



# radius

## Your Strategic Partner in Understanding the Customer Journey

Decision Pathway Program

March 2025



# Decision Pathways™ tell you when, where and how you can influence your consumers

- **Brands are constantly faced with the challenge of finding new and more effective ways to reach and influence their consumers:** from how they explore to where, when and how they buy brands.
- **The best marketing teams know when, where and how they can influence consumers** along that journey, in the most efficient way possible because consumers can be equally complex and routinized in their path to purchase.
- **The holistic consumer journey is rigorously examined through radius's Decision Pathways program.** This multi-phase program gets intimate with your category and consumers' paths to purchase, understanding the key moments, triggers and considerations that matter most.



# Decision Pathways™

plot the most important patterns in which your consumers research, evaluate, purchase and reflect on your products

## What are Decision Pathways?

- Consumer decision journeys are not always linear, or even rational! But as you look across each person's journey, patterns emerge and turn into clear and actionable Decision Pathways.

## Why are Pathways important?

- Pathways are important because they provide **targeting opportunities** for your brand to intervene with optimally positioned and well-timed brand messages.

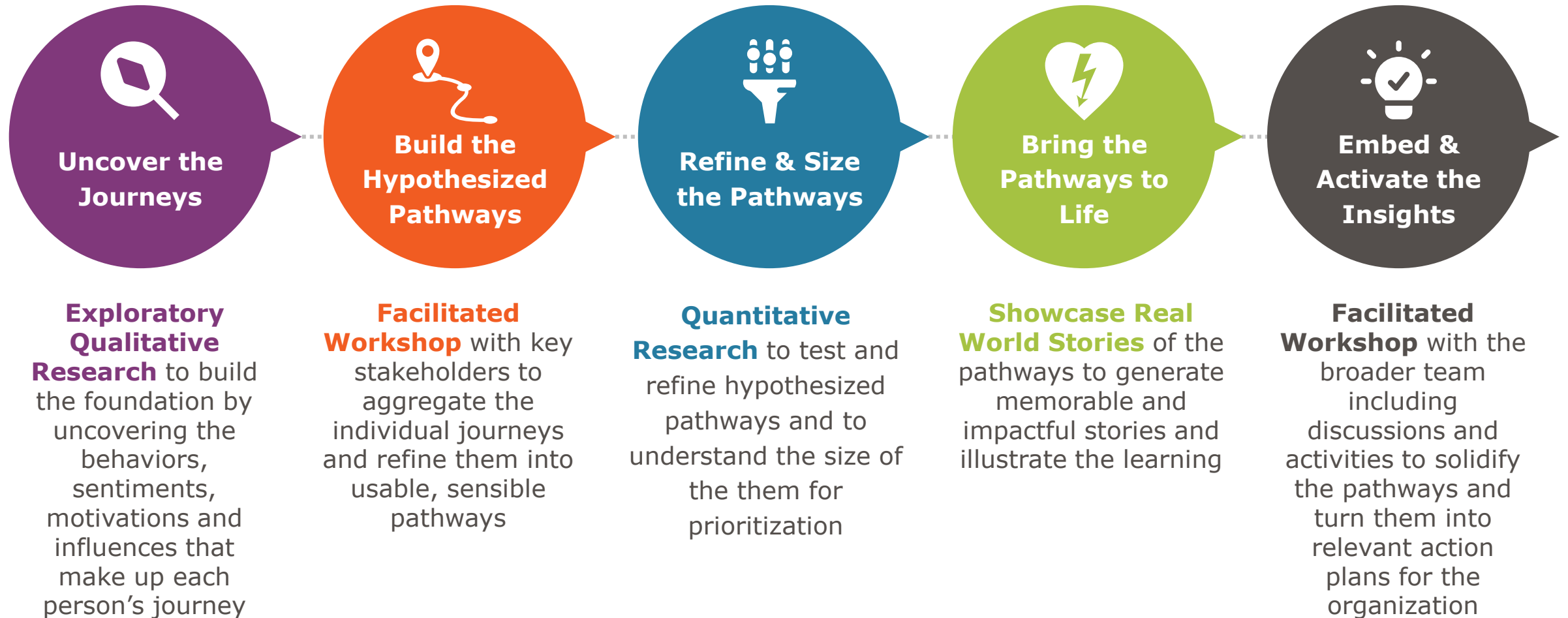
## How do we uncover Decision Pathways?

- Decision pathways are best revealed through a robust combination of qualitative and quantitative research and workshopping to uncover both the breadth and depth of the holistic customer journey



**The holistic customer journey is full of complex decisions**

# Our **Decision Pathways™** Program





# Decision Pathways™: The output provides guidance and actionable insights to drive growth in the current and future shopper experience



## Impacting the Decision Process

converting initiation into purchase requires a sound understanding of needs, behaviors, and habits in this category



## Touchpoint Prioritization

program against a manageable number of touchpoints to focus engagement with your brands



## Trigger Optimization

understand key category triggers and where they are most likely to occur in the journey



## Product & Marketing strategies

understanding your customers and the decisions they face to guide actionable strategies



## Channel Thought leadership

uncover channel-specific strategies that drive growth and establish your brand thought leadership



# Uncover the Journeys

Exploratory Qualitative Research

# Phase 1: Uncover the Journeys

**Exploratory Qualitative Research** to build the foundation by uncovering the behaviors, sentiments, motivations and influences that make up each person's journey

## WHAT & WHY

Consumer preferences, needs and behaviors are constantly evolving and building strategy on old learnings or assumptions can be risky.

This exploratory qual phase helps us fill in the blanks – *we don't know what we don't know* – by spending time with people in the weeds of the category, be it shopping for car insurance, health care needs, dog treats or ice cream. In this phase we'll gather key language, practices and behaviors that will be used to build journey hypotheses and create a more relevant survey.

### OUTPUT:

Coming out of this phase, we will have the insights and building blocks to begin to develop your Customer Journeys.



### HOW

Exploratory qual methodologies look different by consumer-type. This relatively brief phase typically takes a few weeks and explores the environments of key experts and consumers leveraging various methodologies.



#### Consumer Product Options:

- In-homes /Shop-along
- OLBB
- IDIs or focus groups



#### Consumer Service Options:

- Surf-along
- Expert Interviews
- Diaries/Pop-up Community



#### B2B Options:

- Stakeholder Interviews
- Site Visit
- Virtual IDIs

# Build the Hypothesized Pathways

Facilitated Workshop



# Phase 2: Build the Hypothesized Pathways

**Facilitated Workshop** with key stakeholders to aggregate the individual journeys and refine them into usable, sensible pathways



## WHAT & WHY

The goal of our **Build the Pathways** workshop is to leverage your team's knowledge coupled with new consumer insight to build out potential journeys based on learning from the first phase of Qualitative research

### OUTPUT:

Coming out of this phase, we will have draft journeys to test with consumers.

## HOW

This 1-2 day workshop will focus on three key objectives:



### Inform

We will deliver insights from exploratory research in an engaging way to inform and inspire the team



### Synthesize

Leverage this new learning, along with existing knowledge, dynamic activities and other outside stimulus to gather all the elements of the journeys.

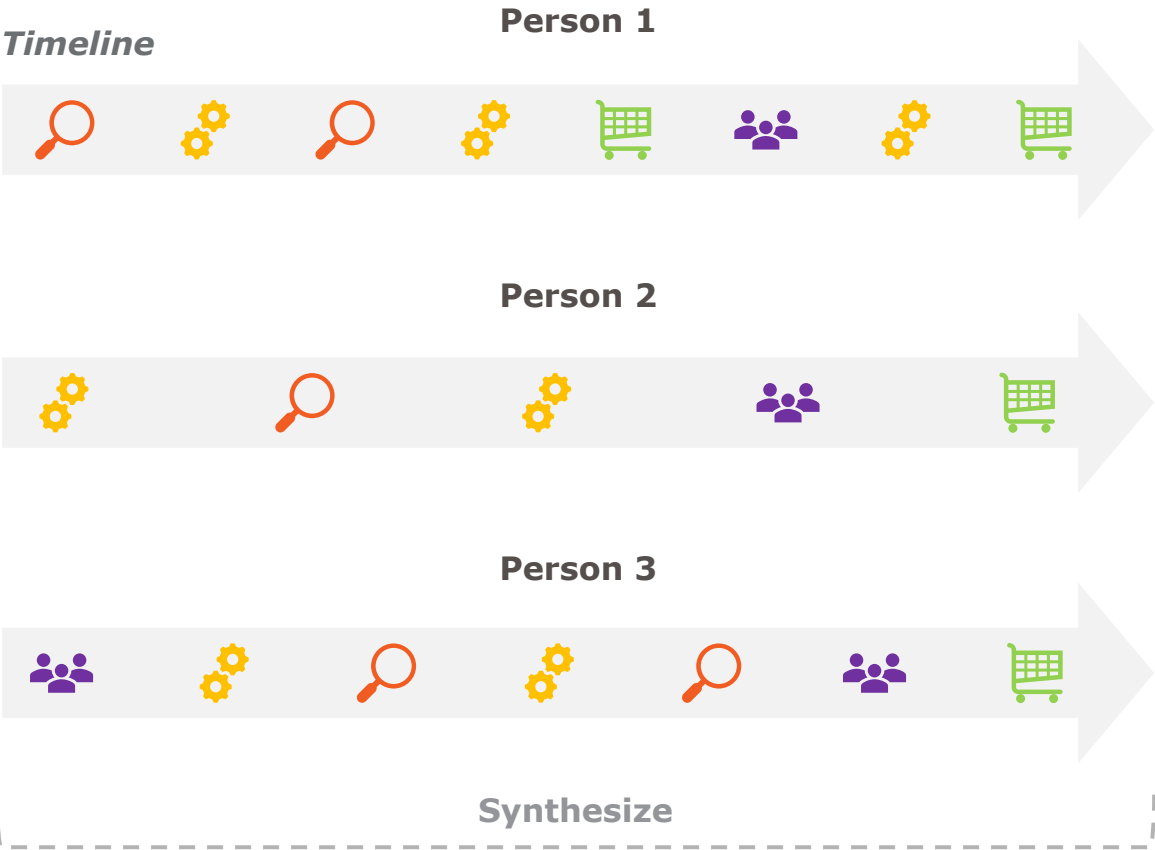


### Create

Create and build hypothesized decision pathways based on team knowledge and synthesized insights from Qual

# Output: Aggregated Proposed Pathways

## Individual Journeys



Aggregated output



# Refine and Size the Pathways

Quantitative Research

# Phase 3: Refining and Sizing the Pathways



**Quantitative Research** to test and refine hypothesized pathways and to understand the size of the them for prioritization

## WHAT & WHY

Once the hypothesized pathways are identified, we conduct quantitative research to refine and quantify the pathways,

This allows us to understand the pathways that offer the greatest opportunity, enabling you to optimally direct your marketing and communications efforts as well as product and content development

### Output:

This phase will help you deeply understand the pathways and who takes them. It will also help prioritize pathways and understand opportunities to best reach people on those pathways.

## HOW

### Surveys are conducted online...

- With **large enough sample sizes** to help us refine and rigorously quantify shopper journeys
- This allows for **many different potential inputs to determine pathways**. MaxDiff, rating scales, time spent in stages, to name a few.
- **Uses cluster analysis techniques** to analyze all the data collected to identify the major underlying patterns in decision-making across the various shopping personas.



# You will walk away with a deep understanding of the pathways and how they shop

## Important Distinctions in Decision Pathways

Traditionalists 21%	Budget focused strategists 19%	Enthusiastic Shoppers 25%	Store avoiders 19%	Auto pilots 16%
"I enjoy shopping old school"	"I am disciplined"	"Shopping is my favorite sport"	"Shopping is stressful"	"Keep it simple"
Longest in-store shopping occasions (time spent)  Tend to be Boomers, higher income	Traditional coupon-er (newspapers, magazines, etc.)  Subscribes to email promotion notifications from Walmart and Target and prints coupons in advance of shopping trips	Digital, pre-shopping footprint is extensive  Most likely to pay for in-person purchases with digital wallet app (on phone or watch)	Walmart.com is their primary online purchase destinations  Never been to a specialty store  Buy mostly in grocery stores	Most likely to shop end caps and displays  Value shopper  Spends very little time considering the purchase  Non-emotional

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Hypothetical output 15

## Enthusiastic Shoppers



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Hypothetical output 16

# We'll help you understand which pathways offer you the greatest opportunity

We will identify the pathways that offer the greatest opportunity, enabling you to optimally direct your marketing and communications efforts as well as product and content development. We will work with you to align on the right metrics to include in the pathway prioritization.

## Example of measures that could drive prioritization



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Hypothetical output 14

# And finally, we'll identify opportunities for each Pathway and key tactics for success

**Enthusiastic Shoppers** love shopping and they take it seriously, heavily researching, and looking to recommendations from friends and social media influencers along the way.



## What Makes this Pathway Low Hanging Fruit?

- They are the largest pathway.
- This pathway already shops where your brand is available and is aware of and open to your brand.
- They enjoy shopping online and in-store but tend to prefer making final purchases in store.
- They plan main purchases but often add impulse items at the time of purchases, providing opportunity to upsell.



## How Do You Activate Them?

- Offer loyalty points and rewards. They are in many loyalty clubs and tend to start there in their purchase process.
- Find them where they are, heavily on social media, primarily Instagram. Invest in targeted ads to get their attention.
- Make sure any questions about your brand/products can be answered online. Offer 24-hour chat with associate function.
- Ensure your purchase online/pick up in-store process runs smoothly as they use this method frequently.
- Stock add on items near the pickup desk and make it easy for them to purchase extra items while picking up their orders.

# Bring the Pathways to Life

Humanizing the Pathways



# Phase 4: Using Qual to Humanize the Pathways

**Showcase Real World Stories** of the pathways to generate memorable and impactful stories and illustrate the learning



## WHAT & WHY

After revealing and sizing the most relevant journeys, there can often be a moment of wondering, “so what do these people think or want?”.

This last phase of research humanizes the journeys, shining a light on the people who are prime examples. This round of story-telling is detailed and intentional, paving a way for the ‘now what do we do with this information’ step.

### OUTPUT:

Coming out of this phase, we will create sticky leave-behinds in the form of videos or one-pagers that can be used to socialize and embed the new pathways in the organization.

## HOW

Regardless of consumer type, these bring to life qual methodologies are typically conducted virtually in a one-on-one environment. We use our best story telling skills to build stories that can serve as beacons to your stakeholders, ensuring they have a solid understanding of the considerations being made along each step in the pathway.

We can recruit new consumers or go back to the original group to find fresh people who are ideal representations of each of the key pathways.

### Options:

- OLBB
- Virtual IDIs



Click on the video view how this pathway typically shops for products

# Embed the Insights

Facilitated Activation Session

# Phase 5: Embed the insights

**Facilitated Workshop** with the broader team including discussions and activities to solidify the pathways and turn them into relevant action plans for the organization



## WHAT & WHY

After the research is complete, we want to ensure your team knows how to get the most out of the insights. Through storytelling and immersive activities we bring your multi-disciplinary team up to speed on key learnings:

- **Establishing an overall picture** of the purchase process
- **Identifying and characterizing** unique decision pathways
- **Prioritizing factors/ requirements/ touch-points** that influence a decision
- **Examining the interplay** between pathways, motivators, and product preferences

### OUTPUT:

A plan for key stakeholders across product/branding/marketing/finance, etc. to take the learnings and fold them into their short and long term action plans

## HOW

Radius develops an **Activation Program** (inclusive of workshops, activities, materials, leave-behinds, etc.) in close coordination with the client team, based on audience and intended outcomes. This ensures alignment and buy-in from stakeholders.

**Socialize:** Our **Expert Storytellers** will deliver the Decision Pathways learning in an engaging narrative, often including videos of actual respondents, revealing their behaviors, feelings and perspectives in their own actions and words.

**Embed:** Our **Activation Strategy** will ensure that the insights are embedded into the organization in a way that is memorable and sticky. This ensures the highest value out of your research investment.

**Activate:** Our **immersive and inclusive activities will** bring stakeholders along on the learning journey, create energy and bring excitement to impact their day to day work.

We leverage proven tools and techniques to help teams efficiently leverage insights in their day-to-day work



**A Master Facilitator will ensure that teams:**

1. Are **unified** behind insights
2. Generate **individual and team action plans** against an insight-led vision
3. Are **energized** to take the next step

Initial Impression/Setting Expectations	Usage Sensations	Final Evaluation
What should we say?	Feel?	Key Criteria?
	Smell?	
What should we show?	Taste?	
	Visual?	

Consumer Needs	Need Explained	Tensions
Self-Actualization:	x	x
Esteem:	x	x
Social:	x	x
Safety:	x	x
Functional:	x	x



Leverage **Decision Pathways** to more deeply understand the decisions your customers make...

**...Allow Radius to help you reveal** *where you and your brand can best influence your customer's unique journey to drive growth.*

# radius

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# We help your brand be the best at every moment with your customers

