

DATAiNTELLIGENCE

INTENT RADAR

Brings **VALUE** in earned media.



WHAT IS IT?

Our data solution underlines brand opportunities related to real-time consumer needs identified at the category or each player's level. Intent Radar measures, for each player in a category, its brand intent score, coming from searches related to commercial, product functionality, and personal experience with the respective brand.

OUTCOMES

- Adapt communication to fit emerging needs.
- Adjust brand offer to consumer interest related to overall category and main competitors.
- Optimize the communication budget by targeting active consumer needs.

INTENT RADAR

CASE STUDY

Context

The purchase intent for services or high-value goods is not immediately visible after communication as the acquisition is generally not triggered by impulse. Moreover, people take a long time to analyze the category, the offered benefits, and the necessary investment.

Challenge

A brand in the insurance category has multiple types of campaigns simultaneously, making it more challenging to measure the consumer response triggered by each of them, especially consumer intent to access the category or to use a particular brand.

Solution

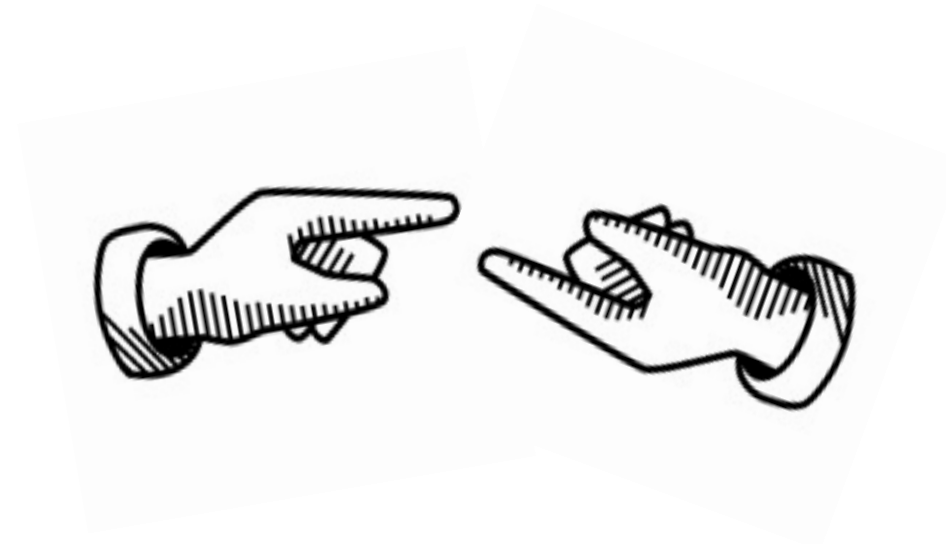
Search queries are intent signals that can be used to track a campaign's response despite the extended distance from the decision to action, strengthening brand relevancy and engagement of the following campaigns by understanding the decision-making processes.

Results

Based on Intent Radar, we determined the types of interactions with the category and each brand of people in the market for insurance services across decision-making processes:

- Those interested in a pension are looking after the personal experience of other beneficiaries and afterward are searching for offers
- Those interested in a home or health insurance are searching for suggestions and comparing prices
- Those interested in life insurance start the journey by analyzing prices & offers but decide based on the benefits of the potential agreement.

LET'S STAY IN



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