

DESCRIPTIVE CUSTOMER ANALYTICS

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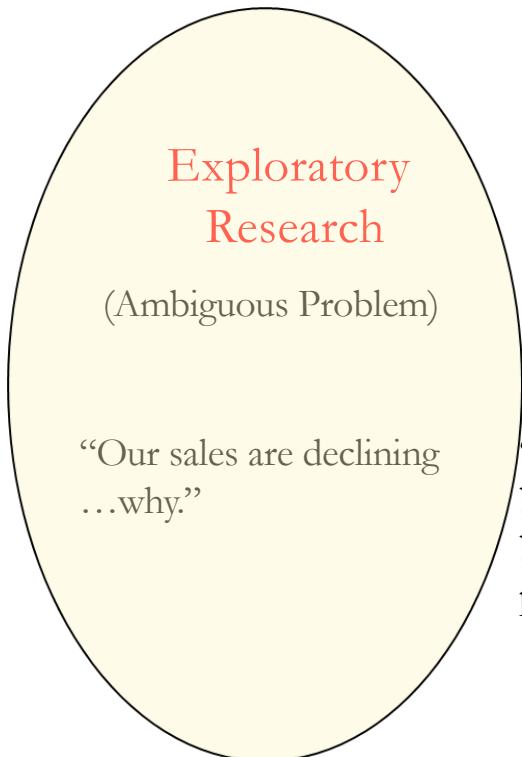
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ONLINE

What is Descriptive Analytics?

- Descriptive Analytics - links the *market* to the *firm* through *information*.
- Descriptive Analytics - information needed for actionable decisions.
- Descriptive Analytics - principles for systematically *collecting* and *interpreting* data that can aid decision makers.

Types of Descriptive Analytics



Descriptive Research

(Aware of Problem)

“What kinds of people are buying our products? Who buys our competitors’ products?”

Causal Research

(Problem Clearly Defined)

“Will buyers purchase more of our product with a change of our website?”

Exploratory Research

- Develop initial hunches or insights
- Usually a first (and an important) step in understanding a broader managerial problem
- Provides broad guidelines of what to test more rigorously

Focus Groups

- **Rationale:** in-depth probing, unstructured discussion, ability to observe dynamics
- **Format:** 8-10 individuals, 1 moderator, about 1-hr long, incentives for participants
- **Common Uses:** Product concept, ad copy, survey design

Internet Communities (MROC)

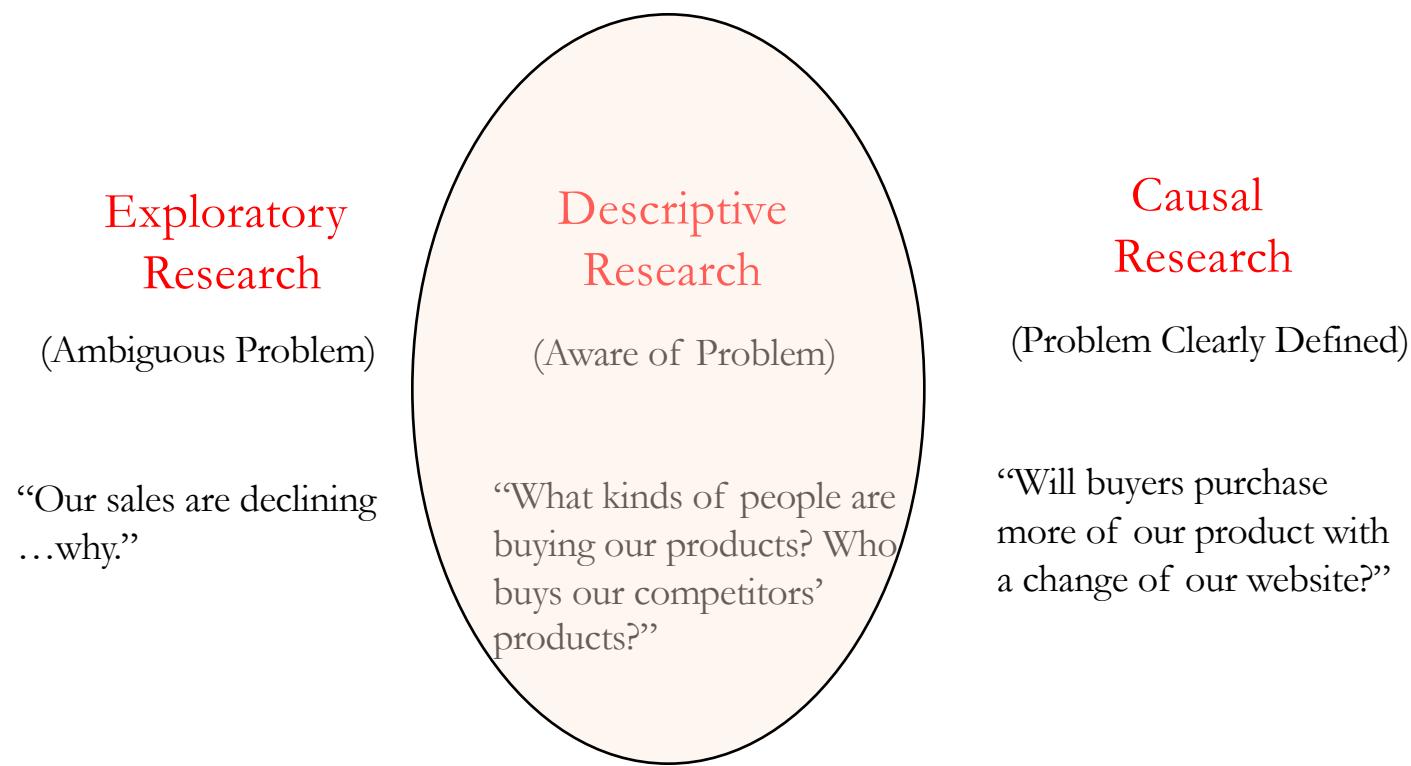
The image consists of three overlapping screenshots:

- VISIONCRITICAL*** (top left): A landing page with a circular graphic containing the text "CONTINUOUSLY ENGAGE YOUR CUSTOMERS". Below it is a quote: "If you want answers, ask are your customers engaged? If they're not, engage them right away." Navigation links include "WATCH THE DEMO", "TAKE A TOUR", and a search icon.
- c_space** (middle left): A landing page featuring a large yellow background image of a person's face. The text "c_space" is at the top, and below it is a smaller image of a person wearing a VR headset. Navigation links include "What we do", "Our thinking", "Careers", and "Contact".
- itracks** (bottom right): A landing page with a blue background image of a woman in a lab coat holding a laptop displaying a video call. The text "Face to Face Discussions with itracks Video Chat." is prominently displayed. Navigation links include "Products & Services", "About Us", "Resources", "News & Events", "Contact Us", "Blog", and a search icon. Below the main image are sections for "What's New", "Qualitative Platforms", and "Upcoming Webinars", each with a three-dot bullet point. A footer note mentions "itracks Licenses Online Focus Group Patent to 2020 Research (April 2015)".

Internet Communities (MROC)

- Enhances engagement with customers
 - 6 months to 1 year long
- Shorter deadlines are possible
- “aha” moments
 - Kraft 100 calories snack pack
- Caveat: ROI can be hard to determine!

Types of Descriptive Analytics



Descriptive Research

- Generates data describing the composition and characteristics of relevant groups
- Typical managerial questions
 - What are the characteristics of our customers
 - What is our share of wallet
- This can be done via
 - active data collection
 - passively observing behavior (unobtrusive)

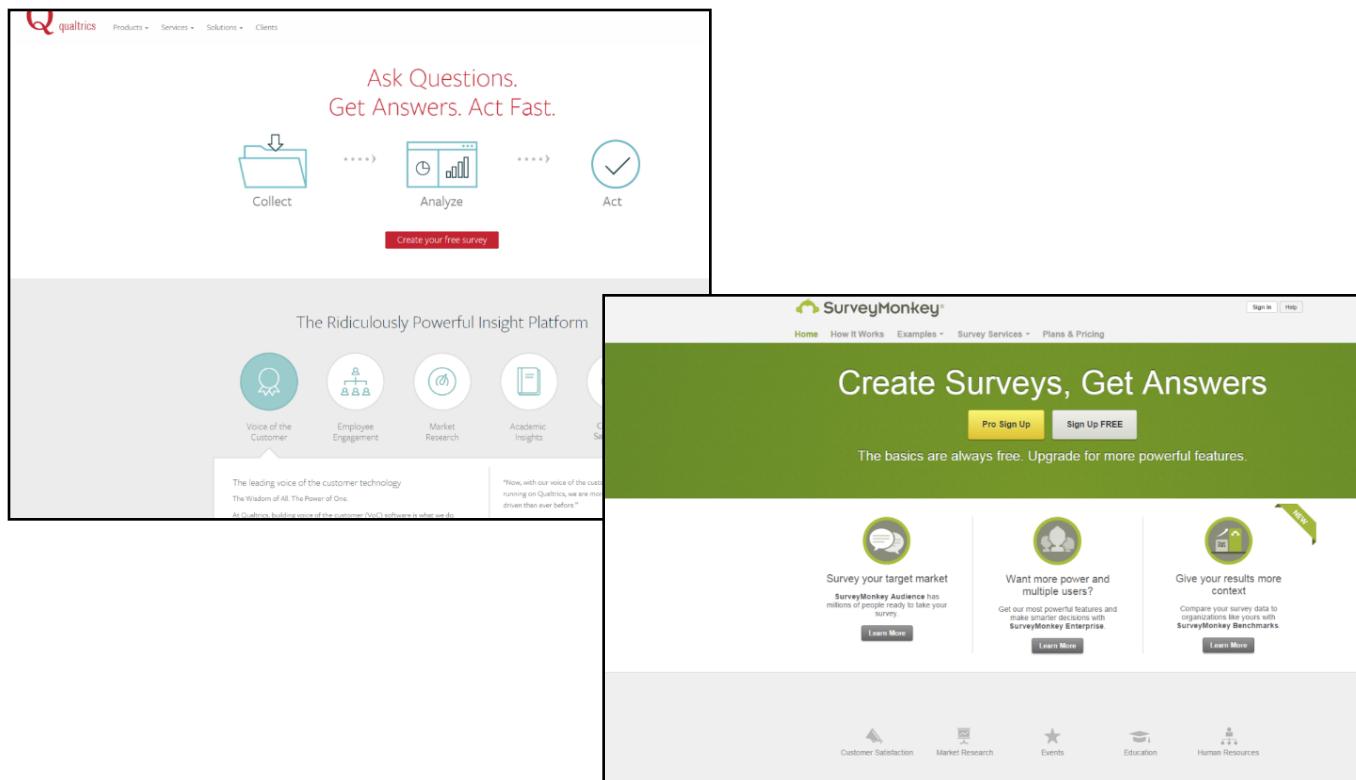
Active Data Collection

- Surveys
- Self-reports of several types of consumer behavior

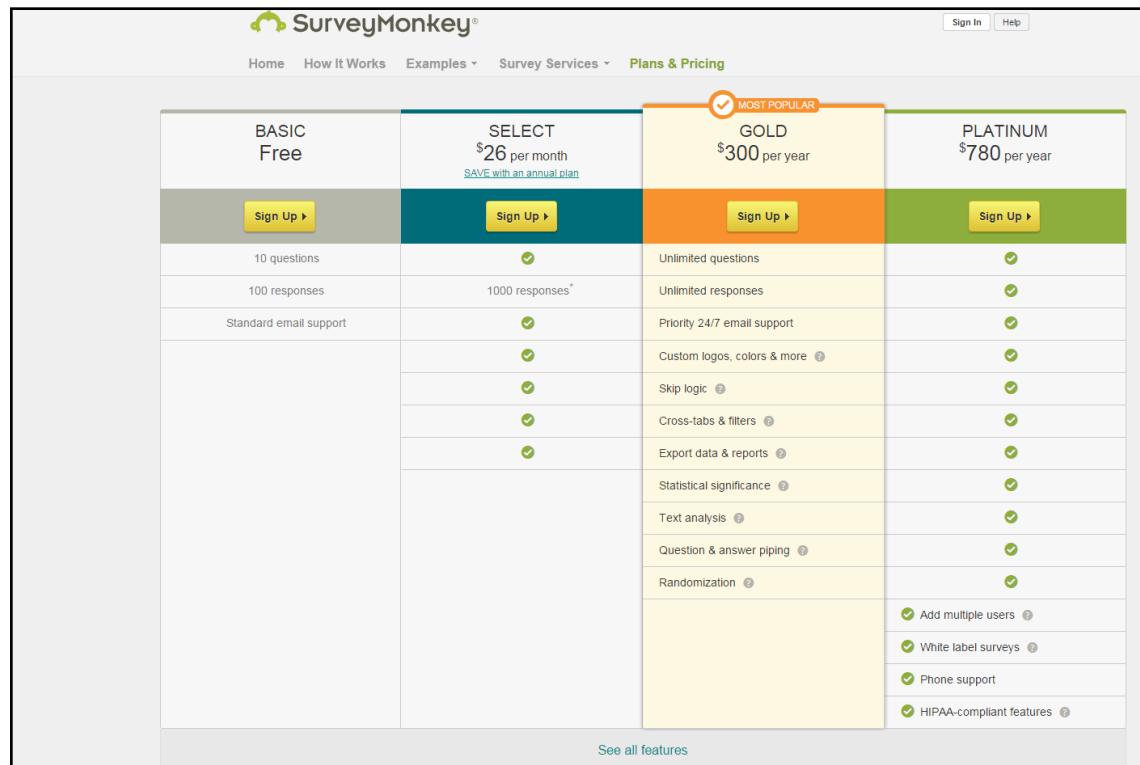
Surveys

- Used by every Fortune 500 company
- Regularly used for gathering customer attitudes, satisfaction scores, purchase habits
- Data can be used to help segment customers

Companies



Full Service



Mobile Surveys – The Next Frontier

The image displays two side-by-side screenshots of mobile survey platforms.

Qualtrics Mobile: This screenshot shows the Qualtrics mobile website. At the top, there are three smartphone icons labeled "SMS Surveys", "Mobile Surveys", and "Offline Surveys". Below this, the text "Qualtrics Mobile" is displayed with the tagline "Pocket feedback on-the-go, anytime, anywhere. Experience mobile surveys Qualtrics style." A "Request Demo" button is present. The main content area features a section titled "Meet the Master of Mobile, the Oracle of Offline, the Sultan of SMS. Meet Qualtrics." It describes how Qualtrics Mobile delivers features and benefits of Qualtrics Research Suite to smartphones and tablets, increasing response rates and capturing valuable insight.

Mixpanel: This screenshot shows the Mixpanel mobile website. The top navigation bar includes "FEATURES", "PRICING", and "COMPANY" links, along with "LOG IN" and "SIGN UP" buttons. The main headline reads "Get answers to tough questions with mobile surveys." Below it, a sub-headline states "Put an end to the guessing games. Surveys make it easy for you to ask your customers a question and for them to answer it. Now anyone in your company can create, target, and send beautiful mobile surveys to the people who use your app." A "TRY IT FOR FREE" button is visible. On the right, there's a large image of a smartphone displaying a survey interface with the question "How likely are you to recommend us to a friend?" and options: "Extremely likely", "Moderately likely" (which is checked), "Neutral", and "Not likely".

Mobile Surveys

- Allow you to capture customers' reactions in-situ rather than being retrospective
- The questionnaire can be tailored based on location and context.
- Caveat: Marketers should be careful not to hasten customer fatigue

Net Promoter Score (NPS)

- How likely is it that you would recommend [your company] to a friend or colleague?
- 0- 10 Scale
 - Promoters – Score of 9 -10
 - Passives – Score of 7-8
 - Detractors – Score of 0 -6.
- $NPS = \text{Percentage of Promoters} - \text{Percentage of Detractors}$

Self - Reports

- Store purchases

InfoScout operates America's largest and richest source of household purchase data across all retailers, both brick-and-mortar and online. We do this by monitoring consumers along every step of their path to purchase via our proprietary mobile apps. [Learn More »](#)



Start with the shopper

Over 1-million Americans use InfoScout's proprietary mobile apps as part of their every day shopping activities - no matter where they shop or what they buy.



Shopper plans their trip

InfoScout built one of the world's most used shopping list apps: Out of Milk.



Shopper snaps a receipt pic

InfoScout captures receipt pictures with engaging mobile apps on the one device that's always with us. This allows us to capture 15x as many shopping trips per day as legacy consumer panels.



[See All »](#)

Self - Reports

- Word-of-mouth dynamics

The image displays two side-by-side screenshots of the Keller Fay Group website. Both screenshots feature a header with the company logo, 'Keller Fay Group - The Consumer Conversation Experts', and navigation links for 'Get Our Updates', 'Home', 'Who We Are', 'Solutions' (which is highlighted in blue), 'News & Insights', 'Keller Fay UK', and 'Contact Us'. A search bar is also present.

Left Screenshot (WOM Dynamics Collected):

- Section Header:** WOM Dynamics Collected
- Brand Level:**
 - Polarity: Positive, negative, mixed, neutral opinions
 - Recommending: Buy, consider, avoid
 - Content: What was said
 - Credibility & Intended actions
 - Influences: Customer Experience, Media/marketing
 - Sender vs. Receivers
- Conversation Level:**
 - Mode: face to face, phone, online
 - Venue: home, work, school, in-store, in-transit, etc
 - Participants: Who & how many
- Respondent Level:**
 - Demographics
 - Influencer characteristics
 - Media Usage Behavior
- Call-to-Action Buttons:** RECEIVE OUR FREE NEWSLETTER, FIND OUT MORE
- News & Insights:** Engagement Labs Continues Strategic Expansion Into US and UK Markets

Right Screenshot (Talk Track® Methodology):

- Section Header:** Talk Track® Methodology
- Diary-assisted survey about a day's conversations:**
 - Respondents first recruited to take notes on conversations in 15 categories over 24 hours
 - Brand/company names collected on open ended basis
 - Covers all forms of WOM: Face to face, phone, online
- Representative sample of consumers 13 to 69:**
 - Participants re-contacted a day later to answer questions about brands talked about during past 24 hours
 - Sample drawn from largest online consumer panels
 - Demographically balanced to US Census
 - 700 interviews weekly; 3,000 per monthly; 36,000 annually
- Size of Database:**
 - Over 30,000 conversational brand mentions per month
 - Nearly 400,000 brand mentions per year
 - Started June 2006; About 3 years in active database
- Deliverables:**
 - Clients may elect to receive a flexible schedule of deliverables: semi-annual reports on word of mouth in their category; monthly update reports; "deep dive" reports on topics of interest in their category; etc. In addition, clients may elect to
- Call-to-Action Buttons:** RECEIVE OUR FREE NEWSLETTER, FIND OUT MORE
- News & Insights:** Engagement Labs Continues Strategic Expansion Into US and UK Markets

Passive (Unobtrusive) Collection

- Scanner Data
- Media Planning
 - Radio
 - TV
 - Social media
- Web Data
- Mobile Data

Scanner Data

- Grocery business plus health and beauty aids
- The Data Chain
 - 80-100 CPG manufacturers
 - 60-100 Major warehouse and distribution centers
 - 30,000 supermarkets
 - 80,000,000 households
- The Data Cube
 - Geography x Product x Time x Variable
 - G x P x T x V > 10,000 even for one category
- Aggregation (regions, SKU groups, temporal)

Revolutionized the field of Marketing in the early 1980s

Scanner Data

The image displays three screenshots of websites for scanner data solutions:

- Nielsen Solutions:** Shows a header with the Nielsen logo and navigation links for Insights, Solutions, News Center, and About. Below the header is a dark banner with the word "SOLUTIONS". A section titled "RETAIL MEASUREMENT" contains "WHAT WE MEASURE" and "HOW WE DO IT" sections.
- IRI Growth delivered.**: Features a blue hexagonal grid background. Two central hexagons are labeled "MARKET PERFORMANCE & STRATEGY" and "MARKET MEASUREMENT". Below the grid, a section titled "Measure what's happening in" is partially visible.
- SPINS SCAN DATA:** Shows a blue header with the SPINS logo and navigation links for Scan Data, Insights, Applications, Coalition, and About SPINS. A large blue section below the header is titled "SPINScan Natural" with the subtext "Access information from the channel innovating products and defining the industry". It includes tabs for NATURAL, SPECIALTY GOURMET, CONVENTIONAL, and STORE LEVEL. A callout at the bottom right discusses natural channel growth.

Why do people pay so much?

- Completeness:

Linking aggregate sales movements to marketing instruments

Ditto (and more) at the individual level

Obtaining a richer set of performance measures beyond market share

- Timeliness:

Getting the data within a window that allows for meaningful managerial action

(i.e., less than the old lag time of 8 weeks or more)

- Accuracy

Managerial questions

- Impact of promotions:

Who buys our products on promotions?

Are customers borrowing from their future purchases?

Will cherry pickers become loyal?

- Impact of displays:

Which type of displays (e.g., end of aisle) work better?

- Within and Across Category :

Which categories are substitutes / complements?

Problems of Scanner data

Misses out on convenience stores, and some big retailers
(Whole Foods, Aldi, Trader Joes)

Cannot make causal statements

Don't know behaviors and psychographics

Don't know the exact set of choices faced by the consumer at the time of decision.

Media Planning - Radio

Welcome to kantarmedia.us

Powering Informed Decisions

AREAS OF EXPERTISE BUSINESSES PRODUCTS INSIGHT CENTER ABOUT US NETWORK

Find a...

KANTAR MEDIA

Product Search

My company type is:

My industry is:

I'm looking for:

I'm looking to get:

View All Products

Strategy™

The industry standard for advertising research

Need a complete picture of advertising trends within your competitive space? Kantar Media's unique platform gives you the data you need, with comprehensive reporting on advertising spend, placement, occurrences and creative across 25 different media. Our powerful and flexible web-based tool allows you to zoom in from top-level overview to highly-granular detail in just a few clicks, and create customized reports to suit your needs. And since Kantar Media is the world leader in ad monitoring, you know you can rely on our data and insights.

Benefits

- Track ad activity on 4+ million brands across 25 media
 - Television (Network, Spot, Cable, Syndication, Spanish-language)
 - Branded Entertainment (Network TV, Cable TV)
 - Radio (Network, National Spot, Local)
 - Magazines (Consumer, B-to-B, Local, Sunday, Hispanic)
 - Newspapers (National, Local, Hispanic)
 - Digital (Display, Paid Search, Online Video, Mobile App, Mobile Web)
 - Outdoor
- Web-based for anytime, anywhere access
- Quickly generate cross-media campaign reports
- Historical database provides insight into previous activity and today's trends
- Access creatives to view and download advertisements in broadcast and print media
- Integrate TV ratings, demographics and other third-party data for access through the same powerful interface

Kantar Media's Strategy allows you to access our data in multiple ways, from industry category through Network to Ad Size or Website. Or you can take a broad-based snapshot of the whole industry for strategic planning. Whether you require broad-based information for strategic goals or target-specific knowledge for tactical plans, Strategy puts the media world at your fingertips with the speed, accuracy and flexibility to craft your own inspiration.

**NIELSEN AUDIO IS HERE!**

[Press Release >](#)

ABOUT NIELSEN AUDIO

We're turning up the volume on radio measurement.

Nielsen has completed its acquisition of Arbitron, enhancing the scope of the data and analytics we gather across the physical and digital radio dial.

As the definitive source for comprehensive radio metrics and insights, Nielsen Audio has the beat on this dynamic and evolving industry. Radio today is about more than what's playing and being heard. It's about industry buzz words like audience reach, effective radio buys, multi-platform utilization and audience value—terms that we speak fluently.

We're also on top of tomorrow's trends. That's because we know the way that we consume content—whether that be by listening or watching—can shift as consumers choose different devices. Our Portable People Meters, for example, shed light on consumption trends across radio, broadcast TV and cable. We also offer mobile on-device meters to help everyone from software providers to media content owners understand the consumer's complete mobile experience.

And with Nielsen Audio, you're never left to figure things out on your own. In addition to knowing listeners' radio and lifestyle preferences, Nielsen Audio has the tools, services and software to help radio stations, and programmers, make the most of their air time. After all, we know that having great analytics is only part of the puzzle, so we help radio groups streamline their sales processes and provide insight that helps stations tailor their programming effectively.

It's time to tune in to absolute audio measurement and insight. It's time for Nielsen Audio.

Media Planning - TV

TV AUDIENCE MEASUREMENT

Home > Solutions > Audience measurement & insights > TV Audience Measurement

TV & VIDEO AUDIENCE MEASUREMENT



With the development of video streaming and the multiplication of device consumption is evolving rapidly. Consumers can access content anytime, smart phone on their daily commute to their PCs at home and measuring more complicated.

Both advertisers and media owners need reliable audience metrics that dynamics in their marketplaces—finding a robust way to measure multi-time shiftable media activity and evaluate it for efficiency in order to keep programming, advertising inventory and campaigns' reach for highest ROI.

Yet the majority of viewing still occurs at home on TV screens. Through a transparent system we monitor the TV viewing behavior of our panelists, cable, IPTV and satellite sources. By measuring both live and time-shifted the long tail of consumption—gaining a more robust view of opportunity single currency to the market.

We also look at consumers to understand their preferences, patterns of engage with content and what affect their loyalty. By linking this information to deeper level of market analysis and pinpoint steps you can take to improve.

More info on our Media & Entertainment Research and Audience Measurement

RENTRAK

PRECISELY MEASURING MOVIES & TV EVERYWHERE

TV Essentials

Providing television measurement from more than 35 million screens and approximately 16 million households across the country, Renttrak is the trusted source for networks, agencies and advertisers, delivering the most precise and reliable TV ratings all day, every day across the largest media landscape.

Renttrak's TV Essentials® helps television buyers and sellers make smarter transactions by giving them deeper understanding of the value of their television viewing audience. Providing unparalleled TV measurement, this unique service allows advertisers and television networks access to massive amounts of exclusive viewership information for a level of granularity and stability absent from traditional television measurement services.

Exact Commercial Ratings*
A game-changer for the national television industry, the Exact Commercial Ratings service provides all agencies and advertisers to determine how specific national TV commercials perform in ad space, advancing the national TV industry standard from measuring an average rating for all commercials within a telecast (or C3) to providing a rating for each individual commercial. When used along with the TV Essentials service, Exact Commercial Ratings let network advertisers exactly how many viewers will see each individual commercial in a campaign, allowing them to maximize the results of their television spend.

Advanced Demographics
Renttrak's Advanced Demographics allow users to more accurately pinpoint audiences they want to reach. By combining its own unique viewing intelligence with third-party consumer behavior information from sources like IHS, Experian, Simmons, and Epsilon, Renttrak users can dig deeper into TV

nielsen

INSIGHTS | SOLUTIONS | NEWS CENTER | ABOUT

SOLUTIONS

TELEVISION

Television and the way we watch it have come a long way since Nielsen began measuring TV audiences in 1950. Today, the ability to watch our favorite shows at any time and on multiple devices amplifies the need for exceptionally adept and flexible audience measurement capabilities.

And there's a big reason why Nielsen is synonymous with television audience measurement. We invented it. Since day one, we've offered the media industry the expertise it needs to make the best marketing decisions possible. Today, our expansive and representative television measurement services capture video viewing across different screens: television and computers.

WHAT WE MEASURE

Consumers are changing with the times, and the same goes for us. As technology continues to evolve and media companies try new ways to attract viewers, understanding what consumers are watching—and what they're watching on—is more important than ever. Today, viewing video is a personal and online experience. This media fragmentation is both a challenge and an opportunity.

TOTAL IT UP
TOGETHER, LET'S COUNT THE TOTAL AUDIENCE.

LEARN MORE

RELATED SOLUTIONS

Advertising Effectiveness >

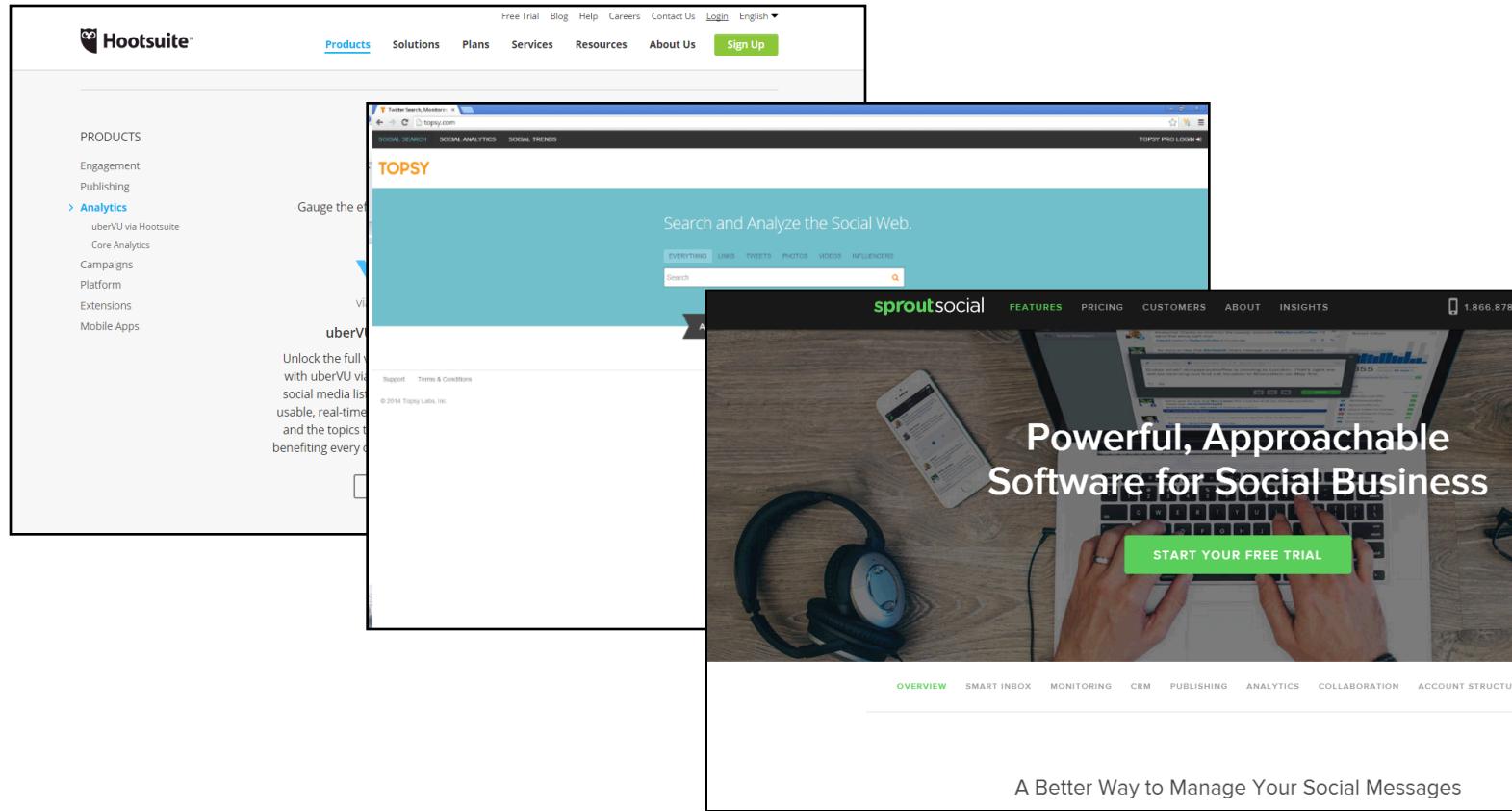
Managerial Questions

Who is watching what show?

How is the viewership pattern changing over time?

TV viewership → Ad Spend

Social Media Analytics



Managerial Questions

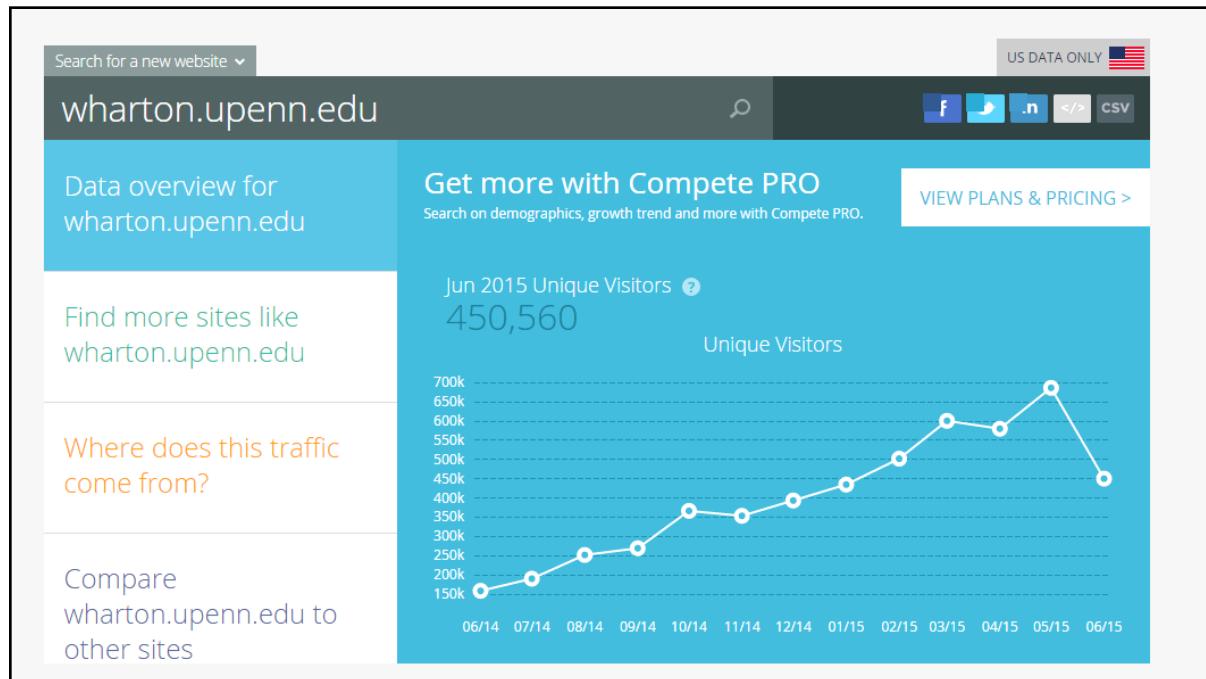
- Audience engagement for a campaign
- Brand mentions as compared to competitors
- Sentiment analysis

Web Data

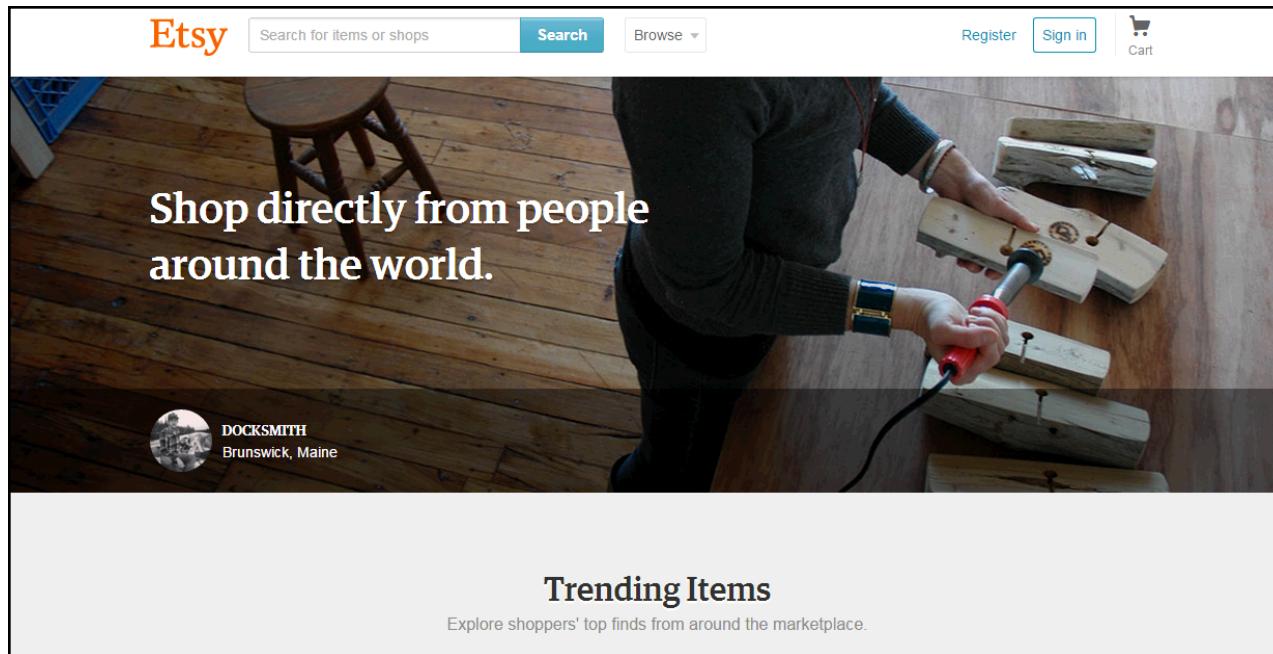
The collage consists of three side-by-side screenshots:

- comScore Compete PRO:** A screenshot showing a search interface where "compete.com" has been entered. It features a blue header with the text "Measuring digital performance for 15 years." and a green button "LEARN ABOUT COMPETE PRO".
- comScore Media Metrix:** A screenshot of the Media Metrix website. It shows a banner for "Media Metrix®" and "The Industry-Leading Online Audience Measurement and Media Planning Solution". Below the banner, there is a section about enterprise features.
- Ipsos Game Changers:** A screenshot of the Ipsos Game Changers website. It features a dark blue background with white icons representing various data sources like a smartwatch, computer monitor, smartphone, and tablet. Text on the page discusses monitoring online and mobile consumer activities using passive technology.

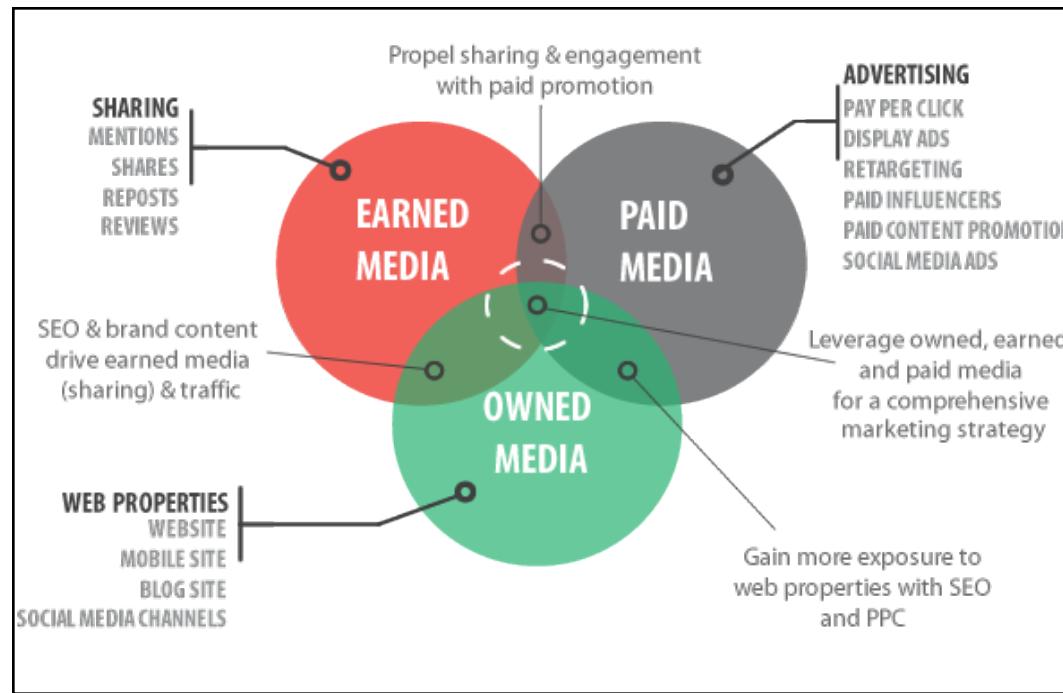
Web Data



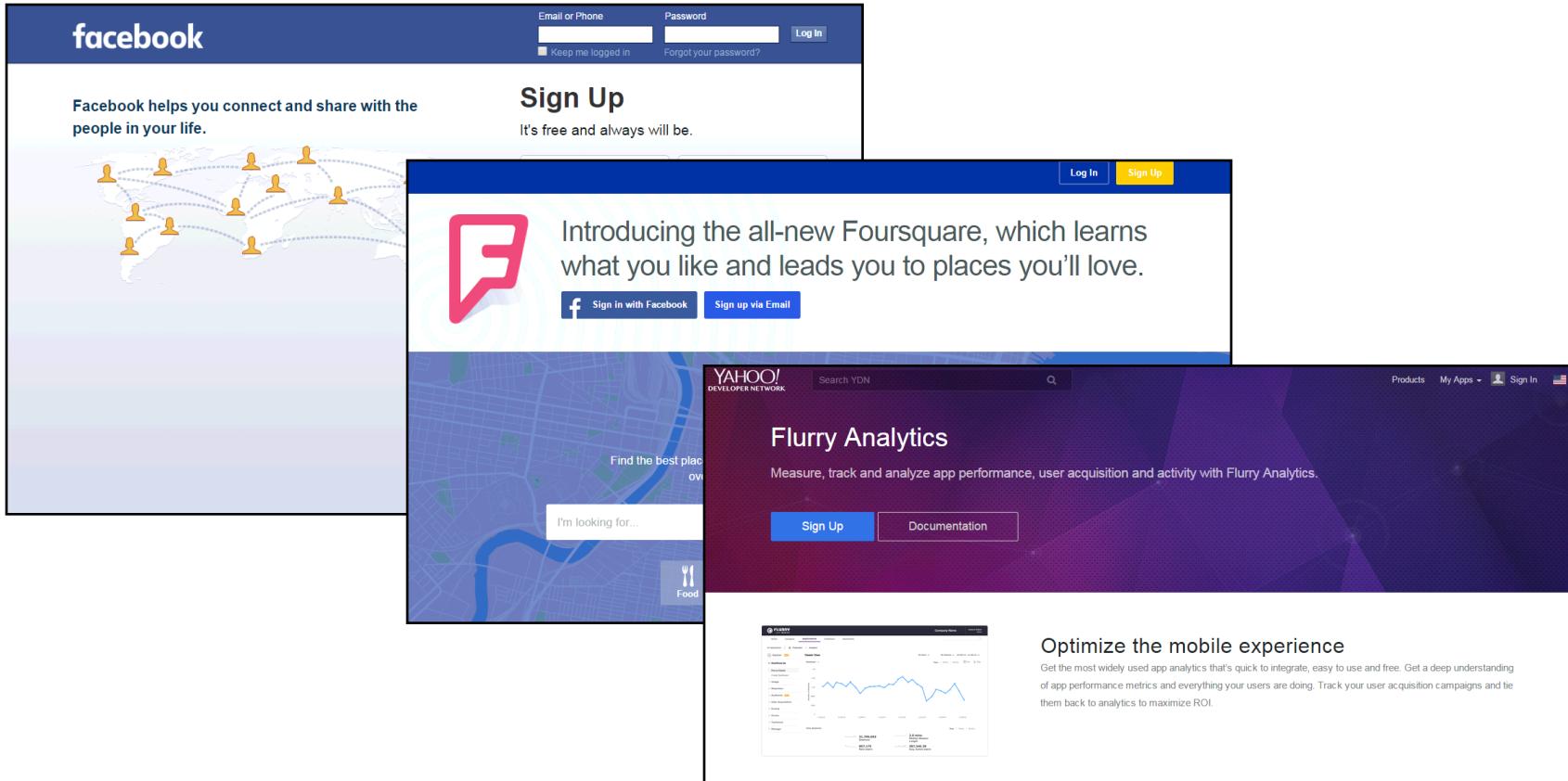
Web Data – Individual companies



Managerial Questions



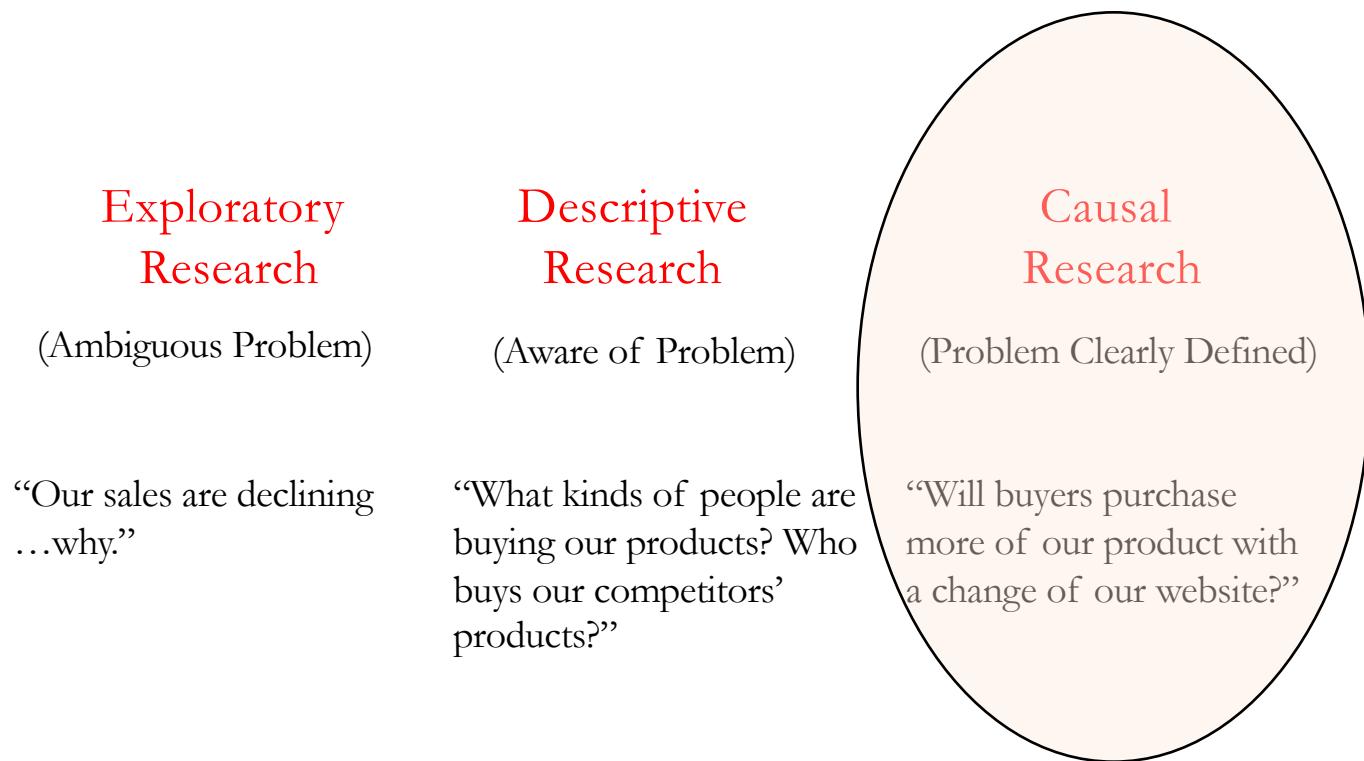
Mobile Data



Managerial Questions

- Is customer search on the mobile platform different from the desktop?
- What information to show customers based on their location?
- Location-based coupons

Types of Marketing Research



Correlation and Causation

- Correlation = relationship between two variables
- Causation = one variable producing an effect in another variable
- Correlation ≠ Causation

Causal Inference: Three Requirements

1) Correlation

- Evidence of association between X and Y

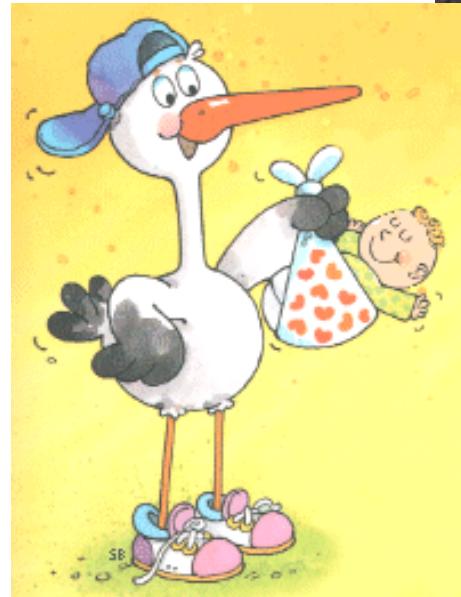
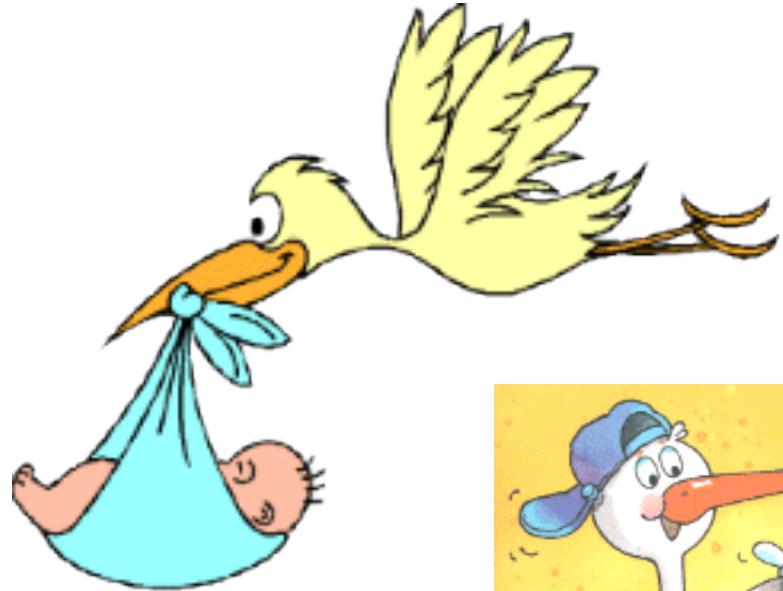
2) Temporal antecedence

- X must occur before Y

3) No third factor driving both

- Control of other possible factors





3 Factors Necessary for Causation:

1) Correlation

storks and babies in same house

2) Temporal antecedence

3) No third factor driving both

3 Factors Necessary for Causation:

1) Correlation

storks and babies in same house

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storks → baby

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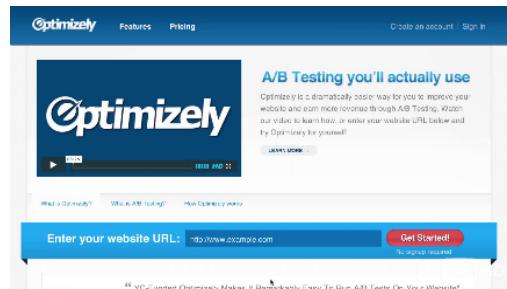
2) Temporal antecedence

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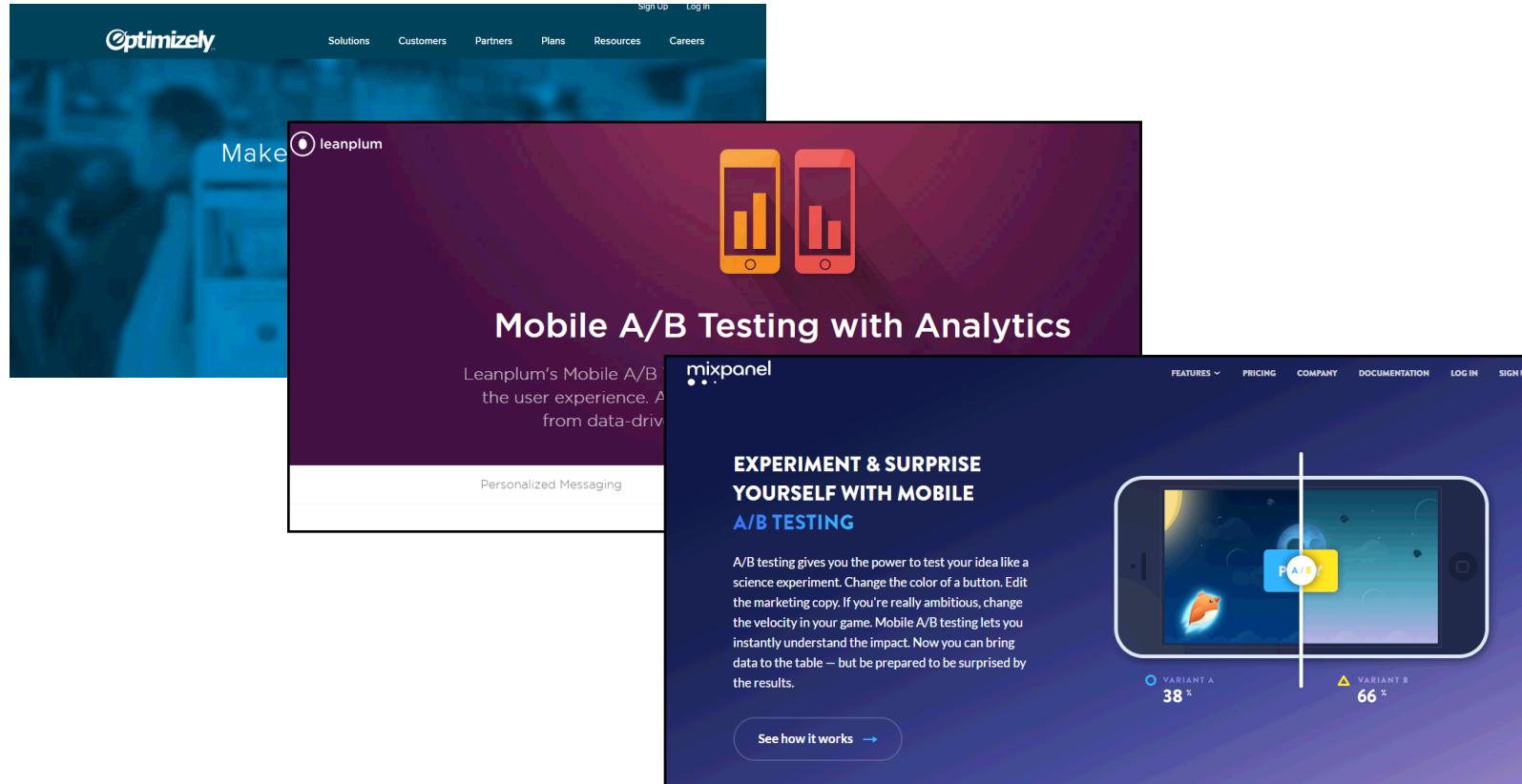
3) ~~No third factor driving both~~

Houses warmer with pregnant women

Several companies help with A/B Testing



Mobile A/B Testing



Pricing

Starter Plan		Enterprise Plan
No credit card required.		Customized For Your Business.
Absolutely Free		Schedule Demo
Test it out Schedule Demo		
Create & Launch Experiments		Start making decisions with actionable data. Optimizely lets you see your ideas come to life quickly. Halt neverending debates with your team and boss.
A/B testing	✓	✓
Multivariate Testing	✓	✓
Instant Rollouts	✓	✓
Mobile Developer Tools	✓	✓
Multi-page Testing (funnel)	✗	✓

Managerial Questions

- Website optimization
- Mobile App design
- Customized design
 - One to one marketing

Summary - Types of Marketing Research

Exploratory Research

(Ambiguous Problem)

“Our sales are declining
...why?”

Descriptive Research

(Aware of Problem)

“What kinds of people are
buying our products? Who
buys our competitors’
products?”

Causal Research

(Problem Clearly Defined)

“Will buyers purchase
more of our product with
a change of our website?”

What is Marketing Research?

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