Web Marketing Digital Advertising
Online marketing researches
A.Y. 2018-2019

Costanza Nosi
D. Report Contents / Sections

Your report should include the following sections:

Table of Contents

Executive Summary

1. The company / organization

   a) A short description of the company/organization: products, target markets, distribution channels, size, length of time in business, market share, main competitors, offline and online marketing strategy, etc.
   
   b) A description and assessment of the existing physical (where appropriate) and web presence and social media activities of the company / organization. Include information about social media activity (social channels used, number of followers, friends, likes, posting frequency, etc.).
I chose my company!!!
Now I need to reduce my information asymmetry
What are online marketing researches?
How are they used?
How do they work?
Online researches … a few problems

- Who can access the Internet?
- How can we know whether the investigated samples do not change in time?
- Very useful to reach a multiplicity of individuals relative to specific phenomena.
- Required for investigating behaviors that occur online
We have to make a distinction

- **RESEARCH WITH THE INTERNET (WEB-ENABLED):** the Web is a "mere" support for carrying out the research

- **RESEARCH ON THE INTERNET (WEB-CENTRIC):** the research concerns specific behaviors that occur on the Web
3 main sources of data that e-marketers use for research purposes

- Internal company records
- Secondary data
- Primary data
Non-marketing Data:
The accounting department generates data about sales, cash flow, marketing expenses.

Sales Force Data:

- *sales force automation* software, allows representatives to input results of sales calls to both prospects and current customers.

Customer Characteristics and Behavior:

- Web Analytics, Clickstream analysis and Data Mining
- Complete customer profile from all “touch points”
Hardest things

- Time consuming activity
- Gather relevant data and information
- Summarize them effectively
- Make use of tables and graphs!
Source 2: Secondary Data

- When are they used?
  - Need specific information not available in company or partner databases,
  - Need information that can be collected more quickly and less expensively than primary data.

- But:
  - They may not meet the e-marketer’s information needs, because they were gathered for a different purpose,
  - The quality of secondary data need to be checked,
  - They are often out of date.

- Internet provides easy access to secondary data about environmental factors and trends.
Marketing intelligence = Marketers continually scan the firm’s macro-environment for threats and opportunities.

What type of information do marketers need?
- Demographic trends,
- Competitors,
- Technological forces,
- Natural resources,
- Social and cultural trends,
- World and local economies,
- Legal and political environments.
National agencies/Ministries provide online information in their respective areas.

Most universities provide extensive information through their libraries, and many faculty post their research results online.

Industry- or profession-specific information is available at the sites of professional associations such as the American Marketing Association.

Most of this information is free and available to all Internet users.
Company Web sites provide a great overview of the firm’s mission, products, partners, and current events.

Individuals often maintain sites with useful information about companies as well.

Sites that provide statistics etc. relating specifically to Internet markets

Large research firms put sample statistics and press releases on their sites or offer e-mail newsletters

Infomediaries: firms that monitor a number of media sources, presenting selected resources to users either by “pushing” material to the user’s desktop via e-mail, or by allowing users to “pull” it from a specially tailored Web site.
Some sources

- https://www.statista.com
- https://go.forrester.com
- https://www.mckinsey.com
- https://scholar.google.it

My competitors

- Mango

- H&M
  http://about.hm.com/en.html
Source 3: Primary Data

- **Primary data** = information gathered for the first time to solve a particular problem.

- When secondary data are not available managers may decide to collect their own information.

- They are more expensive and time-consuming to gather than secondary data.

- They are current and more relevant to the marketer’s specific problem.

- They are proprietary, therefore **unavailable to competitors.**
The Internet is increasingly being used for primary data collection.

Why? Declining cooperation from consumers using traditional research approaches. Telephone survey refusal rates = 40-60%.

Increasing number of consumers online:
⇒ inexpensive and quick method
⇒ In North America, over 70% of all research firms use various online methodologies.
Main Internet-Based Research Approaches

- Online experiments
- Online focus groups
- Online observation
- Usability testing

Online Survey Research
- E-mail surveys
- Web surveys
Online Experiments

- Experimental research attempts to test cause-and-effect relationships:

- Marketers can easily test alternative web pages, banner ads, or promotional offers
  - A firm might send e-mail notification of 2 different pricing offers (with a link to the website), each one to a different set of customers
  - By tracking the click-through rate it will be a simple matter to track which pricing offer has the better “pull”

One of my students .... Francesco
Neutraceuticals

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<th>Claimed health benefit</th>
<th>Brand/Product</th>
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<td>Strengthening the intestinal tract and/or the immune system</td>
<td>Actimel®</td>
<td>Danone</td>
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<td>LC1 Protection</td>
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<td>Kyr®</td>
<td>Parmalat</td>
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<td>Fibresse®</td>
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<tr>
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<td>Danone</td>
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<td>Omega 3 Plus</td>
<td>Parmalat</td>
<td><em>Carditop®</em></td>
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</tbody>
</table>
The experiment: the right packaging

1. Versione di Base
2. Aggiunti fondazione Cuoresano e contenuto
3. Versione completa
Online Focus Groups

- Focus group research:
  - A qualitative methodology that attempts to collect in-depth information from a small number of participants.
  - Often used to help marketers understand important feelings and behaviors prior to designing survey research.
    - 15-30% of advertising agencies and market research firms use the Internet to conduct online focus groups.

[https://youtu.be/cAGXH2yoB0k?list=PL6mgzzRe-UHPISW9CsjaxnKCIJMVi0c](https://youtu.be/cAGXH2yoB0k?list=PL6mgzzRe-UHPISW9CsjaxnKCIJMVi0c)
Online Focus Groups – pros and cons

- **Advantages over traditional focus groups:**
  - The Internet can bring together people who do not live in the same geographic area.
  - Because participants type their answers at the same time, they are not influenced as much by what others say.
  - Quicker and less expensive to operate than offline versions.

- **Disadvantages**
  - Nonverbal communication is lost online.
  - The authenticity problem = Without seeing people in person, it is difficult to be sure they are who they say they are (need to verify respondent authenticity).
Online Observation

- Observation research monitors people’s behavior by watching them in relevant situations.

- Online it takes the form of monitoring consumer chatting and posting through chat rooms, blogs, etc.
  - on the company site and on 3rd party and / or public sites

NETNOGRAPHY
The research field: carb-based food

“Aside from some extra fiber, eating two slices of whole wheat bread is really little different, and often worse, than drinking a can of sugar-sweetened soda or eating a sugary candy bar.”

- Dr. William Davis, preventative cardiologist and author of Wheat Belly
Some data … 1/2


- Mintel report (2014): more than 1 American out of 7 declares they eat gluten-free products
  - only 16% of those who consume gluten-free are diagnosed as coeliac
  - (Remaining) 84%: fear gluten will make them fat, produce inflammation, depression or other health risks.
Mintel (Stones, 2013): 2008-2013, EU new product launches in the food and beverage with a low-carb and/or high-fat claim increase by 57%.

Same years: carrying only a low-carb claim rock by 95%.


Point-of-sale pet panel (GfK, 2015), - over 11,000 pet specialty stores:

- in 2015 grain-free dog and cat food 34% of all pet food sales in the US (+25% over 2014)
- 2014-2015, 45% of all new pet food items launched on the market are grain-free
Research methodology

- Explorative, qualitative

- Based on "recorded culture" (Williams, 1961): recorded traces produced by cultural activities in the shape of writings and other sources

- Evidence collected analyzing (Nosi et al., 2016)
  - 164 online articles in some of the most popular websites dealing with LCHF dieting in the US, IT and BR,
  - 2,713 comments posted by consumers on the same sites

- Content analysis of 57 contributions posted by consumers (March 2014-March 2016), on www.awlr.org – Ancestral Weight Loss Registry, which self-proclaims to be one of the largest low-carb dieting sites in the world
  - Comprehensive corpus content analyzed: 64 standard 8.5" x 11" pages (Times New Roman, 12-point font size), for a total of 37,343 words
The website www.awlr.org - homepage

Search and analyze data from the largest low carb and paleo research database in the world.

GET STARTED

Do your own research.
"We must admit that our opponents in this argument have a marked advantage over us. They need only a few words to set forth a half-truth; whereas, in order to show that it is a half-truth, we have to resort to long and arid dissertations."

- Frederic Bastiat

There is much clinical and anecdotal evidence that a diet high in protein, fats, and vegetables may be an effective way to lose weight and improve health. This site combines a running list of clinical research combined with a registry that people can join on a volunteer basis. Collecting such data will hopefully illuminate the safety and efficacy of consuming such a food plan. Data speaks for itself. Whether you lost 100 pounds or gained weight and got sick while eating paleo or low carb, we want to hear about it.

Internal Medicine Grand Rounds at Inova Fairfax Hospital
Erica, May 2014

Choices in the Standard American Diet (aptly, SAD) got me up to 206 lbs. and very unhealthy - with diagnoses of thyroid disease and high cholesterol by age 24 (2003) (...) At 30 1/2, I was at 145 lbs. when I was diagnosed with Type 1 Diabetes (LADA) and began low-carbing and researching my heart out. (...) I continued my research and found Mark’s Daily Apple online and learned there what my doctor didn’t have a clue about; high fat grain-free eating. From here, I became my own doctor.

Peter, November 2015

So I bought the book and read it in one sitting. I was astonished, why had I never heard about this before? it all made sense. Gary Taubes is a fantastic writer, he was able to explain in layman’s terms how the body works and how it deals with the foods you eat. I was angry, really, really angry. I thought, if this is true why have I been lied to by my health care professionals all these years.
I was a shocking 360 pounds, I had diverticulitis, knee pains, and was constantly low energy with poor sleeping habits and bad health. I also had some nervous ticks like hitting my legs just above the knee for whatever reason (I’m thinking leaky gut). After shifting to a paleo diet it’s just gone. I’m now down to 255, I sleep well, I lift weights and exercise, I no longer have knee pain or neurological oddities. I am less anxious, and my diverticulitis is gone. My knee pain vanished and now I have a standing desk.
Lynn, October 2014

I started to **feel happy when I looked in the mirror**, and loved getting a new and smaller wardrobe.
And the power of images ...

MEET REBECCA
MEET THE NEW REBECCA
Dieters as gurus ...

Johnathan, November 2015
Being diagnosed as Type 2 diabetic and reading Gary Taubes and Dr. Bernsteins books literally saved my life.

Robin, March 2015
I feel like I owe my life and health to Gary Taubes, and I am forever grateful that he took the time to expose all that data and research about obesity that most everyone else in the scientific community is hiding under the rug or simply refusing to acknowledge.

Edward, June 2014
Thanks to Mark Sisson for all your help and wise words, and thanks to this wonderful community we’ve become part of, I know we’ll spend our lives “Paleoing it forward” until everyone gets it like we did.
And the evangelization process

Tom, March 2014

This is my journey so far, I haven’t cheated at all and I can’t go back. My goal weight for now is 225. I think with hard-work and determination I can achieve that goal. My friends and family have been supportive. I have also introduced family members, friends, and strangers to the diet. They have also found success. **We’ll keep fighting the good fight!**

Phillip, December 2015

If my example can even *inspire one person to convert*, I’ll feel that I have spent my time well writing this.

Stephanie, January 2016

I actually have to hold myself back for fear of *preaching and evangelizing* something I value so highly.
Managerial recommendations

- LCHF movement started by non-business actors
- LCHF movement = lifestyle movement (low degree of formalization, hard to detect)
- Dieters become advocates
- The strength of the movement depends on LCHF proposers’ ability to communicate and manage communication channels
- Communities of Us vs. Them type
- Authentication process vs. language of science
- Incumbents and authorities: Re-think communication style, arguments
Usability Testing

- Web site usability studies to watch users as they click through the firm’s Web site:
  - Subject and observers sometimes in the same room, sometimes watch through one-way glass
  - Subjects usually given specific tasks
  - Observers can pinpoint site design and usability problems

- [https://youtu.be/BrVnBdW6_rE](https://youtu.be/BrVnBdW6_rE)
- [https://youtu.be/cZ5OemJTeq0](https://youtu.be/cZ5OemJTeq0)
Online Survey Research

- E-marketers conduct surveys using 2 main methods
  - Sending questionnaires to individuals via e-mail,
  - Posting a survey form on the Web
To prepare an e-mail survey, an organization can:
- Draw a sample of e-mail addresses from its database,
- Purchase a list,
- Gather e-mail addresses from the Web.

The researcher can send e-mail reminders to participants who have not yet responded: response rates are just as high for e-mail surveys as for traditional contact methods.
Web Surveys

- Many companies post questionnaires on their Web pages.
- They might be posted on social networks.
- There are platforms that provide services for designing questionnaires and submitting them online.
- SurveyMonkey for example.
# Freemium Pricing

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<td><strong>€ 36 / month</strong></td>
<td><strong>€ 99 / month</strong></td>
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<tr>
<td>Billed Monthly</td>
<td>Billed € 432 Annually</td>
<td>Billed € 1,188 Annually</td>
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**Standard**
- Unlimited number of surveys
- Unlimited questions per survey
- 1000 responses per month*  
- 24/7 customer support via email
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic only
- Text analysis

**Advantage**
- Unlimited number of surveys
- Unlimited questions per survey
- Unlimited responses per survey
- 24/7 expedited email support
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic, question & answer piping
- Text analysis & statistical significance
- Advanced data exports (SPSS)
- A/B testing, randomization, quotas
- Custom variables

**Premier**
- Unlimited number of surveys
- Unlimited questions per survey
- Unlimited responses per survey
- Phone support and 24/7 email support
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic, question & answer piping
- Text analysis & statistical significance
- Advanced data exports (SPSS)
- A/B testing, randomization, quotas
- Custom variables
Web surveys - advantages

- **Fast and inexpensive:**
  - Instantaneously worldwide delivery of questionnaires,
  - No cost for postage or an interviewer,
  - No printing, collating, and mailing time,
  - Those who complete the questionnaires do so in the first three days,
  - Easy to send multiple reminders if using e-mail invitations.

- **Web surveys reduce errors:**
  - Technique reduces the complexity and time involved for respondents,
  - Respondents enter their answers - eliminates data entry errors when converting answers from paper questionnaires.
Web surveys - Disadvantages

- **Sample representativeness and measurement validity**
  - No ability to draw a random sample
  - Researchers cannot generalize results to the entire population being studied.

- **Online research entails several measurement issues:**
  - Different browsers, computer screen sizes, and resolution settings = researchers worry that colors will look different and measurement scales will not display properly online.

  - A comparison study between telephone and online surveys found that online users were less likely to use the two extreme scale points on a five-point scale.
The Web provides marketers with huge amounts of information about users.

- This data is collected automatically.
- It is unmediated.

Server-side data collection CLICKSTREAM TRACKING

- Log file analysis - historical data
- Real-time profiling (tracking user Clickstream analysis)

Client-side data collection (cookies)

Data Mining

These techniques did not exist prior to the Internet.

- They allow marketers to make quick and responsive changes in Web pages, promotions, and pricing.
- The main challenge is analysis and interpretation.
Web server log files

- All web servers automatically log (record) each http request

- Log file analysis

- Most log file formats can be extended to include “cookie” information

  - This allows you to identify a user at the “visitor” level
It looks like this
What log files can record includes:

- Number of requests to the server (hits)
- Number of page views
- Total unique visitors (using “cookies”)
- The referring web site
- Number of repeat visits
- Time spent on a page
- Route through the site (click path)
- Search terms used
- Most/least popular pages
Enhancing marketing tactics using web analytics - some examples

- Identify point of **drop-off** in registration or purchasing process.
  - Pinpoint problem and concentrate efforts on the apparent trouble spot to improve conversion rates.

- Maximize cross-selling opportunities in an on-line store
  - Identify the top **non-purchased products** that customers also looked at before completing the purchasing process.
  - Add these products in as suggestions

- Refine search engine placements by implementing keyword strategy
  - Use referrer files to identify commonly used search terms and the search engine or directory that sent the customer.
Real-time profiling: building relationships with customers

- Uses **real-time Clickstream Monitoring** - page by page tracking of people as they move through a website.

- Uses server log files, plus additional data from cookies, plus sometimes information supplied by user.

- Real time profiling entails monitoring the moves of a visitor on a website starting immediately after he/she entered it.
Clickstream monitoring and personalization

- This type of personalization is very complex and expensive to achieve
  - Existing customers and order databases must be mined for buying patterns
    - People who bought a Nora Jones CD also bought a John Grisham novel
    - Called collaborative filtering
  - Real-time monitoring of customers on the site needed, so marketers can make recommendations or special offers at the right time
- Becomes even more complex when combined with information actually provided by the customer
Cookies

- Cookies make the web work as we currently experience it. They give the web its memory.
- Just a few of the uses of cookies
  - Personalization
  - Advertising and ad networks
  - Shopping carts
  - Recognizing returning visitors
  - Tracking click-through from advertising to purchase
- No one-to-one correspondence between computer (cookie) and user (unless a person is signed in)
- However – they are also the cause of many privacy concerns
Session cookies

- **Temporary cookies** that memorize your online activities. Since websites have no sense of memory, without these cookies, your site browsing history would always be blank. In fact, with every click you would make, the website would treat you as a **completely new visitor**.

- **Example: online shopping.** When you’re shopping online, you can check-out at any time. That’s because session cookies track your movement. Without these cookies, whenever you would go to check-out, your cart would be empty.

- They **expire** as soon as you close out of a web page.
Persistent cookies

- Also known as **first-party cookies**, work by tracking your online preferences.
- When you visit a website for the first time, it is at its default setting.
- But if you personalize the site to fit your preferences, persistent cookies will remember and implement those preferences the next time you visit the site.
- This is how computers remember and store **your login information, language selections, menu preferences, internal bookmarks, and more.**
Persistent, permanent, and stored cookies are terms used interchangeably as these cookies are stored in your hard disk for (typically) a long period of time.

The cookie’s timeline will vary depending on the expiration date. But, once that date is reached, the cookie will be deleted, along with everything you customized.
Third-party cookies

- Also referred to as **tracking cookies**, collect data based on your online behavior.

- When you visit a website, third-party cookies collect various types of data that are **then passed on or sold to advertisers** by the website that created the cookie.

- Tracking your interests, location, age, and search trends, these cookies collect information so that marketers can provide you with **custom advertisements**.
Third-party cookies

- These are the ads that appear on websites you visit and display content relevant to your interests.

- By tracking your habits and providing targeted ads, third-party cookies serve a useful purpose for marketers but can seem pesky and intrusive to internet users.

That’s why you have the option to block them.
Examples of third-party cookies

- A site that has a Facebook like button on their pages means that a cookie has been set that can be read by Facebook. Your visit to the page is tracked, even if you don’t click the Like button.

- A page that has a YouTube video embedded in it. The embed code is provided by YouTube, and also sets a cookie that tells YouTube you watched the video. Your visit to the page is tracked even if you don’t watch the video.
A **tracking pixel** is code inserted into a web page that makes a request to a third-party server when the page is loaded into a web browser.

The server returns a transparent 1x1 image (normally a GIF file). The image is not visible to the website user.

When the browser requests the image it supplies information to the third-party server such as the amount of items purchased or other data to identify the user's action.
Location data and tracking

- Google location history / Now called “Your timeline”

- Pokemon Go collects unprecedented amounts of user location data

- **Facebook recommended that this psychiatrist’s patients friend each other**
  - Location tracking?
  - Phone number?

http://www.pewresearch.org/fact-tank/2016/01/29/us-smartphone-use/
Tracking from online ads to physical stores via smartphone

- Google ads have had this capacity since early 2015
- Facebook introduced it in June 2016
- People who saw the ad need to have location services turned on
98 personal data points that Facebook uses to target ads to you

1. Location
2. Age
3. Generation
4. Gender
5. Language
6. Education level
7. Field of study
8. School
9. Ethnic affinity
10. Income and net worth
11. Home ownership and type
12. Home value
13. Property size
14. Square footage of home
15. Year home was built
16. Household composition
17. Users who have an anniversary within 30 days
18. Users who are away from family or hometown
19. Users who are friends with someone who has an anniversary, is newly married or engaged, recently moved, or has an upcoming birthday
20. Users in long-distance relationships
21. Users in new relationships
22. Users who have new jobs
23. Users who are newly engaged
24. Users who are newly married
25. Users who have recently moved
26. Users who have birthdays soon
27. Parents
28. Expectant parents
29. Mothers, divided by “type” (soccer, trendy, etc.)
30. Users who are likely to engage in politics
31. Conservatives and liberals
32. Relationship status
33. Employer
34. Industry
35. Job title
36. Office type
37. Interests
38. Users who own motorcycles
39. Users who plan to buy a car (and what kind/brand of car, and how soon)
40. Users who bought auto parts or accessories recently
41. Users who are likely to need auto parts or services
42. Style and brand of car you drive
43. Year car was bought
44. Age of car
45. How much money user is likely to spend on next car
46. Where user is likely to buy next car
47. How many employees your company has
48. Users who own small businesses
49. Users who work in management or are executives
50. Users who have donated to charity (divided by type)
51. Operating system
52. Users who play canvas games
53. Users who own a gaming console
54. Users who have created a Facebook event
55. Users who have used Facebook Payments
56. Users who have spent more than average on Facebook Payments
57. Users who administer a Facebook page
58. Users who have recently uploaded photos to Facebook
59. Internet browser
60. Email service
61. Early/late adopters of technology
62. Expats (divided by what country they are from originally)
63. Users who belong to a credit union, national bank or regional bank
64. Users who investor (divided by investment type)
65. Number of credit lines
66. Users who are active credit card users
67. Credit card type
68. Users who have a debit card
69. Users who carry a balance on their credit card
70. Users who listen to the radio
71. Preference in TV shows
72. Users who use a mobile device (divided by what brand they use)
73. Internet connection type
74. Users who recently acquired a smartphone or tablet
75. Users who access the Internet through a smartphone or tablet
76. Users who use coupons
77. Types of clothing user’s household buys
78. Time of year user’s household shops most
79. Users who are “heavy” buyers of beer, wine or spirits
80. Users who buy groceries (and what kinds)
81. Users who buy beauty products
82. Users who buy allergy medications, cough/cold medications, pain relief products, and over-the-counter meds
83. Users who spend money on household products
84. Users who spend money on products for kids or pets, and what kinds of pets
85. Users whose household makes more purchases than is average
86. Users who tend to shop online (or off)
87. Types of restaurants user eats at
88. Kinds of stores user shops at
89. Users who are “receptive” to offers from companies offering online auto insurance, higher education or mortgages, and prepaid debit cards/satellite TV
90. Length of time user has lived in house
91. Users who are likely to move soon
92. Users who are interested in the Olympics, fall football, cricket or Ramadan
93. Users who travel frequently, for work or pleasure
94. Users who commute to work
95. Types of vacations user tends to go on
96. Users who recently returned from a trip
97. Users who recently used a travel app
98. Users who participate in a timeshare
Data mining

Data mining = extraction of hidden predictive information in large databases through statistical analysis.

Marketers are looking for patterns in the data such as:

- Do more people buy in particular months
- Are there any purchases that tend to be made after a particular life event

- Refine marketing mix strategies,
- Identify new product opportunities,
- Predict consumer behavior.
What about ethics????