



Case Study

Consumer Packaged Goods

Understanding Brand Exposure by Following the Customer Journey



How OSG helped a leading customer packaged goods company understand their brand awareness and exposure by tracking how customers search for their products and how they stack up against their competitors

Product Highlight



OSG o360 is OSG's consumer targeting technology, built for understanding the customer journey and finding opportunities to engage and convert customers. By mapping and tracking customers in their omnichannel journey with a brand, we can more accurately predict and strategize digital media buy to attract customers based on their specific needs. Personalizing messaging to the audience can both save money and make money in the long run.

Executive Summary

A leading consumer packaged goods company wanted to understand all of the paths to purchase for their styling and grooming products. They wanted to learn how their potential and current customers encountered their brands and how their messaging was perceived by potential shoppers.

Using OSG o360, OSG's technology solution for omnichannel consumer targeting, data was gathered from a community of shoppers looking to buy the desired product. By tracking online and offline behavior, data was gathered in order to personalize marketing to key target audiences.

OSG was tasked with two key objectives:

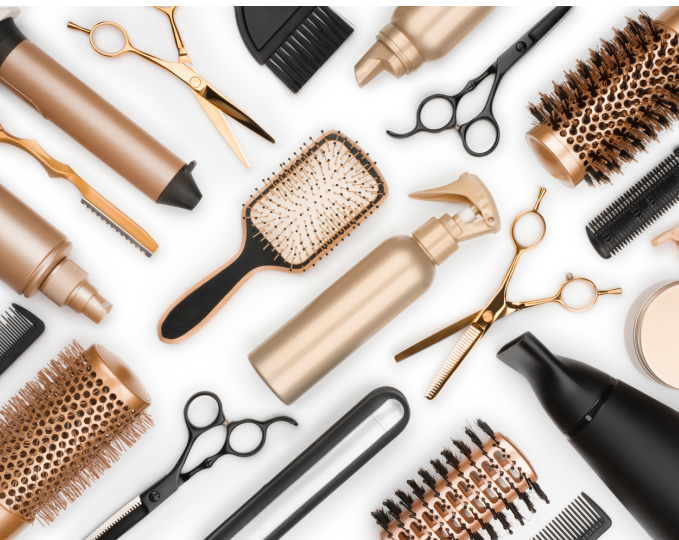
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What are the online and offline touchpoints for this brand, and how do customers use the available information to make decisions?

- Develop a deep understanding of how customers perceive competitive advantage and features
- Understand the needs for customers when it comes to styling and grooming devices

2

How does the messaging of the product compare to those of competitor brands and similar products?



Gathering and understanding consent-driven de-identified data is a more secure way to analyze this information

OSG o360 is our product for understanding the omnichannel consumer journey and what messaging and targeting is effective, so understanding customers as groups and sectors using de-identified data allows for data to be safely and securely gathered and used for data analytics.

Strategy

By building a community of respondents, we gathered consent-driven data of online and offline shopping and searching behavior. This gathered information was specific to the products at hand and also just general customer behavior. This breadth of information allowed for understanding specific needs as well as general customer segmentation attributes.

The predictive models developed based on the structured and unstructured customer data could ingest survey responses and online comments, to accurately predict future customer needs. This foundation of data analysis can help the business plan their product R&D to align with future unmet needs, in order to increase their market share by retaining their current loyal customers with improved products and capturing new customers by positioning themselves correctly.

Results

Optimizing Digital Media Buy and Messaging to Reach Audiences with Personalized Messaging

For this specific product, when customers encounter paid ads, they skip past them to do more research on features that they care about.

Tracking the whole consumer shopper journey revealed which messaging was taken in or passed over by shoppers, showing which messages made an impact. By observing this, the brand can understand where to improve or change messaging to **capture and convert their competitors' customers**.

They also saw where and when their paid ad campaigns made an impact on customers. By hearing directly from customers on what questions they want to be answered about the given product, the brand can optimize its digital messaging to **answer the key customer queries and meet their future needs**.





Real-time data on customers encountering ads, as well as dashboards for tracking shifts in behavior and decision-making, based on community of respondents



Finding the websites that potential and current customers use for researching and shopping for their products, whether they're brand websites, online marketplaces, or review articles.



Collecting messaging data for content marketing team and consumer sales and research data for retail marketing team, meeting all internal team needs

The Power of OSG Analytics

OSG is a **global technology and analytics provider** that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the “who” and the “what” and understanding the “**how**” and “**why**” behind their **decision-making**. OSG focuses on the 3E’s, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through **customer-centricity**.

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