

# A Symphony of Data:

Combining Different Types  
of Data for Research Purposes

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Country Manager Italy

**netquest** 



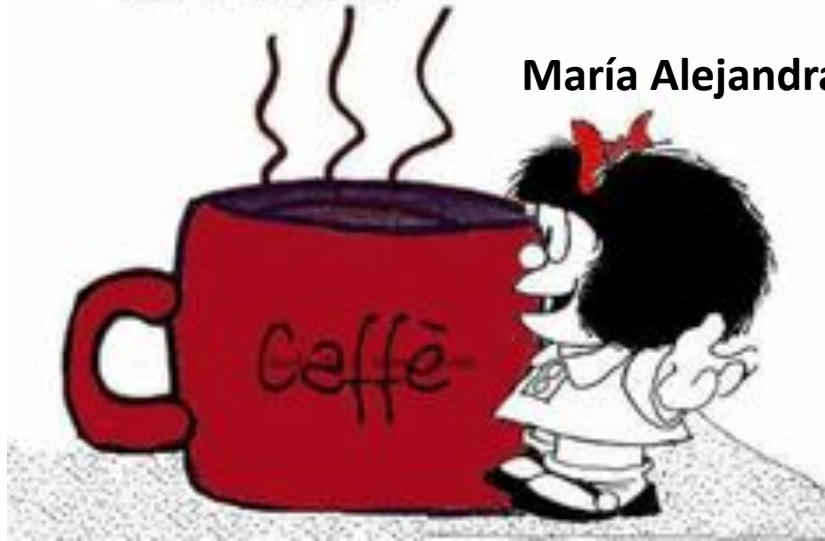
Pernod Ricard



# Monday morning

-Un caffè, grazie.  
-Tazza o vetro?  
-SECCHIO.

María Alejandra



# Mission: To increase Sales

María Alejandra





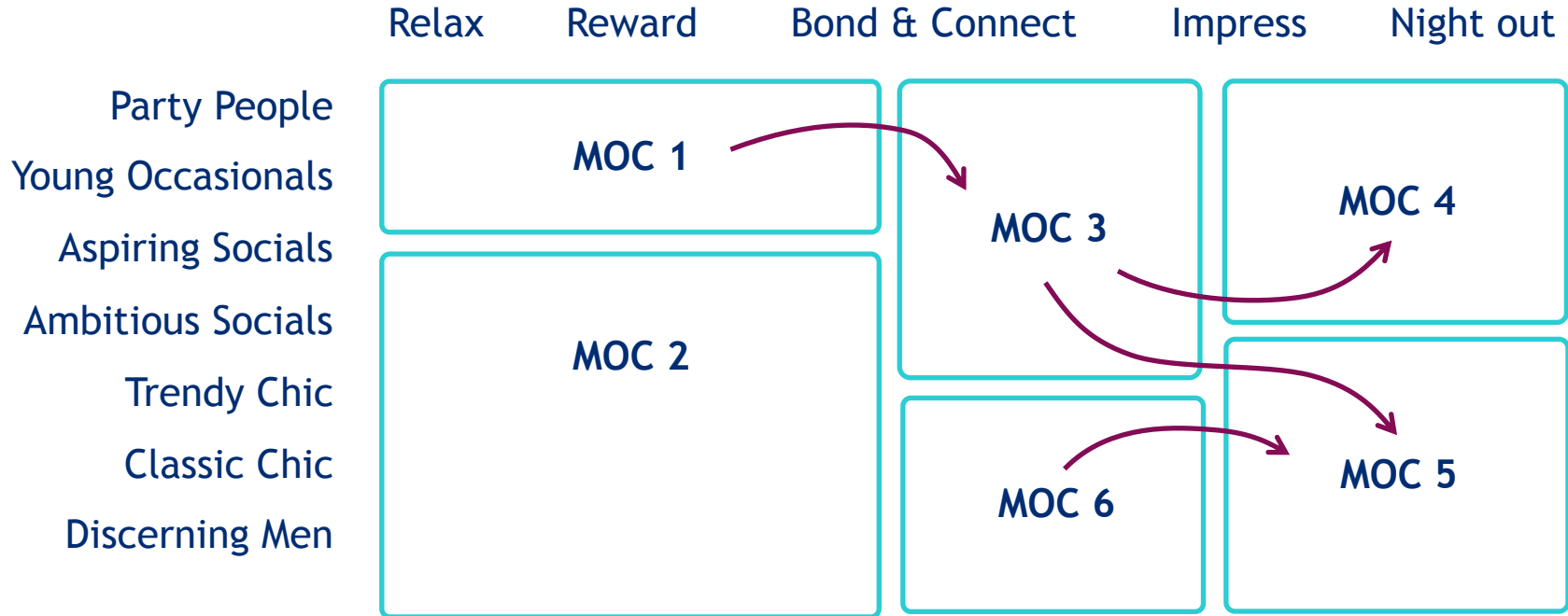


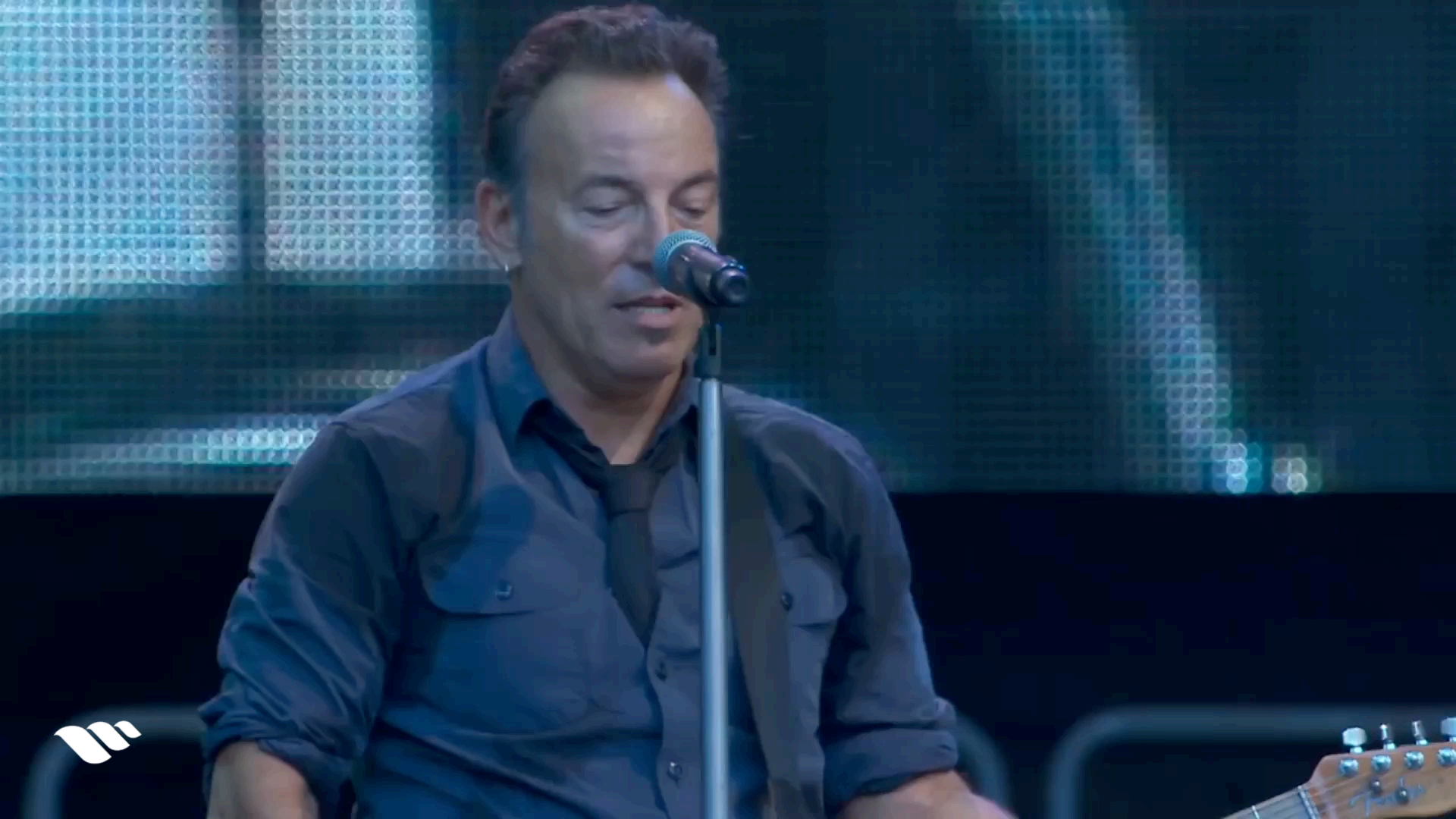
# Consumer Segmentation Study

- Values
- Attitudes
- Socializing patterns and life stage
- Other sociodemographic data



# Consumers move from one occasion to another with varying needs





# The consumer journey is complex:

- Variety of points in time
- Variety of places and channels
- Variety of messages



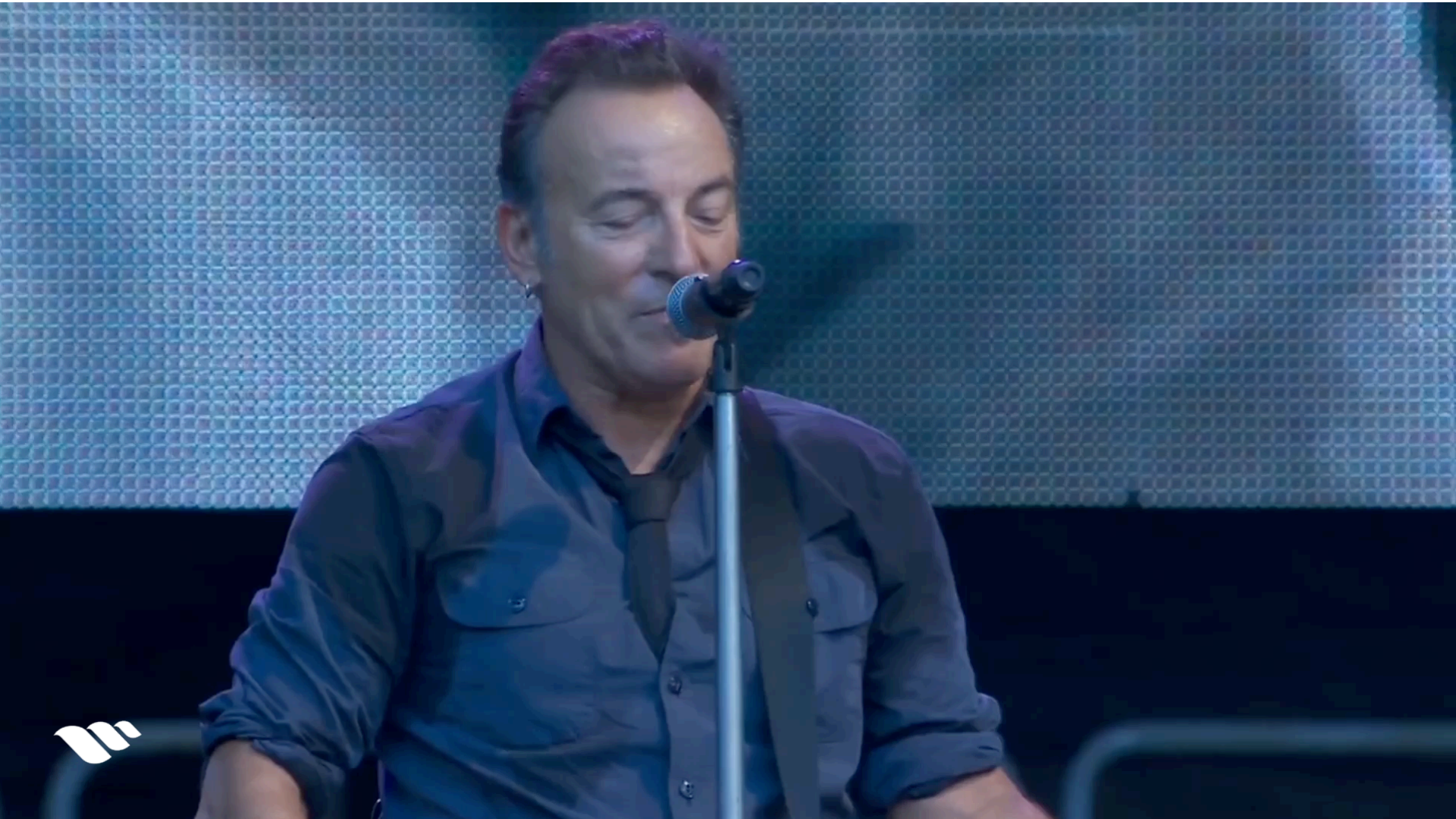
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## The New Challenge:

To integrate the physical and digital environment of our consumers to understand their “JOURNEY”.







# A need of Symphony



Ad Hoc Study

Digital Ethnography

# A Symphony of data

DIGITAL PANEL POWER



**OPINION**  
Why?




**PROFILING**  
Who is she?



**AUDIO-MATCHING**  
What is she listening to?



**GEOLOCATION**  
Where is she?



**BEHAVIOR**  
What is she doing?

# Digital Ethnography

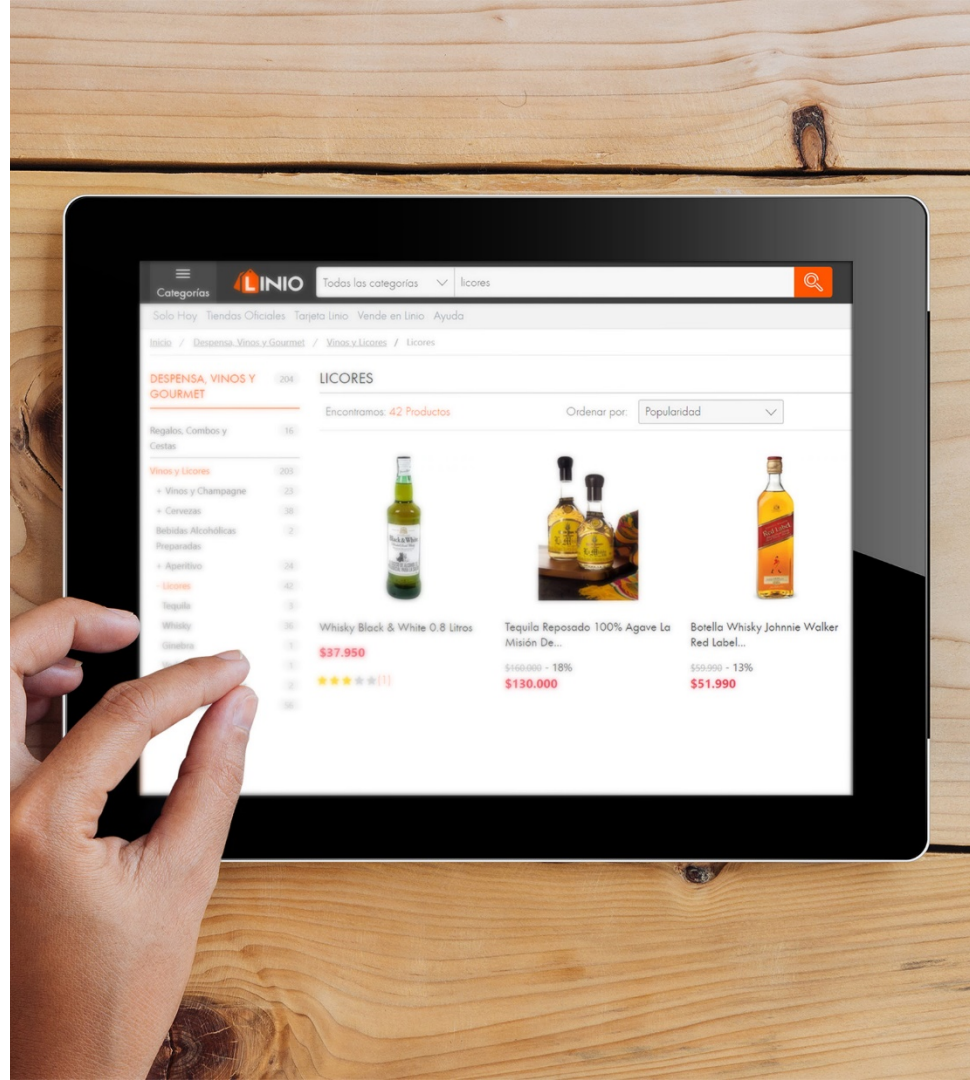
To understand the digital behavior of the liquor consumers

<b>Methodology</b>	Digital ethnography – METER
<b>Target</b>	Frequent consumers of alcoholic beverages
<b>Sample</b>	N=661
<b>Observation time</b>	30 days
<b>Country</b>	Colombia



# Digital Ethnography

- More visited sites
- Navigation time
- Moments of navigation
- Most frequent search and queries
  
- E-commerce sites penetration
- Searches that precede online liquor store visits



# Consumer attitude towards online spirits purchase



## Drivers

- Ease
- Convenience
- Information about the product

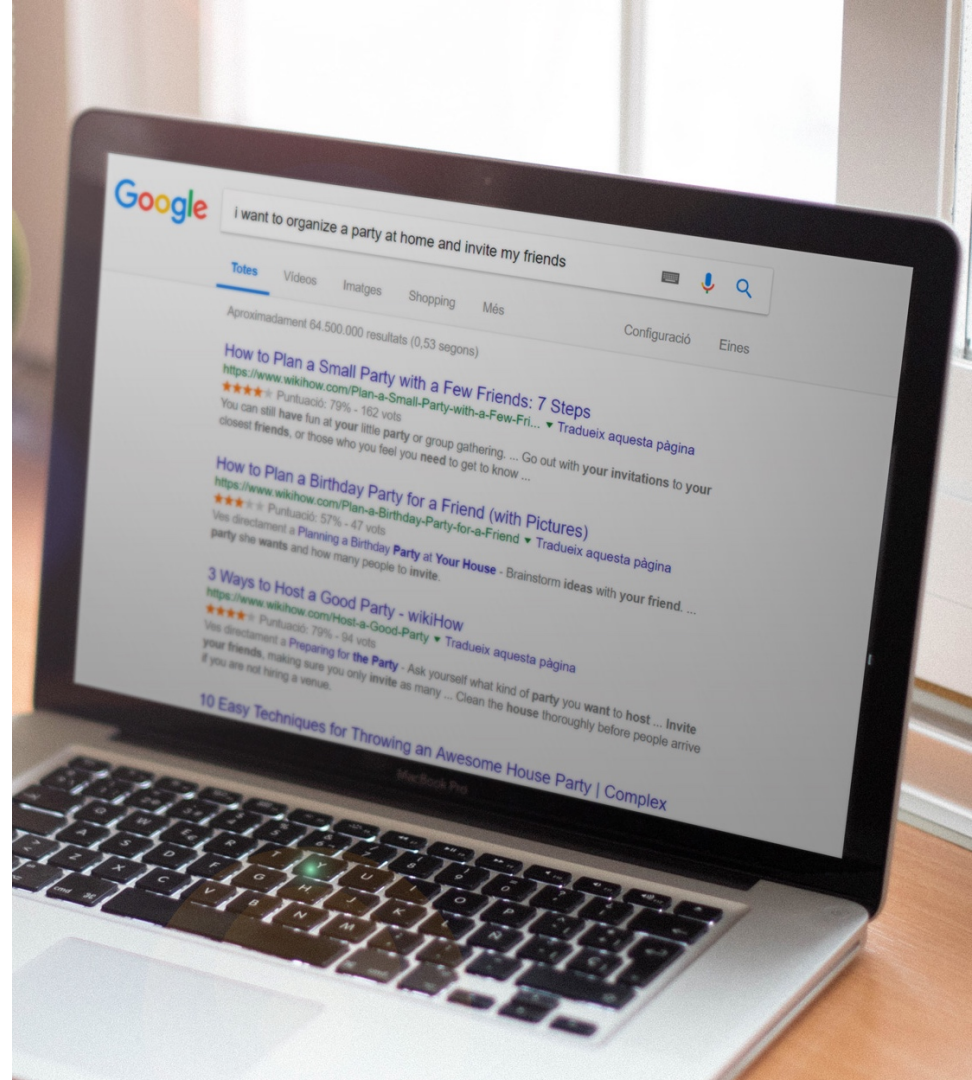
## Barriers

- Retailers have little online presence
- Little knowledge vs traditional channel
- # sites available
- Scarce diversity
- Expectation of a better price





# Search queries to identify category searches paths and purchase decisions





# Identified digital journeys

1. What is happening tonight?
2. Where can I find spirits at an affordable price?
3. What is the best liquor brand?
4. I am looking for a specific brand.
5. How to prepare cocktails.



# Digital Opportunities

## TRIGGER

Creating triggers by activating touch points and connecting with consumption occasions.

## PURCHASE

Building trust and convenience (availability, coverage, different payment methods).

## INTERACTION

Generating spaces where they can look for recommendations and/or share their experience with other shoppers, thus allowing a frequent feedback.



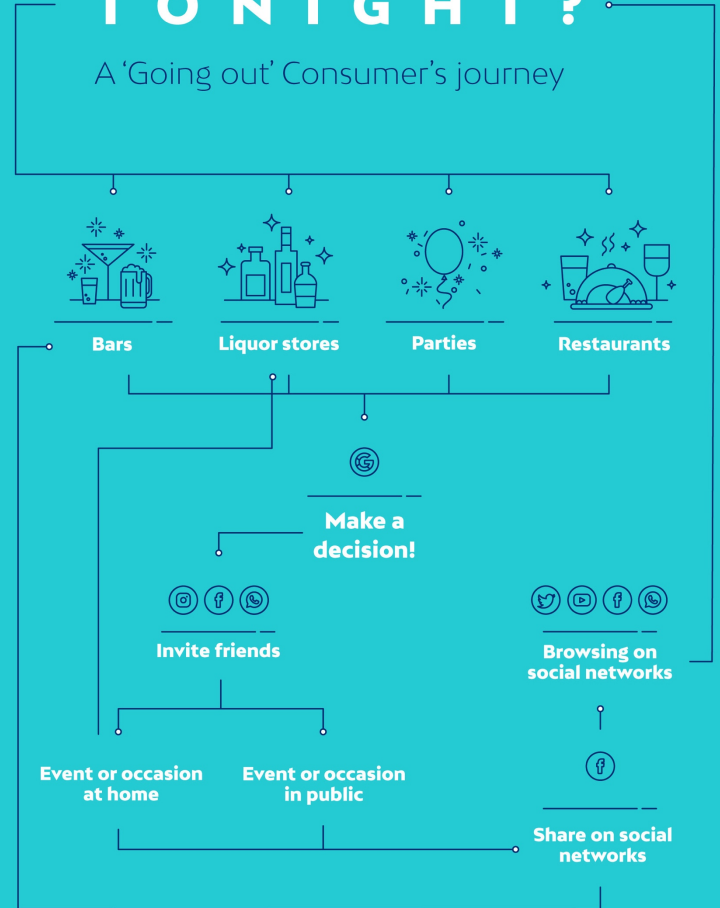
# Consumer Journey: What is happening tonight?

43% searches



## What is happening TONIGHT?

A 'Going out' Consumer's journey



# PULL Strategy

Trigger: "I want something to do or I am setting up something at home"



SEO Strategy



Generic Search Ads



Content Search Ads,  
Purchase Search Ads



Direct Messages



Ecommerce site: party kits,  
Brands event blogs,  
Home parties sites

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# PUSH Strategy

Trigger: "I want to order for tonight's party or I want to go to this party"



Social Media Ads



Music and Streaming  
Ads



Direct Messages



Ecommerce site: party kits,  
Brands event blogs,  
Home parties sites



# Results

- Sales increased by 135% (Pernod Ricard's e-shop).
- Engagement rate of videos 12%.
- SEO and SEM actions raised the conversion rate from 4% to 16% (av. SEO CR is 3%).
- Creation of new Moments of Consumption.



# Results



Understanding the Consumer Journeys was key to define the new marketing strategy.



María Alejandra




# Key factor of success

## To activate people:

- at the right moment
- at the right touchpoint
- with the right message





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**Thank you!**

Laura Casparrini

**A Symphony of Data**  
Orchestrating combinations of data  
to fine tune your consumer insights