

TRANSLATING INSIGHTS INTO ACTION

How Roku went from a 100-slide research report to a 10-slide presentation for key stakeholders

Roku

LUTH
research

A woman with long brown hair is sitting at a table in a cafe, looking down at a smartphone in her hands. She is wearing a dark-colored top. In the foreground, a laptop is open on the table. The background shows other tables and chairs in the cafe, slightly out of focus. The entire image has a red overlay.

About Luth

ABOUT LUTH

1977
Data Collection
Services
Founded in
San Diego, CA

1999
Online Panel
Developed


2013
Passive Digital
Tracking with ZQ
Intelligence

2017
Multi Faceted
Data Integration



About Roku

ABOUT ROKU

The background of the slide features a Roku streaming stick and its remote control. The stick is on the left, and the remote is on the right. The Roku logo is visible on both. The background is a gradient of purple and blue.

Streaming players
and sticks, Roku
TVs, home audio

Fun Fact:
Roku 六
Means “Six” in
Japanese



The Technology

ZQ INTELLIGENCE: DIGITAL TRACKING SOFTWARE



Captures behavior based digital insights from PC, mobile and tablet devices



Integrates digital data to uncover the “why” behind digital activity



Provides a single-source solution, ensuring accurate and granular level of insights



Delivers big data via dashboard or custom report

WHAT ZQ INTELLIGENCE TRACKS



1

Visitation and Time
Spent on Sites and
Apps



2

Search Behavior



3

Navigation
Patterns



4

On-site Navigation



5

Video
Consumption



6

Purchase Behavior

QUESTIONS ANSWERED WITH ZQ INTELLIGENCE



Weekly Pattern Analysis

- Do people visit target sites following specific patterns?
- How can client take advantage of the peaks and lows of the visits during a week?



Purchase Journey Mapping

- Do customers at early, mid and late stages behave differently in digital channel?
- What are the critical touchpoints to influence customers?



Before/After Navigation

- How actively do customers engage in comparison shopping?
- Any strategic partnerships client can form to drive traffic and convert sales?



Domain of Influence Analysis

- What are the sites of statistical significance in enhancing brand perception and converting sales?
- Can we quantify the level of visitation required to enhance branding and convert sales?



Search Analysis

- What search terms are most relevant in the client product category?
- Which search engines do the target customers use more than others for the client product category?



Site Correlation

- Are customers who are frequently visiting website A, B and C also visiting X, Y and Z frequently?
- How does client use the insights to gain better ROI for media planning?

“Knowledge is a process
of piling up facts; wisdom
lies in their
simplification.”

- Martin H. Fischer

DATA



SORTED



ARRANGED



PRESENTED
VISUALLY



EXPLAINED
WITH A STORY



ACTIONABLE
(USEFUL)



How do we go from here....

PRESENTED
VISUALLY



to here....

ACTIONABLE
(USEFUL)





Roku INITIATIVES

1

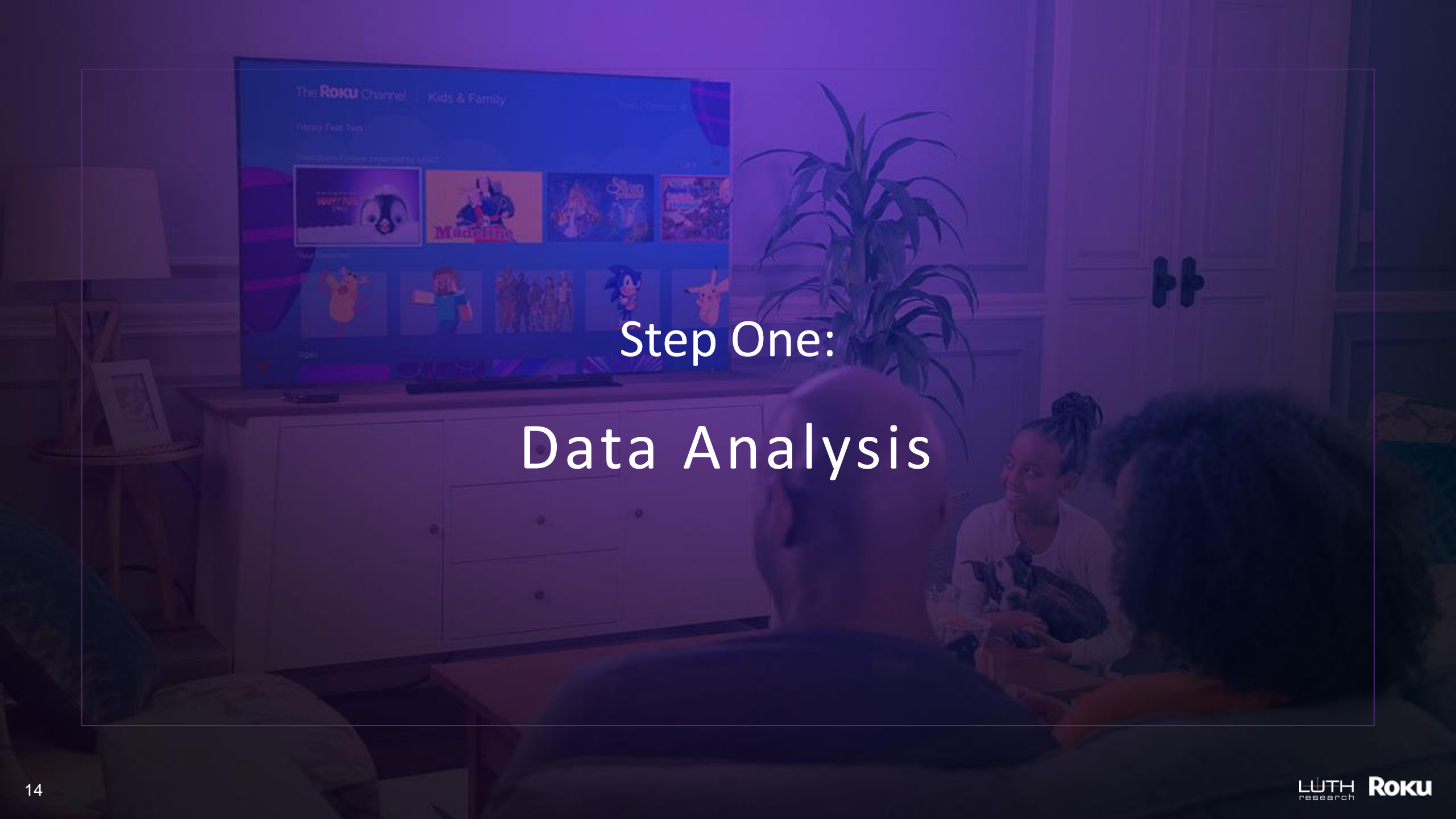
The path to
acquisition for a
streaming media
player

2

Insights around
touchpoints that
matter

3

Best ways to
engage
customers in the
brand



Step One: Data Analysis

Online Shopping Journey Overview

Macro Journey & Online Behaviors

1,110

STREAMING MEDIA PLAYER
SHOPPERS OBSERVED

xx% PURCHASERS

xx% NON-PURCHASERS



Micro Journey & On-Site Feature Engagement

2,450

STREAMING MEDIA PLAYER
SHOPPING VISITS

xx% SHOPPING PURCHASE VISITS

xx% SHOPPING NON-PURCHASE



A woman with short blonde hair, wearing a dark blue long-sleeved top and a light blue skirt, is captured in a joyful spin in a lush green field filled with yellow wildflowers. Her arms are outstretched, and she has a wide smile. In the background, majestic snow-capped mountains rise against a clear blue sky. The image is framed by a white border.

LOOK AT ALL THE

Review Objectives

No Executive Summary

Be Organized

Add a Data Repository

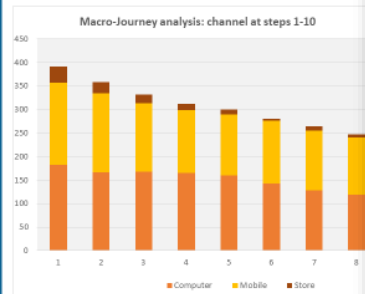
DATA TO REVIEW

Analysis

Macro Journey: Overall – Any Visit Across Shopping Categories

Mobile usage for shopping overall is starting to close the gap with PC as the most used shopping channel during the holiday season. Store visitation plays less of a roll after step 3 and mobile usage persisting throughout the next 10 steps of

- Walmart picks up steam in the overall journey that Walmart may benefit from shopper which dominates in holiday shopping over

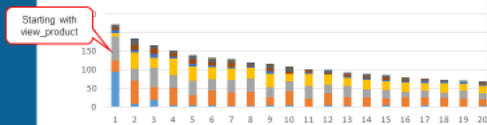


Category Differences

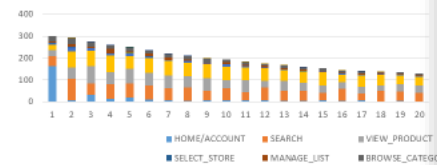
Baby journey is most distinct from the other categories

- Most likely to start with view_product
- Baby has the sharpest reduction of a Paper has the most manage_list usage.

BABY: micro touchpoints at steps 1-20



LAUNDRY: micro touchpoints at steps 1-20

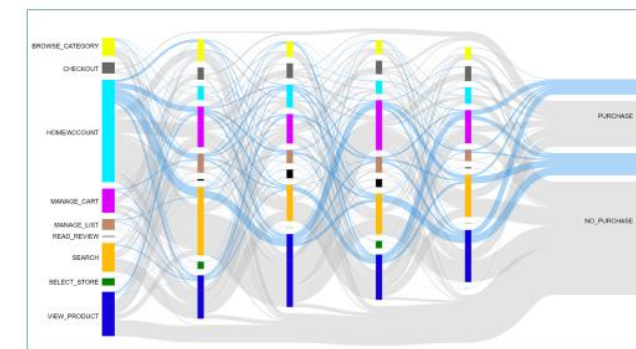


Differences: Purchase Vs. Non Purchase Visits



Main Pathway#1: Search/View/Cart+ List

One in five trips to Walmart.com involving the core categories follows this pathway. Driven by key activities of using search, view PDP, manage cart and list.



20%

Of all visits to Walmart

Highlight: This pathway involves the key behaviors of: search, view product (PDP), manage cart and list.

A person is seated at a round table, looking at a smartphone. The table is set with a glass of red wine, a blue mug, and several plates of food. The scene is dimly lit, and the image has a purple overlay. The text "Step Two: Meeting of the Minds!" is centered over the image.

Step Two: Meeting of the Minds!

Researcher brings the research, clients bring the category expertise



Impressive Collection of Insights & Questions!

Organize the top insights and questions that come out of this meeting – they will drive the next stage!



Over **X%** of
our sample
shopped only
one brand



Segmenting
shoppers in a
continuum of
consideration



One in XX
category
shoppers make
a purchase

**Search and Product
Detail Pages**
are key points of
engagement



How important
are **search tools**

Although Review
Site visits are
preceded by
Search, trust and
habit drive traffic
to these sites

Over XX%
of visitors to
core retailers
use on-site
search

There's
opportunity to
educate
consumers about
XXX

Ultra Our ultimate streaming player
Powerful quad-core processor
Lost remote finder & private list

Roku TV

Home

Featured Free

My Feed

Movie Store

TV Store

Search

Streaming Channels

Settings

Step Three:

Story Comes Together

Narrative construction...have a beginning middle and end, with conflict and resolution



How does this work?

1

Know your audience

2

Set up the Argument

3

Evidence –
Assert Your
Claims

4

Story/Language
and Data
Visualizations

Insights to Action: Example





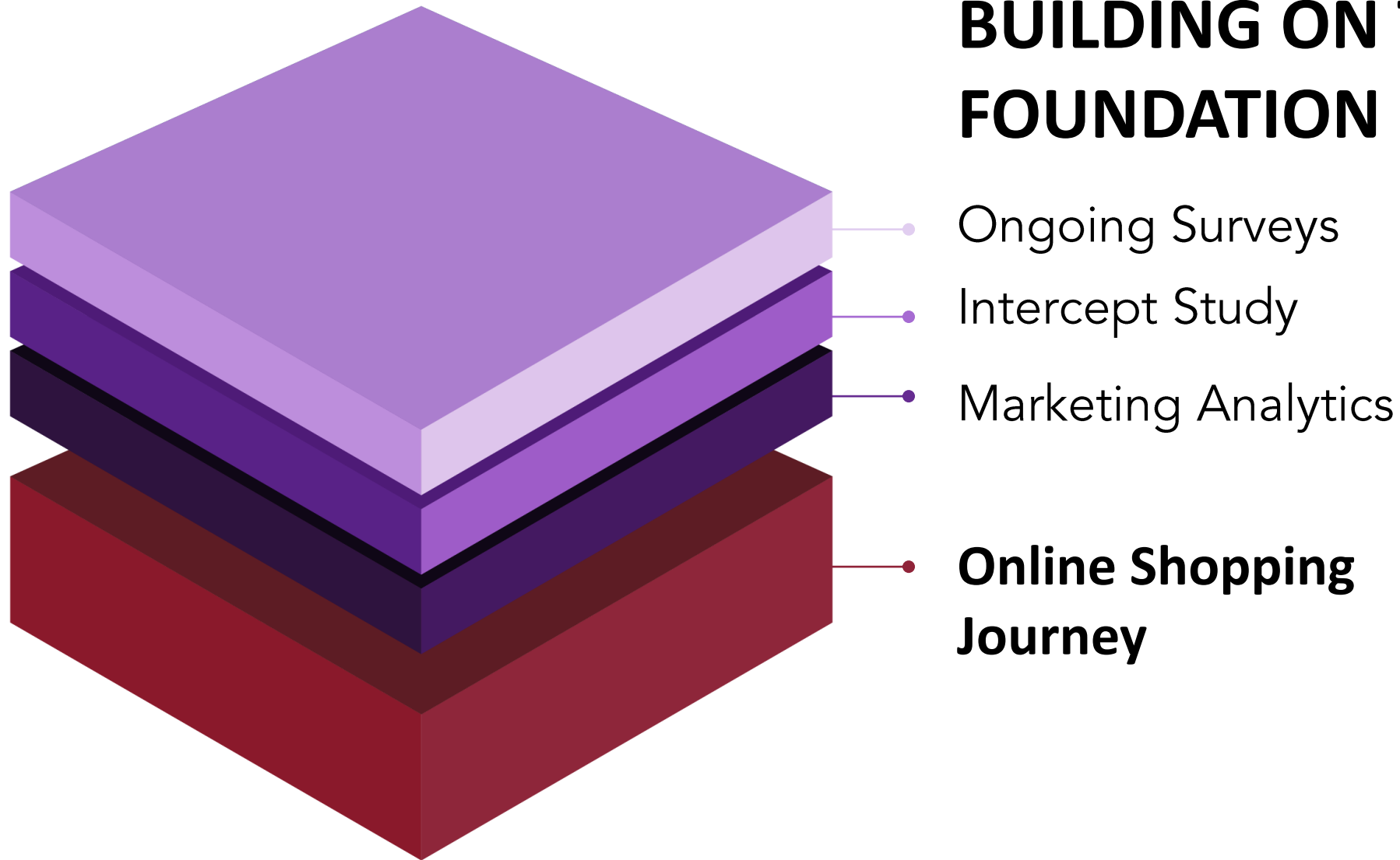
Step Four: Stakeholder Summary

FOR SALE:

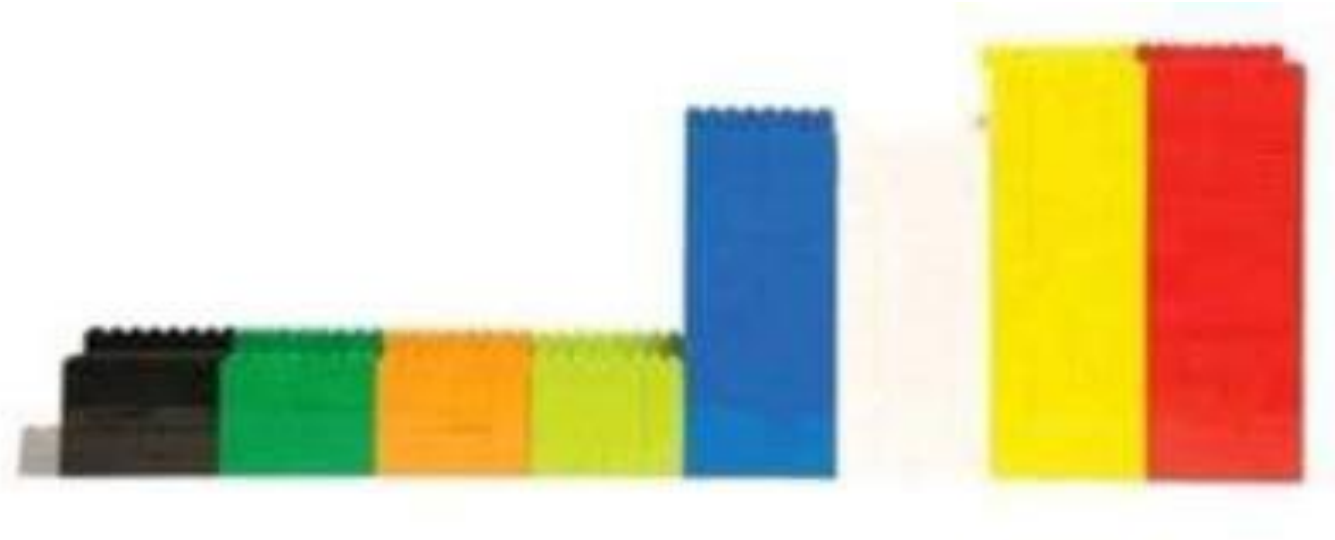
Baby shoes.
Never worn.

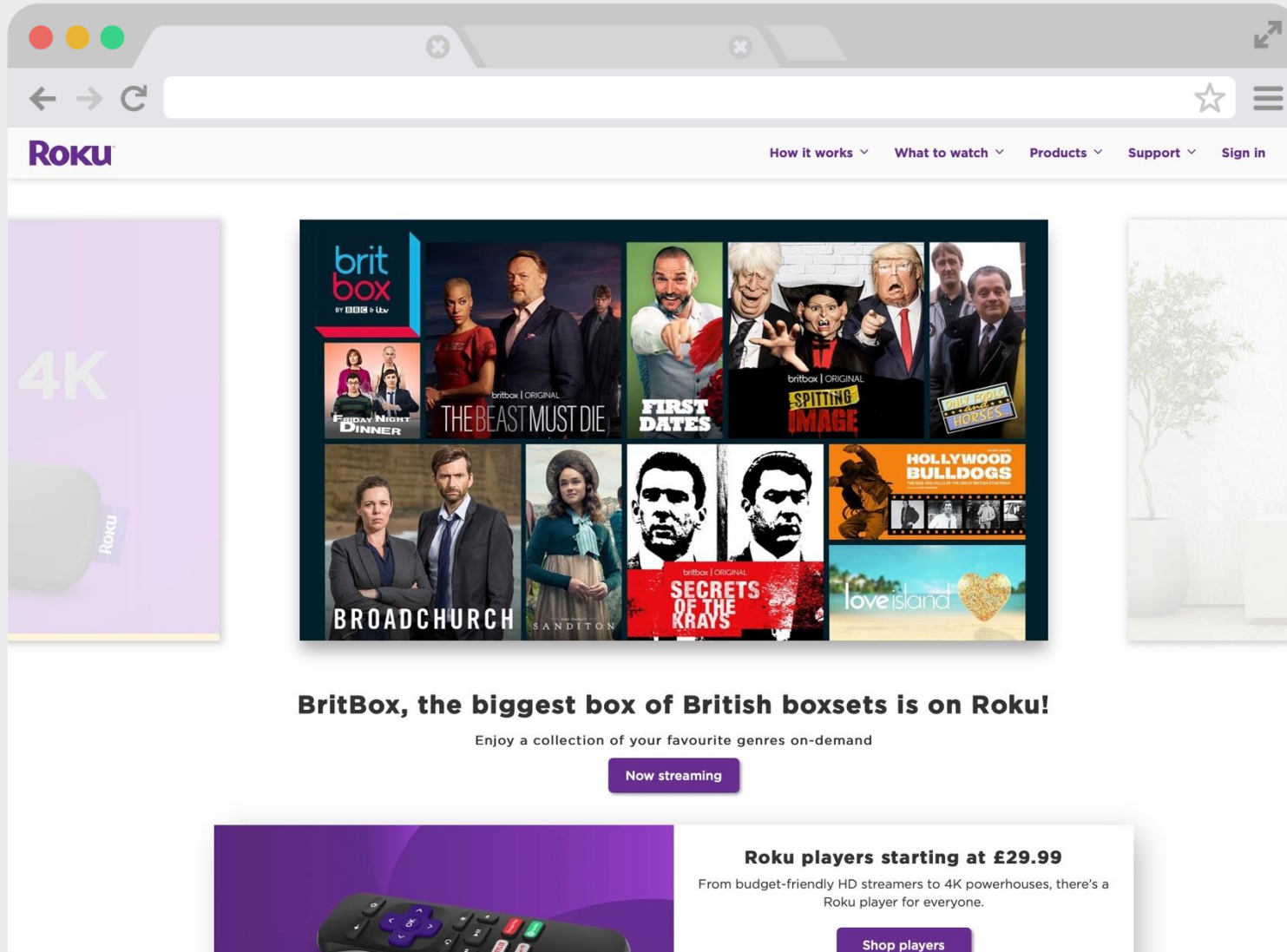
-Ernest Hemingway
(maybe)

BUILDING ON THE FOUNDATION



PRESENTED
VISUALLY





Story #1: Roku.com

**We layered what we knew
already – the share of
player sales coming from
Roku.com, and the reasons
people visit Roku.com –
with the data from Luth**

XX% of sales

Research

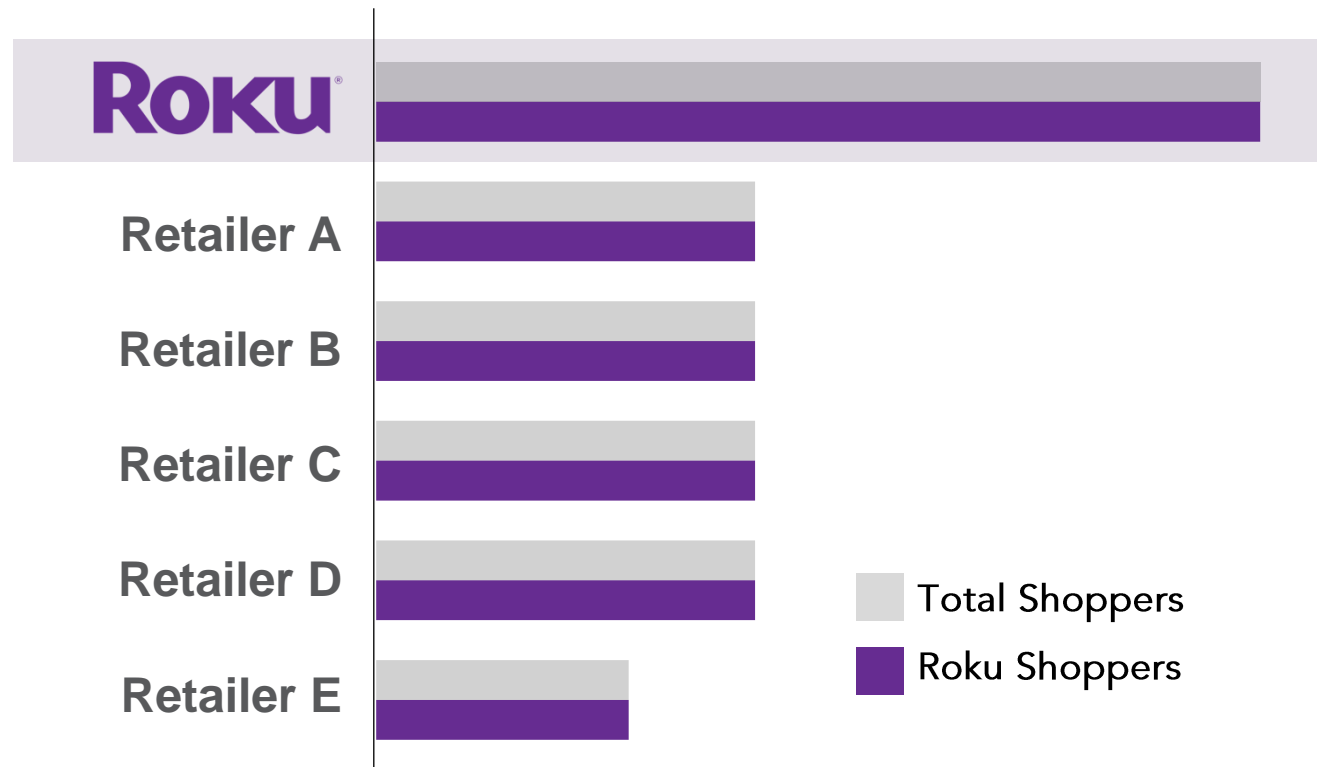
Purchase

Billing

Account Mgmt.

We learned what share of online player shoppers visit Roku.com

ONLINE RETAILERS VISITED
(% of total shoppers versus Roku shoppers)



Othersite.com gets

X%

Roku shoppers

XX%

of Roku shoppers
start on Roku.com

X%

start on site.com or
a search engine

Manufacturer sites are used for more detailed research, not for purchasing

”

Well, if I wanted to know the details of the device, I'd probably have to go to the site of the product manufacturer ...– BRANDY

”

I think the first place I went to when I was doing my research is just going to the BRAND store, because I used it kind of like a reference for official details and tech facts. – MICHAEL

INSIGHT

**Roku.com could
be a bigger
shopping
destination**

ACTION PLAN

- Idea #1
- Idea #2
- Idea #3
- Idea #4

ACTIONABLE
(USEFUL)

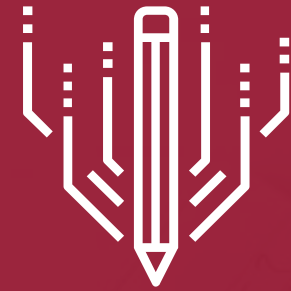




DATA



PARTNERSHIP



ACTIONABLE

CONTACT



Lisa Luth, Luth Research
SVP, Business Development
lluth@luthresearch.com



Danielle Blugrind, Roku
Senior Consumer Insights Manager
dblugrind@roku.com