

Analytics & Research

Marketing

What behavioural data shows, and what it cannot.

Behavioural analytics

- Complete, unprompted, at scale
- No recall or desirability error
- Shows what, when and how often
- Cannot explain motive
- Blind to non-customers

Asking people

- Reaches motive and context
- Includes those who did not buy
- Covers offline and competitor behaviour
- Subject to recall and bias
- Small samples, higher cost

THE DIFFERENCE THAT MATTERS

Analytics finds the anomaly. Research explains it. Using either alone leaves half the picture missing.

The largest blind spot in analytics is the people who never arrived. No amount of instrumentation reveals them.