



iReach Briefing 10th April

Generations X Y Z Roadmaps

Understanding the Customer Journey



Free Webinar – Generations X, Y, Z Final in Series: Briefing on Building the Customer Journey engagement Model or Roadmaps for different Generations and Persona Profiles

Join us for this free online briefing from 12.30pm to 1.10pm to learn from new and unique iReach research insights to enhance your marketing and promotional plans for 2019 and hear about iReach Insights Research Panels and Community Platform in Ireland.

iReach offers an extensive range of qualitative, quantitative digital research methods across traditional and innovative approaches making market research more dynamic, more impactful and more cost effective. iReach is unique in having Consumer and Business Research Panels which are augmented by specialist panels such as our Pre-millennial or Tweens and Youth Panels. Other panels include Mums & Infants, Primary Shoppers and Family@Home communities.

Study of Gen X, Y, Z in Ireland – Having explored building Person's and Pen Profiles in the last briefing, our final briefing will share experience in building the Customer Journey Roadmap to maximise engagement.

Having built Pen Profiles and developed Personas for your Brand, now we look at Media and Consumer touchpoints to maximise engagement

- i** What is a Customer Journey Roadmap and why is it important to Brands?
 - o Aberdeen Research shows Roadmaps improve marketing ROI by 24%
 - o Same research shows reduced sales cycles of 16% using Roadmaps
 - o Adobe benchmarks show that Brands with Customer Journey Roadmaps outperform those without

- i** Targeted Brand, Sales and Marketing Engagement with each Generation and Persona
 - o How to use Personas for your Brand, Sales and Marketing Campaigns
 - o What are the benefits of Pen Profiles or Persona Visualisations?
 - o Which Persona's, Clusters and Touchpoints matter most to your Brand or Product Category?
 - o How to connect Persona's and Clusters to Roadmaps and with internal support systems

For more details on this briefing or to register, please email Ryan O'Sullivan at ryan@ireachhq.com or telephone 01-214 3740.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods – Qual, Quant and Digital - to deliver deeper insights from better research.

www.ireachhq.com

Temple Hall, Temple Road, Blackrock, Co. Dublin. IRELAND
Telephone +353-1-214 3740