



# Data that Delivers

**UNDERSTANDING THE WHY BEHIND  
CONSUMER BEHAVIORS**



# Contents

|                                          |           |
|------------------------------------------|-----------|
| <b>Introduction</b>                      | <b>03</b> |
| What do we know about today's consumers? |           |
| What does this tell us?                  |           |
| <br>                                     |           |
| <b>The marketing dilemma</b>             | <b>06</b> |
| The fragmented consumer journey          |           |
| The real-time answer                     |           |
| <br>                                     |           |
| <b>Finding the missing piece</b>         | <b>13</b> |
| The <i>what</i> vs. the <i>why</i>       |           |
| Audience spotlight                       |           |
| <br>                                     |           |
| <b>The sweet spot</b>                    | <b>21</b> |
| Insight in practice                      |           |
| <br>                                     |           |
| <b>Marketing that works</b>              | <b>26</b> |
| Consumer profiling                       |           |
| Crafting a message that converts         |           |
| <br>                                     |           |
| <b>Conclusion</b>                        | <b>31</b> |
| Checklist: Understanding the 'why'       |           |

# Introduction

The global marketing industry has changed dramatically.

Marketing and advertising professionals are facing increasing demands and pressure from employers to prove their impact on the bottom line, and justify their everyday decisions with hard data.

For research and insights professionals, their roles have become even more pivotal to the teams around them. They're under increasing pressure to provide impactful consumer insights, as and when they're needed, from a reliable source that paints a holistic picture of the target audience and offers a compelling competitive advantage.

And in today's real-time landscape, time is of the essence. That's why, with the growing abundance of tools and increasing focus on metrics, they're turning to real-time analytics to better understand their consumers.

But is this giving them what they need?

Web analytics, based on passive measurement techniques, only paint half the picture when it comes to visualizing and understanding your consumers.

**It's no use knowing *what* people are doing if you don't know *why* they're doing it.**

In this guide, we'll take a closer look at what it takes to close the loop, forming a 360-degree picture of your target audience to deliver the right results.

# What do we know about today's consumer?



**47%** of ad-blockers use the software to avoid annoying or irrelevant ads.



**47%** of millennials would advocate a brand for high-quality products.



Over **one third** of consumers use social media to find entertaining content.



**57%** of Gen X consumers like to seek expert opinion before buying products.



**40%** of Gen Z consumers use social media to keep up with news and current affairs.



**Free delivery** is the top purchase driver among mothers.

## **What does this tell us?**

Consumer behaviors aren't the only things changing. Their attitudes, motivations, interests and perceptions are changing too.

Brands that go beyond the surface to understand these, using robust and reliable data, are leading the way in the struggle to drive consumer-centricity.

Combining deep insight that quantifies a consumer's thought process with analytics that tracks their digital footprints, it's now possible to deliver exactly the kind of experience your target consumers expect.



01

# The marketing dilemma

**"Marketing is a battle of perceptions, not products."**

Al Ries

As they move deeper into the digital space, consumers are becoming more confident and assertive about what they want from brands.

And as they splinter into more diverse segments that branch out across platforms, devices and channels, the need for personalization is becoming greater.

But **personalized marketing** isn't just about offering ads based on that person's purchase history and website interactions. It's about offering a tailored experience from end to end, based on far more than just actions.

But to deliver this, there are a few things you need to know.

## The fragmented consumer journey

Consumer journey maps provide a detailed overview of the customer experience and what touchpoints matter along every **path to purchase**.

They ensure the customer is at the forefront of your organization's mind at all times and aim to nurture long-term relationships between consumer and brand.

But the **consumer journey** has splintered and fragmented across location, channels, devices and more. This is making it harder to track accurately, despite rising pressure on brands to be omnipresent.

# The Gen Z non-linear consumer journey



Not sure where to begin? With [GlobalWebIndex](#) you can get all the granular consumer data you need to create a solid foundation for your consumer journey maps.

Not only this, modern marketers are well aware of the need to move from traditional targeting to a more personalized approach.

With half of online adults **blocking ads** on their mobiles or desktops, this is just one of the proof points that a one-size-fits-all solution is no longer viable.

Using deep insight, you can track the right footprints and be confident your brand is always in front of the *right* eyes, in the *right* location, at the *right* time.

**But it's not good enough to just show up to the party, you need to contribute with conversation that will resonate with the guests.**

Picture this: You know which devices they use. You know which channels and social media platforms they favor, but you don't know what they use them for, or what they're looking for there. You don't know what interests them beyond what their actions say. You don't know what urges them to follow a brand, or make a purchase in these places. Without this knowledge, your marketing efforts are sure to fall short, as you're missing an essential piece.

Why? People have different reasons for doing different things. Our data proves it.

## Reasons for using social media



**49%**

**Generation Z**

Fill up spare time



**43%**

**Milennials**

Fill up spare time



**40%**

**Generation X**

Stay up-to-date  
with news and  
current events



**39%**

**Baby boomers**

Stay in touch with  
what my friends  
are doing



Wondering why your target consumers use their favorite social platforms? Use [GlobalWebIndex](#) to do a quick analysis and shape a message that fits them.

## GETTING IT RIGHT

### Mercedes Benz

In 2017, Instagram published a **report** into its automotive audience, revealing a great opportunity for brands to tap into.

Some key insights were:

- ✓ The auto community is 76% male (vs. Instagram's 46% male average)
- ✓ 80% are 18-34 years old
- ✓ UK car fans check Instagram up to 15 times per day
- ✓ A quarter said Instagram led them to buy a new product or service online in the last month

The report also found that car fans "use Instagram as a medium of discovery and a shared love of driving machines."

Top car brand, Mercedes Benz, seized the chance to reach this cohort, safe in the knowledge that not only is there a substantial automotive audience on Instagram - they use it to discover car brands.

In the resulting campaign, the brand positioned itself as "the car manufacturer of the future," introducing futuristic concept cars and visions of autonomous driving.

Utilizing a series of photo ads and video content, the brand scored a great success.

The campaign **resulted** in a 27-point uplift in advert recall, a 5-point uplift in campaign awareness and a 6-point uplift in message association.

It proves the power of knowing where your target consumers spend their time and why, allowing you to create campaigns that will resonate.

## The real-time answer

It should come as no surprise that **personalization** is the name of the game in 2018.

And as part of a personalized experience, modern consumers want real-time communication and experiences that speak to them, and them alone.

But the answer to meeting real-time demand doesn't lie in real-time analytics.

The answer lies in combining this data with insight that's actively provided by the consumers themselves. This is what we call blending active (survey) and passive (analytics) data.

Passive data gives you a glimpse into the actions consumers make, while active data paints a more well-rounded picture of who these consumers are and why they make the choices they make.

By moving away from a sole reliance on behavioral analytics to a more wholesome solution, brands can create a tailor-made, personalized experience quickly and confidently.

Sound challenging? It's actually pretty simple, thanks to new technology that's **changing audience research** as we know it, empowering brands with in-house access to insight that drives more strategic decisions.



02

## Finding the missing piece

**"When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion."**

Dale Carnegie

Traditional audience research focused primarily on demographic data that revealed key aspects of the people you're targeting. This has evolved over time to meet increasing demand for answers that enable more accurate targeting.

**Behavioral analytics** then came on the scene to give marketers the answers they needed, when they were needed.

Despite the importance of knowing what they're doing, often the most revealing insights are born out of knowing why.

Devra Pyrwas, U.S. marketer at Unruly Group, [told Adweek](#), "Our emotions drive our purchases. The no. 1 reason people share an ad is intensity of emotion. Great emotional ads are all highly shared and important because they drive brand recall—and all of these things are what retailers want."

When you have consumer insights built on perceptions, attitudes and behaviors, you have the answers you need to make an emotional connection.

## The **what** vs. the **why**

Marketers and research professionals know how critical it is to understand consumer needs. Once you can figure out what these are, you can shape an offer to fit.

In much the same way, if you know what their motivations are for doing things, you can tap into their desires, satisfying their wants with content that speaks to that very moment in time.

Picture this: A UK coffee brand is looking to reach fitness fanatics aged 16-24 promoting their new antioxidant blend.

To get started, they begin analyzing their behaviors to find out where they are, and what they do online. Here's what they find out about them.

### **The what**

- ✓ Use Facebook more than any other social network
- ✓ Use ad-blockers a lot
- ✓ Follow their favorite brands on social
- ✓ Regularly buy products online
- ✓ Follow influencer blogs

These insights give them a good starting point, telling them which platforms to invest in and sparking ideas on what approaches to take.

But before the campaign can really take off, there's a lot more to uncover, which means digging into their motivations and attitudes.

## The why

- ✓ Like to use Facebook to research products they want to buy
- ✓ Use ad-blockers to avoid annoying and irrelevant ads
- ✓ Prefer to discover new brands through influencers than online ads
- ✓ Follow brands that share interesting video content
- ✓ Are motivated to make a purchase by free delivery and rewards
- ✓ Like to follow fitness vloggers

Knowing its target consumers are more likely to discover brands through influencers and share a strong interest in vloggers, the team can be sure of the value in onboarding the right celebrities or micro-influencers.

It also indicates they would benefit from investing in Facebook more than other social platforms, but it would be much more beneficial to do so with entertaining video content, rather than promotional ads - the kind this audience actively blocks.

End result: a sturdy, promising campaign, launched via the right channels, that's based on fact, not assumption.



Start by asking yourself what questions you want to ask your audience. Then jump into the [GlobalWebIndex](#) platform to find the answers that correspond.

## Questions to ask

**01**

Where do my consumers spend their time online?

**02**

What are their interests outside of the obvious?

**03**

What motivates them to make a purchase?

**04**

What motivates them to advocate a brand?

**05**

What kind of advertising do they like to avoid?

**06**

What kind of content do they engage with?

**07**

What urges them to follow brands on social media?

**08**

How do they discover new brands?

**09**

What they use their social media platforms for?

## AUDIENCE SPOTLIGHT

### Gen Z vs. millennials vs. Gen X

Millennials are an infamously difficult consumer group to analyze, spreading across several audience segments and categories.

While it can be tempting to assume that younger consumers make similar actions due to similar reasons, this simply isn't the case.

Our data shows clear differences in how these three consumer groups interact with brands.

● Generation Z      ● Millennials      ● Generation X

#### Brand discovery



#### Brand research



#### Brand advocacy drivers



These findings clearly prove the need for deep segmentation, highlighting why it's essential to understand why your segments demonstrate different behaviors.

Any brand looking to target one, or all, of these generational cohorts must adapt their strategy to suit the consumers.

**With granular insight like this at hand, you can implement hyper-targeted marketing with confidence.**



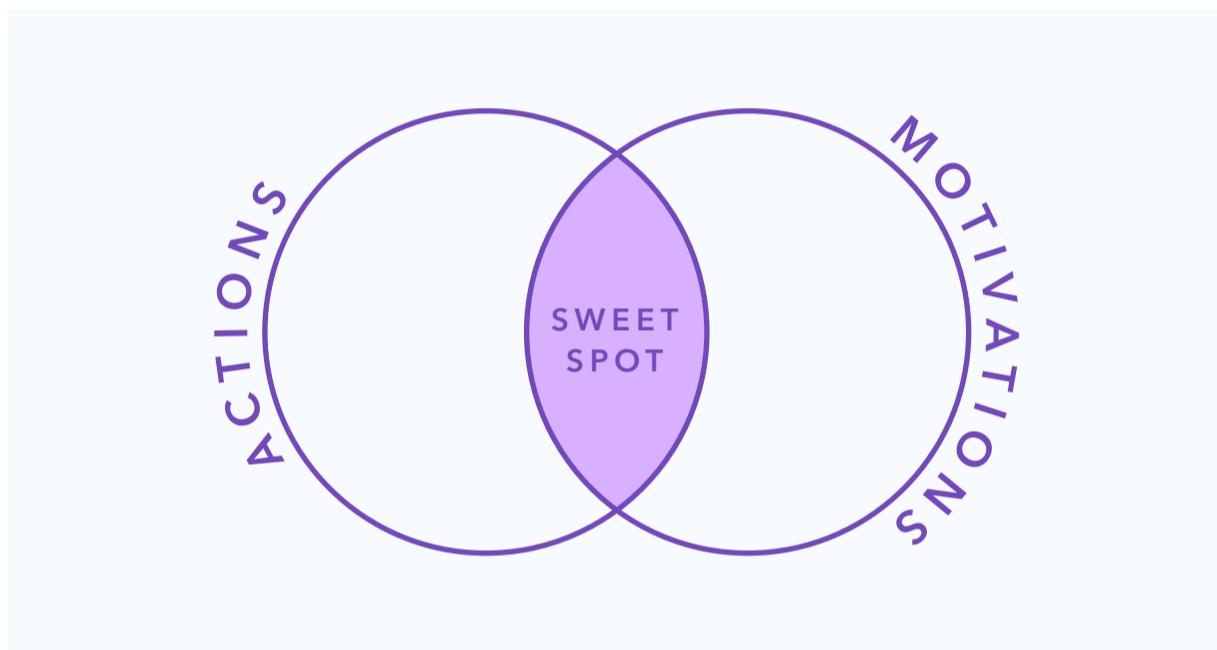
03

## The sweet spot

To unlock the real value of **deep consumer insight**, brands need to find the sweet spot.

That means putting the key actions and motivations of your target consumers together, and seeing where they match up.

Done right, it should look something like this.



Once you've got a clear, reliable view of the motivations, attitudes and perceptions driving your consumers' actions, you can put it into practice.

Here's an example of a brand doing just that.

## INSIGHT IN PRACTICE

### How Blis improved ROI by putting the *why* behind the *where*

#### The Challenge

As a leading provider of location data, Blis is a brand that continues to grow.

Setting its sights on new markets further afield, the team needed access to reliable insights to help them understand the opportunities within.

"Understanding new markets was our biggest challenge", says Alex Wright, Head of Insights at Blis. "Almost every European market will have their own independent data sources. And when you go further than this, a lot of the sources and data are inconsistent and you don't know the origins."

This lack of knowledge put barriers in place for the teams when it came to speaking to these prospective clients and solidifying their pitch.

#### The Action

In an effort to prove to existing and prospective clients they were willing to go above and beyond for them, they invested in GlobalWebIndex. This gave Blis ready access to deep consumer insight they simply couldn't find elsewhere.

"Before GlobalWebIndex, we could infer why people were doing certain things from their actions, but this meant we relied on people buying into the common sense nature of human behavior. For example, that if you go to a five-a-side match, you must have an interest in football."

"We lacked the active, declarative data we needed to understand consumers' motivations for doing these things."

## The Result

By being proactive and introducing an external data to complement their own, Blis has positioned itself as a business that offers a comprehensive solution, and far more than just location data.

- ✓ Using insights it uncovered via GlobalWebIndex, the brand:
  - ✓ Created a unique proposition with a combination of location and audience data unavailable elsewhere.
  - ✓ Gained in-depth insight into previously untapped markets to target.

Strengthened client relationships by demonstrating their willingness to accommodate customer needs.

"This data has strengthened our relationships with our clients by showing them we're willing to invest in additional sources to help us make more intelligent decisions on their behalf."

“

**For decades, brands have been trying to find new ways to track consumer behaviors. Now, they can understand the driving forces behind them.**

Tom Smith, Founder and CEO, GlobalWebIndex

”



04

# Marketing that works

Anyone can drum up a marketing strategy based on educated guesses or past successes, but that doesn't mean they'll get results.

Consumer behavior isn't static, it needs to be consistently confirmed and backed up by data from the consumers themselves. Anything else is pure assumption.

So how do you know what will work?

## Consumer profiling

**Consumer profiling** enables you to understand your target audience on a deeper level, using insights to define, segment and profile your consumers in minute detail.

Utilizing this robust data, displaying elements like consumers' attitudes and behaviors rather than just their demographic information, it's possible to create a reliable journey map which serves as a stable foundation for a successful marketing strategy and sales funnel.

This can be applied to your strategy in the following ways:



### Segmentation

Splitting your audience into targeted groups that align with your goals.



### Messaging

Using consumer insights to shape a message that will have impact.



### Engagement

Identifying where and when to place your creative.



### Measurement

Analyzing the metrics that matter to drive a greater ROI.

## Crafting a message that converts

Every business needs a marketing message, whether they know it or not.

**Your message is essential because it's what makes meaningful connections with your target audience.**

But without knowing what a meaningful connection looks like for this audience, it's impossible to craft a message that will stick.

Crafted correctly, it will get the attention of your target consumers, and inspire the trust and motivation they need to choose your brand over your competitors.

In strategic communications, the brand is well aware of the consumers' perceptions and needs, and has the message to match. So understanding these perceptions is where great messaging starts.

Using a reliable source of consumer research that delves deeper into questions around consumers' time spent online, purchase journeys and brand expectations, you can get to the sweet spot of blending actions and motivations.

We at GlobalWebIndex know the value of understanding the 'why.' This is why we ask questions carefully designed to translate consumers' interests, attitudes and perceptions, allowing brands to build their marketing strategies on solid foundations.

This is the kind of insight that's transforming the marketing game as we know it;

**Campaigns can now be shaped 100% around the consumer and there's no room, or need, for assumption.**

## GETTING IT RIGHT

### McDonald's

Think the world's biggest brands don't need help understanding consumer perceptions? Think again.

Leo Burnett helped the fast-food giant **return to health** by tackling negative rumors and shifting widespread perceptions around the quality of its food.

Deep consumer research pointed them to the root of the problem – a knowledge vacuum; public perceptions of the produce as low-quality were posing a growing threat to the business.

The teams used social listening to identify the most persistent and damaging myths, which centered on the brand's core menu.

**The resulting communications shaped around these insights tackled both specific myths and quality perceptions in general.**

The result: Perceptions of "Good-quality food" hit their highest-ever level in the fourth quarter of 2016 reaching 46%, up from 31% just before the launch of the "Good to know" campaign, in the fourth quarter of 2014.

# Conclusion

Reliable consumer data is no longer a nice-to-have. It's a crucial part of the puzzle for any marketer looking to compete.

And as consumer journeys become increasingly fragmented, the pressure is on brands to prove they not only know what their consumers are doing, but why.

In this ebook, we've outlined the importance of finding the 'sweet spot', where action meets motivation.

This begins with one thing; robust, granular consumer data.

When you have access to the kind of data that effectively represents your target audience and presents their motivations alongside their

## Checklist: Understanding the 'why'

- ✓ Identify the answers you're missing.
- ✓ Analyze behaviors.
- ✓ Explore motivations behind them.
- ✓ Look into interests and attitudes.
- ✓ Combine the two for richer insight.
- ✓ Pull out the big truths.



**Go beyond behaviors.  
Get instant access to global  
and local attitudinal data.**

[Book a demo](#)