



Unlock Your Crowd\*

## Why? To Buy! Journey Optimiser

\*Maximise the efficiency of your end to end omnichannel path to purchase to grow more while spending less. We help you identify how your consumers move from awareness to purchase; why people drop out; and the actions you need to take to influence consumers to unlock most value moving forward.

1.

### The end to end of the consumer journey

Identification of how and why consumers move or don't move through stages including triggers, built on thousands of behavioural and recalled consumer data points

2.

### Detailed stage by stage mapping

Identification of media channels, triggers, pain points, gaps, role of on and offline spaces and faces of influence.

3.

### A true consumer view of the instore and online experience

With codified image, video and screen grab capture to identify patterns

4.

### A what's working, what's not of existing communication materials

Consumer audit of existing brand assets: brand, pack, website, social and traditional media content

5.

### Brand Funnel Audit

Clarity on your brand performance in the sales funnel in relation to your closest competitors

6.

### Where to Play model to unlock more efficient growth

Putting it all together to identify the key areas to focus in the funnel to have most impact

MAXIMIZE  
IN MARKET POTENTIAL

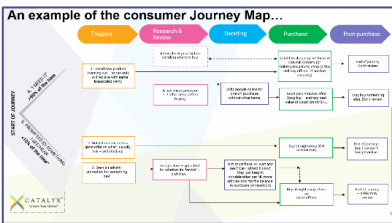
# Unlock Your Crowd\*

## Why? To Buy! Journey Optimiser

\*You can be guaranteed of excellent data synthesis, compelling storytelling and concise, actionable recommendations. Your report will consist of an action page with recommendations. 10 minute taxi ride of the synthesised key story, the story behind the action – a 30 minute deep dive bringing to life the insights

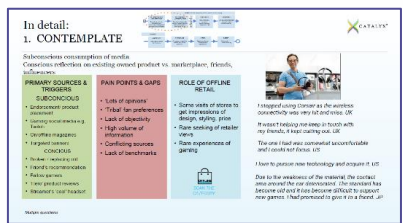
1.

### The end to end of the consumer journey



2.

### Detailed stage by stage mapping



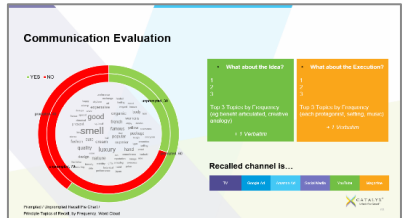
3.

### A true consumer view of the instore and online experience



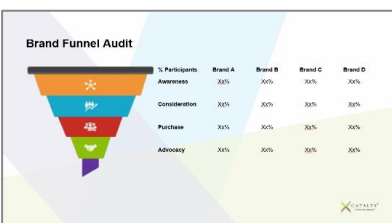
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### A what's working, what's not of existing communication materials



5.

### Brand Funnel Audit



6.

### Where to Play model to unlock more efficient growth



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