

Dentsu Isobar begins offering Smart Analytics, a service designed for a deeper understanding of the main causes of customers' behavioral and psychological changes

~Linked with Concept Diagram, addressing issues by visualizing policy effectiveness and PDCA cycle implementation are made possible~

Dentsu Isobar Inc. (Head office: Tsukiji, Chuo-ku, Tokyo; President & CEO: Hidetoshi Tokumaru; henceforth, Dentsu Isobar) will begin offering *Smart Analytics*, a service that connects data from surveys and web analytics to analyze changes in behavior and customer psychology.

【Service Overview】

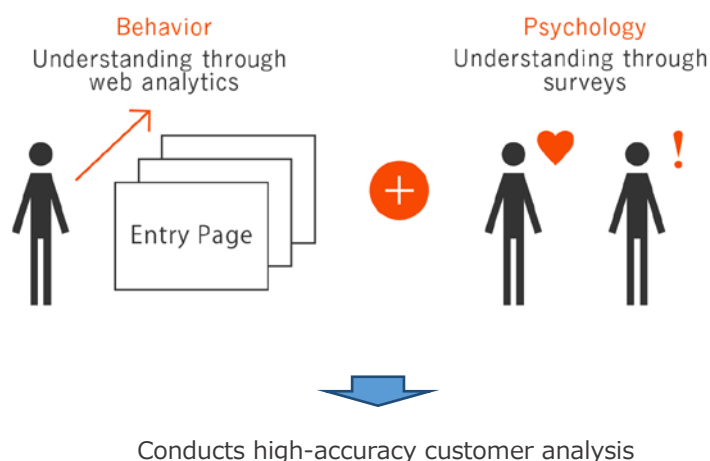
Up to now, web analytics has focused on giving an account of short-term user behavior on a given website, and explaining the causes and results of that behavior. *Smart Analytics*, however, brings together web analytics and survey responses in order to group users by the content of their responses (including levels of interest, favorability, purchase likelihood) and provides an understanding of how each group behaves on the site. This makes it possible to identify relationships between conversions on the website and changes in user behavior and psychology.

[Smart Analytics service details page:](#)

<http://www.dentsuisobar.com/works/smartanalytics/>

Smart Analytics follows user behavior and psychology over the long term

Smart Analytics



■ Smart Analytics Usage Examples

1) Measurement of changes in an enterprise's desired customer behavior and psychology

In order to improve customer experiences, changes in behavior and psychology towards goal achievement can be set as benchmark indicators.

2) Bottleneck detection and visualization of policy effectiveness

Identifying customers' psychological states through analysis of their behavior on the website, and examining reasons behind changes in behavior and psychology is possible.

3) Discovering the conditions behind potential customers and great customers

It is possible to run careful analysis and understanding the situation through behavioral data comparison for users grouped by survey responses and website visitors.

4) Scenario planning for marketing automation, etc.

Understanding the "who," "when," "what," and "how" will be helpful for scenario planning.

■ Generating highly accurate Actionable Analytics with *Smart Analytics* and *Concept Diagram*

Dentsu Isobar focuses on providing Actionable Analytics. We continue to apply our analytical framework called Concept Diagram to offer services ranging from strategy drafting and planning, to the measurement of policy effectiveness, viewed from the customer's perspective and based on data analysis, all for the sake of improving the value of our customers' experience.

Now, through the combination of both services, *Smart Analytics* and Concept Diagram, we are delivering an even more in-depth form of customer behavioral and psychological analysis, and producing high-accuracy Actionable Analytics.

[Concept Diagram service details page:](#)

<http://www.dentsuisobar.com/works/conceptdiagram/>