

# KNOW YOUR CUSTOMER'S JOURNEY

What steps to take to get to know your customer, their purchasing habits, and more.



Created by

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research

# TABLE OF CONTENTS

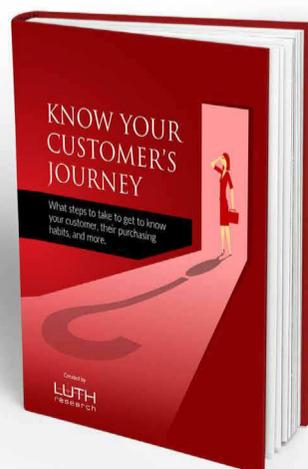
INTRODUCTION	02
<b>Part 1</b>	
<b>WHO ARE YOUR CUSTOMERS?</b>	03
Demographics	03
Purchase patterns & other historical data	04
How they're hearing about you	04
<b>Part 2</b>	
<b>WHAT DEVICES ARE THEY USING?</b>	06
CONCLUSION	07

# INTRODUCTION

Do you ever wish you could really get inside the head of your prospective customers? Sometimes the way they choose and buy products can seem inexplicably random – and you can never be quite sure if you’re hitting the mark in terms of marketing. Are you putting enough revenue into the correct advertising streams? Are you benefitting at all from social media marketing? If only you could unlock the secrets to how and why customers make the purchases they do, you could much more easily tailor your marketing strategy – and possibly reap huge rewards.



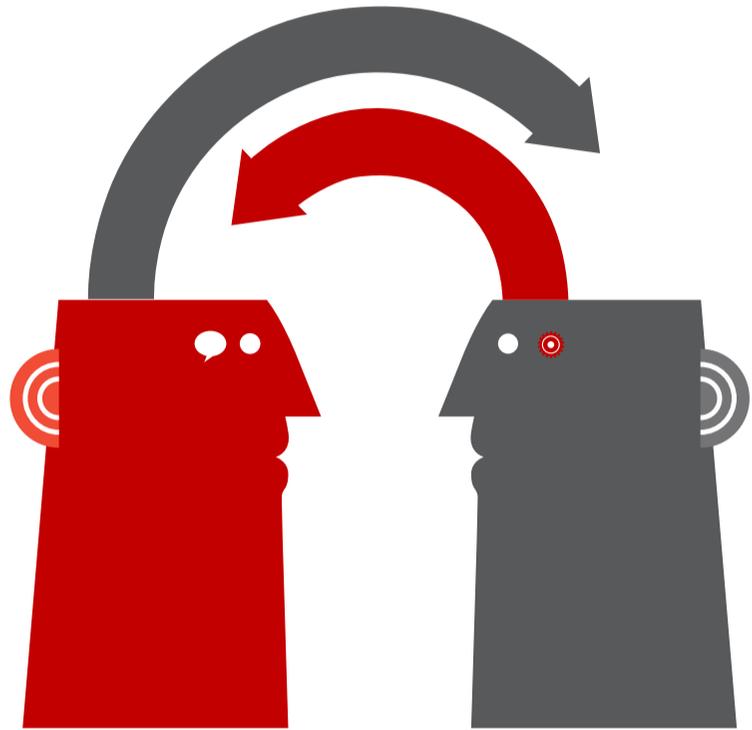
This is where the Customer’s Journey comes in. Also known as the “Path to Purchase,” this determines how a customer comes into contact with your brand, where they seek more information, and, crucially, how they make the decision to purchase. The Customer’s Journey should make it easy for a company to identify pain points and weak spots in the path to purchase a product or service. In order to understand this path, it’s vital for a company to gather insights about their customer demographics, and what devices those customers are using to come into contact with the brand.



*In this e-book, we'll examine how to determine who your customers are and how they're shopping, as well as what devices they're using the most to connect with your brand.*

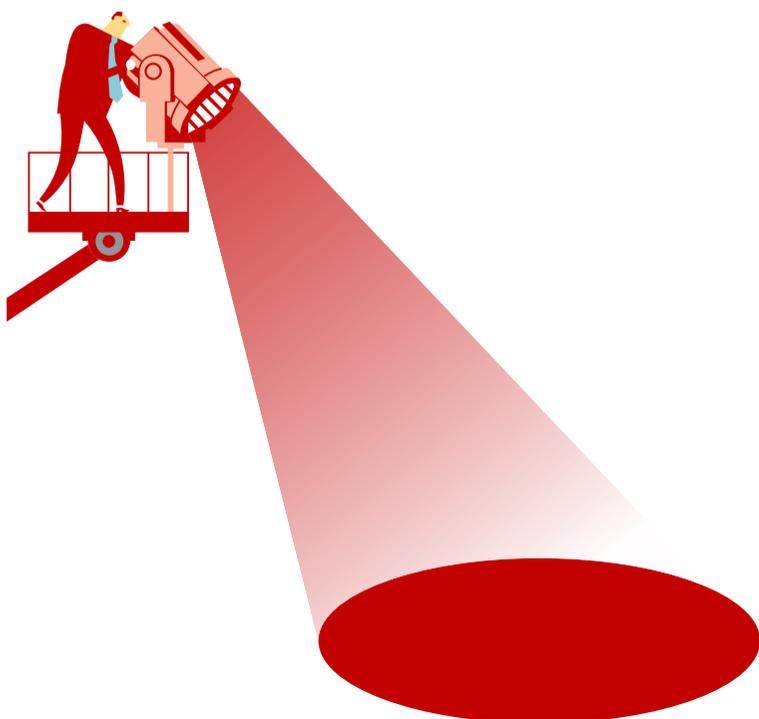
## WHO ARE YOUR CUSTOMERS?

Your customers could come from all walks of life, but unless you take the time to interview every single one of them, there's no way to know for sure who's purchasing from you – or is there? Fortunately, advances in technology can enable companies to discover a lot of information about their customer base, which can then be used to help better determine what items to stock, where customers are primarily purchasing goods, and even what marketing and advertising strategies to choose.



By using methods like passive digital behavior measurement, web traffic monitoring, surveys, and other anecdotal research, a business can find out a lot about their customers – and use these metrics to create a solid snapshot of who those customers might be.

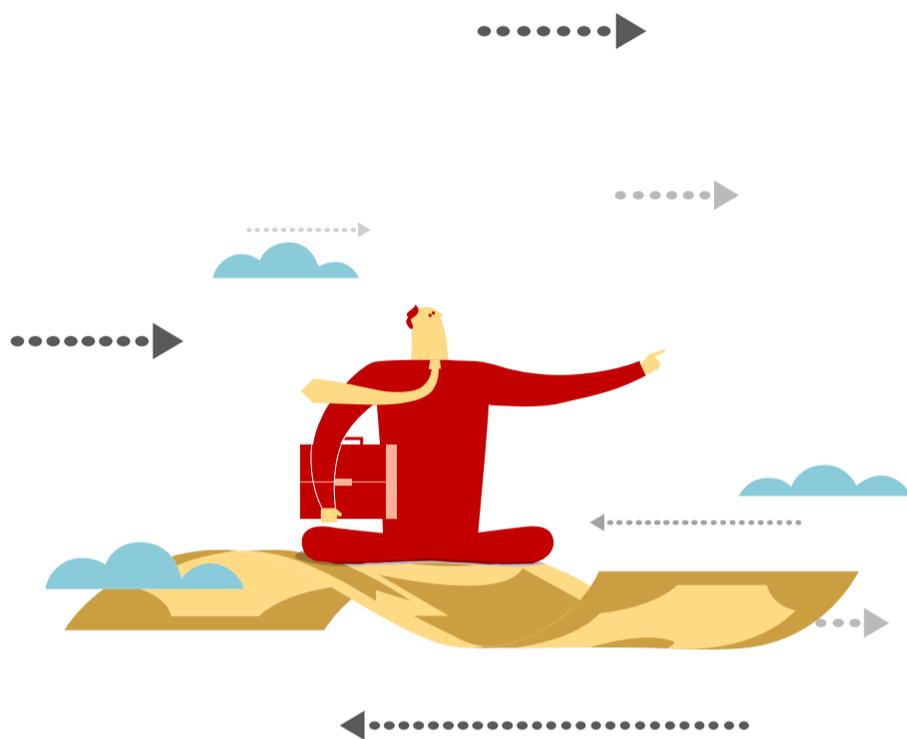
**Here are three important pieces of digital tracking information that can be gleaned from examining customer data:**



## DEMOGRAPHICS:

Things as simple as age and gender can go a long way towards determining who your most frequent customers are – and sometimes that can make a huge difference when it comes to marketing and advertising. If you can target specific age ranges and genders with various marketing campaigns, you may see an uptick in sales as a result.

Other useful demographic information you can use would be the household budget, so you can better set price points on your offerings, as well as the location of your customers.



## PURCHASE PATTERNS & OTHER HISTORICAL DATA:

Online shopping can provide a wealth of customer data thanks to advances in digital tracking research. By examining the path to purchase for your targeted customer, you can examine where and when in the digital journey buying decisions are made. This allows you to advertise at the right moments.

Digital tracking also allows you to see where your audience is heading after they leave your website or a competitor's website – or at what point in the path to purchase customers tend to drop out. Once you've gathered data to identify the Customer Journey, you will uncover hidden patterns, insights, and opportunities.

## HOW THEY'RE HEARING ABOUT YOU:

It's a common box on a business's questionnaire: How did you hear about us? These days, it's not just about learning of good word-of-mouth (though that always helps) – rather, now it more leans towards the digital side of things, and what websites potential customers are visiting to learn more about you.



90% of consumers report that their buying decisions are influenced by online reviews, according to Business 2 Community, so it may be worth investigating what sort of impressions reviews are creating for your business. Also, digital marketing and advertising, no matter how small, can play a huge part in how potential customers are influenced towards the path to purchase.

An article by Google, for example, points out the importance of **“display impressions”** – or, how potential customers can be influenced simply by seeing ads.

**“Any display ad seen by a consumer can have an impact on her buying behavior, even when she doesn't click,”** the article reads. **“In general, display impressions tend to act at the beginning of the purchase path 33% of the time and in the middle 45%. They play a role at the end of the journey about 23% of the time.”**



After a company has examined these three factors, they'll be in a prime position to put together a customer journey map that will allow them to have a better view of an individual customer's buying process. **“A customer journey map puts the user front and center in the organization's thinking,”** says an article on the Customer Journey from Smashing Magazine.

**“It shows how mobile, social media and the web have changed customer behavior. It demonstrates the need for the entire organization to adapt. It encourages people across the organization to consider the user's feelings, questions and needs. This is especially important with digital products and services.”**

In this way, determining a customer base as well as mapping out their path to purchase can benefit both company and consumer.

## WHAT DEVICES ARE THEY USING?

Smartphone, tablet, laptop, PC – when it comes to making online purchases, consumers currently have a number of avenues at their disposal. Which device they choose can be determined by a number of demographic factors: age, income, and more. For example, research has found that millennials – being a demographic that is completely in tune with the digital world – are far more comfortable making purchases online.

In an article by Forbes, it's noted that, **“Every store in the world is literally in Millennials’ pockets; they can hang out with their friends, sip lattes and shop online – all at the same time.”** If your customer base skews towards millennials, it would be worth using digital tracking measurement to see which devices they're using the most in order to best optimize their shopping experience.

It's becoming even more important to determine which devices your customers are using because, although there's still enough evidence to support that many online purchases are made via laptop or PC, many are predicting that digital shopping will move more towards mobile phones as technology advances. Marketing Land discusses a Google study of how



consumers are using their phones to shop: **“Rather than dedicating periods of time to researching products on a desktop or laptop, we now turn to our phones in a series of small time increments, says Google. The company is calling this new behavior – these short bursts of activity that occur primarily on mobile devices – micro-moments.”**

The article goes on to cite a Google study with Ipsos that found that **“60 percent of online consumers said they now make purchasing decisions faster because of online research now compared to a few years ago”** – and that brands must now work to be visible in that small time frame when customers consult their phones during the purchasing decision-making process.



This same lesson can be applied to any platform that's being used frequently by consumers: companies must find a way to grab attention quickly, and make sure that the path to purchase is as free from obstacles as possible, but also that you are communicating your message at the right time in the path to purchase.

## CONCLUSION

For businesses navigating the world of online marketing, success can seem daunting. However, by identifying customer base demographics, and using digital tracking and analytics to figure out their purchase patterns (and what devices they're purchasing and searching from), your company can get a clear picture of the typical Customer Journey – and thus better tailor your marketing efforts.

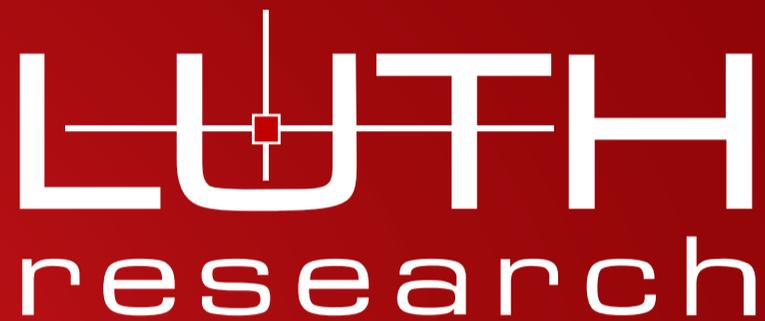
At the end of the day, it's about understanding the path to purchase and what motivates and influences your buyers – helping you implement changes to your strategy and increase your ROI.



**For more on market research, metrics, & measurement, visit**

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[luthresearch.com](http://luthresearch.com)



## RESOURCES:

<http://www.smashingmagazine.com/2015/01/all-about-customer-journey-mapping/>

<https://www.thinkwithgoogle.com/tools/customer-journey-to-online-purchase.html>

<http://www.forbes.com/sites/robinlewis/2014/04/30/millennials-double-trouble-for-retail/>

<http://marketingland.com/google-says-micro-moments-are-the-new-path-to-purchase-131009>

<http://www.business2community.com/customer-experience/15-stats-marketers-need-to-know-to-improve-the-customer-journey-today-01321079>