

# At-a-Glance: The Shift from Snapshots to Streams



Ballardvale Research  
Andover, Massachusetts

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# From Snapshots to Streams

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- Yesterday: Snapshots
  - Infrequent glimpses of user behavior, often based on user recollections
- Today: Streams
  - Continual monitoring of user behavior, based on actual user actions
- The Benefits: Compared to Snapshots,
  - More accurate
  - Time sensitive
  - Work across channels

# From Snapshots to Streams

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	<b>Snapshot</b>	<b>Stream</b>
<b>Examples</b>	Surveys, focus groups	Clickstream analysis, POS analysis
<b>Mode</b>	Static	Continual
<b>Breadth</b>	Sample	Entire population
<b>Style</b>	Ask	Observe

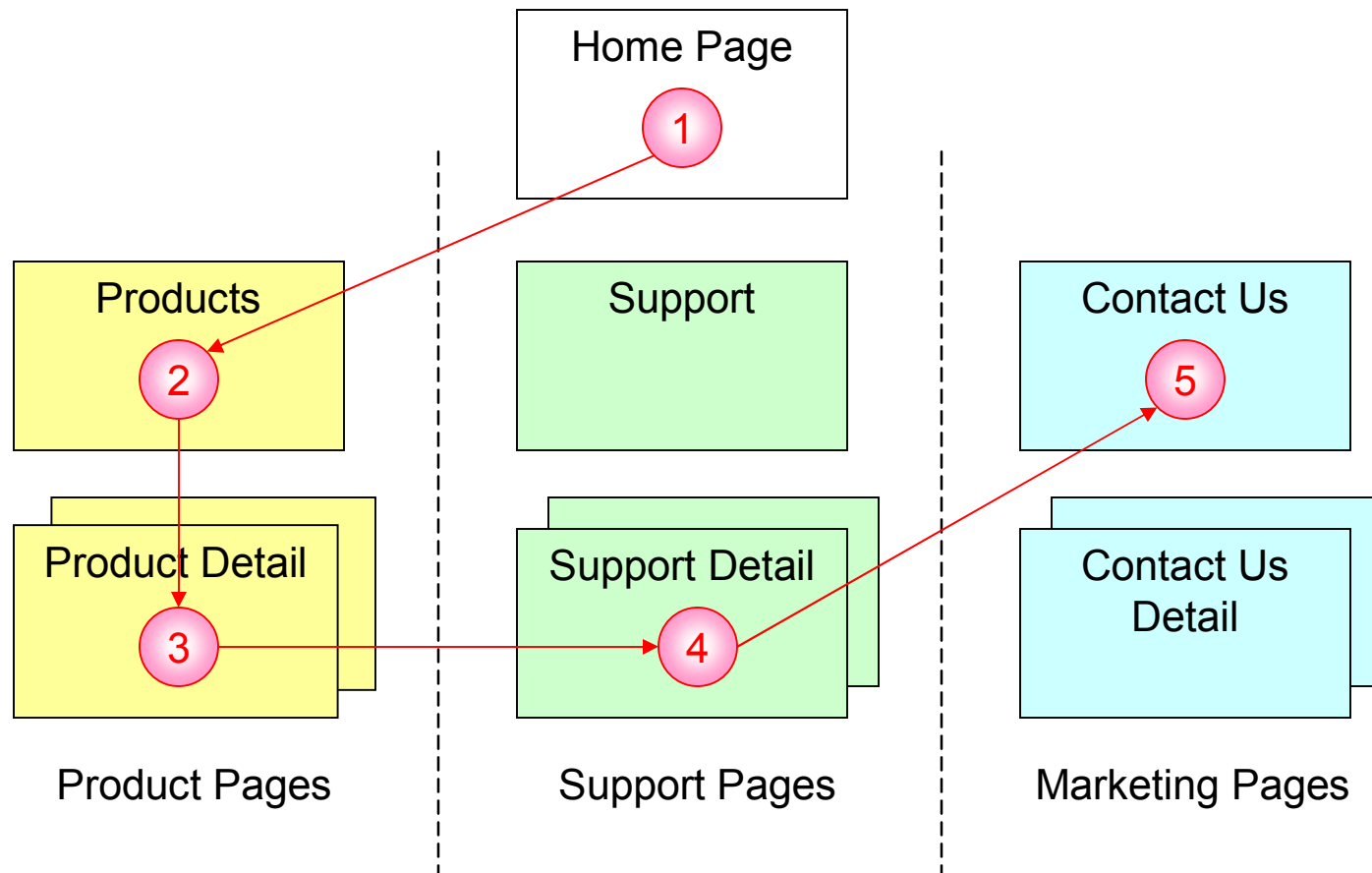
# Clickstreams

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- Definition:
  - Analyzing Web logs or browser tags to track visitor paths through a Web site
- Examples:
  - Sites (Amazon.com, NY Times) more accurately profiling user interests by analyzing browsing habits and e-mail notification requests
  - Retailers testing catalog copy and images
  - Car manufacturers forecasting next-month sales

# Clickstreams: Site Navigation

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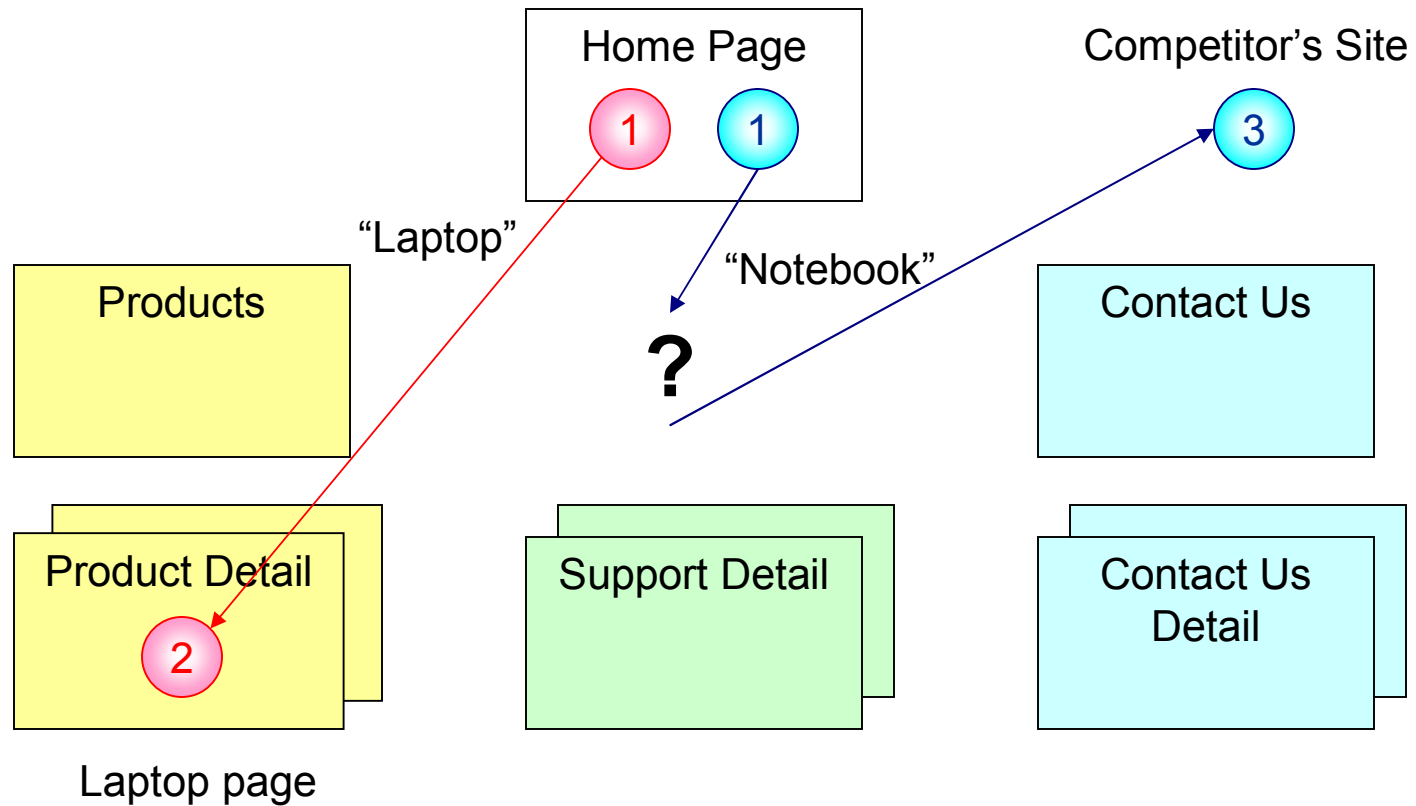
# Searchstreams

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- Definition:
  - Analyzing search logs to track successful and unsuccessful search terms
- Example:
  - Gateway Support realized visitors were asking about compatible PC memory before they bought it; put in online chat with a salesperson and increased sales

# Searchstreams: Explicit Requests

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# Decisionstreams

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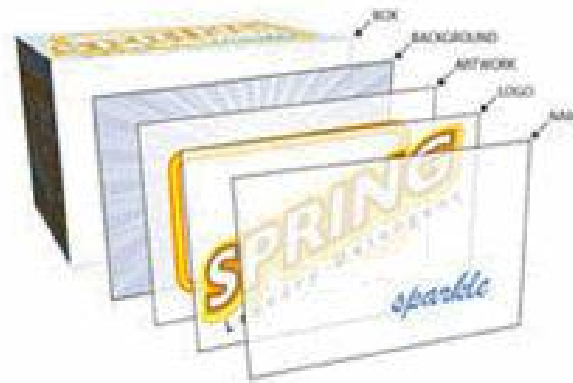
- Definition:
  - Using online buyer's guides or other decision engines to track which products/features customer prefer most
- Examples:
  - Automobile manufacturer altering its production plan to better map to "Build Your Car" selections
  - P&G revising Tampax product packaging to appeal to both Tampax loyalists and other tampon users
  - HP analyzing shifting trends in PC desktops and monitors



# Decisionstreams: Product Design

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- Take a base product definition
- Morph the shape, color, size, text, images, etc.
- Let customers choose their preferred combination



Source: Affinova

# Salestreams

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- Definition:
  - Analyzing POS (point-of-sale) or vending machine data to understand customer missions and desires
- Examples:
  - Sainsbury's analyzing POS data to understand the 15 customer missions; then changing product mix and positioning to better serve customers
  - Coca-Cola Japan analyzing vending machine data to determine best stocking mix

# Conclusion: The Stream Advantage

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- More accurate
  - Less sample bias
  - Monitor actions rather than statements
- Time aware and sensitive
  - Continual feedback
  - View shifting trends over time
- Offers channel triangulation
  - With loyalty cards or other customer keys, can correlate behavior across channels

# This Report & Its Author

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