Study Example: Customer Segments

CUSTOMER PROFILE

The average Client Phone owner is a working, middle-class male, 35 or older with a diverse background



DEMOGRAPHICS

7 in 10 are Male 6 in 10 are 35 Years-old or older

74% Male
22% Female
4% Other

54% Earn \$75K or less per year

1 in 3 Hail from one of 5 states

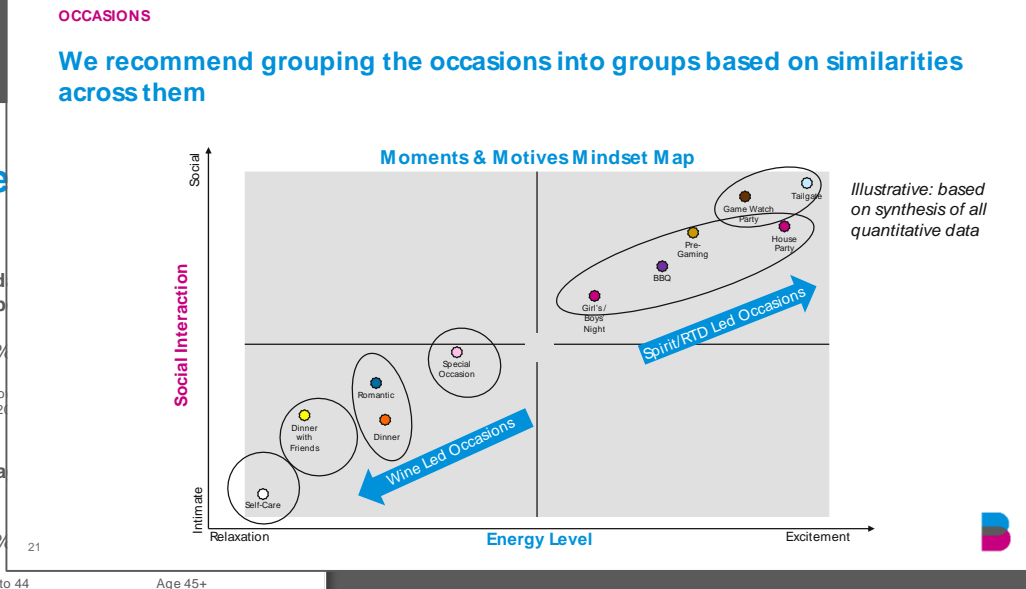
Less than \$20 000: 8%
\$20 000 to \$34 999: 13%
\$35 000 to \$49 999: 15%
\$50 000 to \$74 999: 18%
\$75 000 to \$99 999: 12%
Over \$100 000: 18%
Do not wish to answer: 15%

California: 11%
Texas: 9%
Florida: 8%
Ohio: 5%
New York: 4%
Other states: 62%

CUSTOMER PROFILES

In addition to the total sample, we reveal results among 10 subgroups

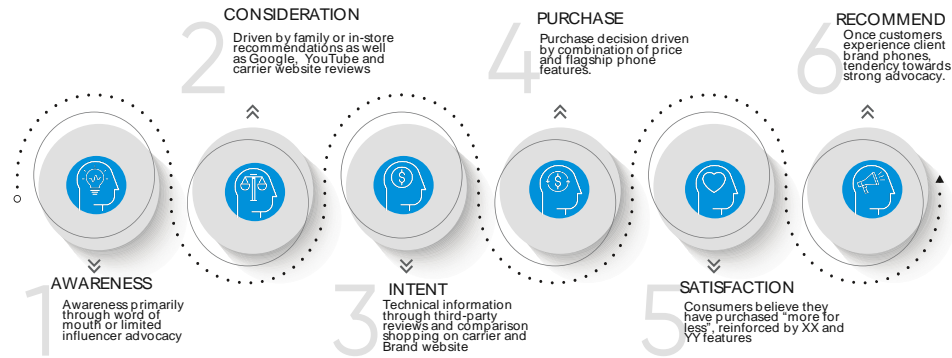
<p>Gamers</p> <p>56%</p> <p>Enjoy playing Video Games</p>	<p>Techies</p> <p>47%</p> <p>Tech enthusiasts</p>	<p>DIY Enthusiasts</p> <p>42%</p> <p>Enjoy DIY projects</p>	<p>Holiday shoppers</p> <p>52%</p> <p>Purchased in Nov or Jan 2</p>
<p>1 First time Owners</p> <p>62%</p> <p>First OP Phone</p>	<p>Ethnically Diverse</p> <p>47%</p> <p>Not born in the US or identify as Hispanic, Latino, Asian, African American or Native American</p>	<p>Young</p> <p>36%</p> <p>Age under 35 Years</p>	<p>Mid-aged</p> <p>32%</p> <p>Age 35 to 44</p>



Deliverable Maps the Entire Omnichannel Path-to-Purchase

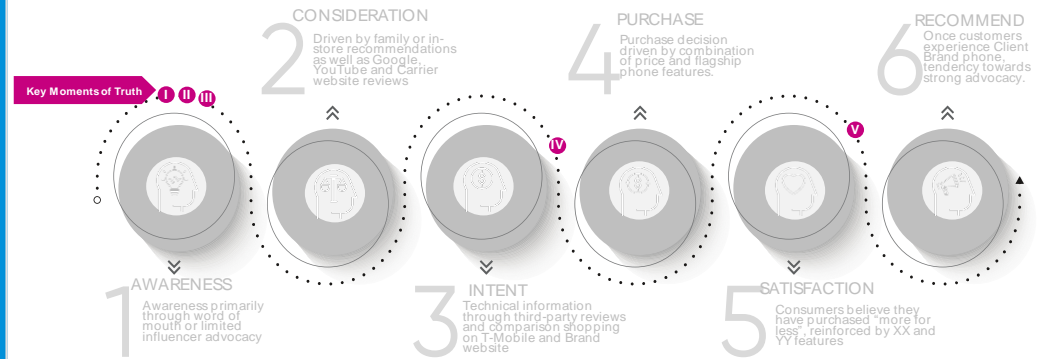
Providing you key moments of truth to action against to influence shoppers and increase your sales transactions

Summary of CURRENT Customer Journey



FIVE Key Moments of Truth can help strengthen Client Brand's position throughout the journey

- I. Clarify the positioning (Brand position, Emotional benefit, Functional benefit, Key messages)
- II. Understand and solve for 5G & OS issues (Solve or distance from carrier issues)
- III. Invest in targeted top of funnel comms (Tech reviews, Search marketing, Carrier website, Paid reviews, Target segments)
- IV. Invest in driving in-store conversion (training, in-store displays)
- V. Make your current customers feel good; reinforce the smart choice (post purchase videos, thank you's, anniversaries, new products)



Colgate's Hum

Leveraging Big Data to Influence the Online Path-to-Purchase



CONTEXT

- Colgate needed to finalize their online strategy to launch a new product, the Hum smart toothbrush.



LEARNING

- Clickstream Analytics mapped the most common online paths including top search terms and websites visited.
- Data was interpreted through a behavioral lens to pinpoint opportunities to drive shopper growth.



Thank You!



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Beha>iorally
The Transaction Experts