

# Decision Pathways™

*A thorough evaluation of shopper behavior to help guide market strategy.*



## Why Decision Pathway Analysis™?

The ways in which consumers learn and communicate about your brand are increasingly numerous and complex. How consumers become familiar with and make decisions about your category relies on traditional means such as word of mouth and advertising as well as newer media such as social networks and smart phone applications.

For you to succeed, it is imperative that your marketing efforts are focused on those touchpoints that yield the greatest return. Decision Pathway Analysis breaks down the decision process at the consumer level to shed light on the factors that can influence how you promote your offerings, connect with key decision influencers, leverage touchpoints, and position your brand. With a deeper understanding of the Decision Pathways followed in your category, you will be more effective at where you apply your marketing resources in order to maximize your impact on your target audience.

## What makes Decision Pathway Analysis™ different?

To help our clients be as effective as possible at utilising the Decision Pathway to drive business decisions, Radius has developed a proven approach to identify and dissect the various components of the process. The result of our approach offers the ability to:

- Quantify the overall role and importance of each step in choosing which brand or provider to do business with.
- Determine which touchpoints are most meaningful to driving decisions and motivating the target audience.
- Understand the various decision pathways that may exist in a category to help manage nuances and tailor strategies based on the various ways your target may make decisions.
- Influence the decision process to attract customers as they hit critical points along the pathway. »

## How does Decision Pathway Analysis™ work?

To create a picture of the Decision Pathway that can be applied to your business and to use it as the foundation for driving your marketing efforts, our survey is built around the most recent purchase occasion related to your category. As an example, our survey may cover the following general areas:

- What initiated the process?
- What decisions were made leading up to the purchase, and in what order did they take place?
- What details surrounded each decision?
- Why was that step taken?
- What external factors played a role (i.e. touchpoints)?
- Who was involved?
- What happened to lead to the next step?
- What was the nature of the consideration set?
- How was a final decision made regarding who to purchase from?

## What does Decision Pathway Analysis™ deliver?

The end result of this approach is that we deliver two critical things:

- The different Decision Pathways that shoppers are following to your brand and the relative size of each pathway in terms of number of those involved
- The relative impact of each touchpoint within a pathway in terms of how it drives the final purchase decision

Decision Pathway Analysis™ guides you to those pathways that are most advantageous to your business and informs you of those touchpoints that provide the most efficient use of your resources. It can provide you with the type of insight into how shoppers behave to give you a significant advantage over your competition by providing very specific information on where and how to engage with prospects and convert them to customers.

### Case study

#### Pinpointing where to engage with shoppers to stimulate sales.

A consumer electronics manufacturer and retailer needed to understand the effects that the internet and on-line shopping were having on their business so that they could adjust their marketing activity to align it with shopper behavior in their channels. In a Decision Pathways study we surveyed consumers involved in the category to determine where and how they researched before a purchase and where the purchase actually took place. As a result we were able to make very specific tactical recommendations as to how the client could drive purchases earlier on in the shopping process when consumers were more likely to be utilizing client resources for research purposes. ●

