

*your funnel isn't a journey*

make more meaningful content

funnels and journeys

data vs insights

getting from what to why

i'm jon crowley

funnels and journeys



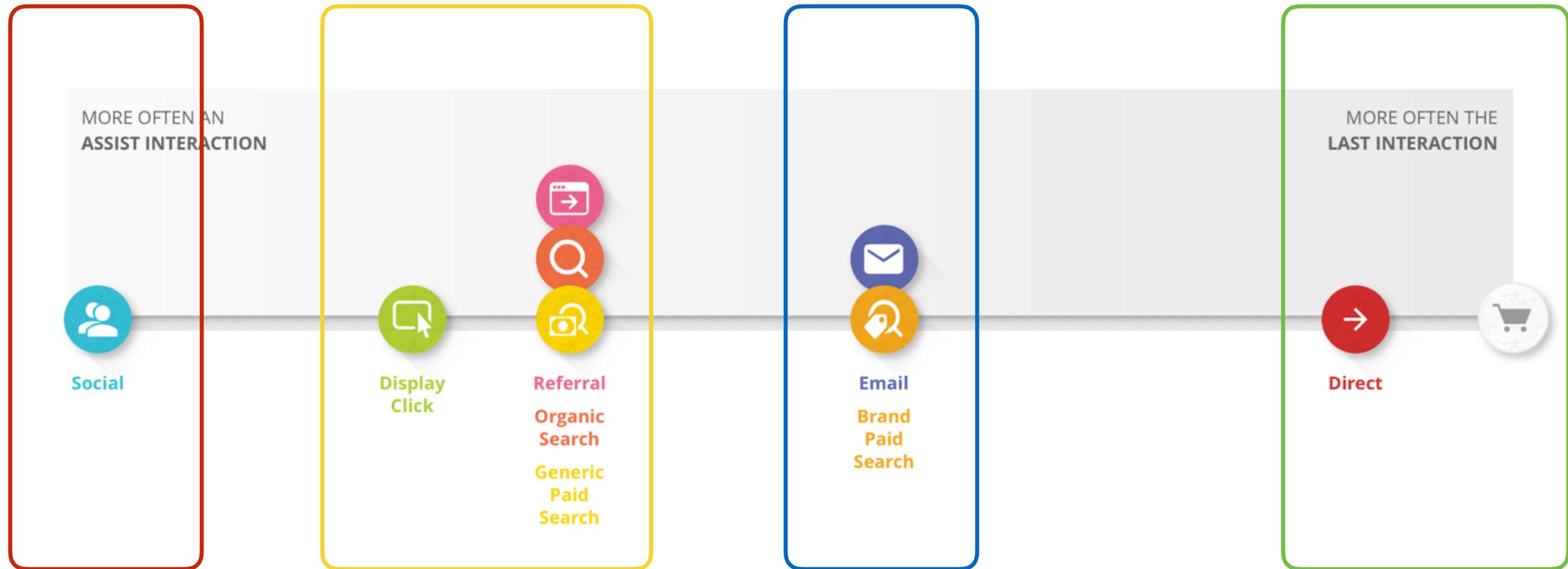
this is a funnel

this is a (sales) funnel



this is also a funnel

Explore how marketing channels for Large   
 businesses in the Home & Garden   
 industry   
 in The U.S. influence the purchase decision.



Channels to the left tend to play an early and assisting role in the typical sale, while channels to the right are more likely to be the last interaction before a purchase.

**Large** businesses > 10K ecommerce transactions in 45 days. **Medium** 500–10K. **Small** < 500.

funnel  $\neq$  journey

funnel +

≠ journey

funnel + media  $\neq$  journey

website

store

media

funnel + website  $\neq$  journey

store

media

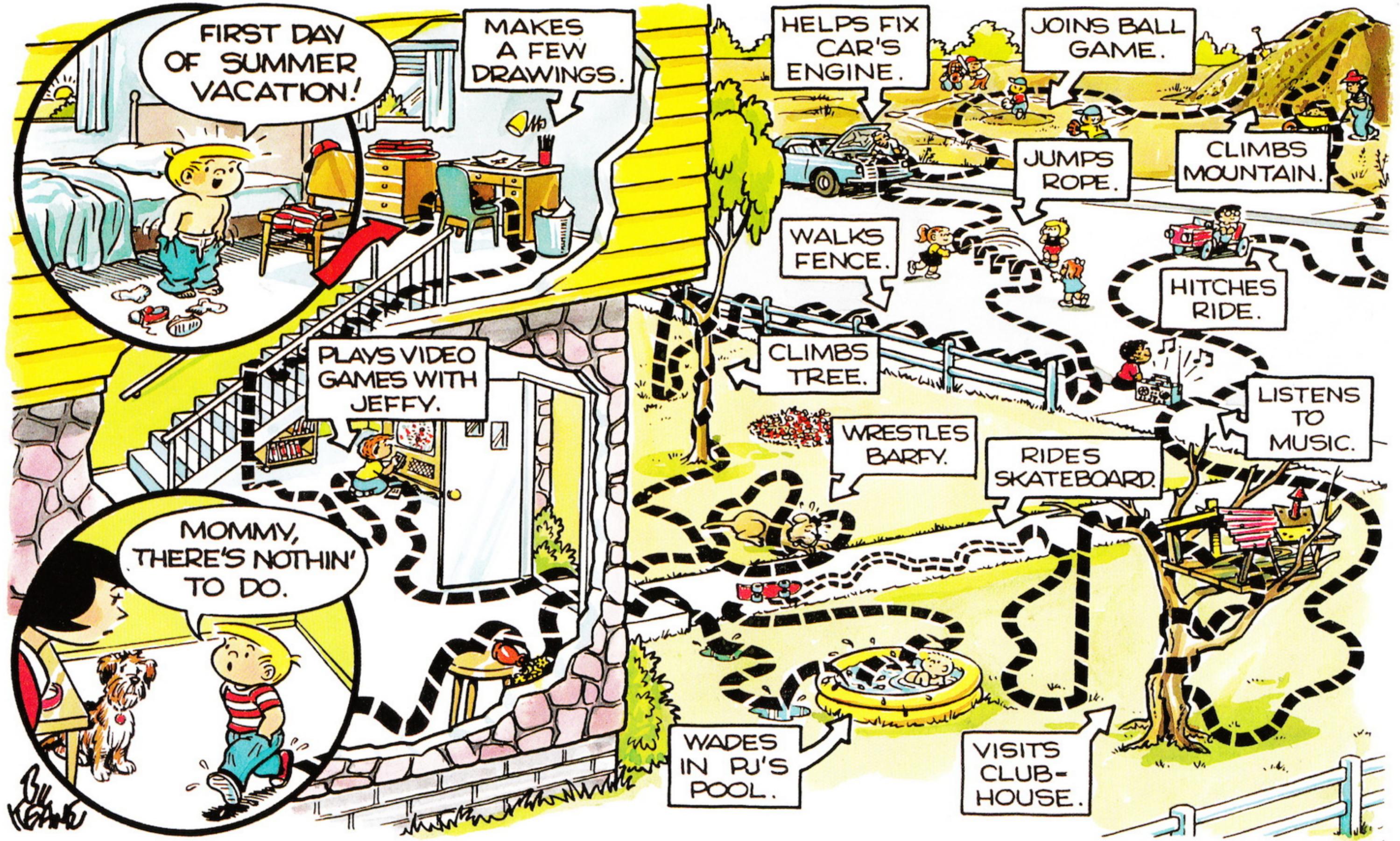
website

funnel + store  $\neq$  journey





funnel: business-driven



FIRST DAY OF SUMMER VACATION!

MAKES A FEW DRAWINGS.

HELPS FIX CAR'S ENGINE.

JOINS BALL GAME.

JUMPS ROPE.

CLIMBS MOUNTAIN.

WALKS FENCE.

HITCHES RIDE.

PLAYS VIDEO GAMES WITH JEFFY.

CLIMBS TREE.

WRESTLES BARFY.

RIDES SKATEBOARD.

LISTENS TO MUSIC.

MOMMY, THERE'S NOTHIN' TO DO.

WADES IN PJ'S POOL.

VISITS CLUB-HOUSE.

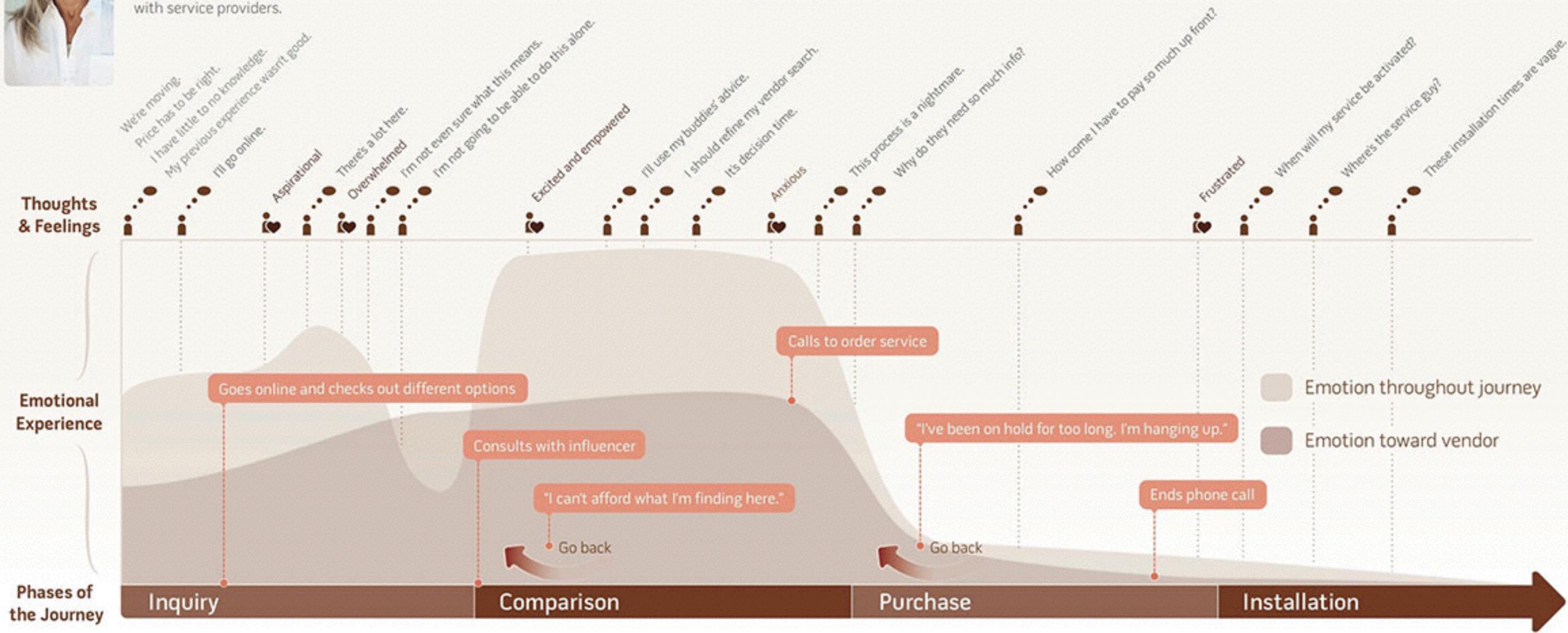
Bill Keane

journey: customer-driven



# Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.



Phases of the Journey

### Description

The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

### Recommendations

Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

### Description

The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

### Recommendations

Use IP location services to geo-locate customers – removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

### Description

The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification – waiting on service installation and activation.

### Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.

### Description

The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

### Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

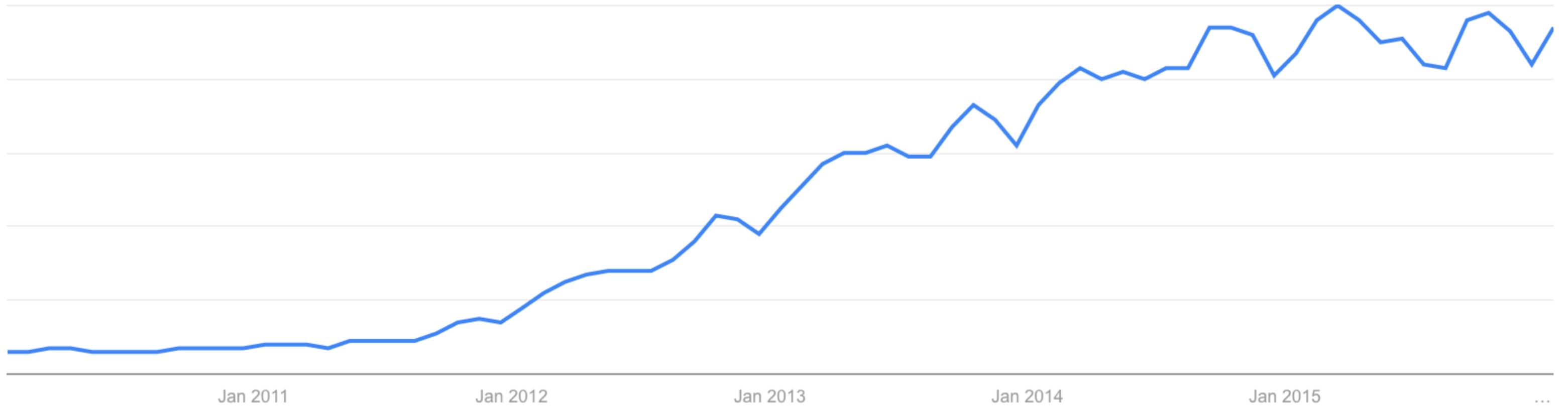


- broader context
- actions outside of brand
- consumer focused

data vs insights

data is everywhere

# “big data”



# 2010-2016

Askingcanadians™  
a Delvinia company

cleanlist.ca

**EQUIFAX**



bluekai

nomis solutions | Pricing and Profitability Management for Financial Services

Kalibrate

NADbank  
Newspaper Audience Databank Inc.

Experian™  
A world of insight

**ENVIRONICS**  
RESEARCH GROUP

Geoscape®

Cornerstone  
GROUP OF COMPANIES

alteryx

CSCA  
CENTRAL FOR THE STUDY OF COMMERCIAL ACTIVITY

IHS Automotive  
DRIVEN BY POLK



dmti  
Spatial

nielsen

GEOGRAPHIC  
RESEARCH, INC.

Xtra!  
CANADA'S GAY & LESBIAN NEWS

infoCanada®

Market  
MAPS  
On Target. On Time.  
America's Leading Source of Business Maps

Ipsos

GIS Planning

JC.WILLIAMS GROUP  
GLOBAL RETAIL CONSULTANTS

esri Partner Network  
Gold

SYNERGOS  
TECHNOLOGIES, INC.

Statistics Canada / Statistique Canada

TETRAD

rsi research solutions inc.

ims  
Media Solutions

bbm  
CANADA

Buxton  
Identifying Customers®

tomtom

telmar

Trade Area Systems

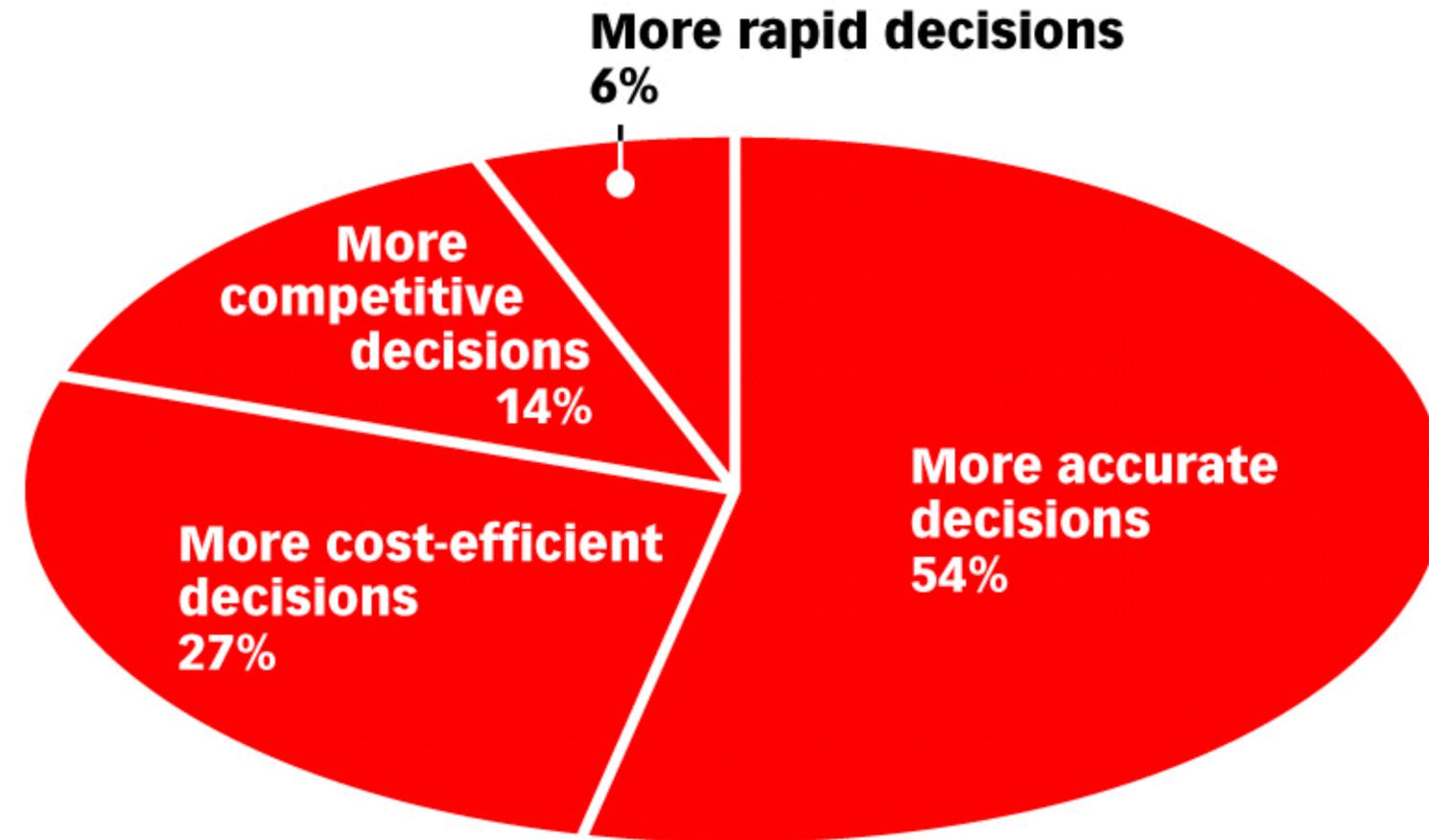
VISIONCRITICAL®

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## Primary Benefit of Making Decisions Based on Marketing Data According to Senior-Level Marketers Worldwide, April 2016

*% of respondents*

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*Note: numbers may not add up to 100% due to rounding*

*Source: Ascend2, "Marketing Data Management Survey Summary Report," April 12, 2016*

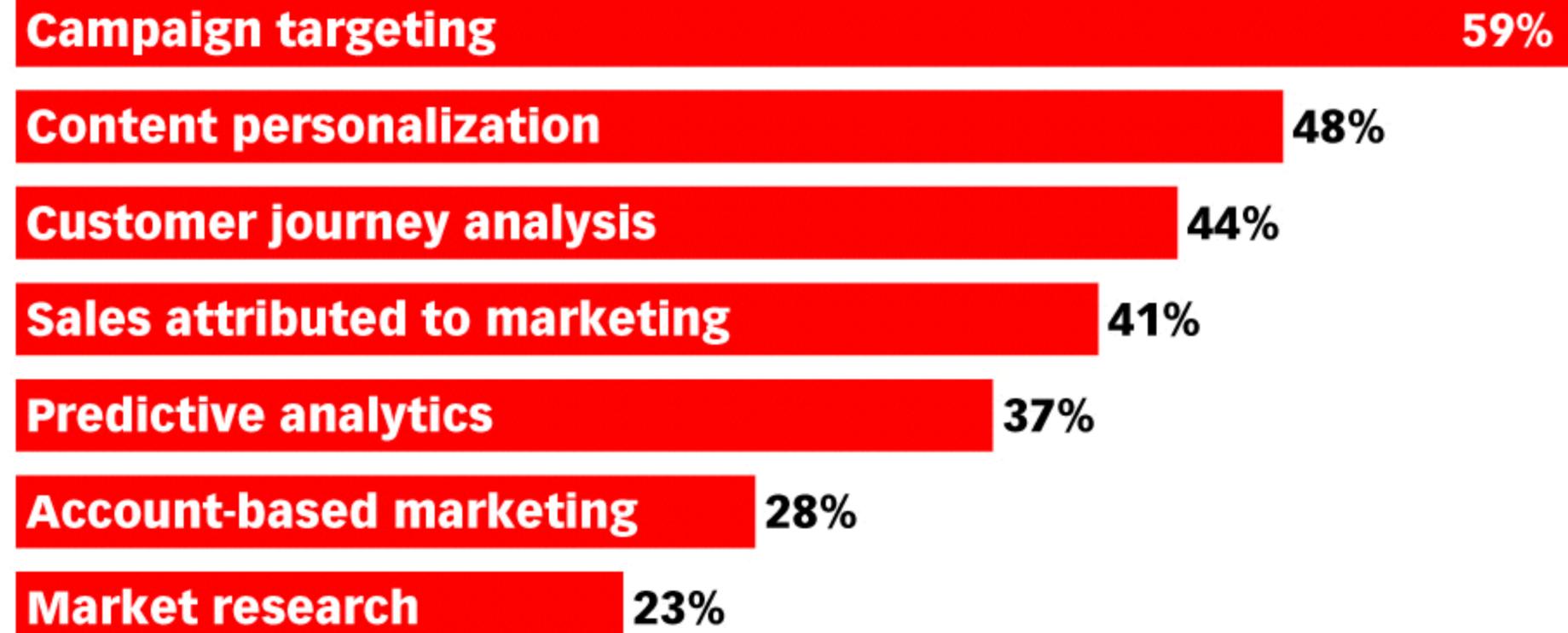
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## Most Effective Uses of Marketing Data According to Senior-Level Marketers Worldwide, April 2016

*% of respondents*

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Source: Ascend2, "Marketing Data Management Survey Summary Report," April 12, 2016

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data is what

data is actions

attention

facts

actions

data is attention

facts

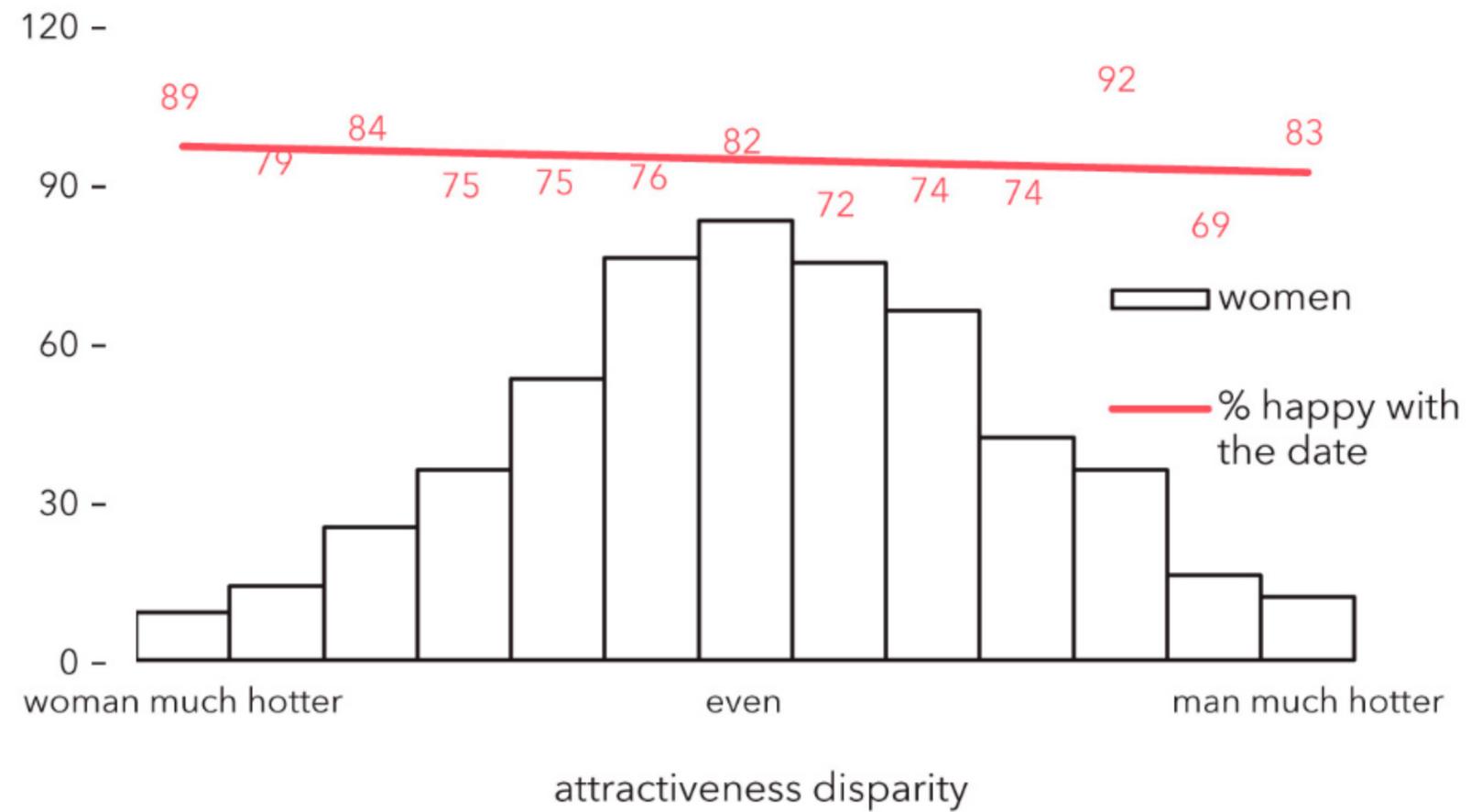
actions

attention

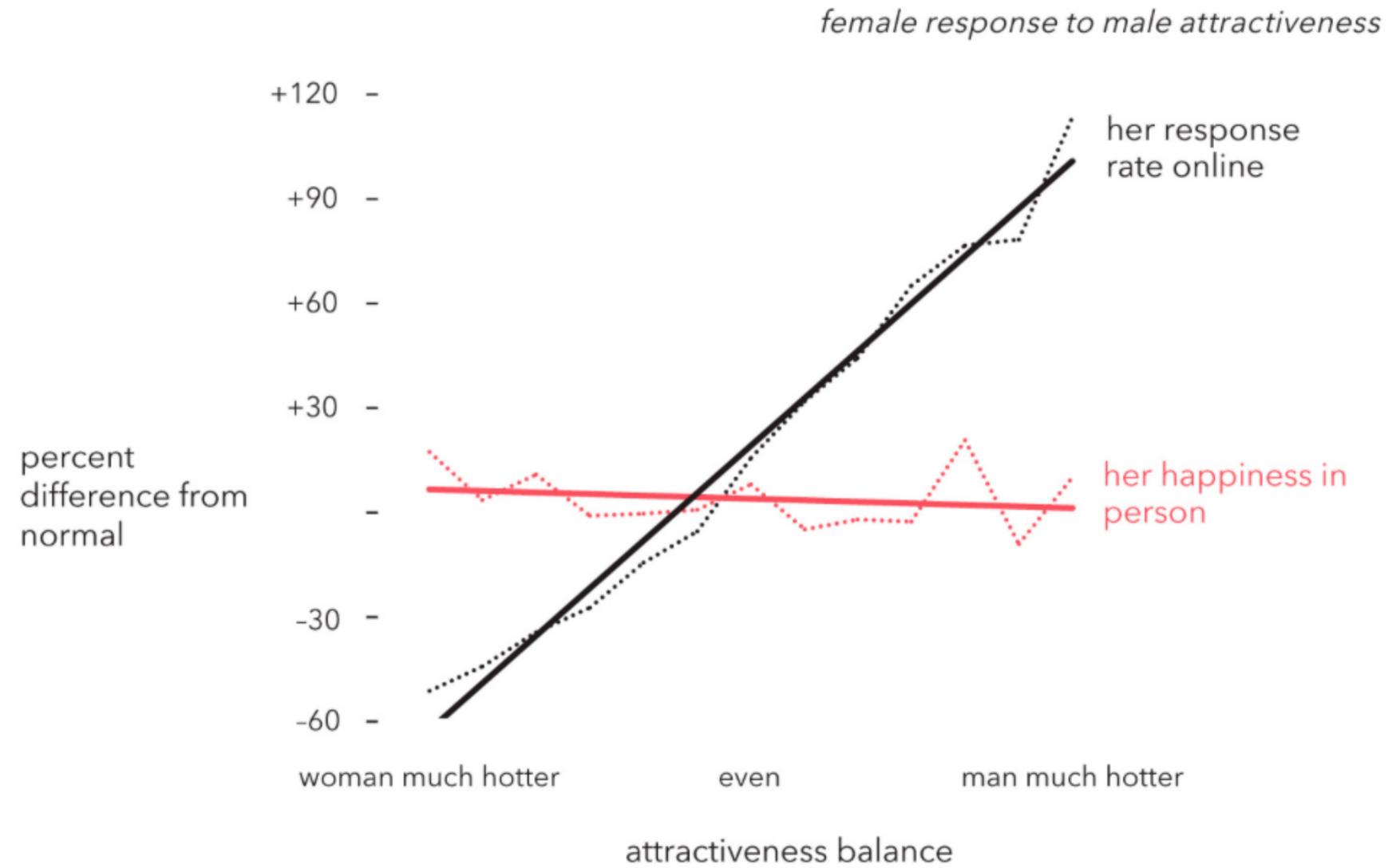
data is facts

data can be misleading

how attractiveness affects female date satisfaction



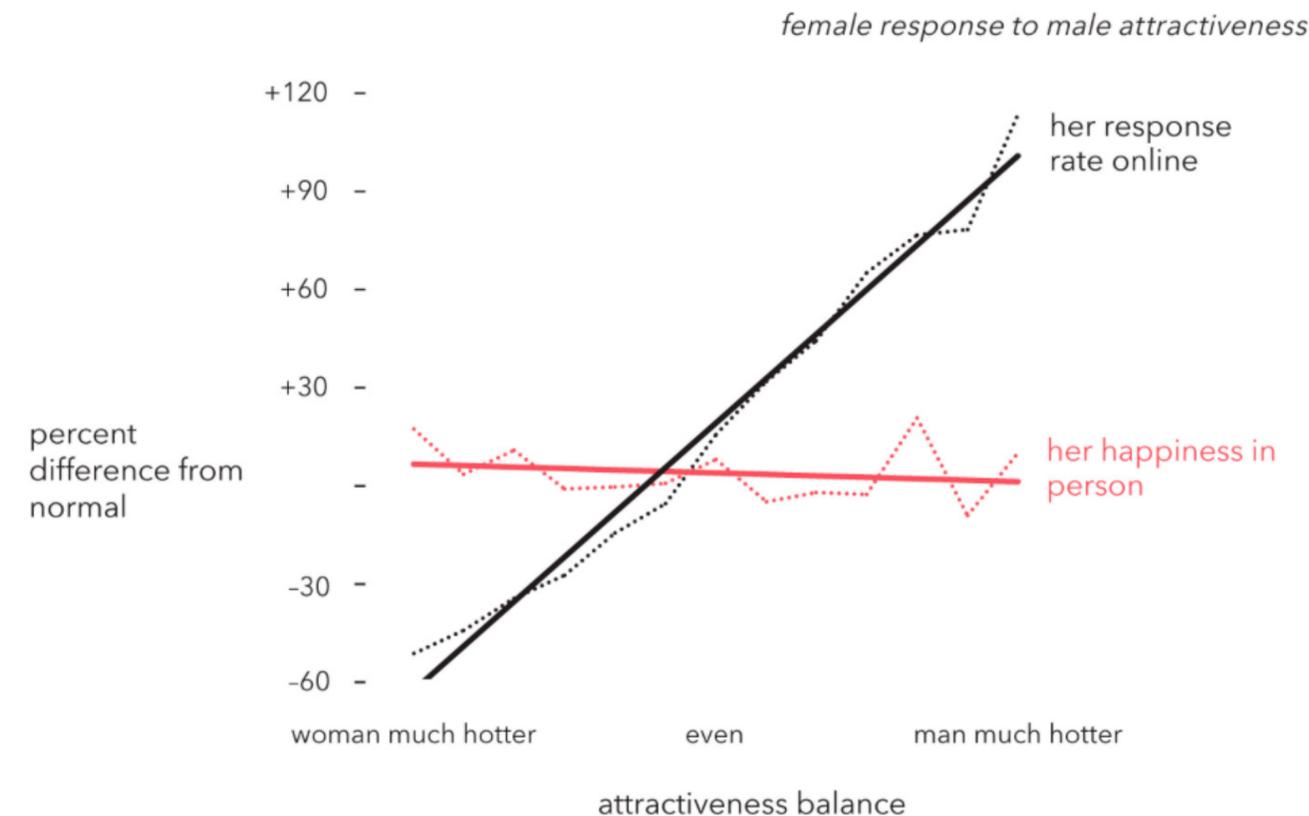
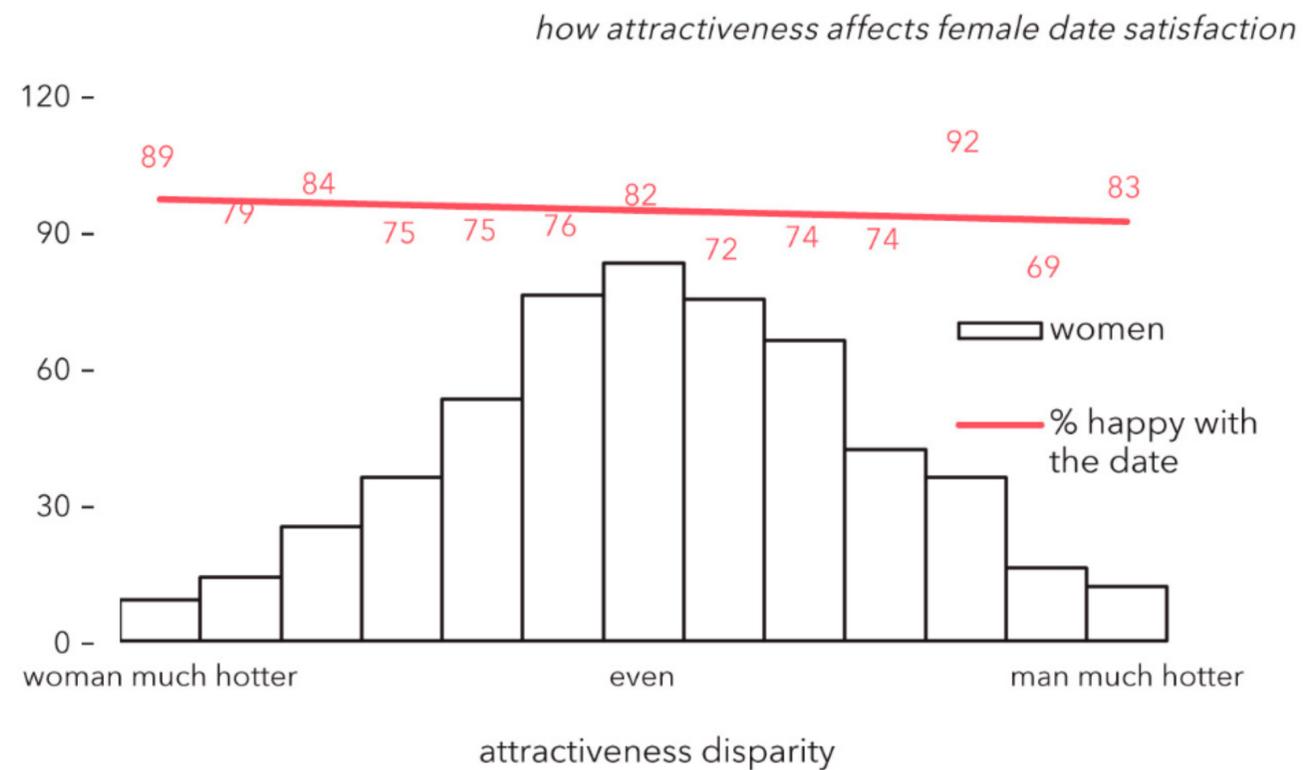
“attractiveness isn’t that important”



“attractiveness is important, at first”

what isn't why

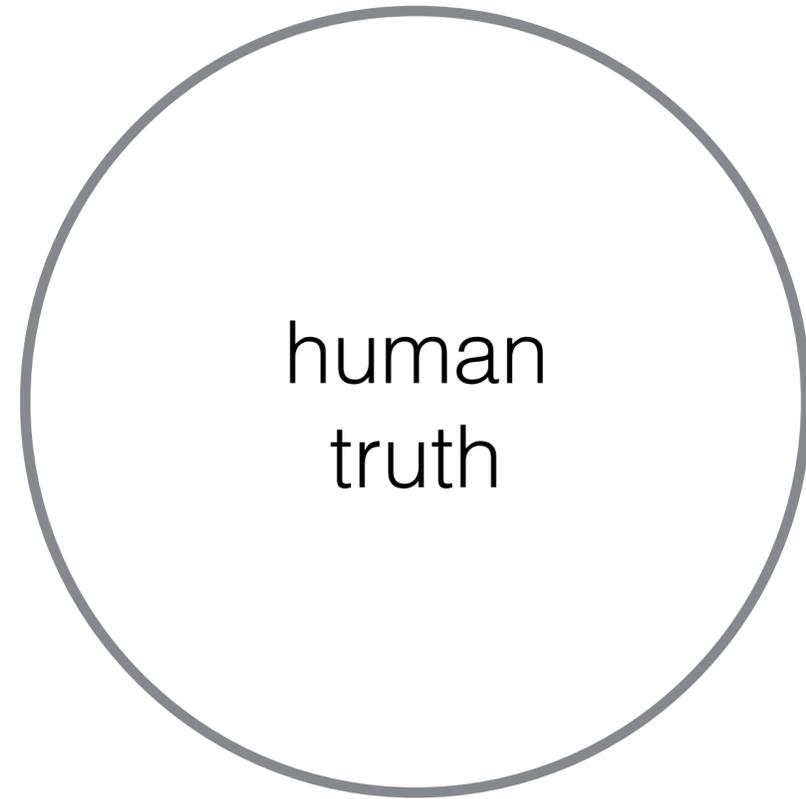
“so what?” isn't why



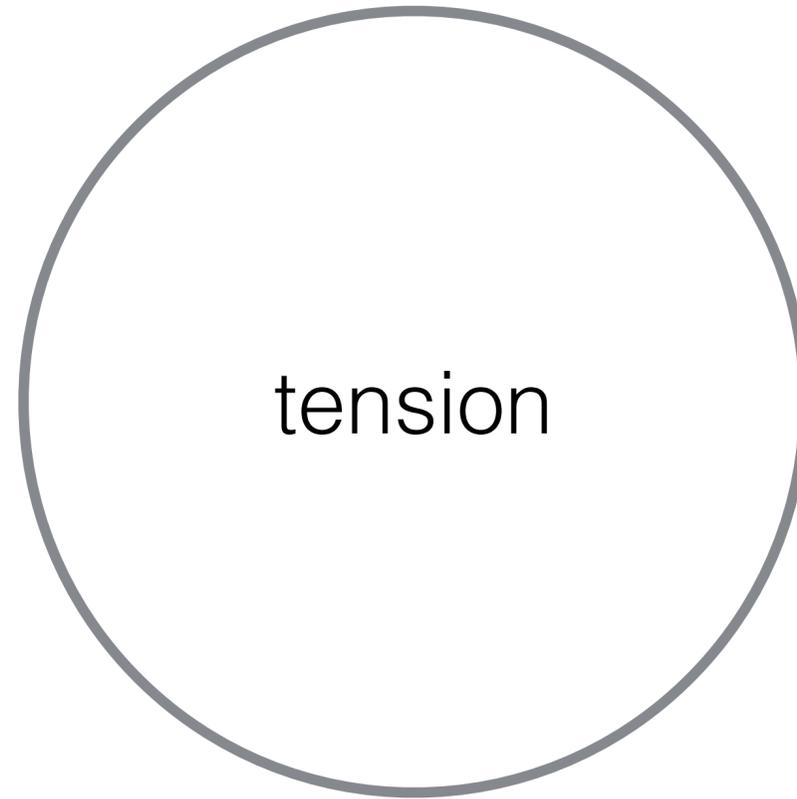
“ignore attractiveness,  
it’s irrelevant”

“manage the initial bias  
toward attractiveness”

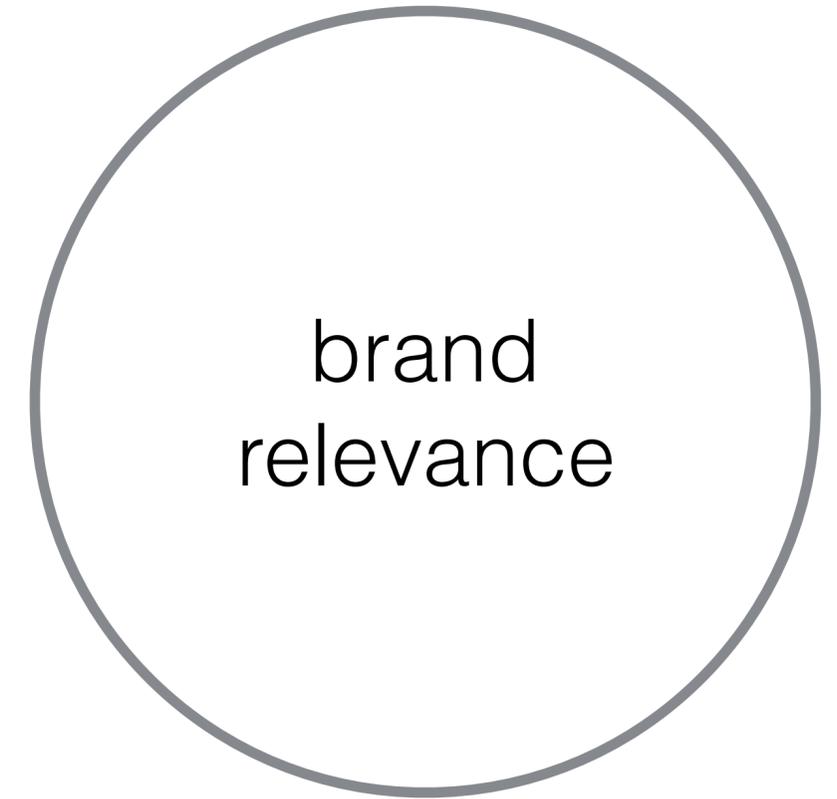
insight is why



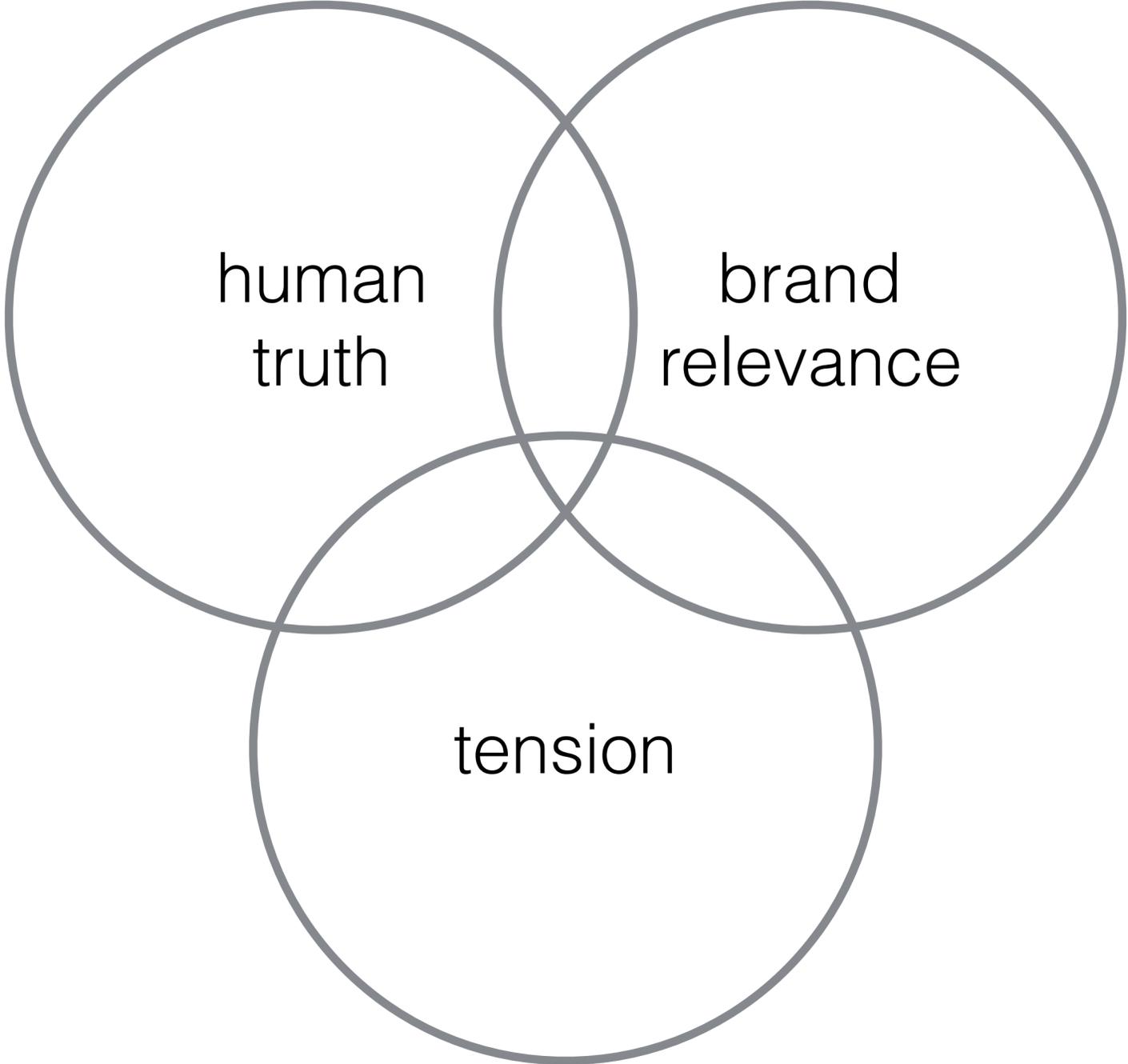
people respond to  
beauty norms on an  
instinctual level



we think we want  
looks, but they don't  
impact enjoyment



seeing someone's  
intangibles is difficult  
to do in online dating



human  
truth

brand  
relevance

tension

the purpose of a date isn't to enjoy the date

it's to find a partner you can see yourself with

(which often means finding them attractive)

- data can be misleading
- insight is about understanding “why”
- a lens to guide thinking

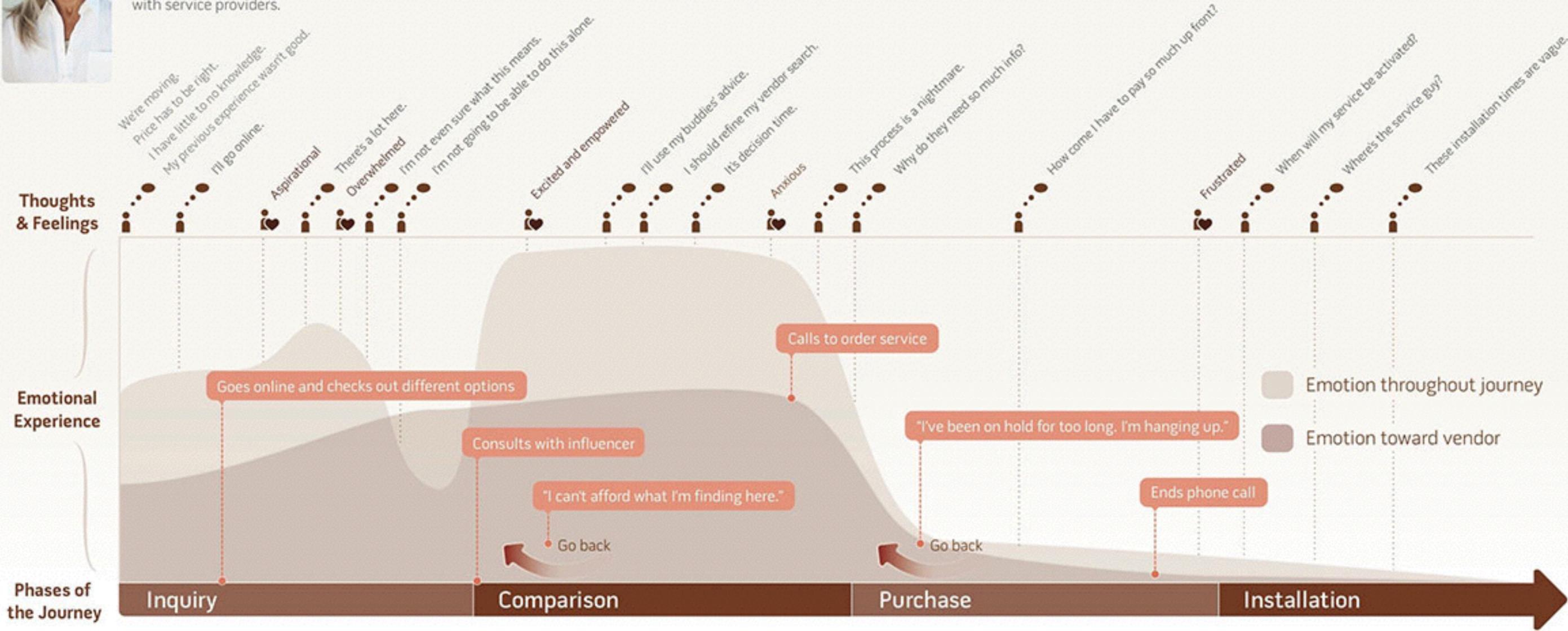
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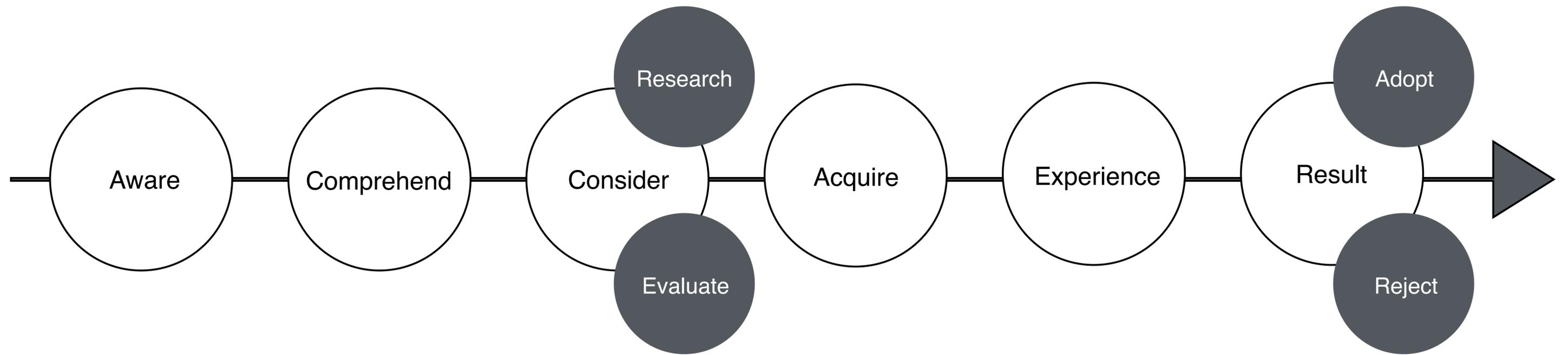
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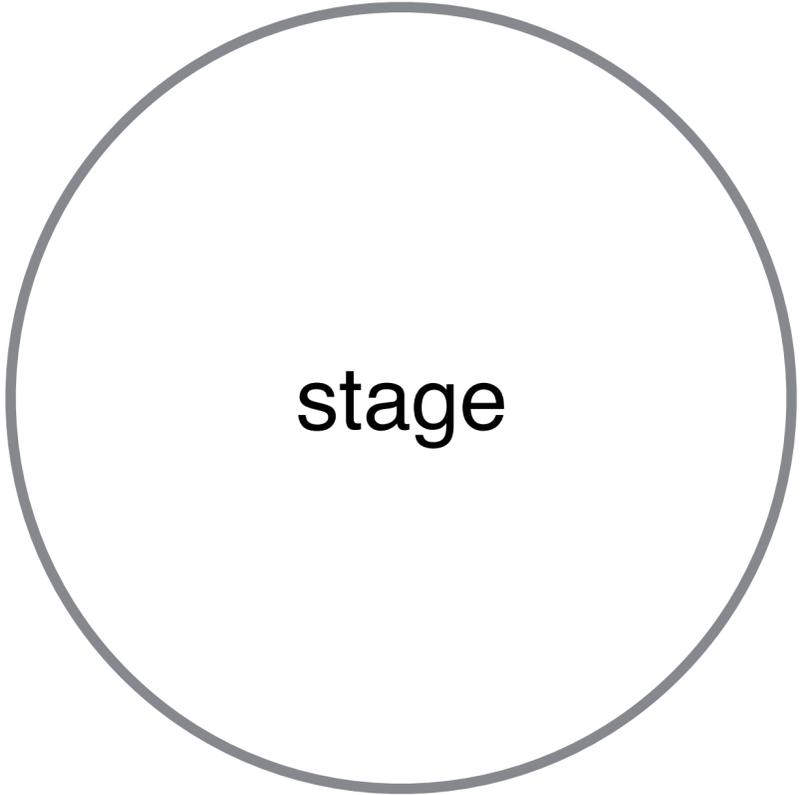
- motivations
- emotions
- influences



trigger

mindset

behaviour



needs

channels

brand role

what ≠ why

what

what

what

what = why

what

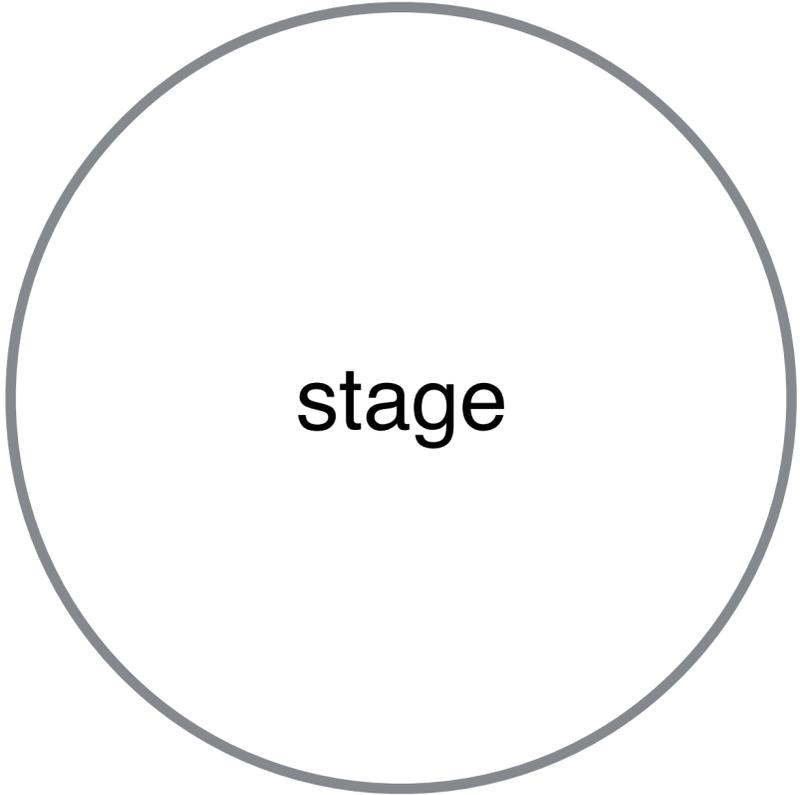
what

what

trigger

mindset

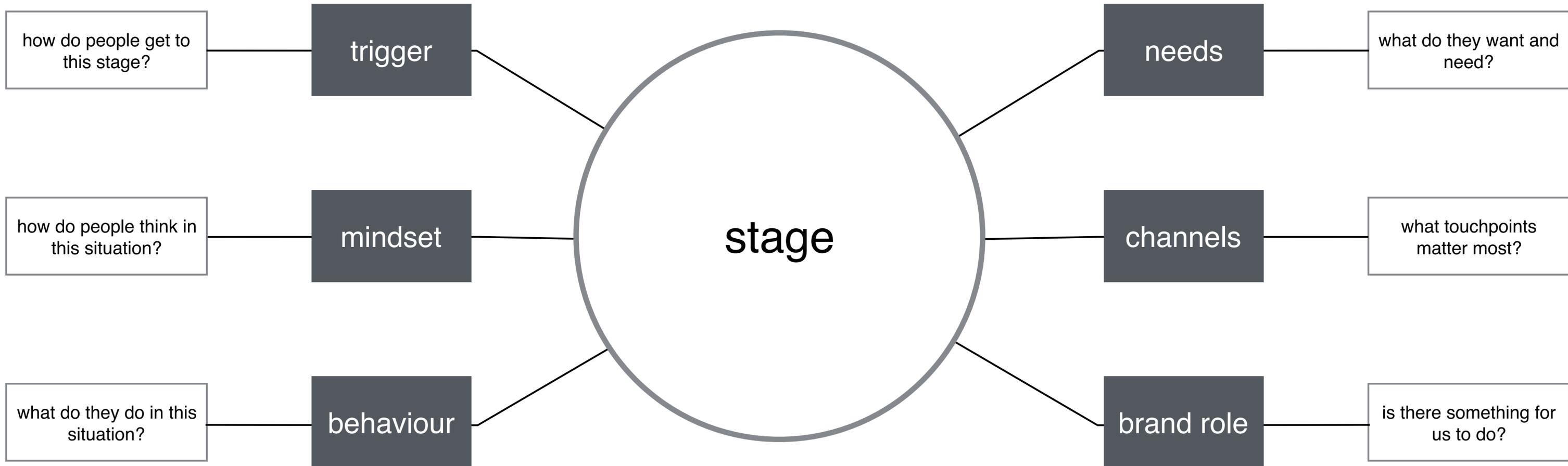
behaviour



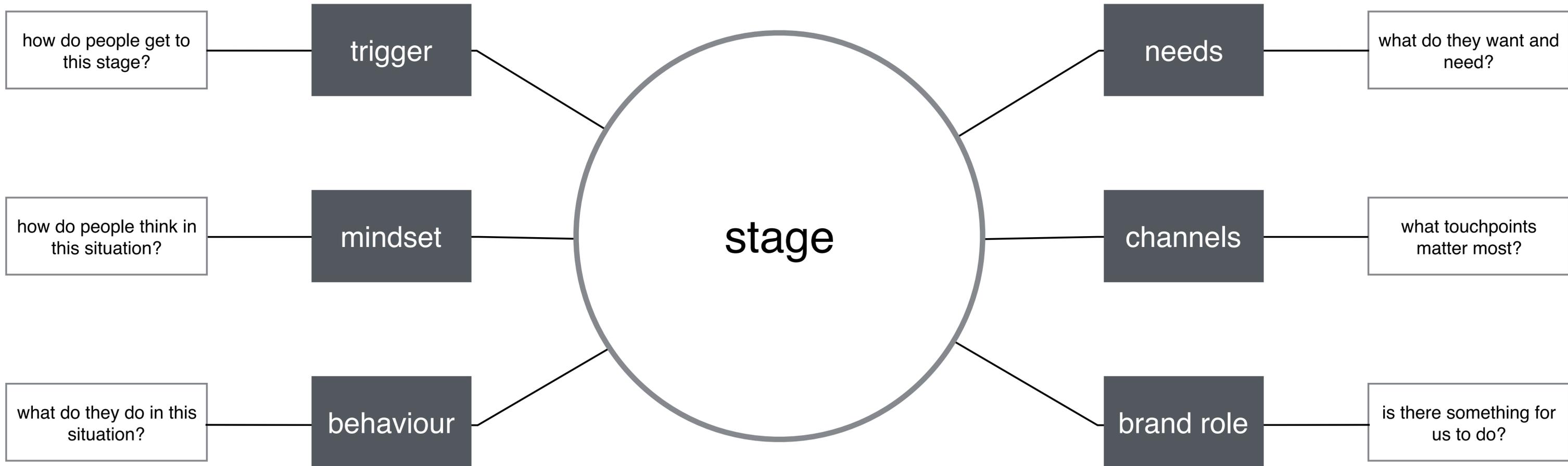
needs

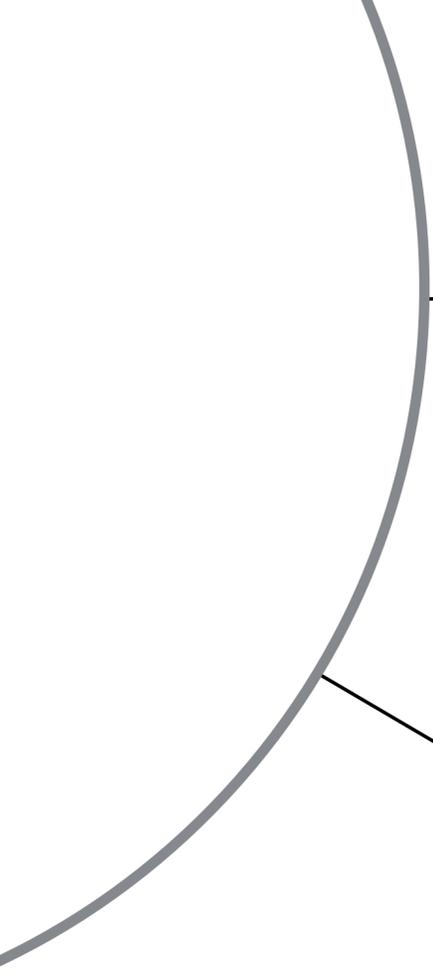
channels

brand role



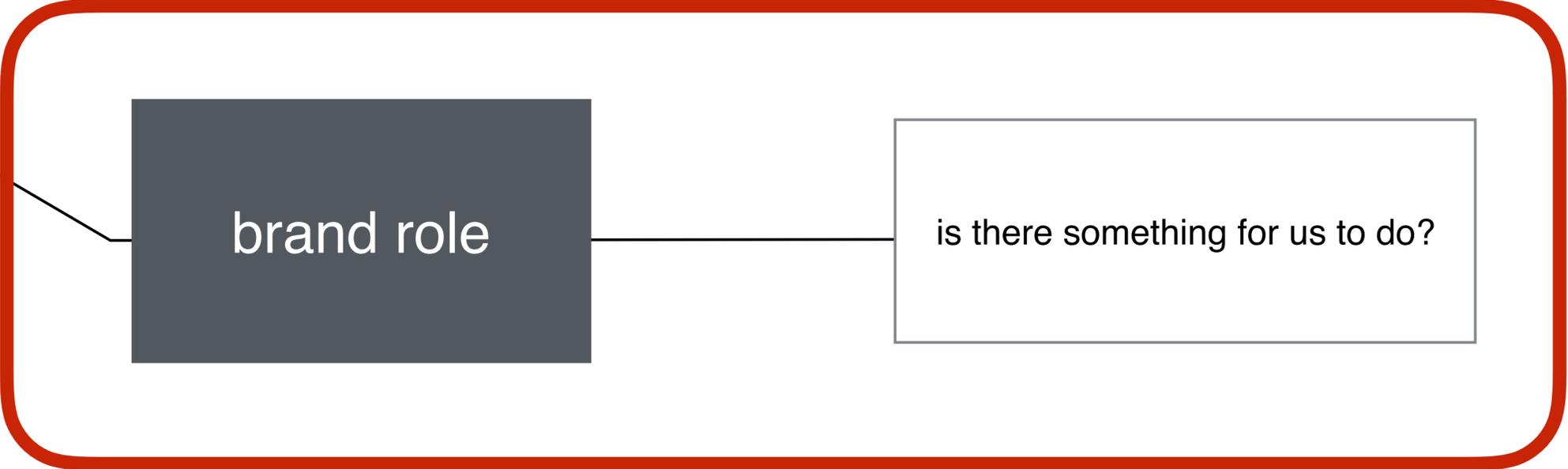
why should they care about us?





channels

what touchpoints matter most?

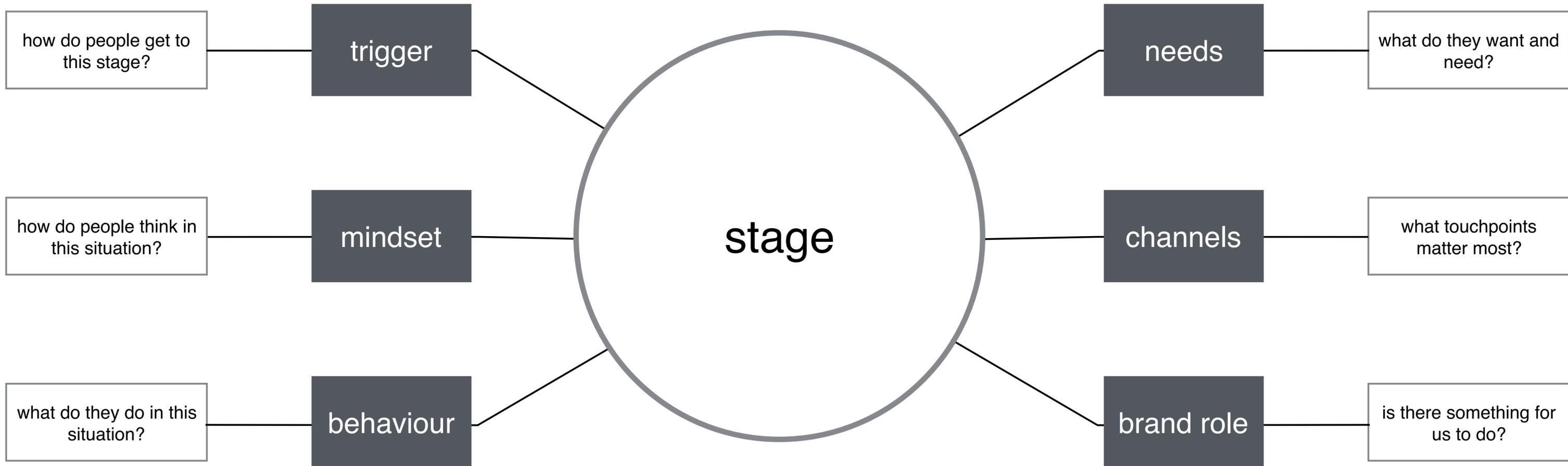


brand role

is there something for us to do?

why should they care about us?

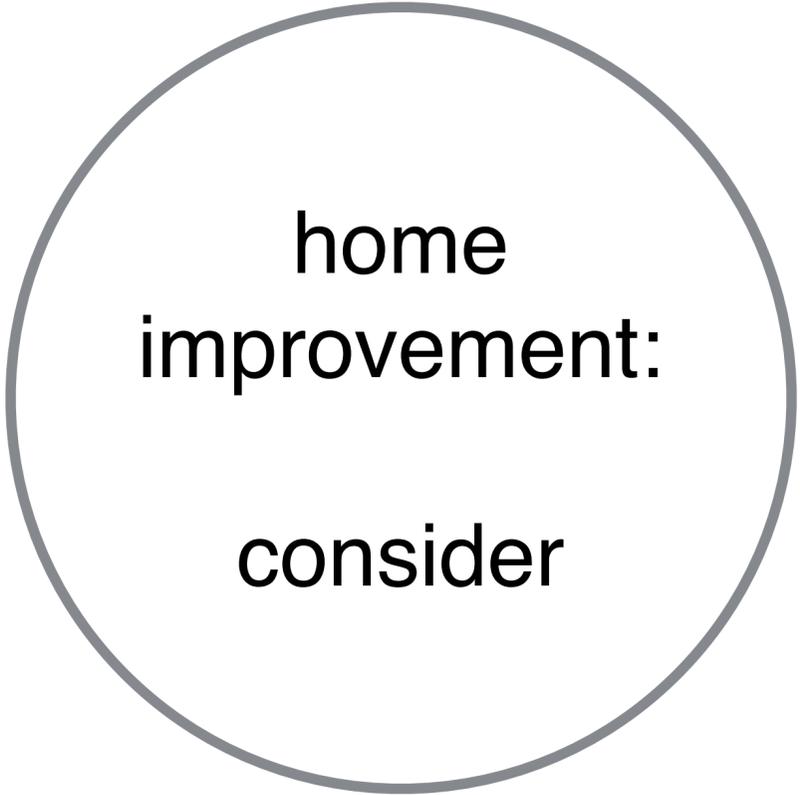
what do they care about, now?



trigger

mindset

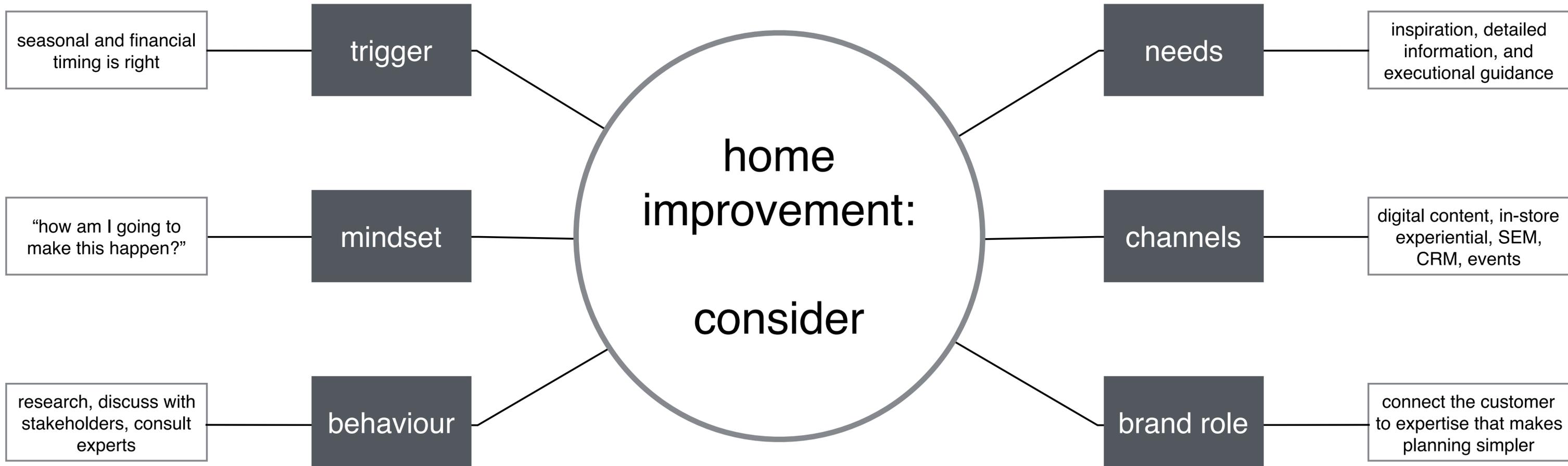
behaviour



needs

channels

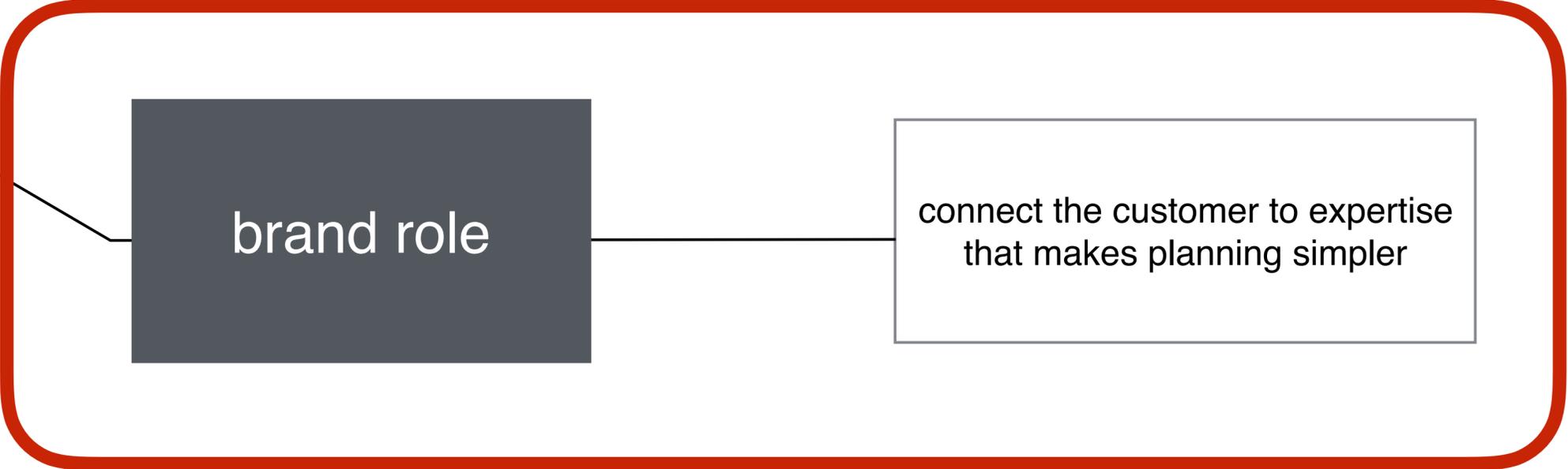
brand role

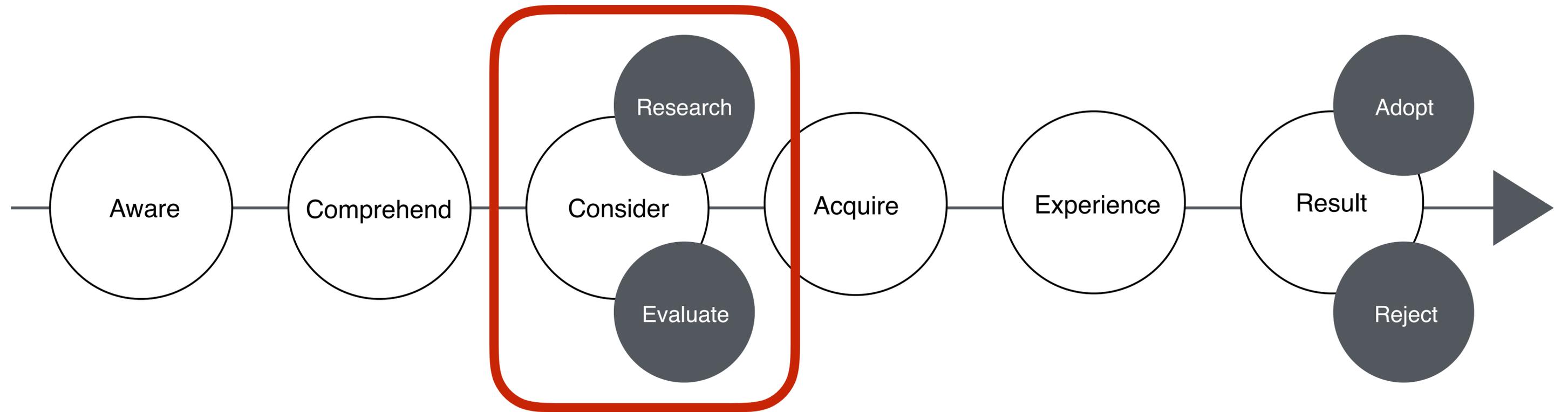


ent:

channels

what touchpoints matter most?







# CANADA DAY SALE 40% OFF

SHOP NOW

\*Limited time offer valid from 28/06/2016 to 04/07/2016. Offer expires on 04/07/2016 at 11:59pm (PST). Discount applied at checkout. While quantities last. Some product exclusions apply. Price matching does not apply on previous orders.



SUPPORT

Contact us  
FAQ  
Delivery & Returns



SHARE

Print email

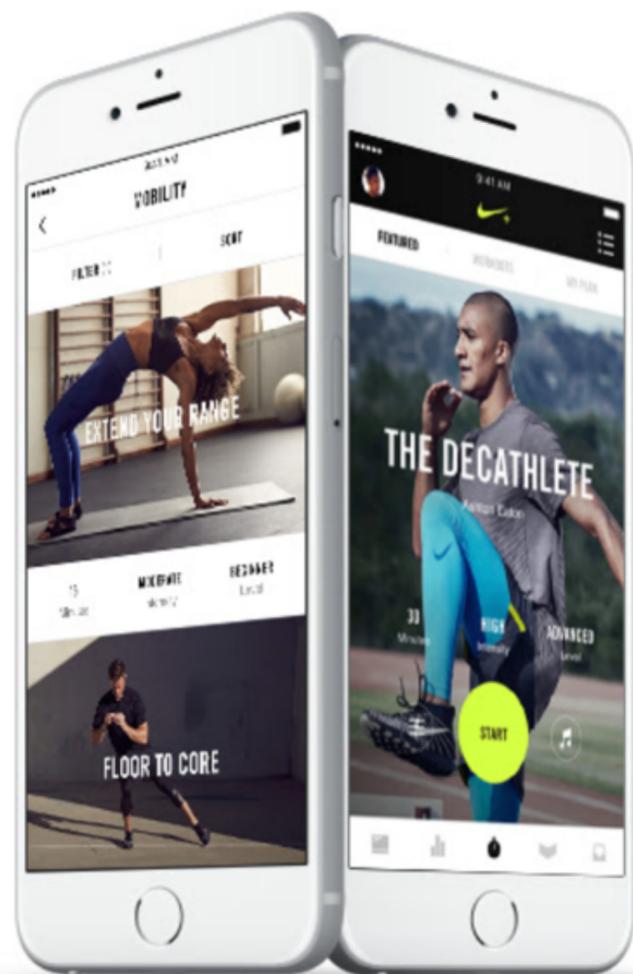


SOCIAL



STORE FINDER

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3

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Get a true understanding of your fitness by recording any exercise you do outside of the app. If you're in a plan, these extra activities will then influence your workout schedule and level.

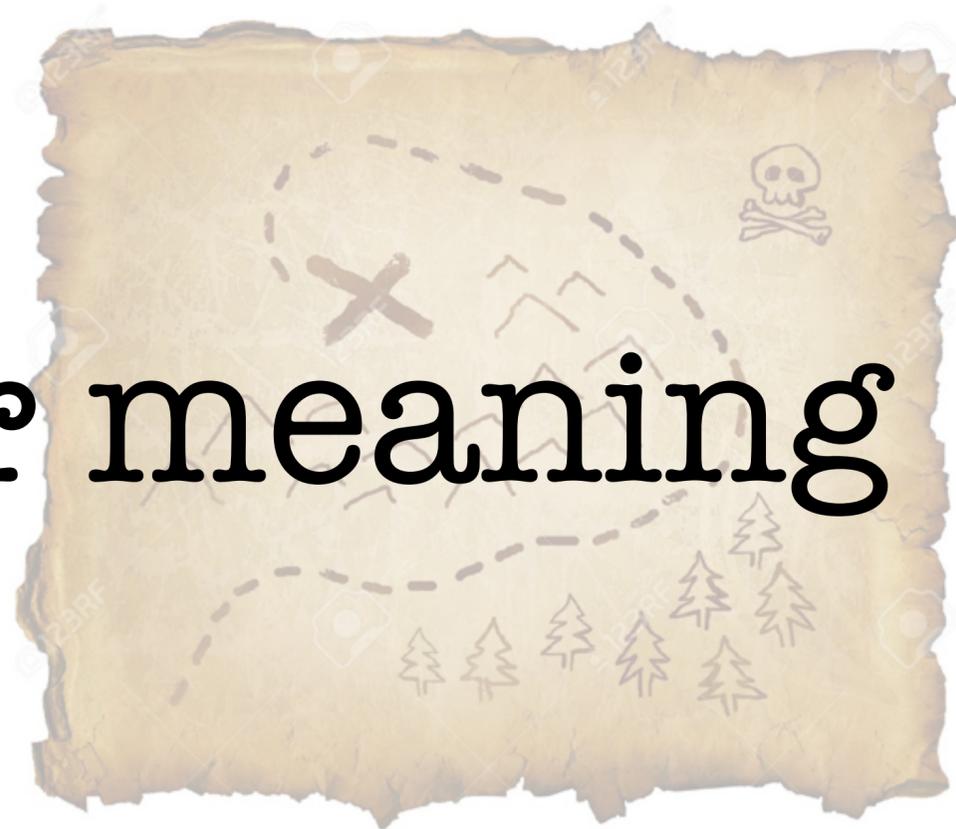


Welcome to your new favourite workout app.

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# conversion & meaning



- use funnels AND journeys
- find a role for the brand

recap

make more meaningful content

a funnel is about your objectives

a journey is about your customer

data tells you what

insight is finding why

you optimize with what

you create (meaning) with why

thank you