

From kitchenette to boardroom: How to embed market research data into the entire organization.

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With the increasing
volume, variety and velocity
of **decision-making** today,
market researchers are challenged to
embed data **directly** into their
organization's various business processes!

But how?

The 4 key drivers on the road to embedding market research data successfully!

#1

Use your company's BI platform

→ Be part of your company's data viz portal and “data brain”



#2

Define company-wide “UI/UX style guides”

→ Make working with data a consistent experience across all data visualization applications

Interface design

create interfaces which users **find intuitive and pleasant** to use



Navigation design

implement easy to follow ways for users to **navigate through the application / content**



Interaction design

help **users feel at ease and in control of their actions** in terms of how to interact with and navigate through the data



Information design

present information in a way that **fosters an efficient and effective understanding**

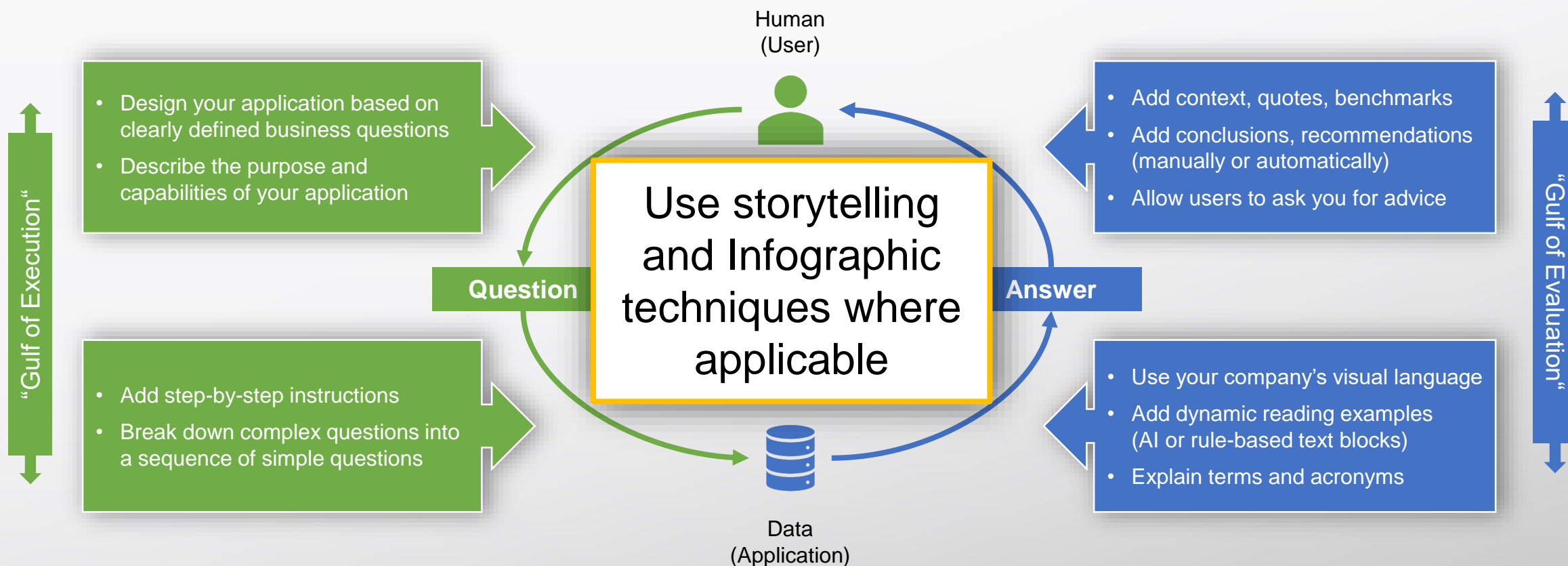
Do not reinvent the wheel and use industry standards!

Consider the knowledge and expectations of your users

#3

Design outcome-oriented dialogs

→ Make working with data a natural Q&A session



#4

Strive to develop a true management app

→ Map your company's decision-making processes as realistic as possible to make your application a daily habit

Design your application along the business and decision-making processes your company has defined.

Cover as many aspects as possible that are relevant to making an effective decision.

Automate repetitive but related tasks that go beyond interactive data visualization and control these tasks directly from your application.

Example: Campaign Management

How should we proceed with
our TV campaigns “on-air”
this week?



[Selected campaign]

Step 1: Campaign budget



- What is the remaining budget?
- How important is this campaign in our marketing-mix?
- ...

Step 2: Campaign performance



- Is the TV campaign recalled?
- Does the campaign inspire people to buy?
- Does the campaign pay off in terms of our brand image?
- ...

Step 3: Product distribution



- Have we managed to build distribution in the channels that are important for our sales?
- ...

...

- ...



Put on hold

[App recommendation]

Stop

Put on hold

Optimise

Proceed

[Decision made by the user - selected campaign]



CND Kampagnen Management Dashboard

Woche 38 / 2021



Welche aktuellen Kampagnen müssen wir diese Woche "off-air" nehmen und welche kurzfristig optimieren?



Wie muss die nächste Kampagne gestaltet sein, um Menschen zu inspirieren unsere Produkte zu kaufen?



Wie erfolgreich waren wir bisher mit unseren Kampagnen? Inwieweit haben wir zum Geschäftserfolg beigetragen?



Welche Kampagnen von Wettbewerbern liefen in den letzten 12 Monaten?



Wo erhalte ich Hilfestellung? Wo kann ich Anregungen für Verbesserungen platzieren?



1. Kampagnen filtern

Wenn erforderlich, können Sie die Liste nach dem folgenden Kriterium filtern.

Produkt-Kategorie

Alle

2. Kampagne auswählen

Klicken Sie auf die entsprechende Zeile, um eine Kampagne auszuwählen.

3. Kampagne analysieren

Klicken Sie auf den Button, um die ausgewählte Kampagne zu analysieren.

Analysieren

Kampagnen "on-air" - KW 38:

Handlungsbedarf	ID	Kampagnen-Name	Produkt-Kategorie	Ziel	Woche "on air"	Budget	Ausgaben vs. durchschn. Ausgaben	GRP	ROI = Spend per GRP	NetSales Uplift	Market Share Volume	Market Share Volume Uplift
●	12102	CND Haarmilch Glanzshampoo	Hair Care	Launch	1	1.430.000 €	- 2 %	95	630	+51.878 €	2,27 %	+1,22 %
●	20001	CND Sund Kids	Sun	Promo	1	590.000 €	- 60 %	39	213	+38.869 €	2,27 %	+1,17 %
●	14109	CND Face Care Essentials Cleansing	Face	Promo	2	2.310.000 €	+ 61 %	77	630	+3.486 €	2,27 %	+0,10 %
●	13104	CND Deo Ultimate Protection	Deo	Re-Launch	3	1.730.000 €	+ 37 %	110	808	+60.800 €	2,35 %	+0,98 %
●	14075	CND Face Care Sensitive Range	Face	Promo	3	890.000 €	- 25 %	65	313	0 €	1,95 %	0,00 %
●	19027	CND SUN Sensitive	Sun	Promo	3	1.650.000 €	+ 13 %	110	678	+1.928 €	1,95 %	+0,10 %
●	16137	CND In Shower Body Lotion	Body	Launch	4	950.000 €	- 25 %	98	303	+5.450 €	2,35 %	+0,10 %



The 4 key drivers on the road to embedding market research data successfully!

- #1 Use your company's BI platform to eliminate technical hurdles!
- #2 Define company-wide "UI/UX style guides" to make working with data a consistent experience!
- #3 Design outcome-oriented dialogues to systematically answers your users' business questions!
- #4 Develop a true management application to transform fact-based decision making from an occasional exercise to a daily habit!

I didn't promise it will be easy - but it's worth it!



THANK YOU

YOUR QUESTIONS ARE WELCOME!

or visit DataExpert at stand 405!