

konnecto[™]

2019

Consumer Intelligence Highlights Report

February, 2019



Intro

—→ **KonnecTo** provides valuable business insights based on the analysis of consumers' behavioral data. The following report highlights the key findings derived from our data communities and our work with different clients.

**This reports contains analysis
and actionable insights for
the use of your organization:**

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Breaking the silos

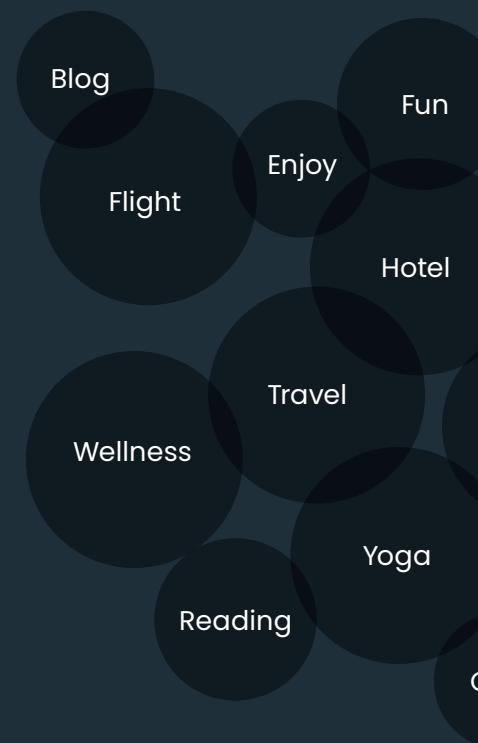
Data Community

Acquiring millions of individuals who are willing to give us access to multiple platform



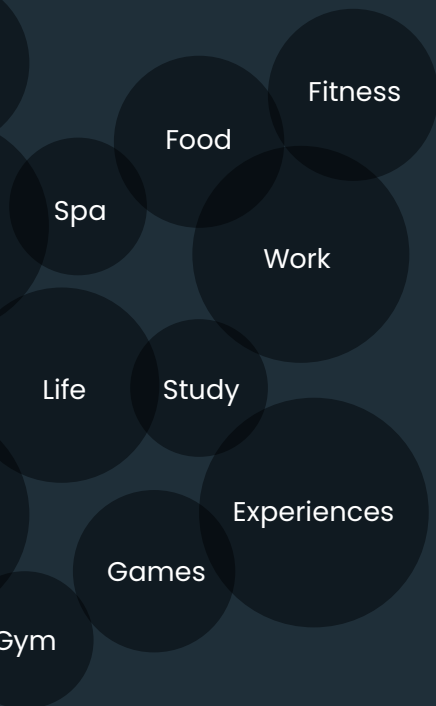
Modeling

Tag and map products across situations



Algorithms

Model activities,
actions, brands,
and more



Consumer Journey & DNA

Automatically build personas,
create model based DNA for
each persona, journeys and
identify opportunities



Identify Behavioral Change



The Challenge

→ Coca-Cola Israel wanted to understand the real impact of their Corporate Social Responsibility (CSR) activities. In order to maintain and increase funding for this important work, Coca-Cola asked us to evaluate a recent campaign aimed at increasing teenagers involvement in volunteering, and find segmentations which changed their behaviors after the campaign.



30,000 data members

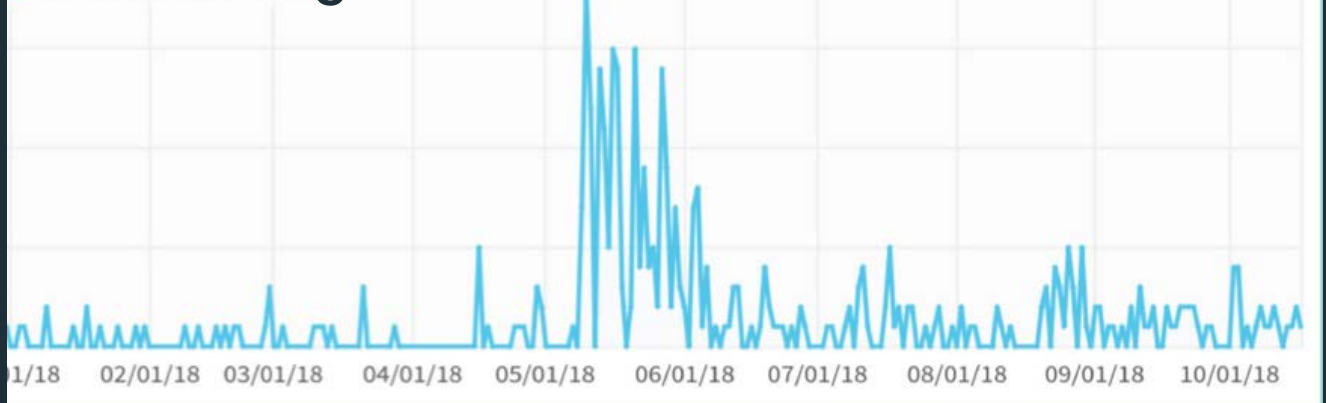
16-20 year old



What We Did

→ By creating a new **Volunteering** model and analyzing it against our Israeli data community, Konnecto identified a segmentation of consumers who had interacted with the specific campaign, volunteered during the campaign, and then **volunteered** every week **after the campaign was over**.

Volunteering over time



The Impact

→ Coca-Cola's next CSR efforts will target consumer groups who have a similar DNA to the affected segmentation.

Disrupting The Consumer Journey

Large Bank The Challenge

→ A Brazilian client wanted to understand how to disrupt the journey of customers who are looking for a loan on its competitors sites. Traditional research methods couldn't provide the client with specific recommendations around the customer journey beyond analyzing the bank's web and app data sets.



11,000 data members

18-45 year old



What We Did

→ Konnecto was able to identify and cluster specific segmentations of people who were looking for a loan online on the bank's competitors' sites over the past 2 weeks. We analyzed their interactions over the past two years, and reversed engineered their lives and digital journey to provided the client with a journey timeline of interactions on different platforms customers had prior to them looking for a loan on the competitors' sites.



The Impact

→ We helped this client to build a disruption strategy in which the client would reach out to customers with relevant content on relevant platforms on important milestones, as well as building target audiences that have higher chances to engage with the client.

Partnerships Opportunities



The Challenge

→ The soccer club is watched by 4.6 billion each year, earning the club £70m per year in sponsorship. The club wanted to understand their fans in Nigeria (2nd highest fan base outside of UK) to secure key sponsorship contracts and provide these sponsors with ongoing analysis and evaluation of their sponsorship.



3,500 data members
18-45 year old



What We Did

→ Konnecto quickly built a data community of 3,000 Nigerian fans who provided access to the multiple platforms they use day to day.

Konnecto developed research models that analysed the interactions these consumers had with existing/potential sponsors and their products, provided the club with a target list of relevant companies for sponsorships, and deep insights into how fans interact with these companies, their products and marketing campaigns. One of these relevant companies was an Indonesian Noodles brand no one had anticipated to become so relevant.

The Impact

→ The club identified hidden partnership opportunities and can offer its potential and existing partners with deep insights on the fan base, insights relating to the partners' business challenges.

Identifying Business Opportunities



The Challenge

→ Coca-Cola Israel is interested in collaborating with distributors (restaurants) that are the most relevant for the Generation Z target audience. They have requested Konnecto's help with identifying correlations between Coke products and other food brands and products in order to choose the most relevant promotions for the target audience.



30,000 data members

16-20 year old



What We Did

→ KonnectTo correlated all the data community's interactions with Coke products and found that in the past 8 weeks large groups from the specific segmentations were highly engage with **Sushi restaurants while drinking Coke**. KonnectTo provided the client with a list of the top restaurants in which we found correlations between Coke and other food products.



The Impact

→ Coca-Cola was able to create relevant collaborations with Sushi restaurants and generate real time marketing content targeting this audience

Product Launch



The Challenge

→ Sprite Israel launched a new product in the beverages market (Sprite Lime), and while sales data showed an increase in sales of this new product month by month, the Sprite team was looking to identify those who are the new heavy consumers that purchase the new product and are developing loyalty to the brand.



30,000 data members

16–20 year old



What We Did

→ Konnecto built a real time monitoring model for interactions with the new product and identified a specific segmentation which had the highest month-by-month product interactions rate, providing data into specific marketing campaigns for that segmentation.



The Impact

→ Sprite created Real Time Marketing content in specific channels, dates and times in which similar segmentations were active.

Thank you

→ Konnecto, Don't compromise your consumer intelligence needs with anything that's less than everything!

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