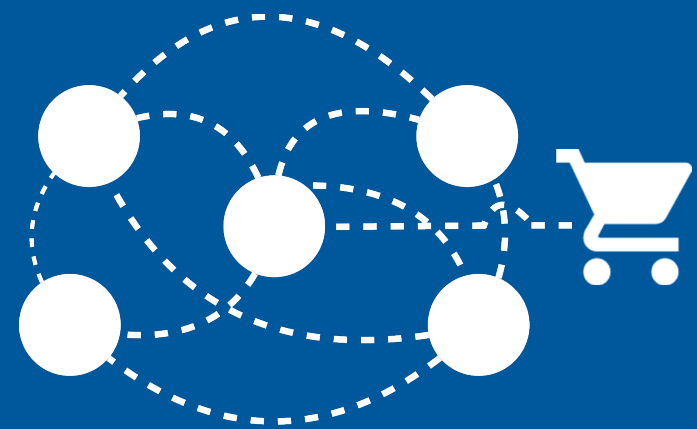


# LESSON 4:

## “Where It All Begins”



The consumer's digital life is very complicated



A meaningful story requires the use of a framework



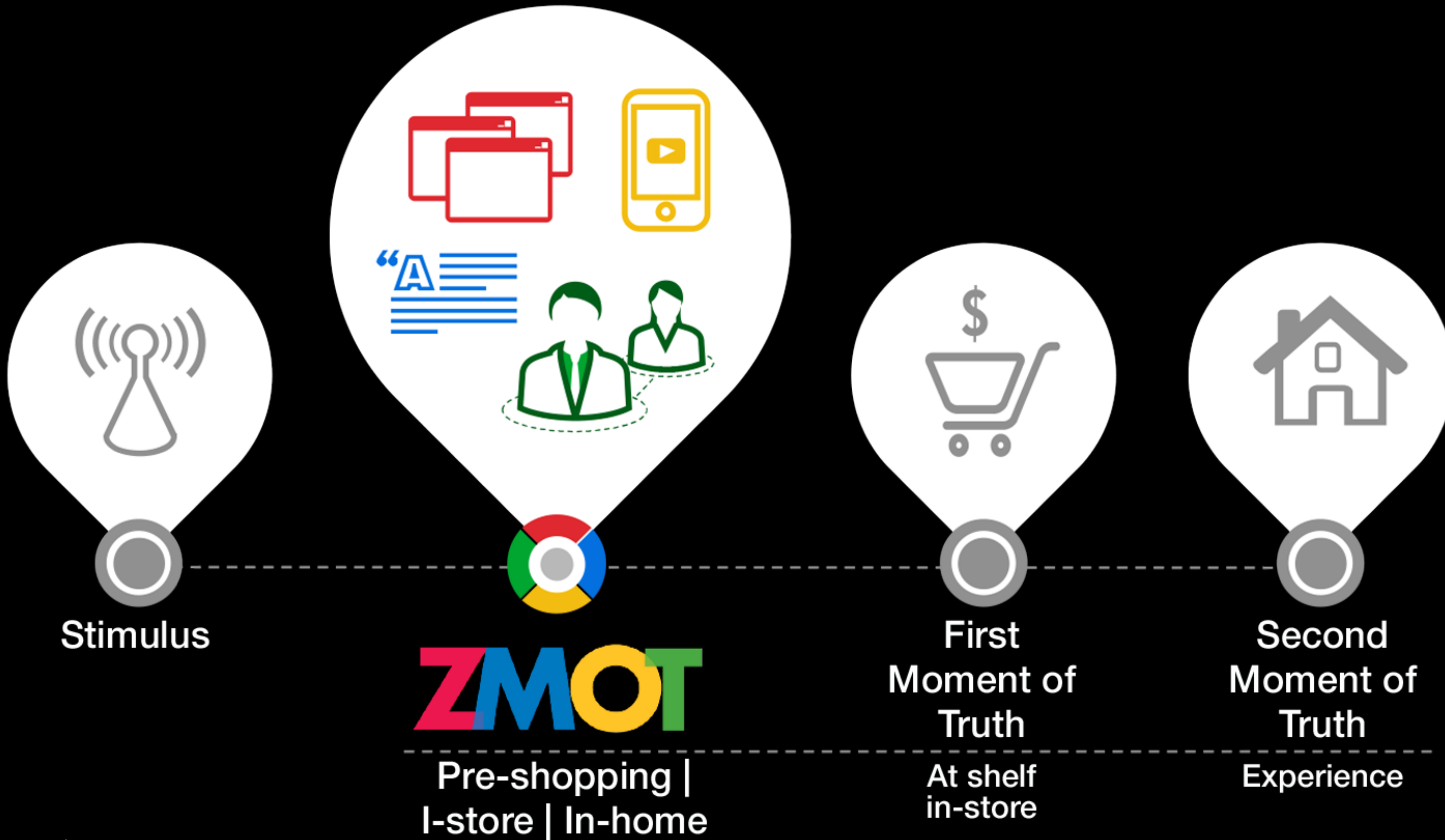
McKinsey's CDJ is one such framework



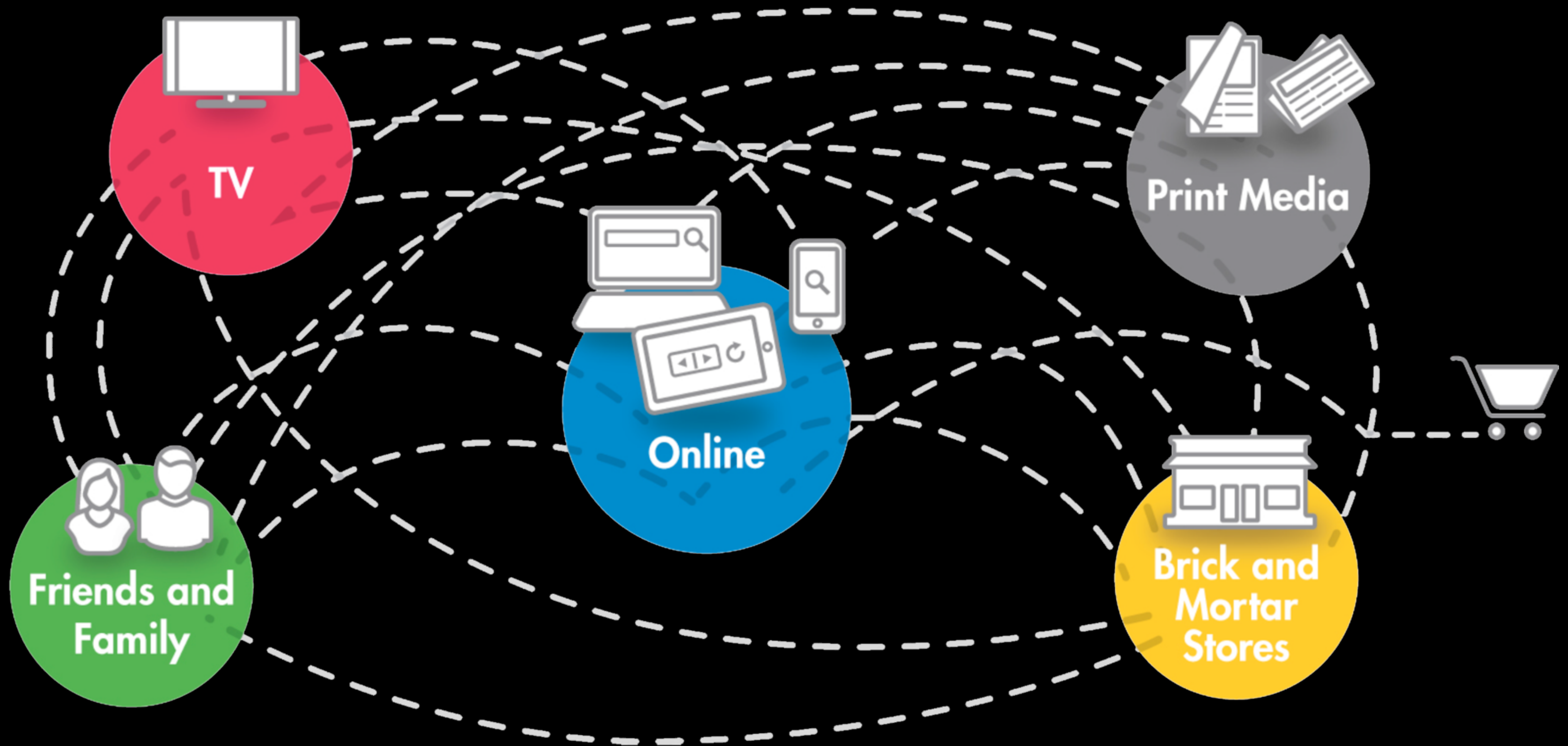
Each step in the journey triggers new questions



Data can provide answers to those questions

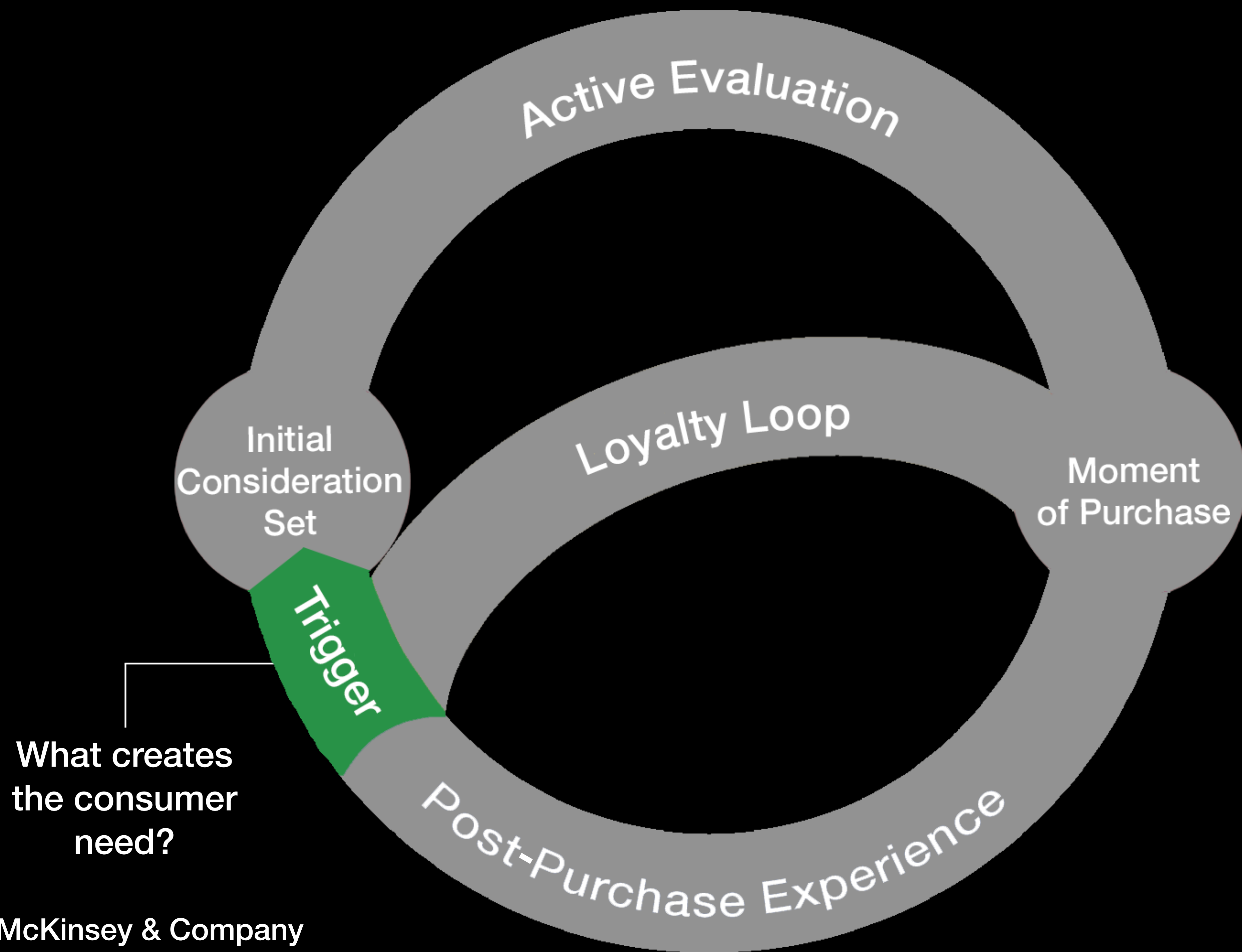


# ZMOT in action is messy









Do consumers  
recall and  
recognize my  
brand?

Initial  
Consideration  
Set

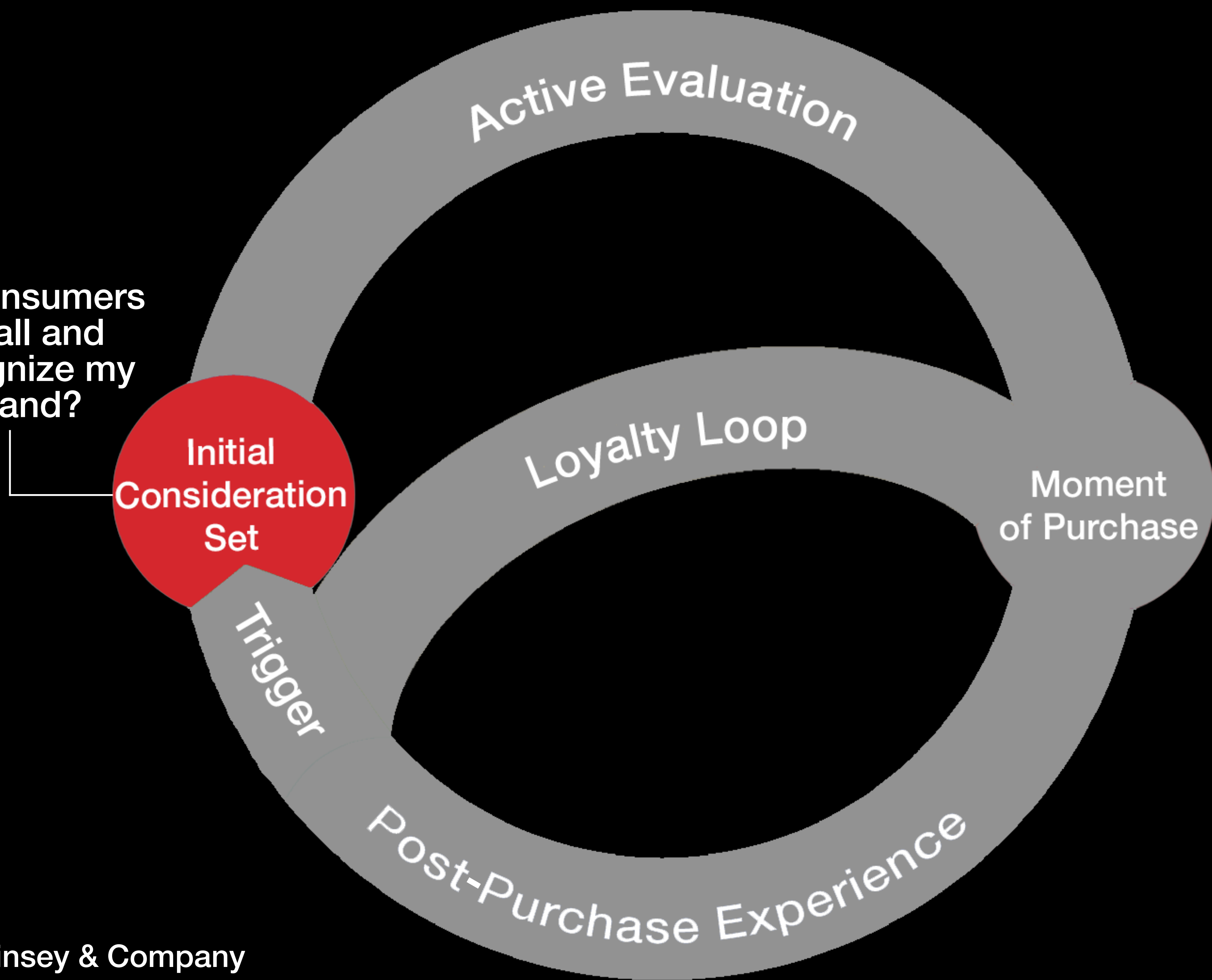
Trigger

Post-Purchase Experience

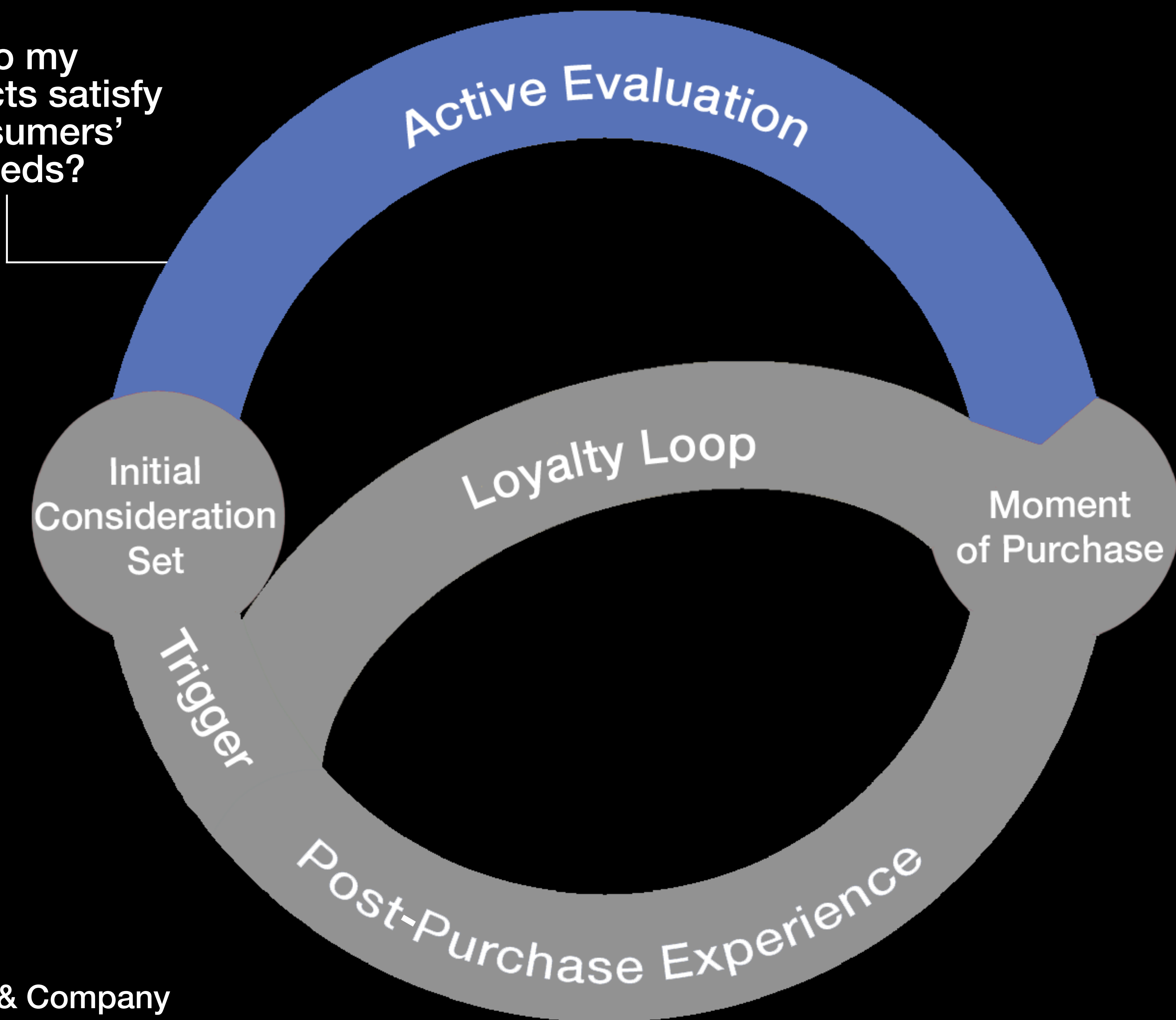
Loyalty Loop

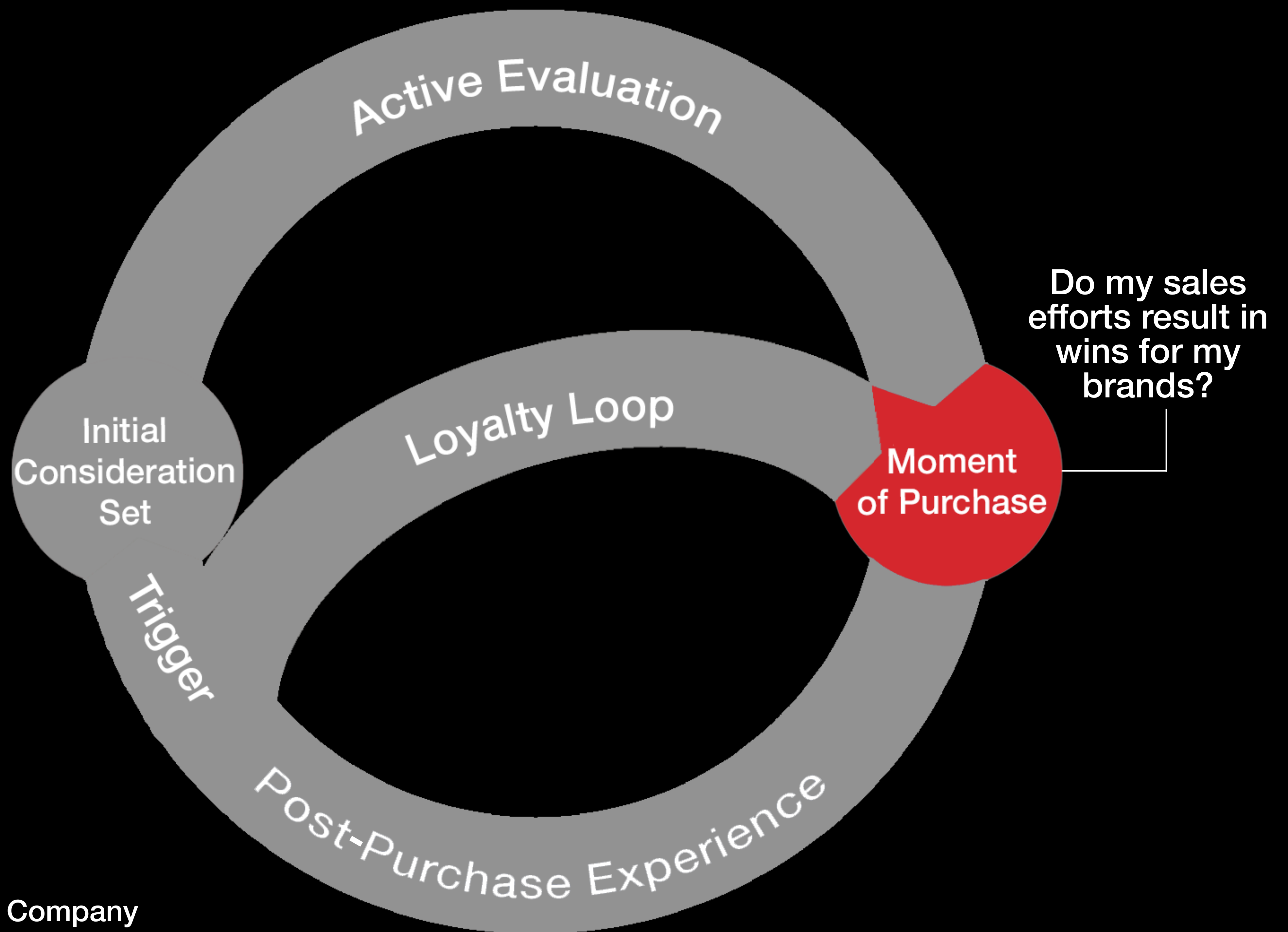
Active Evaluation

Moment  
of Purchase

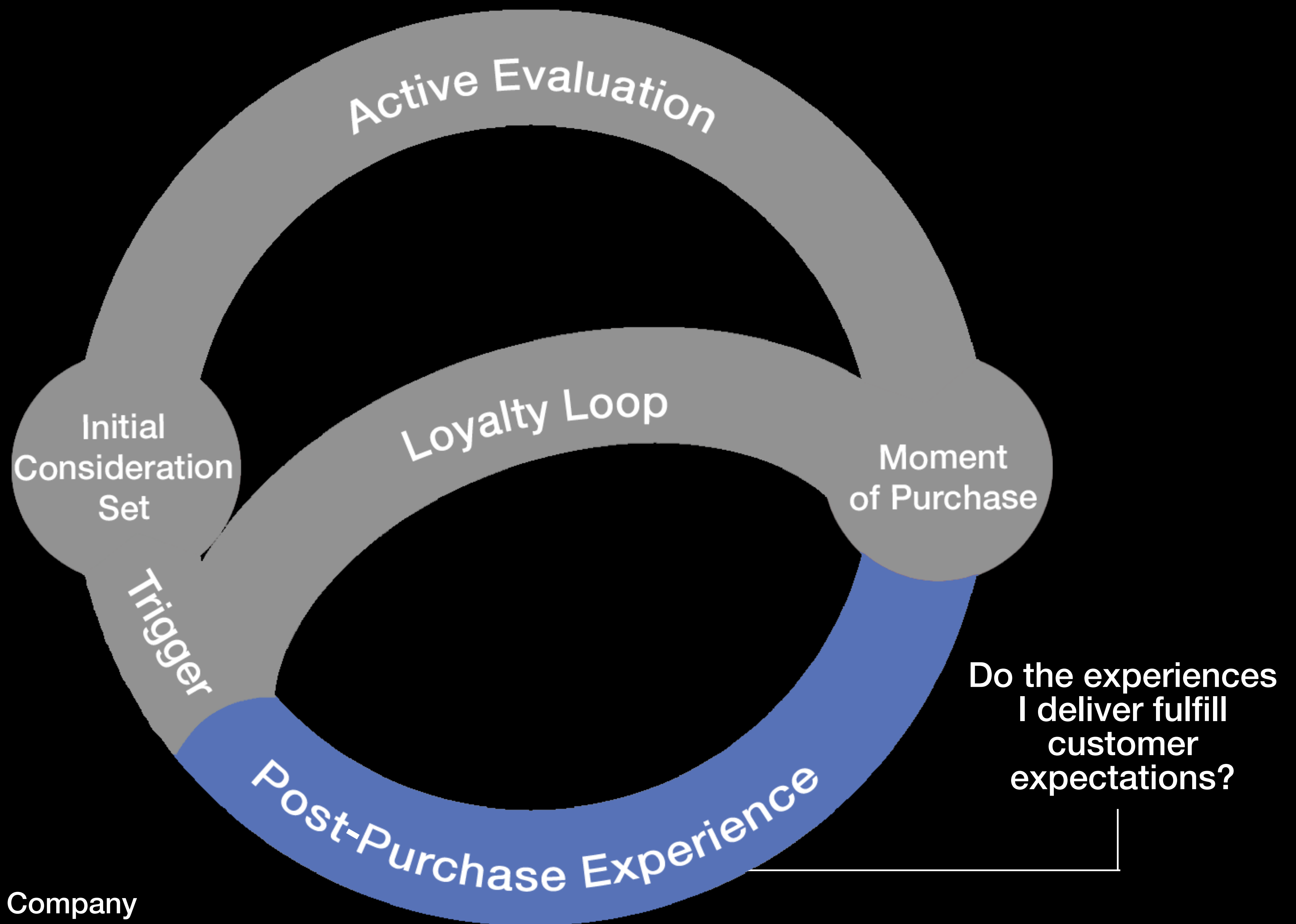


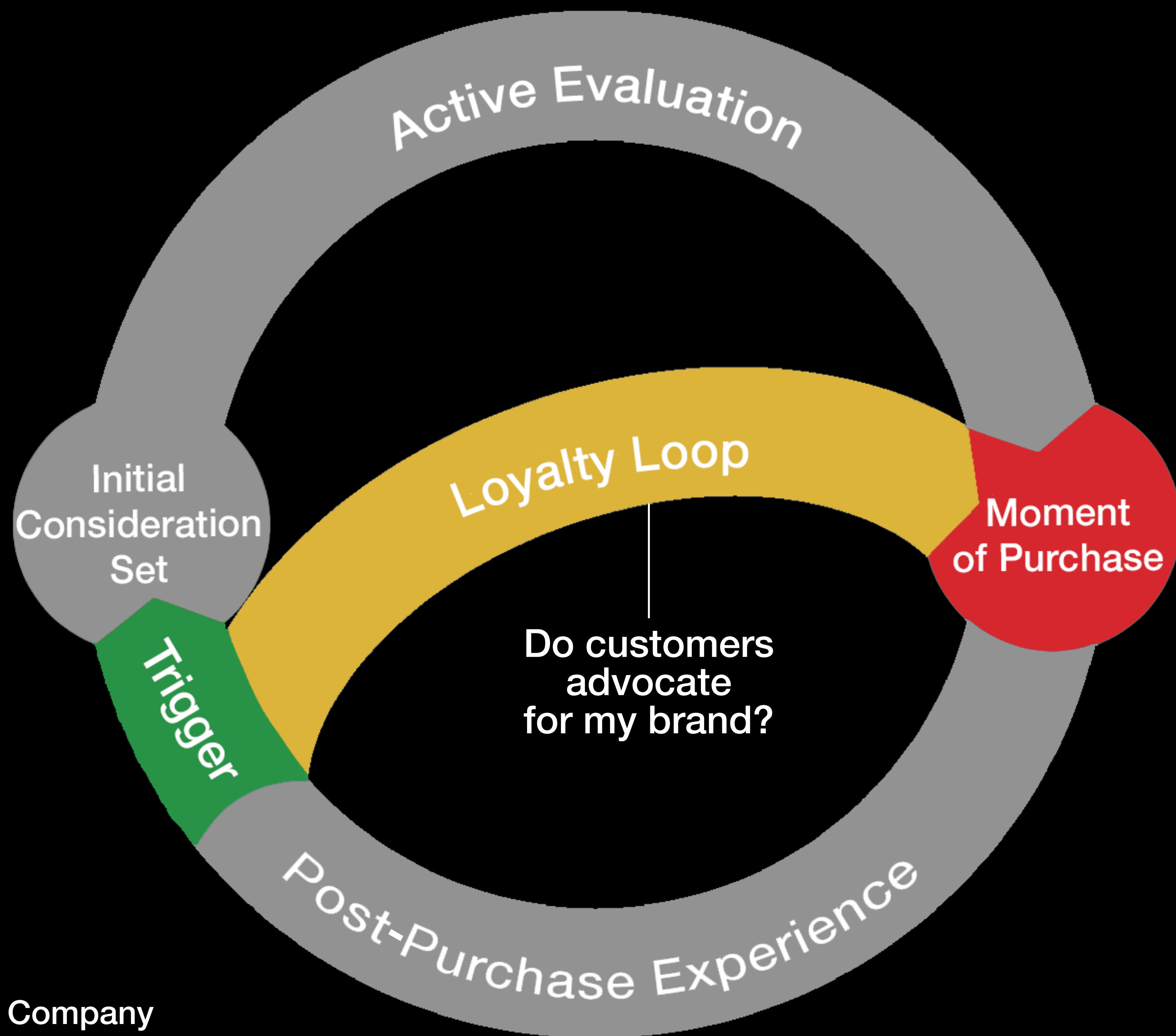
Do my  
products satisfy  
consumers'  
needs?

















# Kaushik offers a comprehensive set of affordable gadgets

## **Clickstream Analysis**

- Yahoo! Web Analytics
- Google Analytics
- Piwik
- Feedburner\*
- Google Webmaster Tools\*
- Bing Webmaster Tools\*

## **Outcomes Analysis**

- Mongoose Metrics
- ifbyphone
- LivePerson

## **Voice of Customer**

- Qualaroo (formerly KissInsights)
- UserTesting.com
- Loop11.com
- Concept Feedback
- Bounce\*
- Google Consumer Surveys\*

Note: (\*) Special recommendation

Source: Adapted from Kaushik, “Best Web Analytic Tools” (2010)

# Kaushik offers a comprehensive set of affordable gadgets

## Experimentation / Testing

- Google Website Optimizer
- Optimizely\*
- AdWords Campaign Experiments\*

## Competitive Intelligence

- Compete
- AdWords Keyword Tool
- Google Trends\*
- Google Correlate\*

## Misc Emerging Analytics

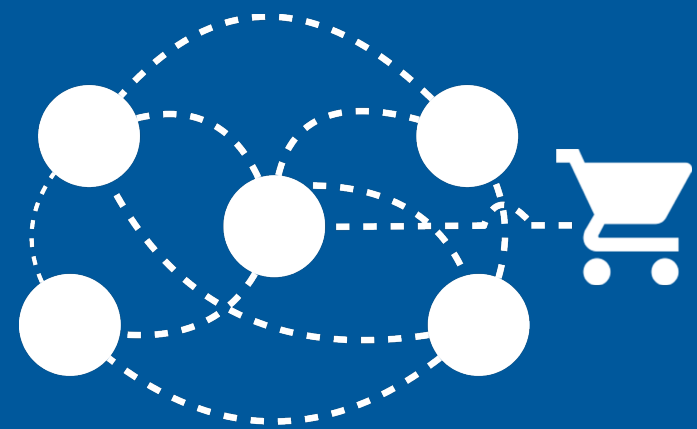
- Klout
- AnalyzeWords
- Topsy\*
- TweetBinder\*
- Think with Google\*

Note: (\*) Special recommendation

Source: Adapted from Kaushik, “Best Web Analytic Tools” (2010)

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## Supplemental reading for this lesson

- **The Consumer Decision Journey:**  
[http://www.mckinsey.com/insights/marketing\\_sales/the\\_consumer\\_decision\\_journey](http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey)



# References

1. Google/Shopper Sciences, Zero Moment of Truth Study – Tech (2011), Retrieved from <https://www.thinkwithgoogle.com/research-studies/zmot-consumer-electronics.html>
2. Google. ZMOT Handbook, Ways to Win Shoppers at Zero Moment of Truth. 2012. Retrieved from [https://ssl.gstatic.com/think/docs/2012-zmot-handbook\\_research-studies.pdf](https://ssl.gstatic.com/think/docs/2012-zmot-handbook_research-studies.pdf)
3. David Court, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik. 2009. “The Consumer Decision Journey.” Retrieved from [http://www.mckinsey.com/insights/marketing\\_sales/the\\_consumer\\_decision\\_journey](http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey)