



HAVE YOU MISSED SOMETHING? HOW TO FIND NEW INSIGHTS FROM EXISTING DATA

Knowledge to empower your decisions



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How many times have you said, "***I'd love to dig into that when I have time***" - and how many times does it sit there, on your to-do list remaining untouched because the time never arrives?

Most companies hold a mountain of data, collected from multiple sources, along with a hefty investment. There's a treasure trove of untapped insight out there but too often we don't have the time to look at it.

Often it's easier and quicker to just start again - **wasting budget asking questions that you already have the answers to, if you just had time to sit back and think.**

The true value of data comes when you revisit it, make it work harder and answer new questions. There are truths within us & our organisations, which provide powerful insights, if only we brought them to the surface.

We've put together this deck to share practical actions you can take to get more from your data – and how we, at MM-Eye, can help you get there.

SO, WHAT CAN YOU FIND OUT FROM EXISTING DATA?

Revisiting existing data can help answer new questions that you can't dedicate enough time or budget to and identify gaps in your understanding to make your research budget go further and increase efficiencies



How can we differentiate our positioning from our competitors?



How can we realign the business to become customer centric?



How do we keep ahead of evolving market trends?



How should we refocus / prioritise company initiatives?



Who are our customers? Have their attitudes / behaviours changed?



Do consumer perceptions of our brand align with our internal perspective?

WHERE TO START?

Faced with a pile of data, reports and conflicting internal perspectives, the challenge of knowing where to start, and how to tackle it can be overwhelming. At MM-EYE we help you unlock the potential of what's already there using our ReSight blueprint



THE RESIGHT BLUEPRINT

FINDING SIMPLICITY FROM COMPLEXITY



UNDERSTAND YOUR CHALLENGE

You set the question, share the background context and share all the available data

ASSESS THE DATA

Examine existing data through a different lens – what new insight can be found?

DELIVER NEW INSIGHT

We answer your challenge - prioritise action and identify real opportunity for growth

IDENTIFY GAPS

Find gaps in our understanding that need further research

ENSURING NEW RESEARCH IS MORE IMPACTFUL, FOCUSED AND RELEVANT



CHALLENGE US TO FIND OUT SOMETHING NEW, IN JUST 2 WEEKS

Give us a question, share your data with our experts and let's find something you don't already know. Making a positive change to your business costs less than you might think.

All for £6,700 (exc. VAT)



TYPICAL TIMELINE FOR UNCOVERING CUSTOMER SECRETS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
DISCOVER Virtual workshop	ANALYSE Scrutinize, analyse & interpret existing data			
	Audit existing data files			
		PRIORITYSE ...complete analysis of existing data		
			Pull together findings to identify clear priorities for action, as well as uncovering gaps in knowledge and opportunities to get more from existing data	IDENTIFY Deliver answers to your question and identify gaps

RESIGHT IN ACTION

Our client, a leading entertainment group, wanted to go look beyond its regulars and really understand who were their most valuable customers? What motivates them? And how could they find more like them?

Across the business, **we brought stakeholders together** in a discovery workshop to define the challenge and collate all existing data. Then we got to work, **analysing over 7 million visits, a million customer records, and half a million food & beverage transactions**. Connecting it all together, to uncover new insight.

Patterns began to emerge. Seven distinct customer types came to life - each with unique motivations, spending habits, and lifestyles. Two stood out as the biggest growth opportunities, shaping a new, targeted acquisition strategy.

The result? A marketing transformation. More personalised marketing campaigns, experiences that resonated with customers and a focused path for business growth.



We'd love to talk

info@mm-eye.com



85 GREAT PORTLAND STREET
LONDON
W1W 7LT

T +44 (0)20 8057 4400

W mm-eye.com

