

Data you can act on: Optimize your programs with purchase intent analysis

Translate the value of the actions taken on your website into dollars and cents



Analyze your data to identify patterns and make predictions about future customer behavior.

Optimize campaigns, deliver an enhanced web experience, or send customized emails guided by revenue-driving website actions.

Understand your customer's behavior both on and offline to drive sales and improve performance.

Use your past data to look into the future

Purchase Intent is a powerful tool which combines the probability that a consumer will purchase a product, based on their website actions, with a quantified dollar value for that action. When deployed strategically, a Purchase Intent Analysis can be used by marketers to identify the most meaningful actions that their customers take online en-route to a purchase.

Cardinal Path's Purchase Intent Analysis transforms your data into compelling, high-impact business benefits such as:

- The ability to optimize your marketing campaigns toward high-value website actions that are highly predictive of future revenue both on- and off-line
- Insights to prioritize and guide your testing plans in order to continually optimize performance and focus on the areas that provide the best return for your effort
- Agility to tailor your messaging across all of your marketing assets to promote activities that are likely to create future value

Know the dollar value of website actions

With the ability to understand Purchase Intent, you'll have unprecedented insight into what behaviors on your website lead to both online and offline sales. The ability to know the true dollar value of website actions allows you to identify preset targets for your media agencies, giving clear direction for optimizing media buys.

Get started!

Cardinal Path's Purchase Intent Analysis is custom-tailored to your organization's short and long-term marketing goals.

Our analysis begins with data collection that covers digital as well as offline and environmental variables to ensure we account for all key items driving sales.

From there, Cardinal Path will:

- Develop an analysis model to incorporate all relevant data points and variables
- Calculate the weighted KPIs most predictive of future revenue
- Quantify the actual dollar value of those website actions
- Provide a strategic interpretation of the results to surface opportunities to apply the findings
- Review the results with you and your team
- Plan iterative analysis updates, rollout, and action plan updates as audience understanding evolves

Success Story

When U.S. Cellular was trying to learn what role its website was playing in driving in-store sales, and how to prioritize their upcoming site optimizations, they turned to Cardinal Path for Purchase Intent analysis.

After a deep dive into site behaviors and sales, U.S. Cellular learned that it was not their previously assumed metric of "store locator" searches that was best correlated with new sales, but visits to the "Offers" section of their website.

Once U.S. Cellular understood the behavior that was most likely to lead to a purchase, they were able to prioritize testing and messaging optimization to drive sales – online and offline.

We'll show you how.

Let Cardinal Path take the complexity out of sophisticated predictive analytics with a Purchase Intent Analysis plan that delivers immediate results and sets up your site for ongoing success.

Contact us today:

480.285.1622

info@cardinalpath.com

www.cardinalpath.com

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Named **Most Influential Agency/Vendor of the Year** by the Digital Analytics Association in 2015, Cardinal Path is known for its industry leadership and for tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity. With dedicated teams of award-winning analysts, statisticians, data scientists, developers, and many of the top minds in the digital marketing space, we help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.