



**Beha>iorally**

The Transaction Experts



# Influence & Own the Most Valuable Moment in Marketing

Quirk's Los Angeles

February 2023

## **WE ARE BEHAVIORALLY. THE TRANSACTION EXPERTS.**

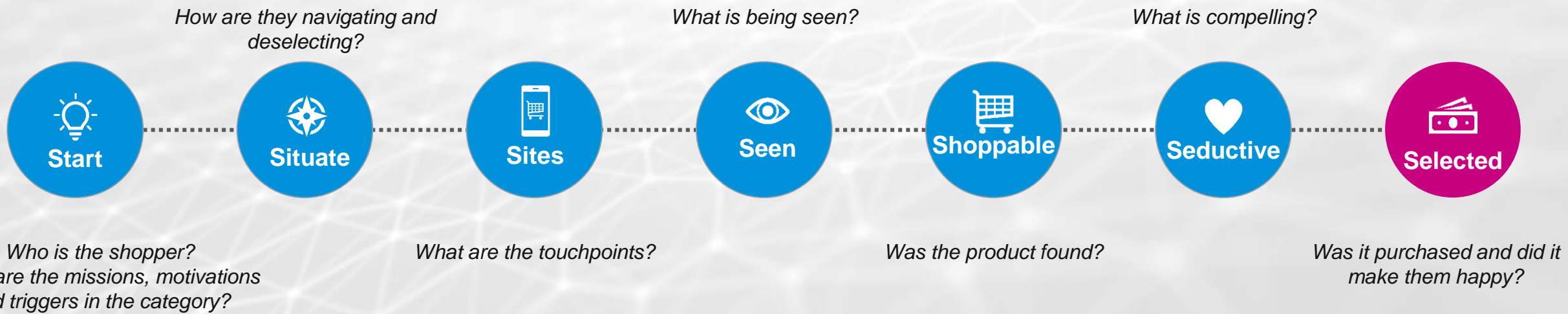
With decades of global experience and category expertise in consumer marketing, we apply our unique behavioral framework, cutting-edge AI technology, and eye on ‘new retail’ to help brands achieve the most valuable moment in marketing: when a purchase transaction happens.



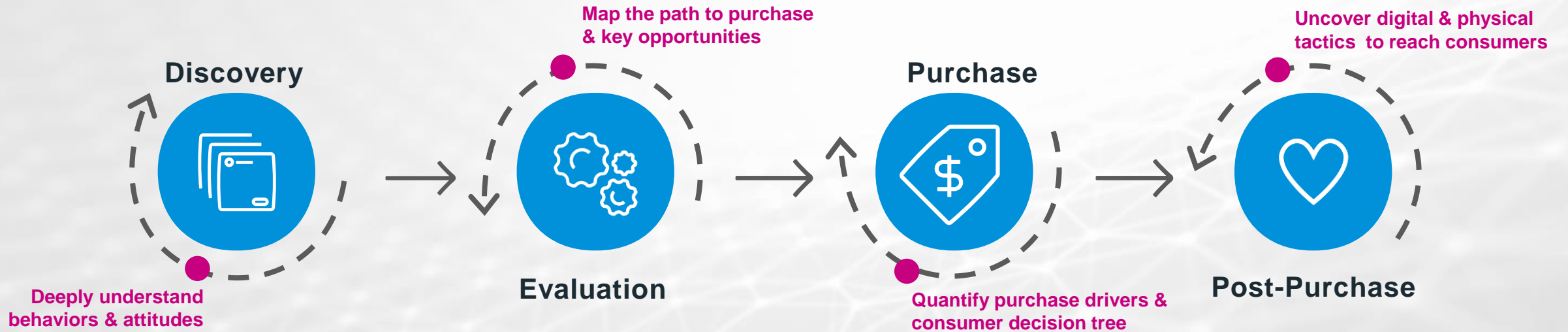
**We have  
observed 18m+  
shopper  
behaviors  
and analyzed  
36m+ hours of  
eCommerce  
activity**

New Retail is decidedly omnichannel. eCommerce sales in 2022 have reached \$1 trillion in the US alone.

# Answering Your Key Business Questions



# TransactionPath™



## ShelfPath

Get depth and richness over multiple points in the shopper journey using video-based response and behavioral observation.

## DigiTraffic

Illuminate online search behavior, website interactions and conversion activity with a focus on amazon.com.

## DecisionPath

Understand, quantify, and map the consumer decisions along the holistic path-to-purchase.

## DigiFootprint

Explore the digital behavior of target shoppers to uncover key touchpoints and influences to increase sales.



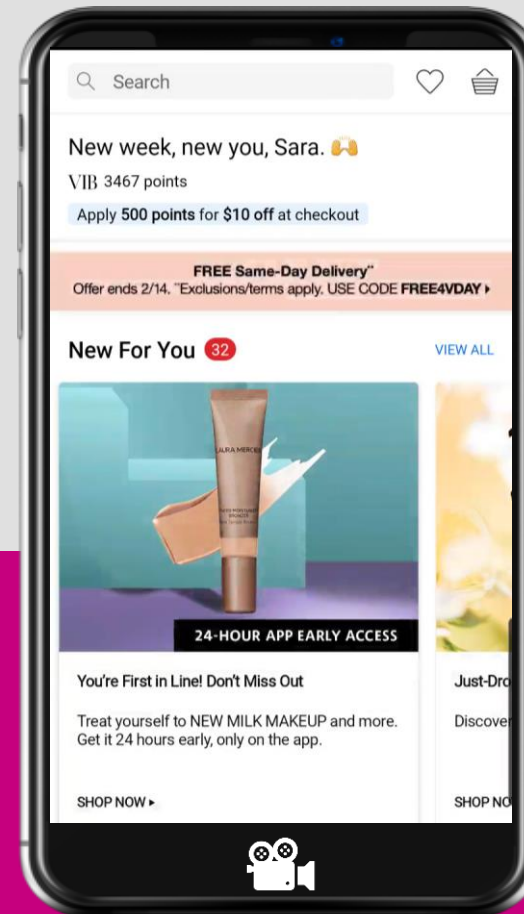
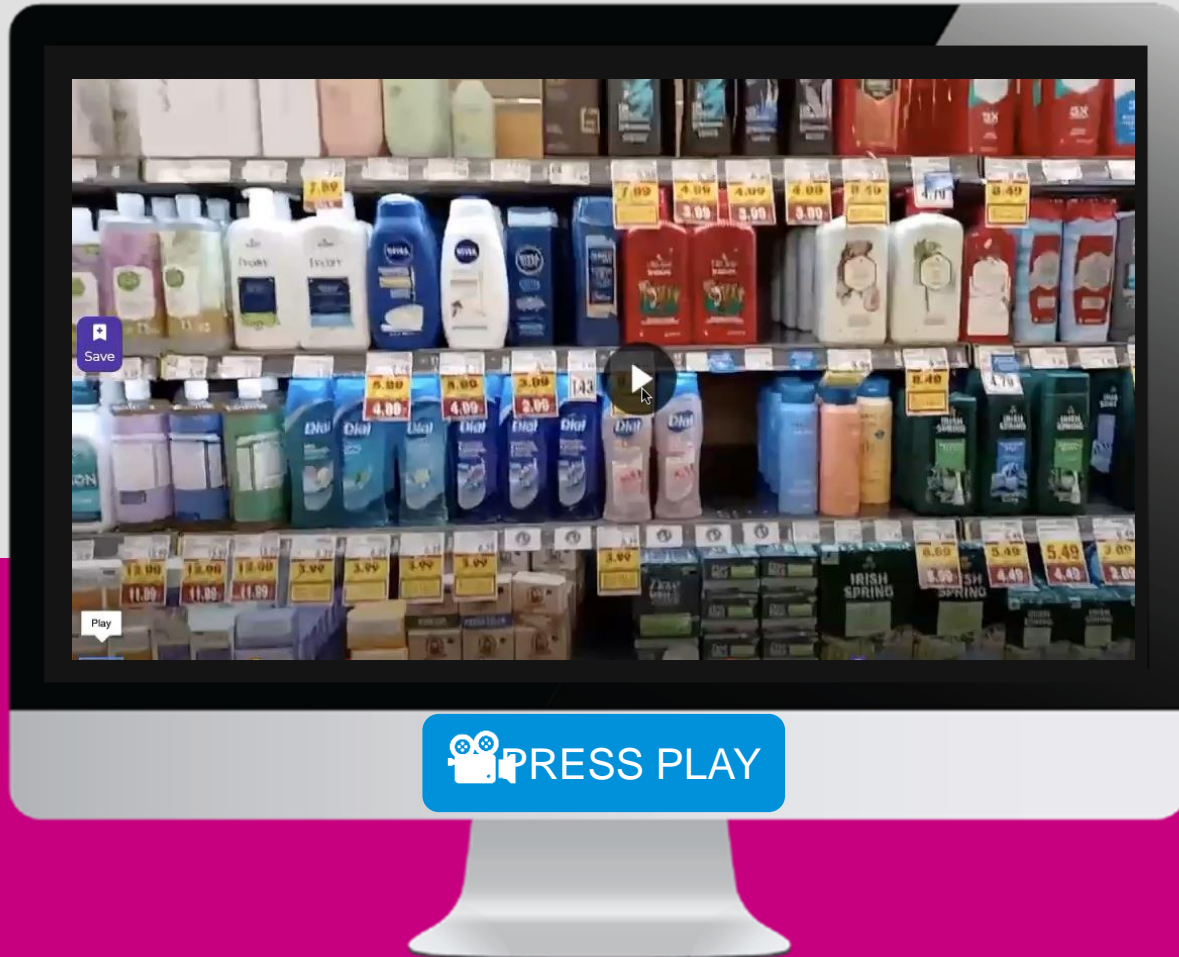


# ShelfPath

Get depth and richness over multiple points in the holistic shopper journey using video-based response and behavior observation:

- Pre-shop planning to in-store and online
- Answer questions in the moment
- Unpack motivations, attitudes, choices, and selections
- Qualitative findings, text analytics, and video metrics can be scaled up with larger sample for rich quali-quant

# ShelfPath in Action



In store, questions are served on screen in real-time for in the moment reactions

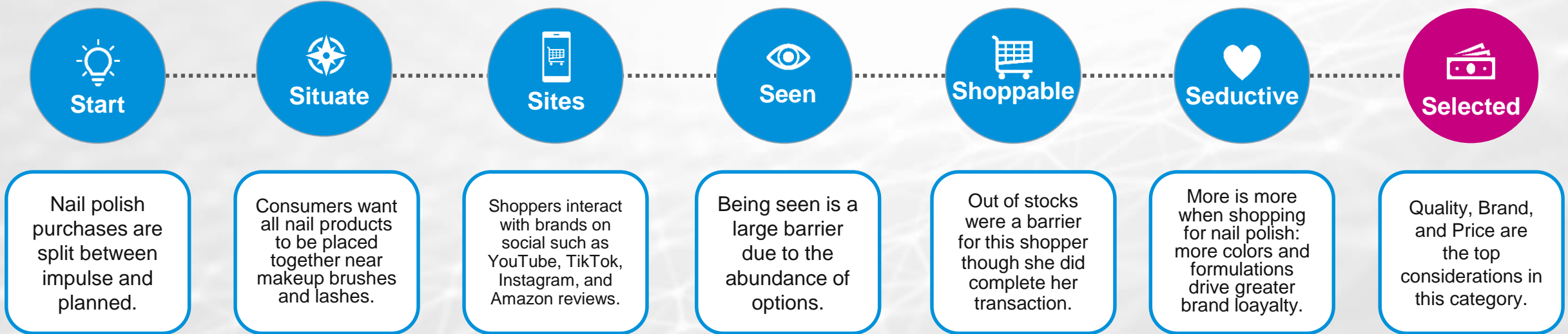
Online, screensharing and short tasks enable behavioral understanding.

For analysis, the advanced machine learning platform uses text analytics and video metrics to reveal meaningful insights and metrics.



# ShelfPath in Action

Rich qualitative behavioral analysis illuminates key aspects of the path-to-purchase:



I would say **no planning, it is solely an emotional purchase**; when I need a pick me up.



PRESS PLAY



PRESS PLAY

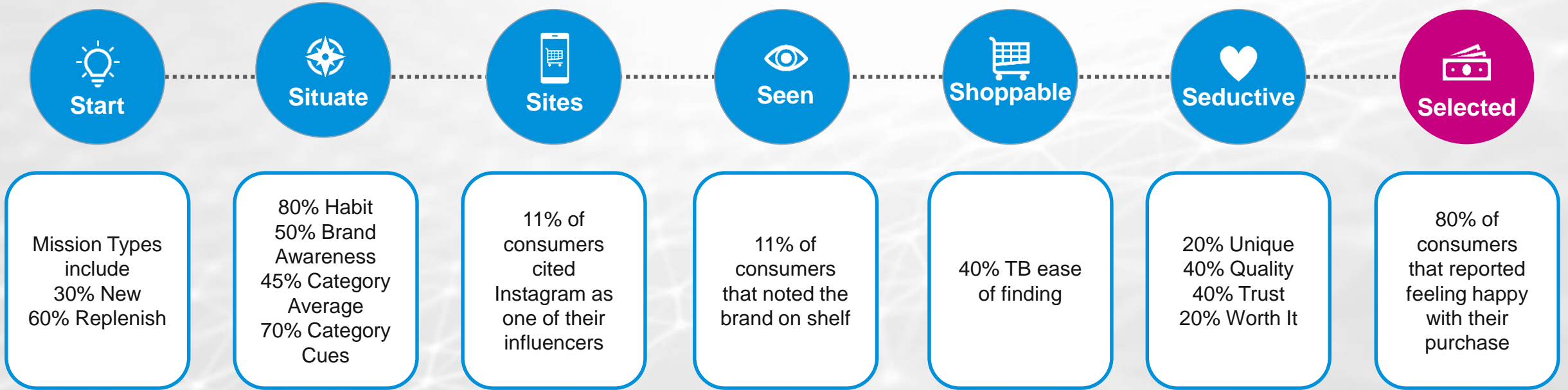


PRESS PLAY



# ShelfPath in Action

Scaling up is optional to then use text analytics and video metrics to deliver quali-quant findings







# DecisionPath

## A 15 mins self-reported survey

- Quantify pre-shop behaviors, including digital and cross channel
- Rank shopping Trip & Mission Triggers, Retailer Selection & Why
- Explore purchase drivers
- Understand final selection dynamics, e.g., devices & fulfillment methods

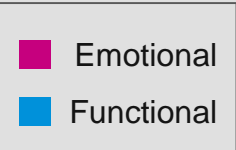
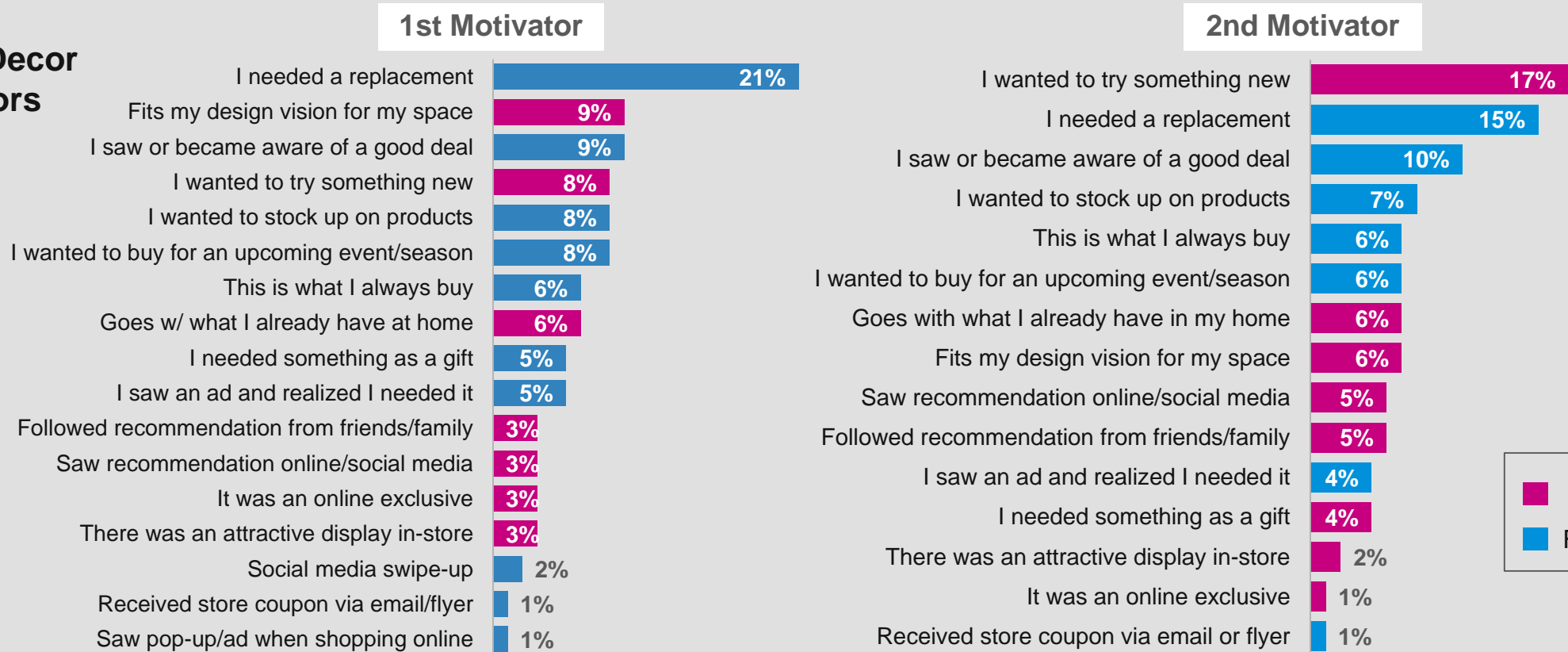
## What makes this survey different:

- Derived importance analytics
- Inputs for a consumer decision tree

# We help explain the important functional and emotional motivators in the category



## Example: Home Decor category motivators



# We profile the channels and retailers based on how consumers shop the category



## Instacart Exploratory Shopping

### Benefits +

- Party Supplies comes up as a category when browsing- 'helpful' to fill out the occasion
- Inspiration groupings: 'What's Popular', 'Customer Favorites', 'St Patrick's Day Essentials' (visually fun, playful tone of voice.)
- Price promos - everywhere! 'Shop All Savings' button is prominent on top of each landing page; grouping under 'Sales' and sales tags on items too; coupons are also easily accessible
- 'Quintessential California Wines' and other variety packs are great for some to try new wines
- Ratings: 'points' ratings
- Product info for some includes brand story: who they are, what they're about, mission statement

### Barriers X

- 'New products' would also be appreciated as an inspiration group or graphic against the thumbnails
- 'Featured' is prominent, but means little
- 'Ratings' based on objective judgement, but no reviews (people go outside the site to Google instant reviews instead)
- Beer: info is less inspiring

*There's no actual like, oh, well, this is what I liked about it. Hey, try it with the drink and mix it. It gives it a really good flavor or things like that. So, actually, written reviews would be nice and something that would be much appreciated. - Daniel, Instacart*

### Channel Profile: Online Summary

	Grocery	Chain Liquor Store	Mass Retailer	Grocery Delivery	Online Wine Delivery	Beverage Delivery
<b>Reasons</b>						
Convenience	●	●	●	●	●	●
Display offerings	●	●	●	●	●	●
Price	●	●	●	●	●	●
Assortment	●	●	●	●	●	●
Site to offer steps	●	●	●	●	●	●
Like shopping tool	●	●	●	●	●	●
Discovery	●	●	●	●	●	●
<b>Discipline</b>						
Wine	●	●	●	●	●	●
Beer	●	●	●	●	●	●
<b>Type</b>						
Online	●	●	●	●	●	●
Mobile	●	●	●	●	●	●
<b>Products</b>						
Wine	●	●	●	●	●	●
Beer	●	●	●	●	●	●

Green: More likely to feature than other retailers. Red: Less likely than other retailers.

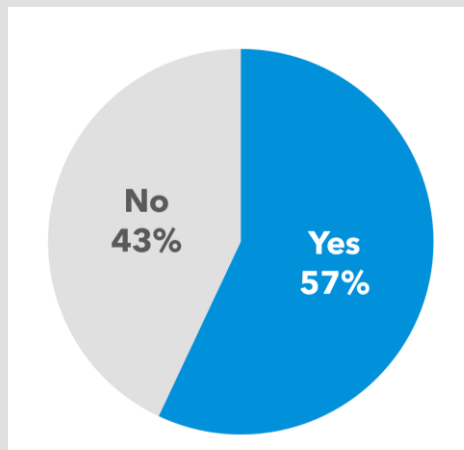


# We quantify the role of various touchpoints towards driving consideration

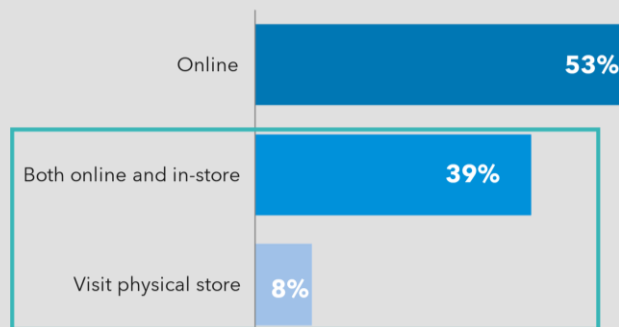


## Example: Supplements category

### Research Before Purchase?

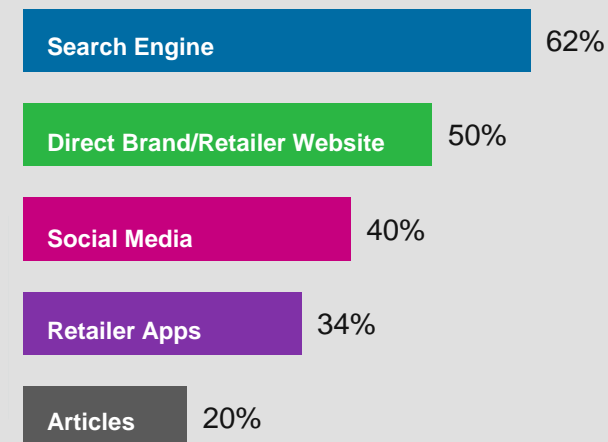


### Location of Pre-shop research



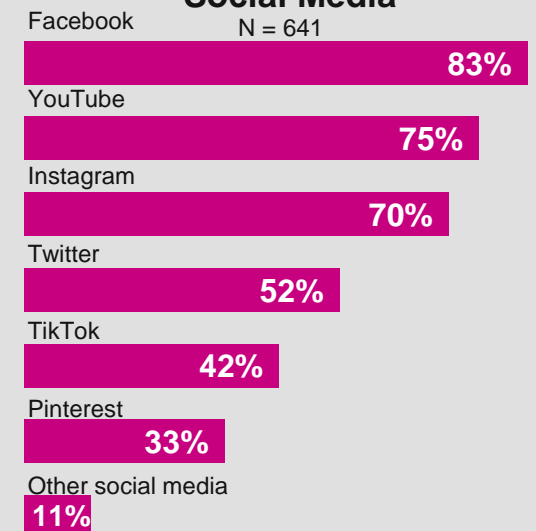
### Online Research Location

N = 1601



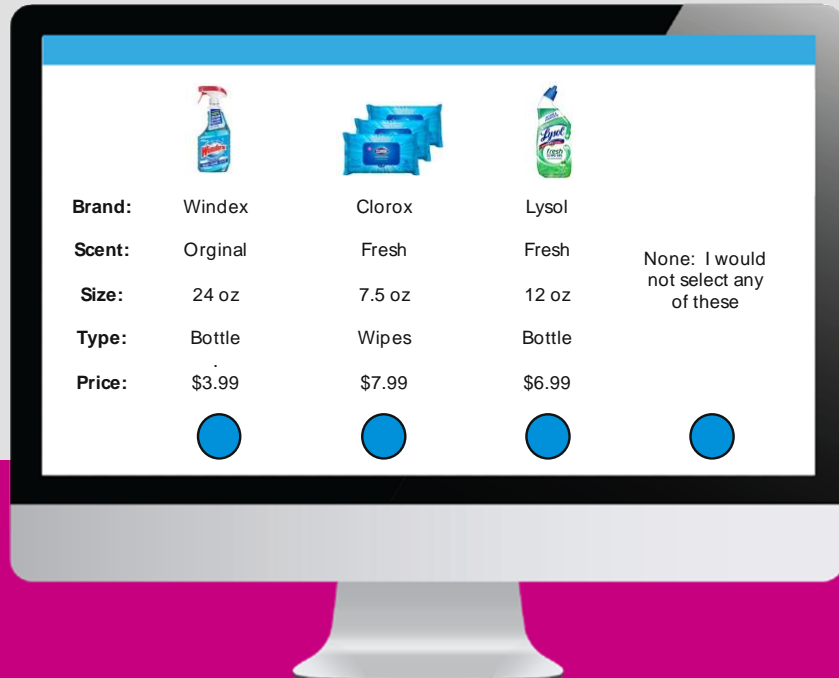
### Social Media

N = 641



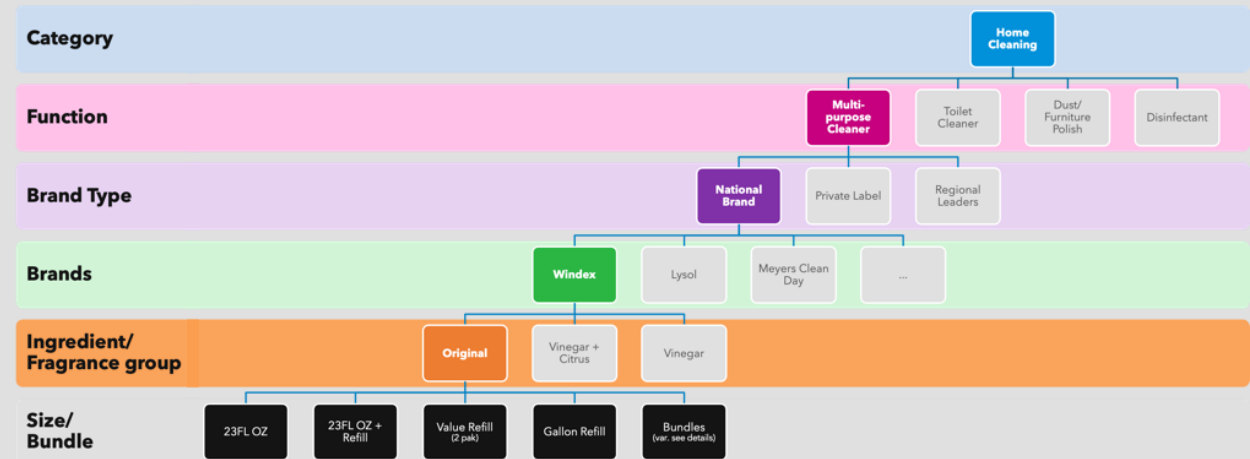
# Advanced choice analytics determine the priority Order of Category Choices

Discrete Choice Conjoint assesses the **relative value of various product feature combinations**



## Shopper Decision Tree: Home Cleaning

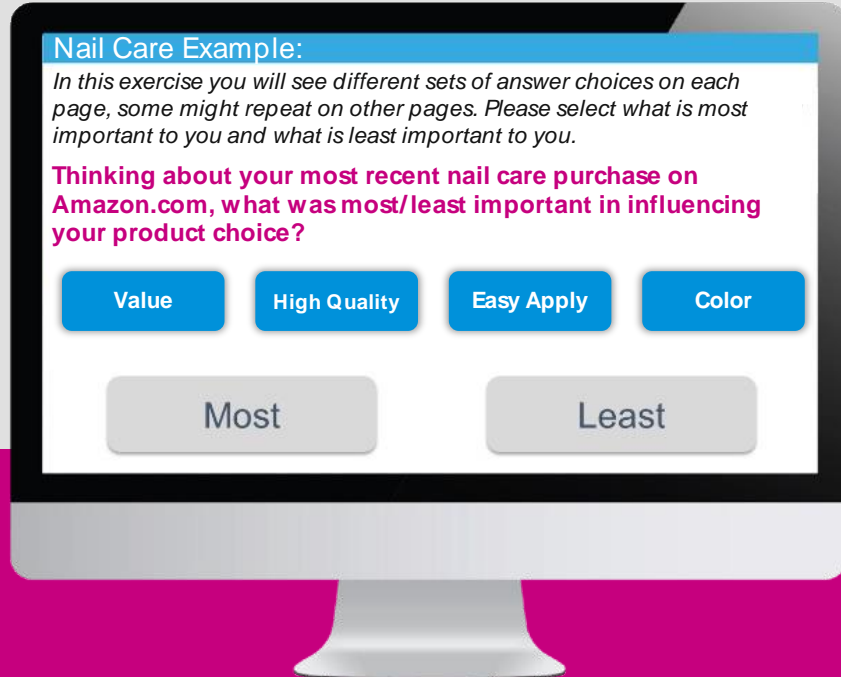
Feature importance is listed top down. Option importance, left to right



Design is based on a wide array of the top selling products in the category (~Top 100). Consumers will make choices 10 to 15 times for different offer sets to help us determine the relative importance of various features in purchase decisions.

# Max Diff Analytics determine priority of Messaging Priorities at each stage

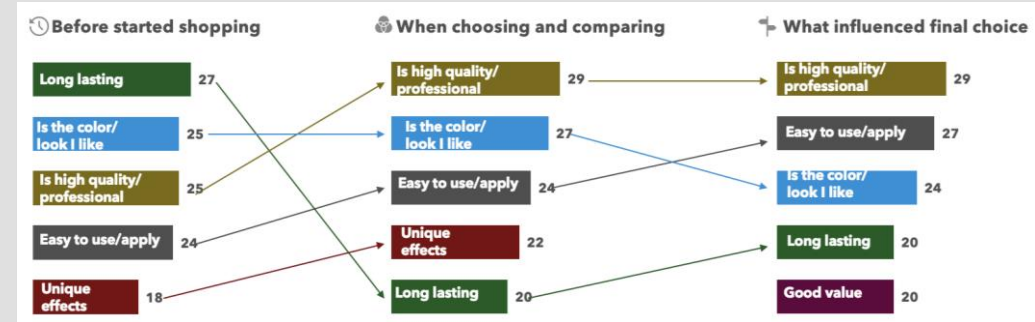
Max Differential scaling assesses the **relative importance of various benefit messaging choices**



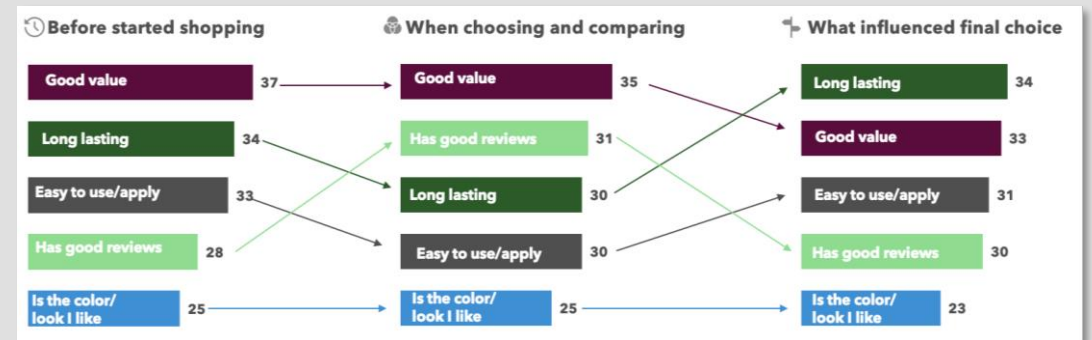
Design is based on a range of messaging choices the client team is considering. After determining overall importance, we also assess import of messaging options at each stage of the journey, during discovery, at evaluation and at final purchase.

## Messaging Priorities: Nail Care

### Specialty In-Store



### Online



# DigiTraffic

We analyze digital traffic and user behavior data collected on an AI-based market intelligence platform to offer:

- True 360-degree view of digital activity
- Insights across customers, prospects, partners, and competition
- Deep understanding of the amazon.com marketplace including in-app activity

## Issues we analyze include:

- Overall search journey
- Website interaction
- Conversion



# DigiTraffic 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	85%	\$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

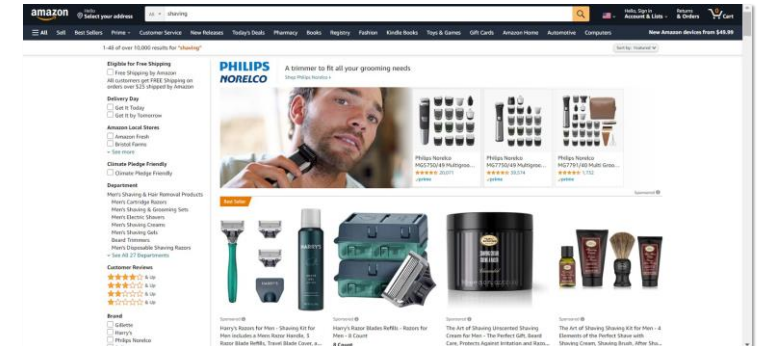
KWs related to Shaving // Mobile

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





# DigiTraffic Example: Vacuum Cleaners

## Big Data Analysis Example

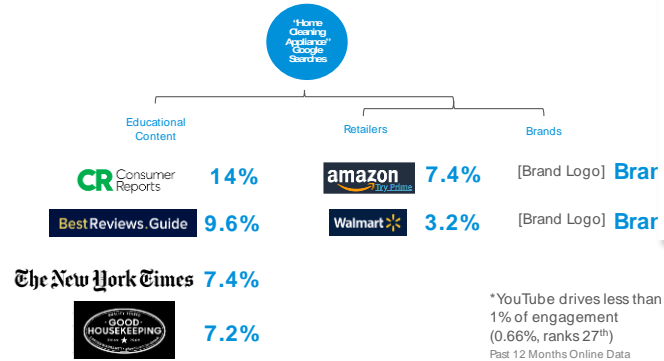
OmniPath Research in Consumer Durables



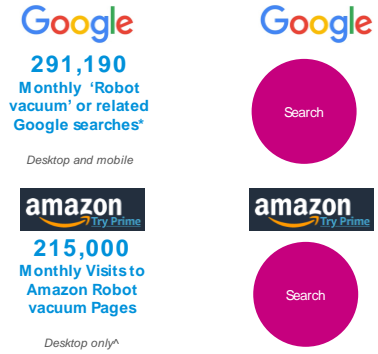
Using Big Data, the type of websites users visit and category-specific web searches can be tracked and quantified

### BACKGROUND

The client a global white goods manufacturer seeking to reposition their home appliances against the competition and new entrants. The target shopper, a mix of young and old shoppers ages 25 to 64, go about their home cleaning appliances online.



Big Data also helped track the general paths to purchase on specific websites, and sites visits based on specific search terms



Website traffic shares, web page visits, and conversion rates illustrated the competitive pressures

Top Vacuum Search Terms on Amazon	Average Monthly Page Visits	Conversion Rate
Brand 1	379K	9.41%
Brand 2	279K	10.26%
Brand 3	215K	7.14%

Domain (3)	Traffic Share ↓	Change	Rank	Monthly Visits	Desktop vs Mobile	Visit Duration	Pages/Visit
Brand 1	51.71%	+ 1.3%	#19,624	2.372M	22.4% 77.6%	00:03:37	3.20
Brand 2	28.26%	- 7.06%	#35,199	1.296M	31.4% 68.6%	00:04:01	4.35
Brand 3	20.03%	- 0.65%	#44,798	918,862	54.7% 45.3%	00:03:49	3.60





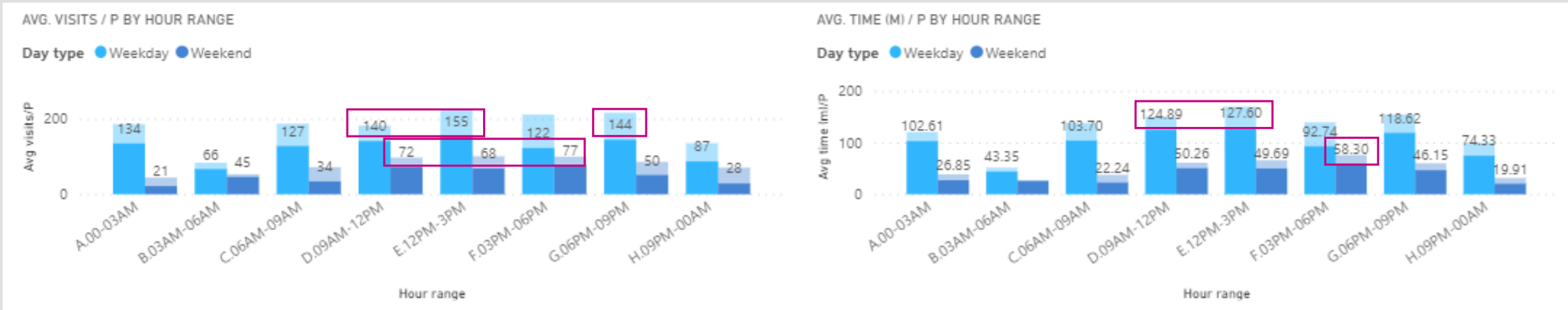
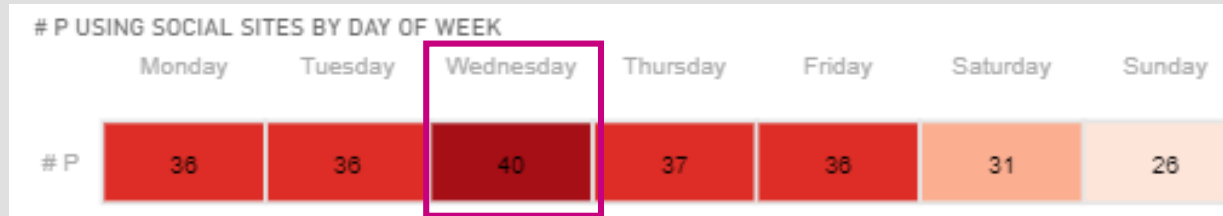
# DigiFootPrint

We analyze the digital footprint of target consumers through their click-stream and media consumption data including:

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

We uncover the key touchpoints to breakdown barriers and increase benefits to influence consumers on the shopper journey.

# Example: We will help you understand the role of media including social media in the path to purchase



Illustrative Reporting Examples for the Hair Care Category





# Using a combination of data sources, we gained an understanding of the entire Path-to-Purchase, noting key touchpoints along the way:



Starting on the Lazada Homepage, she searched by certain keywords. In this case, it was the “Jergens” brand name.



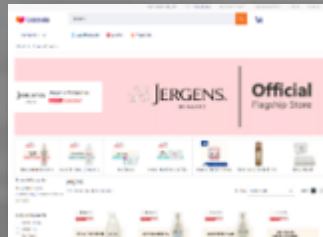
Respondent was exposed to products based on her historical eCommerce behavior.



Time based promotional strategies also initiated action.

While on the Lazada homepage, she reacted to the brand stimuli.

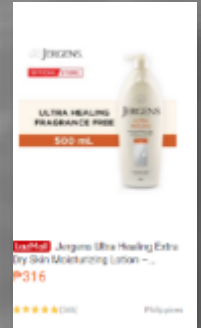
Clicked on a sponsored link and started browsing.



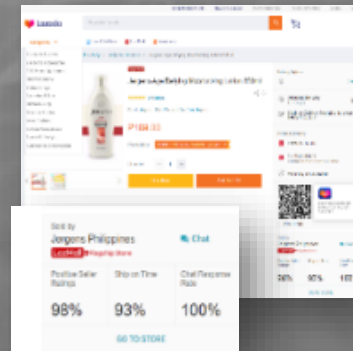
Goes into flagship store to keep shopping. Clicks on “All Products” to explore the full range.



Clicked on SKU: Jergens Ultra healing Extra Dry Skin Moisturizing lotion 500ml



Goes into the product detail page. Then clicks on flagship store.



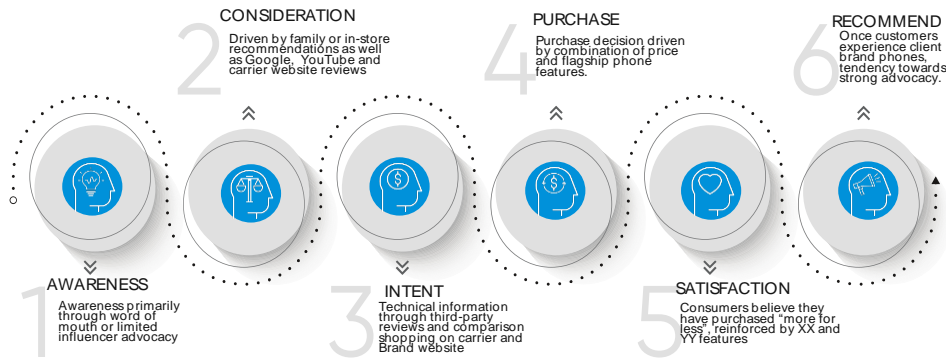
Shopper clicks on SKU: Jergens Age Defying moisturizing lotion 200ml

Finishes the online session then went to buy in a physical retail store.



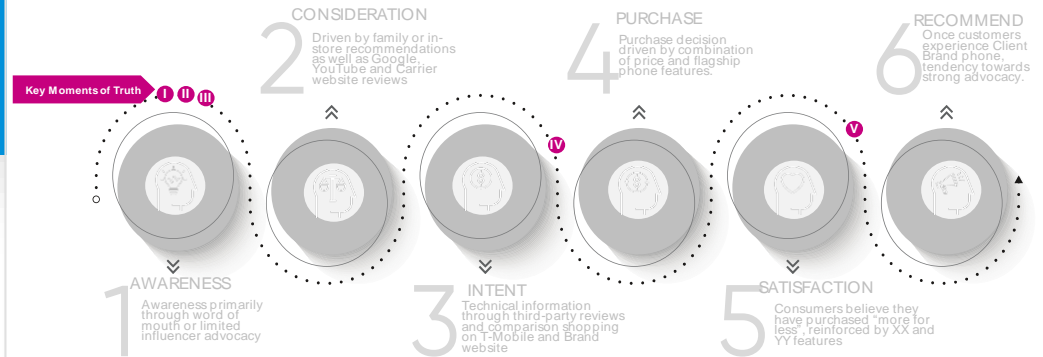
# Key Deliverables

## 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)



*Consumer Electronics Example*

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



SK-II

logitech

SAMSUNG

sunbrella

Johnson & Johnson

MOLSON COORS beverage company

3M

Kraft Heinz

The Clorox Company

BISSELL

COLGATE PALMOLIVE

BACARDÍ

reckitt

Mondelez International

P&G

Meta

DURACELL

target

MARS

FERRERO Johnson

STEP 2

Coca-Cola

Reebok

ONEPLUS

SONOS

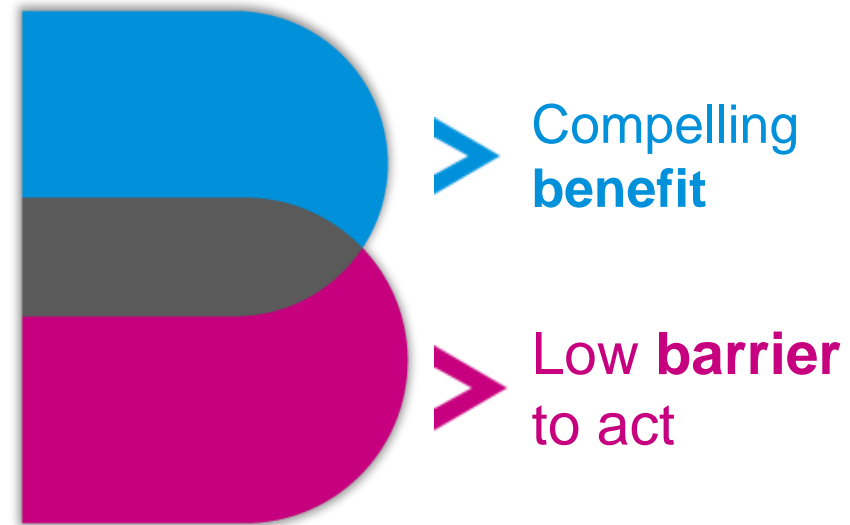
PHILIPS

We are shopper marketing advisors to the world's leading brands



# Our Behavioral Science Framework

The latest thinking in **Behavioral Science** tells us that all human choices are driven by two things:



Grounded in academic rigor, Behaviorally uses advanced behavioral science-based research methods to:

- measure how motivating your activation is to shoppers (Benefits)
- identify if there are physical and psychological barriers that may stop them from purchasing (Barriers)



# We



# Behavioral Sciences

Behaviorally is a bold and prolific contributor to the body of knowledge on the Behavioral Sciences and its impact on business.



**2022 GRIT TOP 10**  
MOST INNOVATIVE SUPPLIER

Our eBooks

Our Blog & Podcast Series

Our Events & Masterclasses



# Thank You!



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