



TRANSFORMING 'I THINK' TO 'I KNOW'

DATA INSIGHTS

Quantifiable truths about what your audience is really doing online.

A MODERN APPROACH TO CONSUMER RESEARCH

Data insights ultimately inform and steer your strategic direction. Our data insight sessions aim to bring actionable revelations about your customers (or prospects). With an unbiased view of the data we are able to tackle assumptions head on. Our goal is to help you see the changes you need to make to take your strategy further.

WHY YOU NEED THEM

Data led insights connect you with your customers to give your brand edge. We make meaning from data, allowing you to:

- See opportunities in user experience and conversion funnels.
- Understand which digital channels are helping to assist or influence conversion.
- Get to know your audience better through customer journey mapping, segmentation or profiling.

HOW TO USE THEM

Data insight sessions can be used as a regular health-check of your digital strategy:

- Myth bust or confirm current perceptions about your audience.
- Gather learnings about your audience before embarking on a new digital project.
- Identify the most important gaps to fill to take your digital presence further.
- Build an understanding of what 'levers to pull' to improve conversion.

THE DIGITAL BALANCE APPROACH

We like to tell the story behind the data. Because stakeholders don't tend to read spreadsheet documents we visualise your key insights in easy to understand presentations that are accessible to everyone.

Following an initial session with you, we team analysts with planners to explore hypotheses and reach conclusions about what people do in digital. We do this by tapping into multiple data sources ranging from Adobe SiteCatalyst,

Google, SiteCore Analytics, Heatmaps, CRMs, Market segmentation, Market share, Social media and traffic estimator tools.

ABOUT DIGITAL BALANCE

Our aim is to help clients change their digital behaviour. We want to transform I think to I know and we do that by immersing ourselves in customer-based data, research and industry best practice.

We are proud to partner with Adobe across the APAC region, implementing Adobe's Digital Marketing tools for many of Australia's best-known brands.

LEARN MORE

Visit our site and learn more about data insights and how we could help you: www.digitalbalance.com.au