

When should ask, when should we measure?

Understanding online behavior from a panel perspective

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The questionnaire

That good ol' friend





Flexible

Can be used for
almost any
research need

Experienced

More than
100 years
of history

Easy...

...to analyze



But, as any good friend, you know its faults

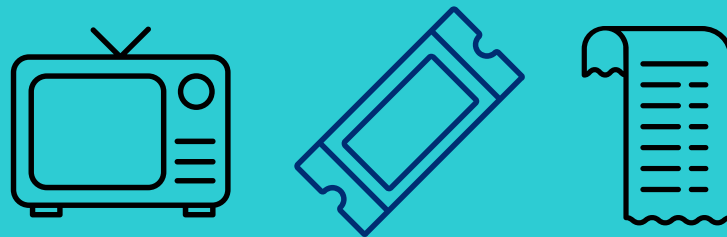


Subjective



Opinions, emotions, intentions,
moods or preferences

Objective



Behaviors, facts, past events...
trackable data

Quality of objective
survey data?

MEMORY



Our memory is overwhelmed
This have changed a lot in the last years

Explosion of marketing events

Explosion of products

Reduced duration of events

Lost of context

Increased distraction

No need to recall



The study

Revilla, M., Ochoa, C., Voorend, R. and G. Loewe (2015). “When Should We Ask, When Should We Measure?”; Proceedings of the ESOMAR World Dublin Congress



Can we collect better objective data?

This have changed a lot in the last years

- Can new sources of passive data help us?
 - Can they solve problems with memory?
- or
- Can we still use the questionnaire to collect behaviors in the online environment?



Research design



Compare **passive** (tracker) vs (survey)



When are both data **similar**?

When is one source **more accurate** than the other?



Data collection: Spain, **27 May- 4 June 2015**

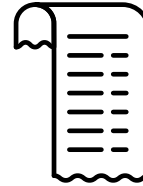
Methods and data



Online metered panel

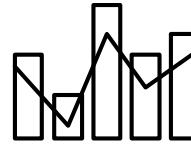


Sample: panelists with
meter for at least 2 months



481 panelists

- completed survey
- meter on maximum 1 PC, 1 smartphone and 1 tablet



Sample: panelists with
meter for at least 2 months



Methods and data



“Short time condition (7 days)” vs “Long time condition (2 months)”

481 panelists: survey + meter on 1 PC, 1 smartphone and 1 table (max.)

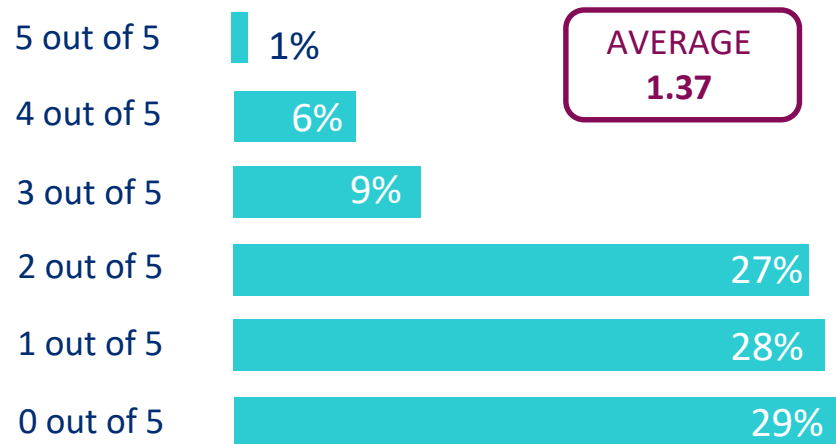
Analysis for each device separately:

- The survey asks explicitly for Internet activities through the devices with a meterIn the passive data we look for results on the same devices



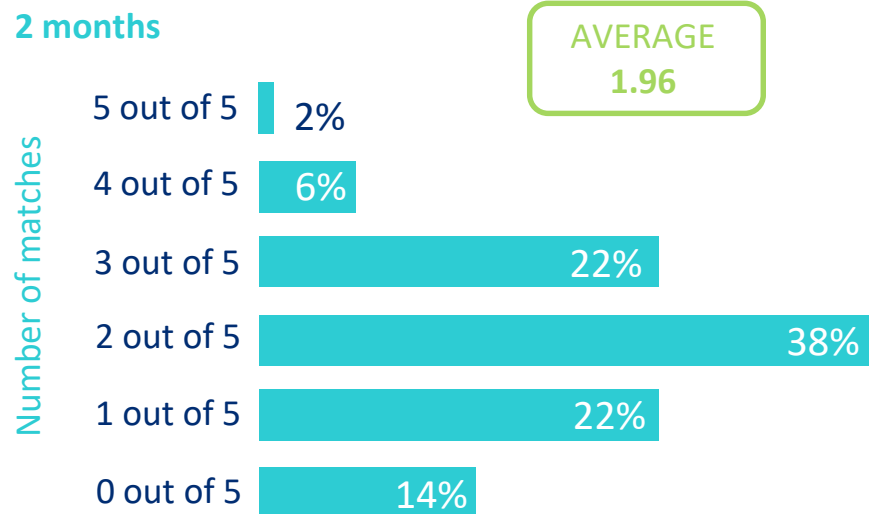
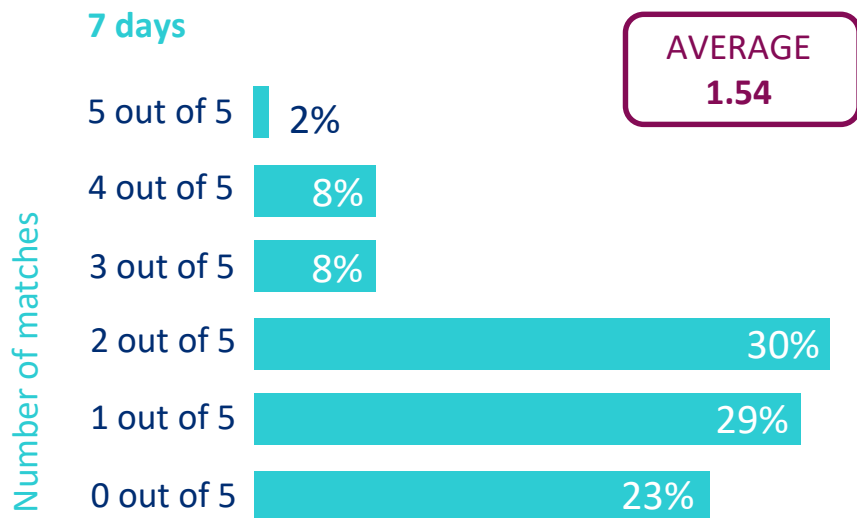
Results

Does memory match reality? Recall of last 5 visited website (PC)



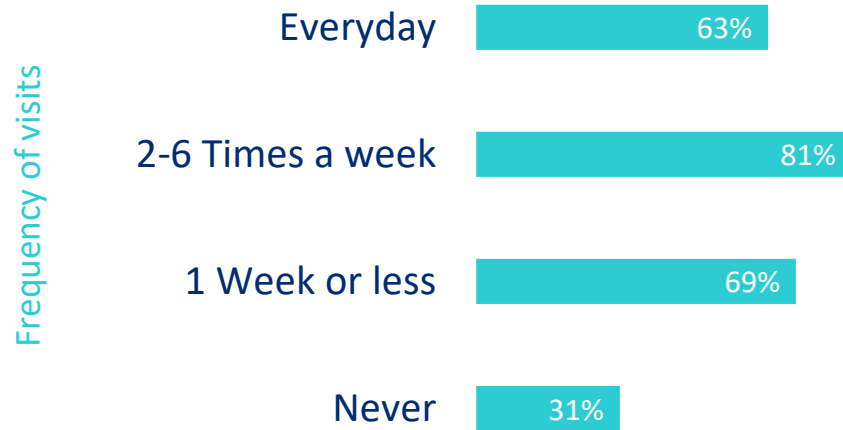
Results

Memory over time: Recall of 5 more often visited websites (PC)



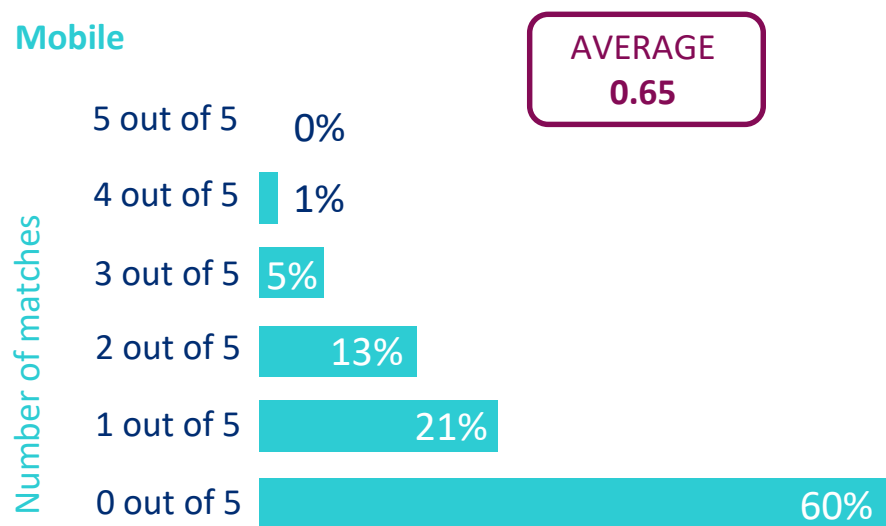
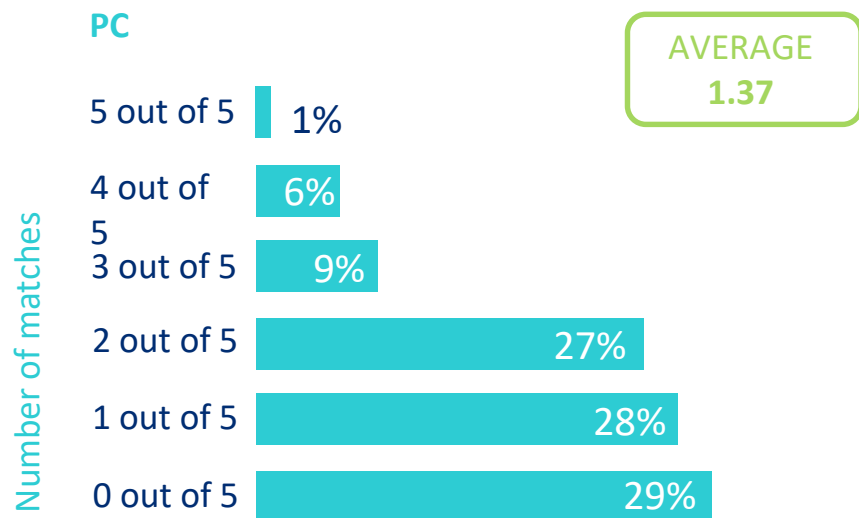
Results

Memory on social media sites: Recall of Failing to recall visiting Facebook (PC)



Results

Recall in smartphones: Recall of 5 visited websites





MAIN FINDINGS

People perform poorly to remember only activities.

Asking for the short term does not help, on the contrary!

People give bad estimates of the frequencies of online activities.

Performance is even worse in mobile.

Implications

AD-HOC RESEARCH

INDIVIDUAL ONLINE BEHAVIOR

- Customer Satisfaction Survey (CSAT) or Net Promoter Score (NPS)
- Top-of-mind Awareness (TOMA)
- Digital Ad-Effectiveness
- Motivational Research

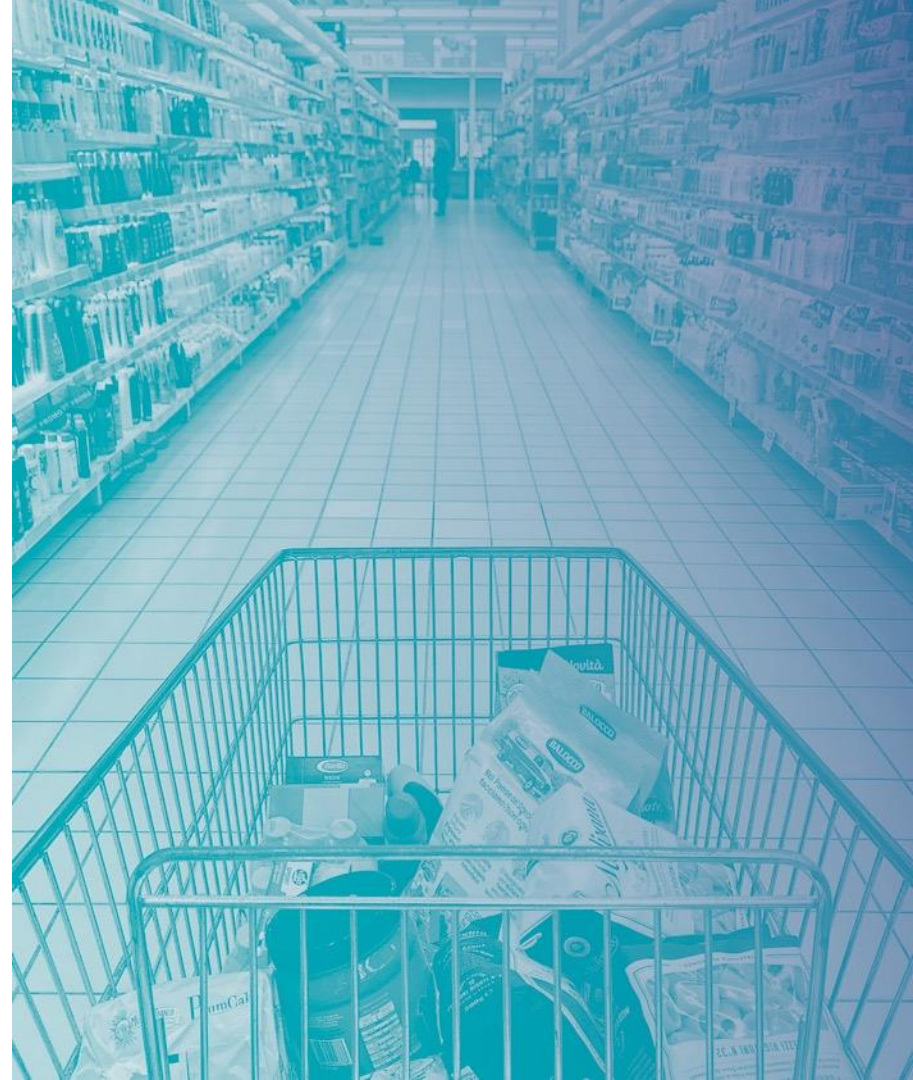


Implications

DIGITAL CONSUMER PANELS

A MEASURE OF ONLINE CONSUMPTION

Retail Panel



Implications

DIGITAL CONSUMER PANELS

A MEASURE OF ONLINE CONSUMPTION

Consumer Panel

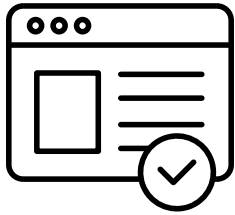


Our take on the future

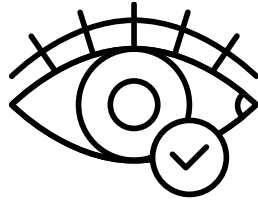


Our take on the future

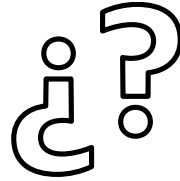
Survey data



Behavioral data



What's next?



Our take on the future

Survey data

Useful in many situation (e.g. “the why”)

But not any survey data:

- Quality Data = Retention panel

Why?

- Higher Response Rates
- Profiling
- Special Projects (Facial Coding, Audio matching, etc.)



Our take on the future

Behavioral data

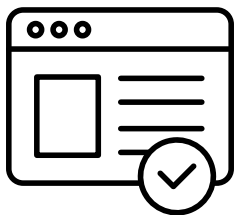
Observational data can help tackle some big issues of surveys:

- Cognitive biases / limitations
- Measurement error

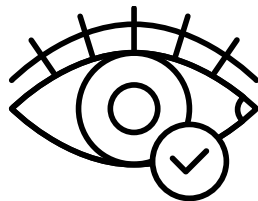


Our take on the future

Survey data



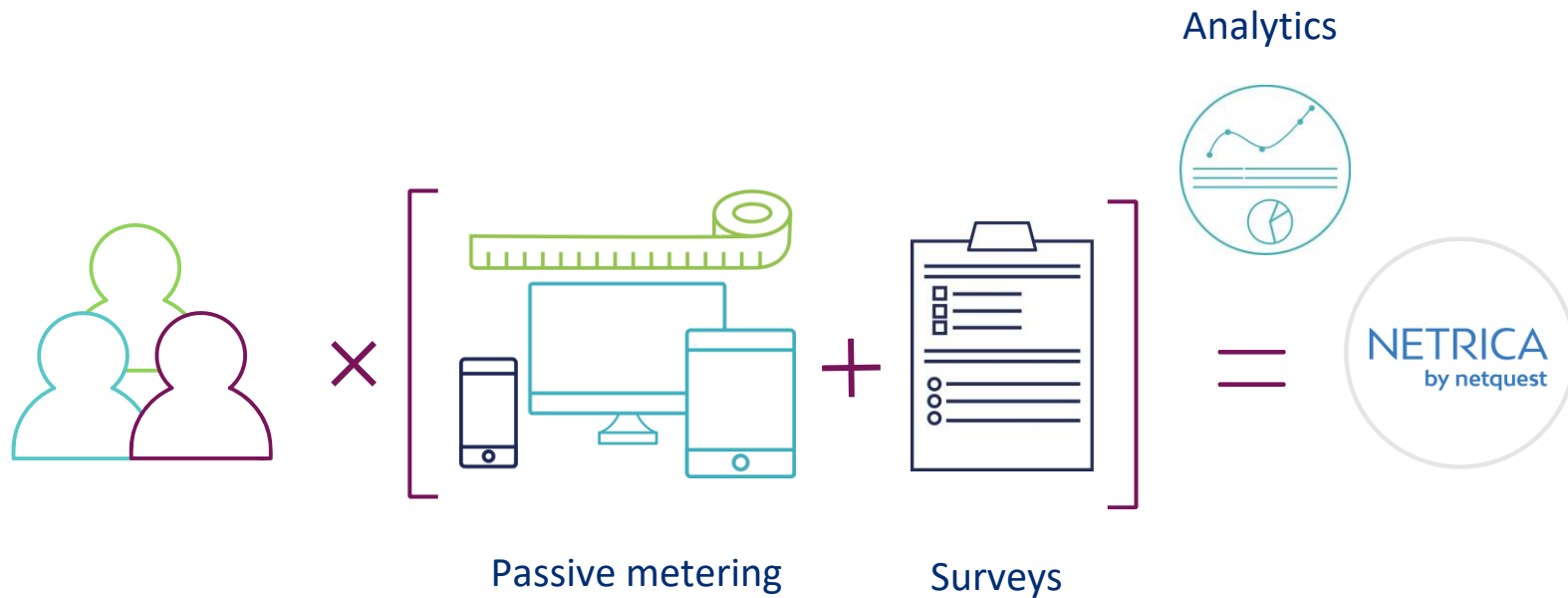
Behavioral data



What's next?



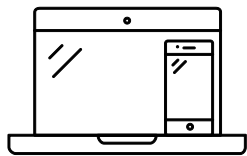
Netrica



Our take on the future

Netrica

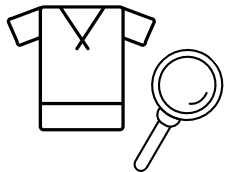
1



Browsing data recording

Participant's devices are constantly tracked; visited websites visits are stored.

2



E-commerce detection

Whenever a participant visits an e-commerce website, its content (HTML) is stored.

3



Product detail extraction

Product pages, shopping carts and confirmation pages are processed; transaction details are extracted: brand, price...

4



Statistical estimation

Data is processed, combined and analyzed. Market size estimations are produced using advanced analytical models.



Thank you!

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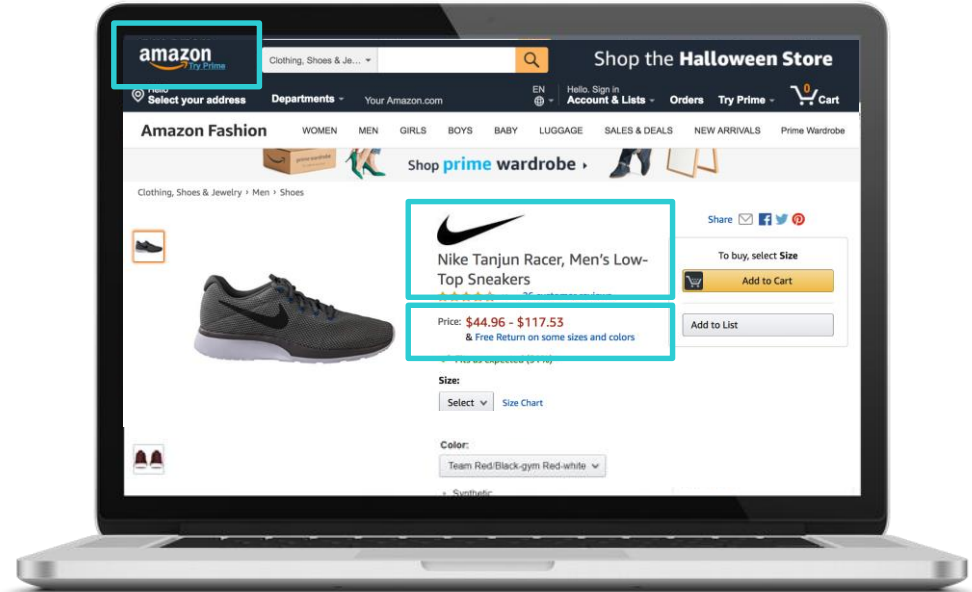
genuine data

Our take on the future

Collected Data

Product information is extracted from the webpage

- Brand: Nike
- Product: Men's Tanjun Sneakers...
- Product category: Fashion
- Product subcategory: Sport
- Price: \$53.52
- Channel: Amazon.com
- Channel brand: Amazon
- Channel category: Amazon Fashion
- Purchase step: Detail



Netrica – Product data

NETRICA
by netquest

CLIENTE

PRODUCTS DATA

Retail Channel

Categories by Retail

Brands by Retail

Trend

by Product Categories

by Manufacturer Brands

In Depth

Category Analysis

Manufacturer Brand Analys

Conversion Funnel

Funnel: Cart

See in Months

Country

Choose channel

KPI

Optional Filters

Month

Platform

Category	Subcategory	Channel 1	Channel 2	Channel 3	Total general
APPLIANCES	APPLIANCES PARTS AND ACCESSORIES	467.828	11.712	15.782	495.322
	HEATING AND AIR CONDITIONING	388.208	118.771	184.920	691.899
	HOUSEHOLD CLEANING	2.692.324	174.630	146.308	3.013.262
	KITCHEN	7.150.798	768.149	1.107.525	9.026.472
	LAUNDRY	210.382	202.465	401.653	814.500
	PERSONAL HYGIENE AND CARE	4.773.562	194.623	241.367	5.209.552
	Total APPLIANCES	15.683.102	1.470.350	2.097.555	19.251.007
BABY	BABY CARE	304.166	52.452	24.082	380.700
	GENERAL FURNITURE	38.503	23.217	21.988	83.708
	MATERNITY	110.579	5.403	7.572	123.554
	NUTRITION	29.665	5.843		35.508
	SAFETY	2.968		7.858	10.826
	STROLLERS AND SEATS	89.253	51.010	123.131	263.394
	TEXTILE AND ACCESSORIES	29.408	49.397	130.561	209.366
	Total BABY	604.542	187.322	315.192	1.107.056
BEAUTY AND HEALTH CARE	ADULT	505.906		1.983	507.889
	CREAMS AND BEAUTY	1.020.203	38.146	155.592	1.213.941
	HYGIENE	1.868.108	131.195	253.098	2.252.401
	MAKE-UP	2.464.426	19.647	192.724	2.676.797
	PARAPHARMACY	1.671.296	27.423	79.492	1.778.211
	PERFUMES	1.382.192	14.911	294.443	1.691.546
	VITAMINS AND SUPPLEMENTS	379.886	29.082		408.968
	Total BEAUTY AND HEALTH CARE	9.292.017	260.404	977.332	10.529.753



Netrica – Audience data

