

Path to Purchase



MEASURING YOUR CUSTOMERS' JOURNEY

Consumer path to purchase insights are a must-have for brand marketers and retailers. Traditional market research relies heavily on surveys and self-reported data to piece together shopping trends. Luth Research's ZQ Intelligence™ takes the consumer journey measurement to a totally different level. ZQ Intelligence reveals the interplay of marketing channels and online/offline touchpoints in the consumer decision journey and where the path to purchase begins, peaks and ends. It shows how consumers interact with retailers, brand websites/apps, 3rd party review sites and search so you understand the key touchpoints in the purchase journey. This knowledge allows you to pinpoint opportunities to better serve your customer so you can improve your overall branding and sales.

While **ZQ Intelligence** passively tracks digital behaviors and activities you have the ability to deploy "in the moment" surveys in near real time giving you the "why" behind a consumer's behavior. These surveys are based on specific digital activity or visits to a specific location that are important to you.

Insights gained with ZQ Intelligence's consumer journey measurement include:

- Digital day-in-the-life profile of retail shoppers
- When the shopping journey intensifies
- Specific sources of information utilized across the shopping timeline
- Blogs, social media, retailer sites, manufacturer sites, coupon sites, etc.
- Search terms (branded and unbranded)/distinctive search patterns
- Shopping behavior differences by platform (mobile vs. desktop, websites vs. apps)
- Online/offline conversions (e.g., clicks, purchases, in-store visits, in-store purchases, coupon redemption)

Customer Journey Framework

- Captures behavior based digital insights from PC, mobile and tablet devices
- Integrates digital data seamlessly with survey and qualitative research to uncover the "why" behind digital activity
- Provides a single source solution, ensuring an accurate and granular level of insights
- Delivers data via dashboard or custom report

Measure:

- How digital tools influence pre-shopping, in store, online and post-trip activities
- What, when and how in-store tools are used
- How retail channels fit together and complement one another during the shopping process
- The role of mobile in the purchase journey

With **ZQ Intelligence** you have the ultimate flexibility to configure the right research components for each study, including cross-platform digital tracking, geo-intercept surveys for in-store insights, behavior based "in the moment" surveys, selfie videos and qualitative research. Our goal is to provide you with new and actionable insights to guide your marketing and digital efforts.

Contact us at [800.465.5884](tel:800.465.5884) or visit luthresearch.com to learn more about the measurement of your customers' journey.

