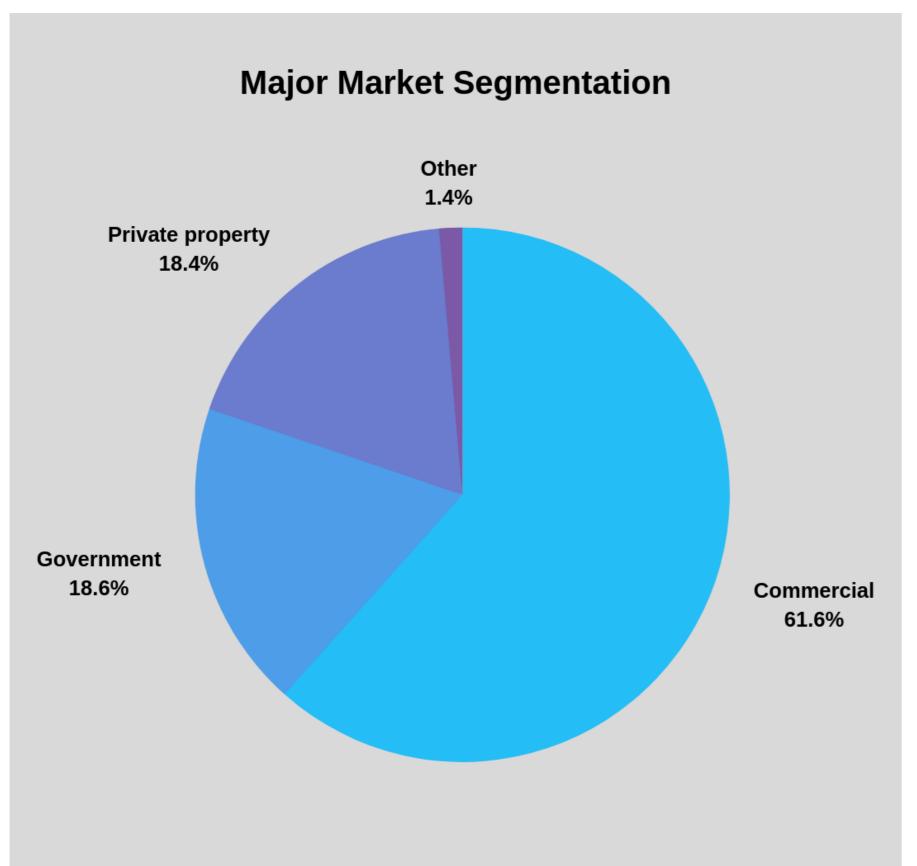


Says

What have we heard them say? What can we imagine them saying?

We need actionable data to drive our marketing strategies.



What are the latest trends in the market?

better understand our target

How can we audience?

Thinks What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Are there new tools or technologies we should be using?

We should be proactive, not reactive

interactions Energy

Market Insight

What are the pain points our customers are facing?"

MARKET INSIGHTS

Research: They actively seek out information on market trends.

Analyze: They regularly analyze data to make informed

We want to

stay ahead

of the

competition

Market Insight Innovate Optimize Develop Products

Enter Markets Measure Performance of Product and/or Services This slide is 100% editable. This slide is 100% editable. Adapt it to your needs and capture your audience's capture your audience's **Develop Advertising Optimize Marketing** This slide is 100% editable. This slide is 100% editable. Adapt it to your needs and Adapt it to your needs and capture your audience's capture your audience's Innovate This slide is 100% editable. This slide is 100% editable. Adapt it to your needs and Adapt it to your needs and capture your audience's capture your audience's

Collaborate: They work as a team to brainstorm and execute strategies

cisions

Develop Great Products

Competitive: They aim to outperform their rivals.

Curious: They want to explore new methods and ideas.

How do we

turn data into

meaningful

insights

300 Differentiating Energy Questions 2,642 Interviews Online Rigorous Data Quality Testing and Cleaning Segment Pen Pictures 7 Energy Types

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

Anxious: They might be concerned about missing out on opportunities.

Focused: They are dedicated to improving their marketing efforts.

Feels

Does

What behavior have we observed? What can we imagine them doing?

