



# What to look for in behavioral data

## Go beyond survey insights.

Are surveys still your go-to? If surveys are your only source of data, you're missing out on new types of insights.

Market research is evolving, and with it, so are our research methods. Behavioral data is changing the industry as we know it. Welcome to the future of market research.



## Types of passive behavioral data you can collect

### Site-centric

A website tracks the paths of visitors as they navigate the site, including interactions like purchases. This data draws a complete picture of visitor behavior within one website. But, this type of data says nothing about the profiles, ages, and genders of visitors. There's also no data about user behaviors outside of that website's silo.



### User-centric

People accept to install metering software in their browsing devices such as desktops, smartphones and tablets in return for incentives. The meter collects data about websites visited, apps opened, and search terms. This form of data paints a full picture of what consumers are doing online, from web browsing to app usage.



## Behavioral research focuses on what consumers are doing online

Apps

Websites

Purchases

Search terms



## What kind of insights are possible with behavioral data?



### Audiences

Objectively discover who is visiting websites and apps relevant to your research. Additional single-source data about visitors can be pulled from our deeply profiled online panel.



### Ad effectiveness

Analyze how your target audience interacts with ads and browses the internet. Complement ad data with profiling information like age, social class, household income, and more.



### Search term

Search term research allows you to fully understand how your target population uses search engines. Discover the popular keywords driving traffic to websites relevant to your research.



### E-commerce

Uncover the online competition by analyzing your competitor's website traffic, most popular product categories in your industry, competitor conversion rates and so much more.



### Customer journey

Understand what motivates consumers and how the path to purchase develops through time so you can determine how to influence the customer when it matters most.

## This new way of doing research is possible thanks to our new behavioral panel

## A Symphony of Data

Behavioral data is helping market researchers understand the online habits of our consumers. Combine behavioral data with traditional data sources, such as surveys and profiling, to take your research to the next level. We are experts at orchestrating combinations of data to fine tune your consumer insights.

We are constantly collecting characteristics and attributes about our panelists so you can target your specific audience. The most authentic information about panelists around the globe.  
**Female. 32 years old. Owns an iPhone.**

### Profiling information

Who is she?

### Surveys

Why?

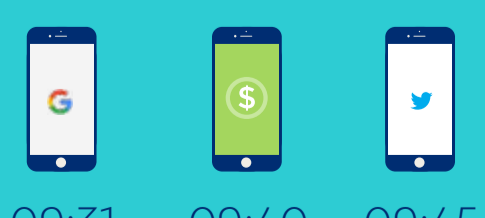
Get accurate answers through direct surveys and other traditional market research methods now available online.

**Why did you buy your smartphone in an offline store?  
What were the main difficulties during the buying process?  
What made you decide on the Galaxy S?**



### Behavioral data

What is she doing?



Understand the online behavior of consumers thanks to a detailed report of URLs visited for advanced research.