

DESCRIPTIVE CUSTOMER ANALYTICS

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Issues in Marketing Research



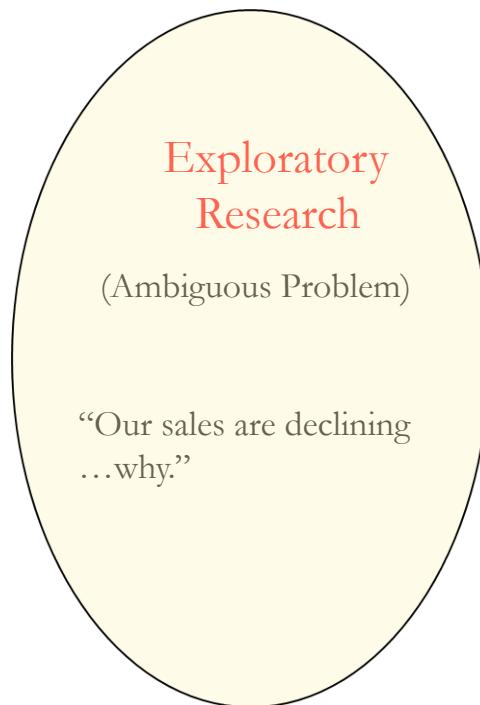
Wharton
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ONLINE

What is Marketing Research?

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

Types of Marketing Research



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)

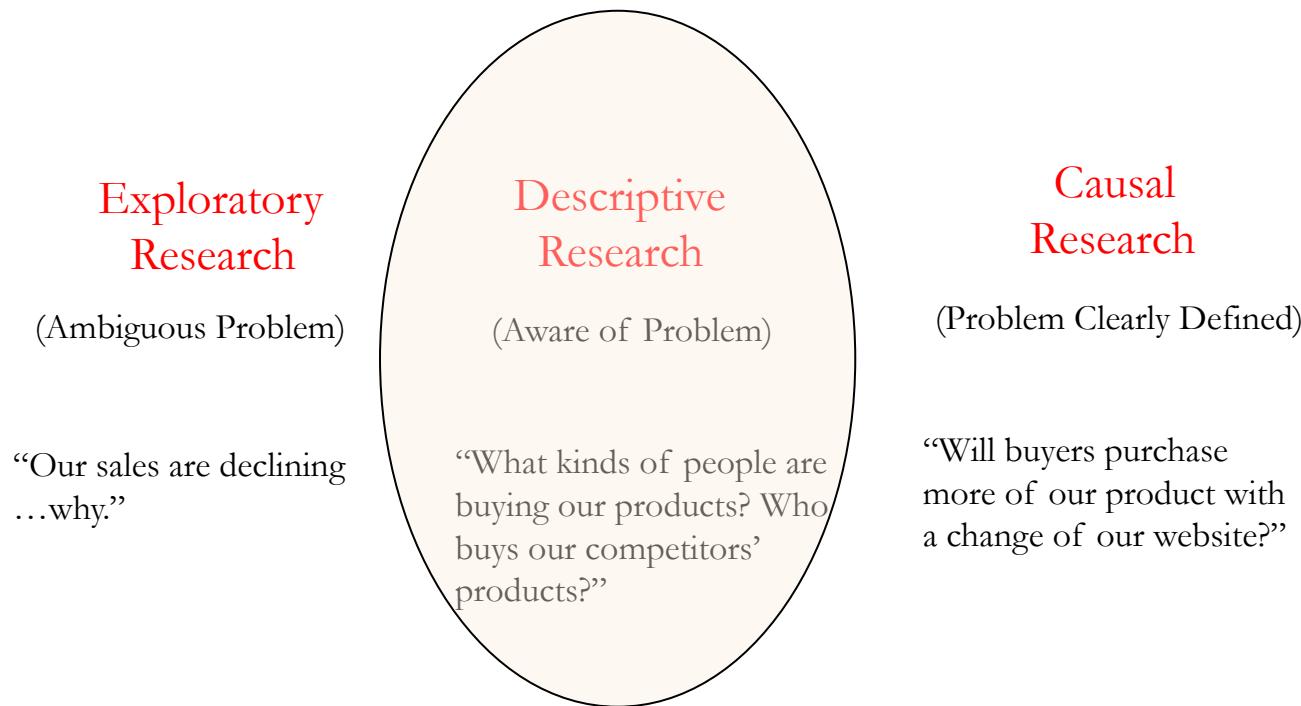
The collage consists of three distinct web pages:

- Top Left:** A screenshot of the VISIONCRITICAL website. It features the tagline "COLLECTIVE WISDOM STARTS HERE" and a circular graphic with arrows labeled "CONTINUOUSLY ENGAGE YOUR CUSTOMERS". Below this is a testimonial: "If you want answers ask are your customers engage the right customer the right way".
- Top Right:** A screenshot of the "c_space" website. It shows a person in a video conference and navigation links for "What we do", "Our thinking", "Careers", and "Contact".
- Bottom:** A screenshot of the itracks website. It features a woman smiling, a video chat interface, and the text "Face to Face Discussions with itracks Video Chat." with a "LEARN MORE" button. The page also includes sections for "What's New", "Qualitative Platforms", "Upcoming Webinars", and legal notices about patent licensing.

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 Marketing Research



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

The image displays two side-by-side screenshots of survey software websites.

Qualtrics: The top half shows the Qualtrics homepage with the tagline "Ask Questions. Get Answers. Act Fast." It features three main steps: "Collect" (represented by a folder icon), "Analyze" (represented by a bar chart icon), and "Act" (represented by a checkmark icon). Below these steps is a red button labeled "Create your free survey." The bottom half of the Qualtrics screenshot shows a section titled "The Ridiculously Powerful Insight Platform" with icons for "Voice of the Customer," "Employee Engagement," "Market Research," and "Academic Insights." A quote from Qualtrics' CEO is present: "Now, with our voice of the customer running on Qualtrics, we are more driven than ever before."

SurveyMonkey: The bottom half shows the SurveyMonkey homepage with the tagline "Create Surveys, Get Answers." It features three main sections: "Survey your target market" (SurveyMonkey Audience has millions of people ready to take your survey), "Want more power and multiple users?" (Get one account for all users and make smarter decisions with SurveyMonkey Enterprise), and "Give your results more context" (Compare survey data to organizations like yours with SurveyMonkey Benchmarks). At the bottom, there are icons for "Customer Satisfaction," "Market Research," "Events," "Education," and "Human Resources."

Full Service

The screenshot shows the SurveyMonkey "Plans & Pricing" page. At the top, there are links for "Sign In" and "Help". Below the header, there are navigation links: Home, How It Works, Examples, Survey Services, and Plans & Pricing.

The main content is a table comparing four service plans:

BASIC Free	SELECT \$26 per month <small>SAVE with an annual plan</small>	GOLD \$300 per year MOST POPULAR	PLATINUM \$780 per year
Sign Up ▾	Sign Up ▾	Sign Up ▾	Sign Up ▾
10 questions	✓	Unlimited questions	✓
100 responses	1000 responses*	Unlimited responses	✓
Standard email support	✓	Priority 24/7 email support	✓
	✓	Custom logos, colors & more ⓘ	✓
	✓	Skip logic ⓘ	✓
	✓	Cross-tabs & filters ⓘ	✓
	✓	Export data & reports ⓘ	✓
		Statistical significance ⓘ	✓
		Text analysis ⓘ	✓
		Question & answer piping ⓘ	✓
		Randomization ⓘ	✓
			✓ Add multiple users ⓘ
			✓ White label surveys ⓘ
			✓ Phone support
			✓ HIPAA-compliant features ⓘ

[See all features](#)

Mobile Surveys – The Next Frontier

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

Qualtrics Mobile (Left):

- The top half shows the Qualtrics website with a banner for "Qualtrics Mobile". It features three smartphone icons labeled "SMS Surveys", "Mobile Surveys", and "Offline Surveys".
- The bottom half contains promotional text: "Meet the Master of Mobile, the Oracle of Offline, the Sultan of SMS. Meet Qualtrics." and "Qualtrics Mobile delivers the features and benefits of Qualtrics Research Suite to smartphones and tablets. You increase response rates and capture valuable insight – your customers receive a clean, consistent and branded mobile survey experience, every time. It's a win-win."

m:spouse (Right):

- The interface has a dark blue header with "m:spouse" and navigation links for "FEATURES", "PRICING", and "COMPANY".
- The main content area features the headline "Get answers to tough questions with mobile surveys." and a subtext about how surveys make it easy to ask customers questions.
- A large image shows a smartphone displaying a survey question: "How likely are you to recommend us to a friend?" with options: "Extremely likely", "Moderately likely" (which is checked), "Neutral", and "Not likely".
- The bottom of the page includes the tagline "ASK ANYTHING" and "Measure what people think and how they feel."

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" and "The Consumer Conversation Experts", followed by navigation links for "Get Our Updates", "Home", "Who We Are", "Solutions", "News & Insights", "Keller Fay UK", "Contact Us", and a search bar.

Left Screenshot (WOM Dynamics Collected):

- Section Header:** WOM Dynamics Collected
- Text:** "SEARCH ...", "RECEIVE OUR FREE NEWSLETTER", "FIND OUT MORE"
- List:** "Brand Level", "Conversation Level", "Respondent Level".
- Image:** Two women in lab coats looking at a tablet device.
- Text:** "Engagement Labs Continues Strategic Expansion Into US and UK Markets".

Right Screenshot (Talk Track® Methodology):

- Section Header:** Talk Track® Methodology
- Text:** "SEARCH ...", "RECEIVE OUR FREE NEWSLETTER", "FIND OUT MORE"
- List:** "Diary-assisted survey about a day's conversations", "Representative sample of consumers 13 to 69", "Size of Database", "Deliverables".
- Image:** Two women in lab coats looking at a tablet device.
- Text:** "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
 - $G \times P \times T \times V > 10,000$ 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 dark header with the Nielsen logo and navigation links for Insights, Solutions, News Center, and About. A search bar is at the top right. Below is a graphic of colored lines forming a bell curve. The main section is titled "SOLUTIONS" and "RETAIL MEASUREMENT". It includes sections for "WHAT WE MEASURE" (describing Nielsen's consumer panels) and "HOW WE DO IT" (describing Nielsen Consumer Panels).
- IRI:** Features a blue hexagonal grid background. In the center are two white hexagons labeled "MARKET PERFORMANCE & STRATEGY" and "MARKET MEASUREMENT", each containing icons like a shopping cart and a bar chart. Below this is a call-to-action: "Measure what's happening in". A detailed description follows: "Having point-of-sale information is a vital first step in being trends, manage inventory, understand the impact of campaigns. Market Measurement Solutions offer comprehensive information about what you're selling but how you're doing across specific categories."
- SPINS:** Has a blue header with the SPINS logo and navigation links for Scan Data, Insights, Applications, Coalition, and About SPINS. The main section is titled "SPINSScan Natural" with the subtitle "Access information from the channel innovating products and defining the industry." It features tabs for NATURAL, SPECIALTY GOURMET, CONVENTIONAL, and STORE LEVEL. A call-to-action says "Identify, understand and anticipate the needs of your natural consumers." At the bottom, it highlights "The Natural Channel represents an \$11.5 billion market opportunity and is at the epicenter of our industry." It also shows growth statistics: "60% Growth in sales volume (ACV)" and "28% Growth in store count". A note indicates "NATURAL CHANNEL GROWTH OVER THE PAST 5 YEARS: 2013 - 2018".

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

The screenshot shows the Kantar Media website's product search interface for their Strategy product. The page has a dark header with the Kantar Media logo and a navigation bar with links like 'AREAS OF EXPERTISE', 'BUSINESSES', 'PRODUCTS', 'INSIGHT CENTER', 'ABOUT US', and 'NETWORK'. A sidebar on the left contains dropdown menus for 'My company type', 'My industry is', 'I'm looking for', and 'I'm looking to get', each with multiple options. Below these is a 'View All Products' link and a 'Search' button. The main content area features a heading 'Strategy™' with a sub-headline 'The industry standard for advertising research'. It describes the product's capabilities, mentioning it can track ad activity on 14 million brands across 25 media types, including TV, radio, and digital. It also highlights its historical database and cross-media campaign reporting features. A 'Client Login' button is located in the top right corner of this section.

The screenshot shows the Nielsen Audio website. At the top, there is a large image of a smiling man wearing headphones. To his right, the text 'NIELSEN AUDIO IS HERE!' is displayed in blue, with a 'Press Release >' link below it. Below this, a section titled 'ABOUT NIELSEN AUDIO' is shown. It includes a paragraph about Nielsen's acquisition of Arbitron and another paragraph discussing the company's role as the definitive source for comprehensive radio metrics and insights. At the bottom, there is a section with the headline 'And with Nielsen Audio, you're never left to figure things out on your own.' followed by a paragraph of text.

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 have programming, advertising inventory and campaigns' reach for highest ROI.

Yet the majority of viewing still occurs at home on TV screens. Through 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 informed deeper level of market analysis and pinpoint steps you can take to improve.

More info on our [Media & Entertainment Research and Audience Measurement](#)

RENTRAK

MOVIES & TV EVERYWHERE

TV Essentials

Providing television measurement from more than 35 million screens and approximately 16 million households across the country, Rentrak 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.

Rentrak's TV Essentials® help television buyers and sellers make smarter transactions by giving them a deeper understanding of the true value of their audiences. By combining the most advanced and unparalleled TV measurement, this unique service gives agencies, advertisers and television networks access to the most expansive and exclusive viewership information for a level of granularity and stability absent from traditional television measurement services.

Advanced Demographics: Rentrak's Advanced Demographics allow users to more accurately pinpoint audiences they wish to reach. By combining its expansive viewing intelligence with third-party consumer behavior information from sources like Nielsen Scarborough, Rentrak users can dig deeper into TV

EXACT COMMERCIAL RATINGS OVERVIEW

nielsen

INSIGHTS | SOLUTIONS | NEWS CENTER | ABOUT

Search All Nielsen

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.

Our capabilities provide solutions for media that are changing, from linear to digital and from broadcast to streaming.

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?

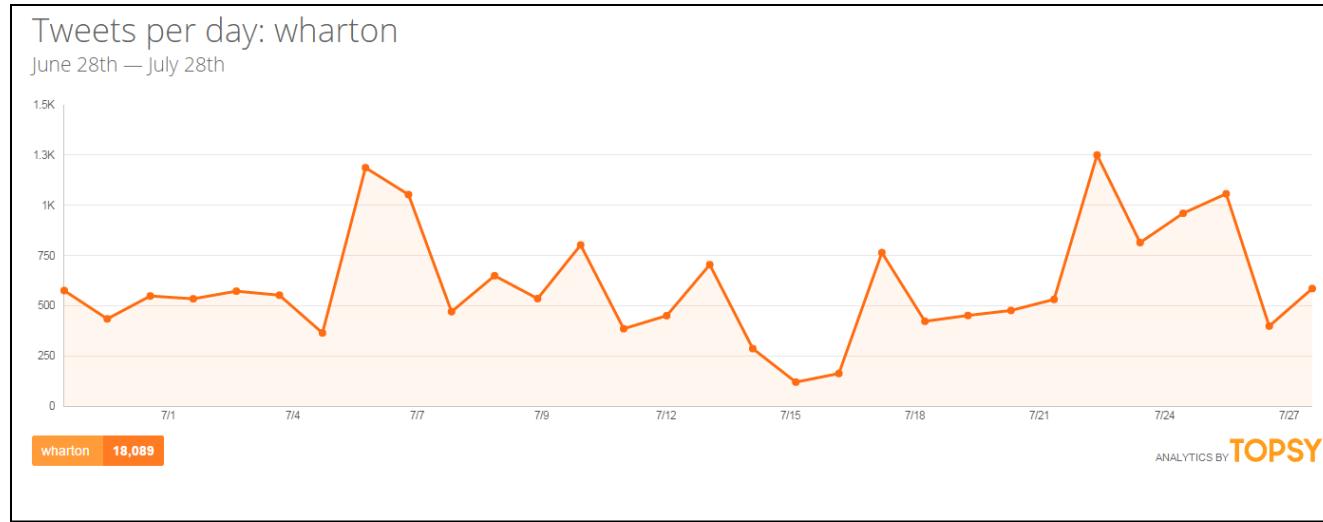
TV viewership → Ad Spend

Social Media Analytics

The image displays three separate web pages side-by-side, each representing a different social media analytics platform:

- Hootsuite:** The leftmost page shows the Hootsuite homepage with a sidebar menu under "PRODUCTS" that includes "Analytics" (which is currently selected). Other products listed are Engagement, Publishing, Campaigns, Platform, Extensions, and Mobile Apps.
- Topsy:** The middle page shows the Topsy homepage with the tagline "Search and Analyze the Social Web." It features a search bar and navigation links for "EVERYTHING", "LINKS", "TWEETS", "PHOTOS", "VIDEOS", and "INFLUENCERS".
- Sprout Social:** The rightmost page shows the Sprout Social homepage with the tagline "Powerful, Approachable Software for Social Business". It features a large image of a person using a laptop and smartphone, and a prominent green "START YOUR FREE TRIAL" button.

Search on Topsy – Wharton!



Managerial Questions

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

Web Data

Measuring digital performance for 15 years.

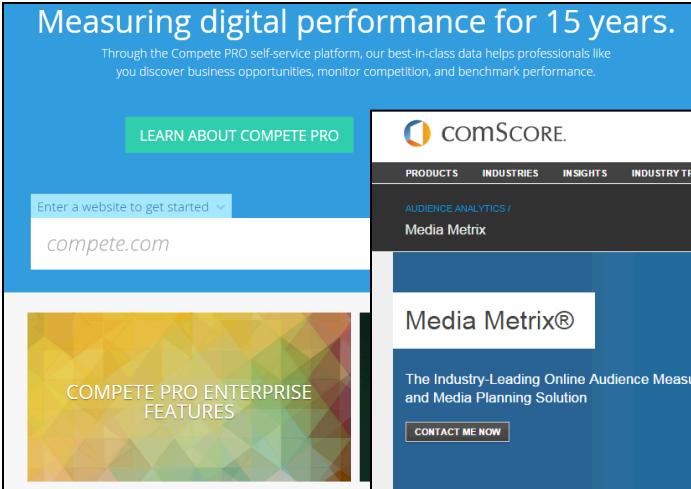
Through the Compete PRO self-service platform, our best-in-class data helps professionals like you discover business opportunities, monitor competition, and benchmark performance.

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COMPETE PRO ENTERPRISE FEATURES



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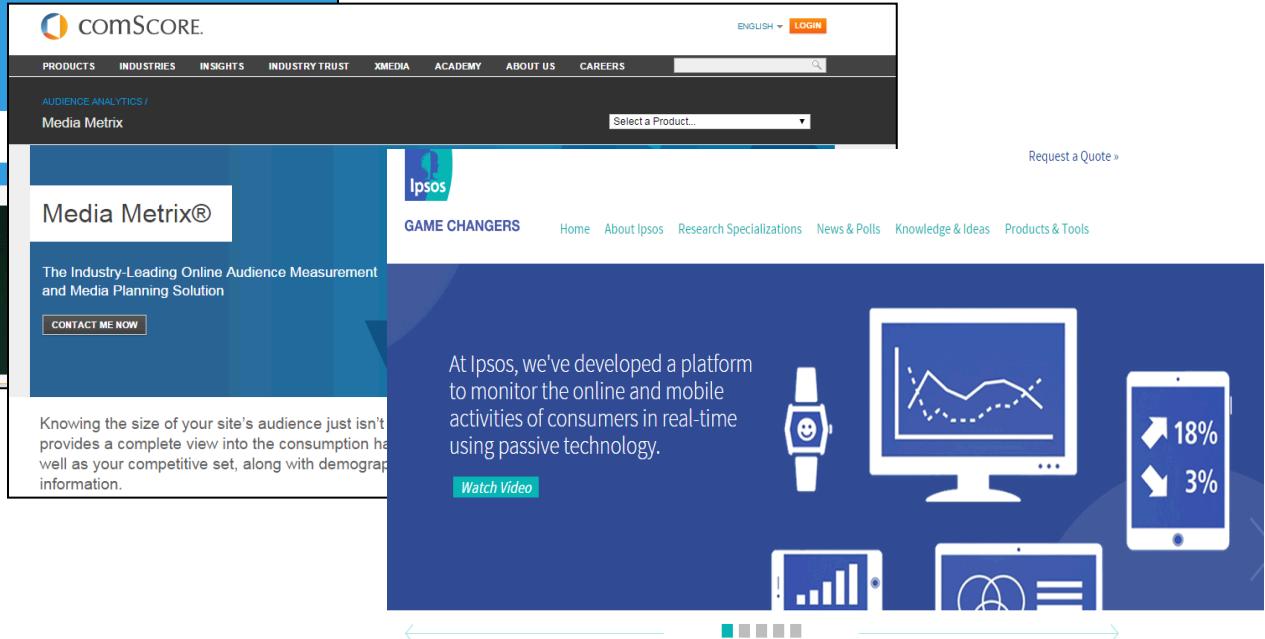
Knowing the size of your site's audience just isn't provides a complete view into the consumption ha well as your competitive set, along with demograph information.

Ipsos

GAME CHANGERS Home About Ipsos Research Specializations News & Polls Knowledge & Ideas Products & Tools

At Ipsos, we've developed a platform to monitor the online and mobile activities of consumers in real-time using passive technology.

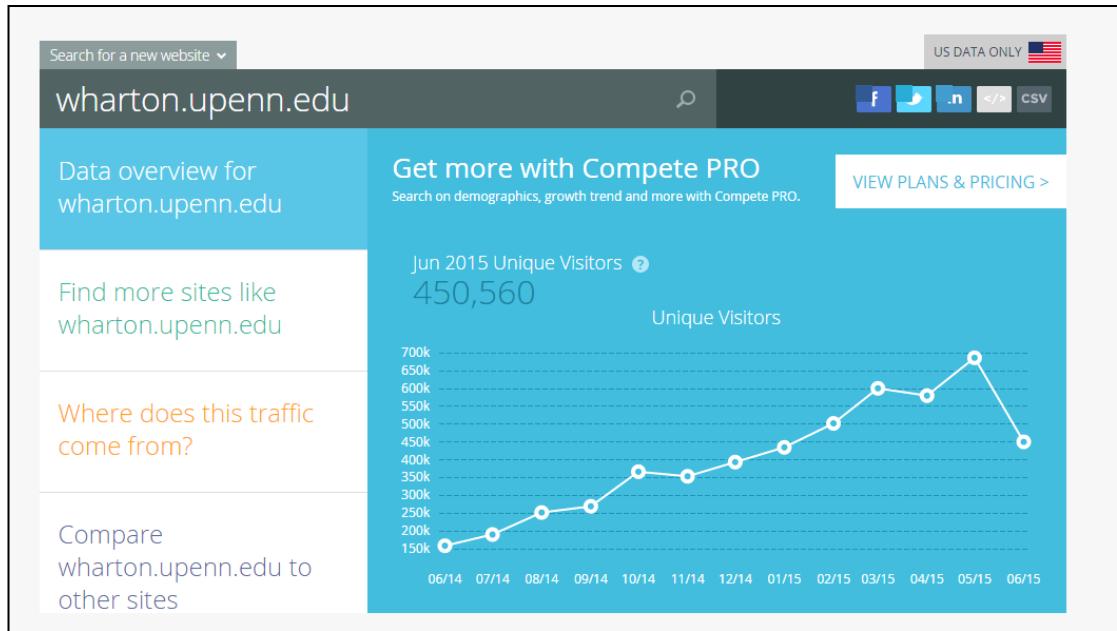
[Watch Video](#)



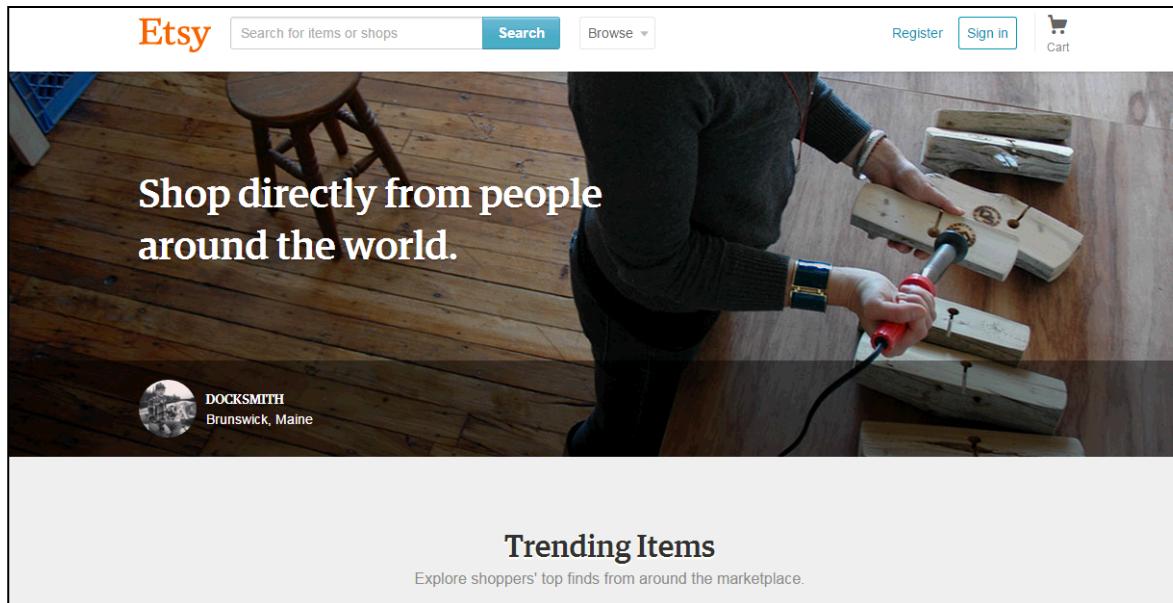
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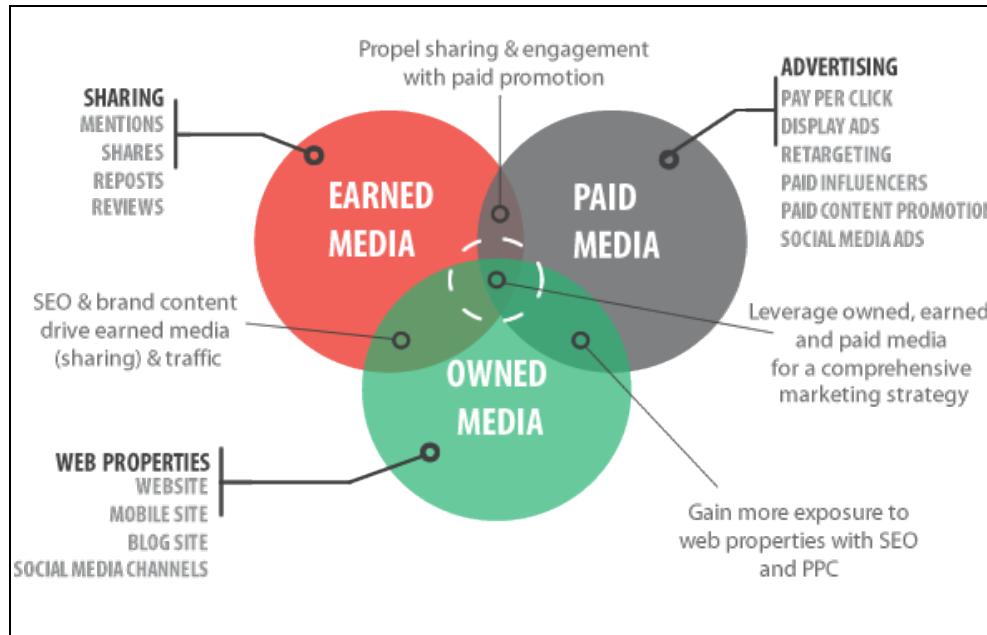
Web Data



Web Data – Individual companies



Managerial Questions



Mobile Data

The collage consists of four distinct web pages related to mobile data:

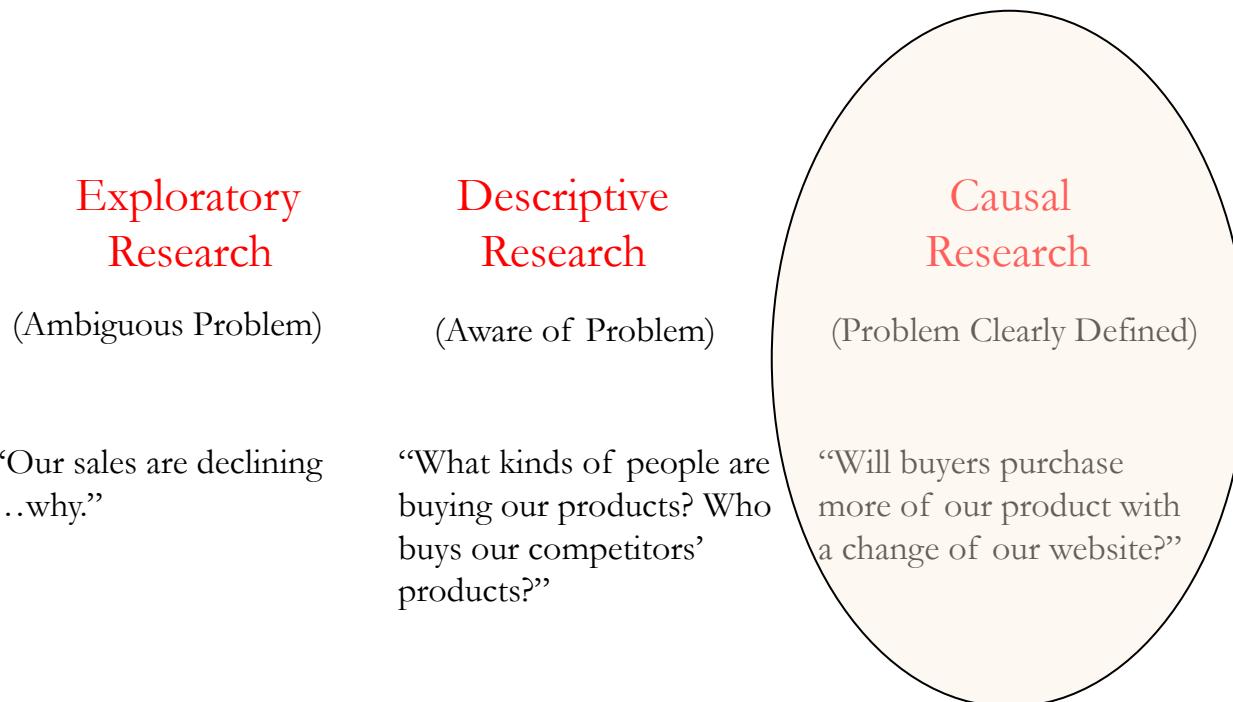
- Facebook Login:** Shows the classic blue header with the word "facebook". Below it, a message reads: "Facebook helps you connect and share with the people in your life." To the right is a "Sign Up" section with fields for "Email or Phone" and "Password", a "Log In" button, and links for "Forgot your password?" and "Keep me logged in".
- Foursquare Sign-Up:** Features the Foursquare logo (a red stylized 'F'). The main text says: "Introducing the all-new Foursquare, which learns what you like and leads you to places you'll love." It includes "Sign up with Facebook" and "Sign up via Email" buttons.
- Yahoo! Developer Network:** Shows a map interface with a search bar at the top. A prominent button says "Find the best place on..." and a text input field says "I'm looking for...".
- Flurry Analytics:** A dark-themed page with a purple header. It features the Flurry logo and the text: "Flurry Analytics. Measure, track and analyze app performance, user acquisition and activity with Flurry Analytics." It has "Sign Up" and "Documentation" buttons.

Optimize the mobile experience: A call-to-action section with the text: "Get the most widely used app analytics that's quick to integrate, easy to use and free. Get a deep understanding of app performance metrics and everything your users are doing. Track your user acquisition campaigns and tie them back to analytics to maximize ROI."

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 \neq Causation

Causal Inference: Three Requirements

1) Correlation

- Evidence of association between X and Y

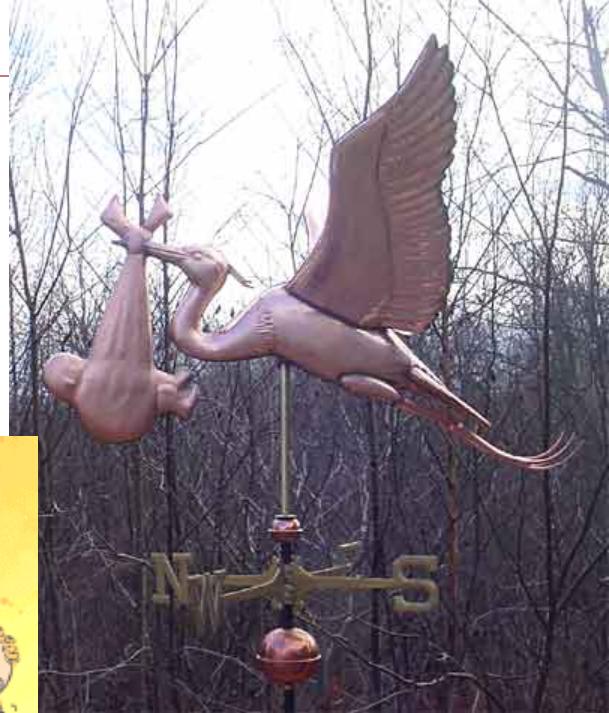
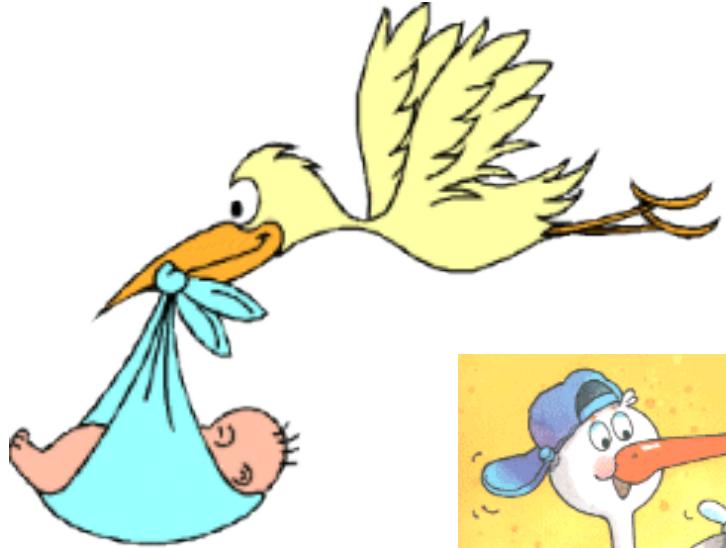
2) Temporal antecedence

- 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

2) Temporal antecedence

storks → baby

3) No third factor driving both

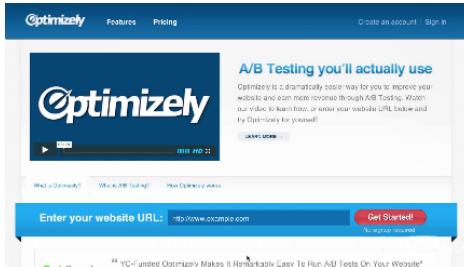
3 Factors Necessary for Causation:

- 1) Cause
- 2) Effect
- 3) No third factor driving both



Houses warmer with pregnant women

Several companies help with A/B Testing



A screenshot of the Adobe Test & Target page. It includes a success story from TechTarget stating they increased traffic to their marketing partner site by 35% and a 'Download now' button. To the right, there's a photograph of a person holding a tablet and looking at it.



Mobile A/B Testing

The image displays two side-by-side screenshots of mobile A/B testing platforms.

Left Screenshot (Optimizely):

- Header:** Optimizely logo, Sign Up, Log In.
- Content:** A dark purple banner featuring the Leanplum logo and two smartphone icons with bar charts. Below it, the text "Mobile A/B Testing with Analytics".
- Text:** "Leanplum's Mobile A/B Testing makes it easy to test and iterate on the user experience. A/B test your app's screens and features from data-driven insights."
- Call-to-action:** "Personalized Messaging" button.

Right Screenshot (Mixpanel):

- Header:** mixpanel logo, FEATURES, PRICING, COMPANY, DOCUMENTATION, LOG IN, SIGN UP.
- Content:** A dark blue banner with the text "EXPERIMENT & SURPRISE YOURSELF WITH MOBILE A/B TESTING".
- Text:** "A/B testing gives you the power to test your idea like a science experiment. Change the color of a button. Edit the marketing copy. If you're really ambitious, change the velocity in your game. Mobile A/B testing lets you instantly understand the impact. Now you can bring data to the table – but be prepared to be surprised by the results."
- Image:** Two smartphones side-by-side. The left phone is labeled "VARIANT A" with "38%" below it. The right phone is labeled "VARIANT B" with "66%" below it. Both phones show a game interface with a rocket ship.
- Call-to-action:** "See how it works →" button.

Pricing

		Starter Plan No credit card required.	Enterprise Plan 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		✓	✓
<u>Instant Rollouts</u>		✓	✓
<u>Mobile Developer Tools</u>		✓	✓
<u>Multi-page Testing (funnel)</u>		✗	✓

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?”

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