Behavior Data in a Survey World (and vice versa)

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The challenge for marketers: how to interact, engage, and sell more to our consumers in this fragmented digital world...
Marketers are seeking a holistic understanding of consumers’ multi-platform digital behavior, touchpoints, activities and content consumption.
The world is awash in data, but data is not born to be meaningful... it has to be made so.
Today single-source data can’t tell the whole picture

The Ipsos Unified Advanced Data Analytics framework uniquely combines all data sets and provides unique insight.
Our panelists accept to download a specific App or software on their smartphone and/or PC (meter) and we record their online behavior in real-time during the duration of the project.
We capture digital data on PCs and Smartphones

More than 50 key metrics -- all of which can be linked to declarative surveys

<table>
<thead>
<tr>
<th>Apps</th>
<th>Websites</th>
<th>Search</th>
<th>In App Video</th>
<th>Texts:</th>
<th>Calls:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Including Name, date/time, frequency and duration of native and 3rd party apps</td>
<td>Including URL (HTTP and HTTPS), date/time, frequency and duration</td>
<td>Search terms employed across major search engines</td>
<td>On Site and In-App videos viewed e.g. On YouTube, Netflix, Amazon videos</td>
<td>Frequency, date/time</td>
<td>Calls placed, Calls received, Duration, Answered, Ended</td>
</tr>
</tbody>
</table>
We combine Survey and Digital data

**Digital Tracking (PC, Mobile, PC + Mobile)**

- **Week 1:** Weekly Mini Survey
- **Week 2:** Weekly Mini Survey
- **Week 3:** Weekly Mini Survey
- **End:** Survey

-TT0
Case study #1: Food flavor and spice - Individual path to purchase

Qualitative Mini Moment: How to cook/smoke meat?

10:57PM
GOOGLE.COM
Searched for Liquid Smoke

10:58PM
CHOWHOUND.COM
Read blog post on “Liquid Smoke or Not”

11:00PM
INSTACART.COM/WHTOLE-FOODS
Checked product page for Wright’s Liquid Smoke

11:01PM
GOOGLE.COM
Searched for Liquid Smoke Substitute

11:23PM
VARIOUS SOURCES
Liquid Smoke alternatives, substitutions, and a recipe for hickory smoke salt.

11:32PM
CLIENT.COM
Viewed this same product (SMOKED Sea Salt Grinder) directly on the brand’s website

11:32PM
AMAZON.COM
Viewed product page for CLIENT SMOKED Sea Salt Grinder 2.39oz (5 Pack)

11:37PM
CLIENT.COM
Spent time browsing recipes, including Low Sodium Chicken Skillet with Spinach and Tomatoes

11:30PM
GOOGLE.COM
Searched for client Smoked Salt

11:30PM
GOOGLE.COM
Searched for (Smoked Salt)

11:28PM
YOUTUBE.COM
Video for “Oven Smoked Ribs – Mark Bittman”

11:25PM
CHOWHOUND.COM/LIVESTRONG.COM
Read blog post on “Home-Smoking Meat Without a Smoker – It Can Be Done!” and an article on “How to Smoke Meat in the Oven”
Case study #2: Food flavors and spice – Comparative search by segment

Food Related Website Behavioral Segmentation: Food Related Search Terms Used

<table>
<thead>
<tr>
<th>Top Search Categories by Segment</th>
<th>Family cooking</th>
<th>Healthy living</th>
<th>Practicality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat &amp; Seafood</td>
<td>14%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Recipes</td>
<td>13%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Baked Goods &amp; Pastries</td>
<td>11%</td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Produce</td>
<td>10%</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Food Stores</td>
<td>7%</td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Grains, Noodles, &amp; Rice</td>
<td>5%</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Meat &amp; Seafood</td>
<td></td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Diet &amp; Nutrition</td>
<td></td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Produce</td>
<td></td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Recipes</td>
<td></td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Cereal &amp; Breakfast Food</td>
<td></td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Baked Goods &amp; Pastries</td>
<td></td>
<td></td>
<td>6%</td>
</tr>
</tbody>
</table>

Insight / Recommendation: Cost per click / cannot be the only rational, prioritize also according to consumer segment targets.
Case Study #3: Beauty Brand Online Journey – In-store purchasers

**Insight / Recommendation:** Brands website drive traffic to online retailers, including for in-store purchasers (pharmacy). Marketing Budget / time allocation
Case study #4: Telco Vertical Online Touchpoints During the Decision Path

**Reach by Shopping Phase**

- Broadband/ Wi-Fi: 10%
- Internet Data & SIM Card: 10%
- Mobile Hardware: 40%
- Mobile Prepaid: 10%
- Search: 20%
- Telecom News & Reviews: 60%
- Telecom Provider: 10%

**Interest**

- 10%
- 27%
- 9%
- 18%
- 36%
- 78%
- 9%

**Exploring**

- 27%
- 9%
- 11%
- 11%
- 22%
- 9%
- 27%

**Considering**

- 9%
- 18%
- 33%
- 22%
- 27%
- 18%
- 33%

**Evaluating**

- 9%
- 18%
- 27%
- 27%
- 18%
- 33%

**Decided**

- 50%
- 18%
- 27%
- 63%
- 33%
- 33%
- 17%

**Purchased**

- 33%
- 17%
- 33%
- 50%

**Insight / Recommendation:** Digital touchpoints have different roles in the Consumer Path to purchase, prioritize your investment and adapt your creative.
Case study #5: Electronic device

Minutes per Visit by Shopping Phase

**Insight / Recommendation:** Key role Manufacturers website at evaluation phase with long visit => focus content and performance, characteristics and tutorial.
What’s next?

Appending multiple Behavioral sources to Survey data for an holistic unified picture

First part data:

**CRM:** Which product purchased and loyalty segment

**Web Analytics:** Which behavior on your digital properties

**TV/Radio:** ACR (Audio Capture and Recognition): which TV content and Commercial exposure (live TV, DVR, OTT)

**Geo Localization:** Which place? Which store visited? Which exposure?

**Purchase:** Which in-store and online purchases: Receipt scanning, loyalty program, credit card data appending.

**Ipsos Unified Advanced Data Analytics**

**Data Collection**
- Survey
- CRM Web Analytics
- Phone
- Tablet
- PC
- TV/Radio
- Geo
- Purchase

**Data Merger and Refinement**
- Data Analytics
- Data Interpretation
- Data Management

**Insight Activation**
Thank you!