



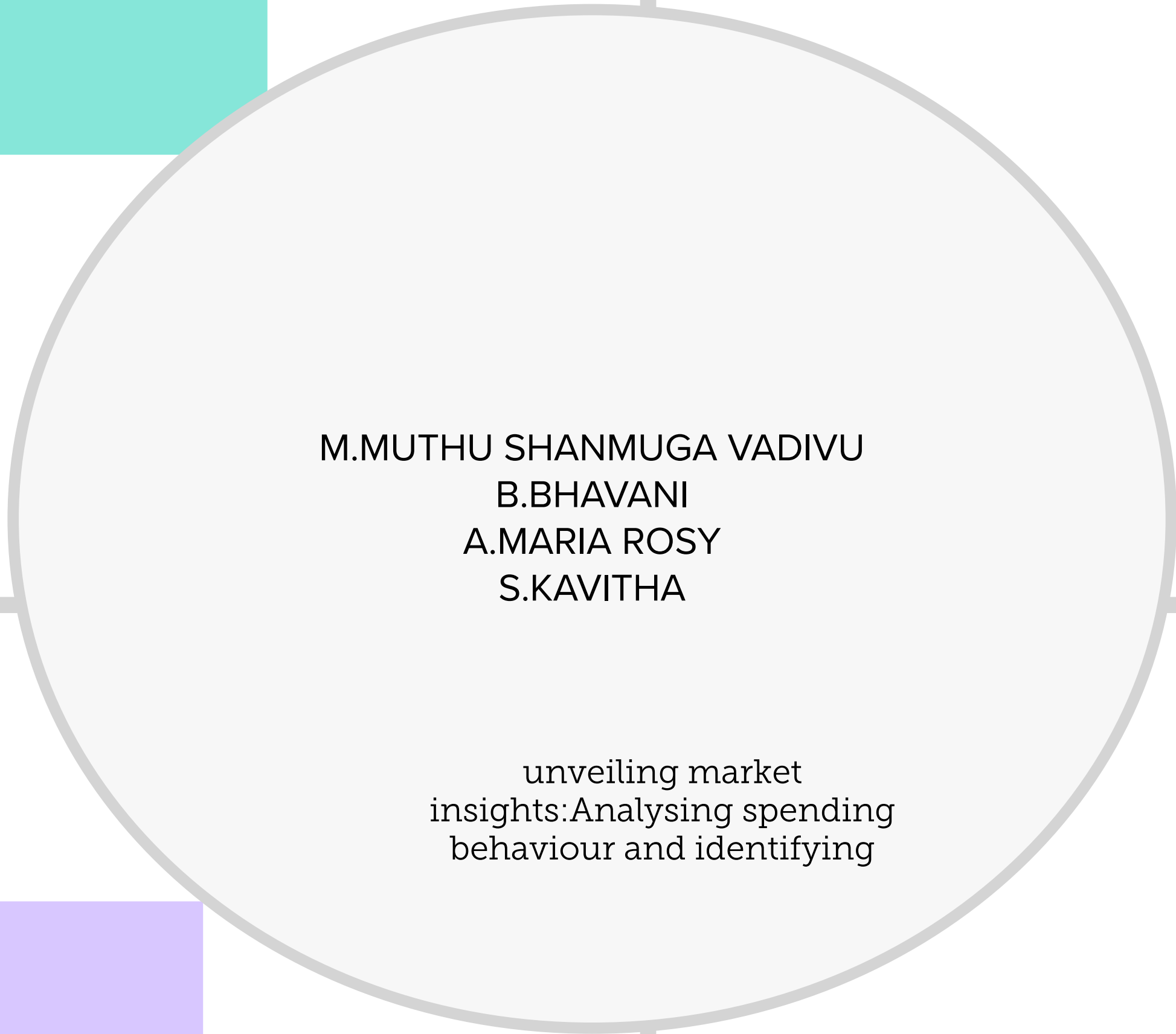
Says

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



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



what audience
will be intreseted
in publishing the
product in future?

what are the
main reasons
for not buying
th product?

who is currently
purchasing your
product or
services?

understand
customer
behaviour
and identify
patterns

segment your
customers and
personalize
their
experience

identify
friction
throughout
the customer
journey

business can use these
insights to expand their
product/service
offerings,develop new
marking strategies,create
detailed customer
personas and customer
journey maps and
enhance current offerings

organization that
leverage their
customer behaviour to
generate insights
outperform their peers
by 85% in sales
growth, according to
microsoft

analysing human
behaviours allows
companies to really
understand what their
consumers want and
need and most
importantly, why they
feel this way

**Increases Brand
Awareness
Amongst
Relevant
Audience Pools**

a customer insight is
an interpretation of
data used by business
to gain a deeper
understanding of how
their audience thinks
and feels

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Does

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



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?