A Symphony of Data:
Combining Different Types of Data for Research Purposes

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netquest

Pernod Ricard
Mission:
To increase Sales and Market Share

Let’s develop an action plan to activate the brand and to impact the shopper at the right time, with the right message and the right touchpoint.
Our New Challenge:
To integrate the physical and digital environment of our consumers to understand their “JOURNEY”.
The consumer journey is complex:

- Variety of points in time
- Variety of places and channels
- Variety of messages
### E-commerce

% Penetration amongst internet users (monthly average) - 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>2017 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>71%</td>
</tr>
<tr>
<td>Russia</td>
<td>68%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>68%</td>
</tr>
<tr>
<td>United States</td>
<td>79%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>58%</td>
</tr>
<tr>
<td>Travel</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>28%</td>
</tr>
<tr>
<td>Russia</td>
<td>24%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>31%</td>
</tr>
<tr>
<td>United States</td>
<td>27%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>18%</td>
</tr>
<tr>
<td>Online Paid Services</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>26%</td>
</tr>
<tr>
<td>Russia</td>
<td>30%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>36%</td>
</tr>
<tr>
<td>United States</td>
<td>28%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: Netquest Behavioral Panel
The Consumer Journey

CHALLENGE:
Integrate the physical and digital environment of our consumers.
Consumer Segmentation Study

- Values
- Attitudes
- Socializing patterns and lifestage
- Other sociodemographic data
Consumers move from one occasion to another with varying needs.

- Party People: MOC 1
- Young Occasionals: MOC 2
- Aspiring Socials: MOC 3
- Ambitious Socials: MOC 4
- Trendy Chic: MOC 5
- Classic Chic: MOC 6
- Discerning Men: MOC 1 (loop back to Relax)
A need to understand the Digital Shopper

Digital Ethnography

Ad Hoc Study
Digital Ethnography

To understand the digital behavior of the liquor consumers

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Digital ethnography– METER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td>Frequent consumers of alcoholic beverages</td>
</tr>
<tr>
<td>Sample</td>
<td>N=661&lt;br&gt;Socioeconomic status&lt;br&gt;Main and intermediate cities</td>
</tr>
<tr>
<td>Observation time</td>
<td>30 days</td>
</tr>
<tr>
<td>Country</td>
<td>Colombia</td>
</tr>
</tbody>
</table>

Source: Netquest Behavioral Panel
Digital Ethnography

- Most visited sites
- Navigation time
- Moments of navigation
- Most frequent search and queries
- E-commerce sites penetration
- Searches that precede online liquor store visits
Purpose

To **identify the journeys** and define a **strategy to activate the brands** at the right moment, the ideal touchpoint and with the right message.
Consumer attitude towards online spirits purchase

Drivers

- Ease
- Convenience
- Information about the product

Barriers

- Retailers have little online presence
- Little knowledge vs traditional channel
- # sites available
- Scarce diversity
- Expectation of a better price

Source: Ad Hoc Study
Digital Ethnography

Incidence: **99%**
- Google
- Facebook
- Instagram
- Twitter

Incidence: **97%**
- Whatsapp

Incidence: **94%**
- Youtube
- Deezer
- Spotify

Incidence: **90%**
- Live

Incidence: **72%**
- Mercado Libre
- Olx
- Linio
- Dafiti

Source: Netquest Behavioral Panel
Search queries to identify the triggers of the category searches and purchase decisions
5 digital journeys were identified:

- What is happening tonight?
- Where can I find spirits at an affordable price?
- What is the best liquor brand?
- I am looking for a specific brand.
- How to prepare cocktails.
Digital Opportunities

- **TRIGGER**
  - Touchpoints
  - Consumption occasions

- **PURCHASE**
  - Building trust and convenience

- **INTERACTION**
  - Social space
Activation Strategy

Brands
- Whisky
- Vodka
- Gin
- Tequila
- Chivas Regal
- Absolut

Plans
- Restaurants
- Parties
- Events
- Home parties

Liquor Industry
- History
- Rankings
- Tips
- Ideas
- Launches

How To’s
- Cocktails
- Food
- Perfect serves

I want to Buy
I want to Go
I want to Know
I want to Do
Consumer Journey:

What is happening tonight?

43% searches
**PULL Strategy**

Trigger: “I want something to do or I am setting up something at home”

- SEO Strategy
- Generic Search Ads
- Content Search Ads, Purchase Search Ads
- Direct Messages
- Ecommerce site: party kits, Brands event blogs, Home parties sites

**PUSH Strategy**

Trigger: “I want to order for tonight’s party or I want to go to this party”

- Social Media Ads
- Music and Streaming Ads
- Direct Messages
- Ecommerce site: party kits, Brands event blogs, Home parties sites
Results

- Sales increased by 135% (Pernod Ricard’s e-shop).
- 9 M people impacted. Engagement rate of videos 12%.
- SEO and SEM actions raised the conversion rate from 4% to 16% (av. SEO CR is 3%).
- Creation of new Moments of Consumption.
- From Digital to Brick and mortar.
- Understanding the Consumer Journeys was key to define the new marketing strategy.
A Symphony of Data

Orchestrating combinations of data to fine tune your consumer insights

Thank you!

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