

Review and analysis of the user data analytics marketplace

TIKI

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Finding Our Books: An Analysis of the Data Landscape

Central to the success of TIKI is the creation of a transparent, fair and open marketplace for user data. Businesses rely on data to understand their customers, their organizations, and the competitive landscape at large. Experts estimate that the data market ranges between \$1-\$15 trillion USD. As world governments, Apple and other tech giants pioneer new and impactful privacy policies, data—and therefore essential insights—become more scarce and more valuable. The advent of a marketplace that allows businesses to source insights directly from consumers will create a standard for companies to access the same or better data than ever before in a post-privacy-policy landscape.

Ultimately, TIKI aims to become the “go-to” marketplace for any and all user insights, similar to how Amazon has become the go-to one-stop shop for nearly any product under the sun. However, Amazon did not start with an enormous line of products. They started with books, and by nailing the digital bookstore demonstrated a blueprint for expansion into all other products.

For TIKI, our first product segment, aka our "books," is email insights.

Companies already understand, value, and purchase email insights today, requiring little to no market education. Yet, on the other hand, the current siloed approach creates an opportunity for TIKI to demonstrate its unique power of user-sourced data.

By going straight to the users, we can deliver an unparalleled 360° user view. Imagine, as a business, not just seeing how your customers interact with your company, your products, your services, but everyone's. See what's driving your customer's buying decision (or indecision), why you're losing customers to a competitor, how to poach theirs, and so much more.

In a post-privacy landscape where third-party data, cookies, pixels and more are dying out, many companies are limited to the data they can directly collect (and process). With TIKI, these limitations do not exist. Companies can access the same, or better data than they had in the third-party landscape. To top it off, all data is anonymous and safe.

Ultimately, user data permeates nearly every market. The following highlights how we, TIKI, chose our first market — email insights. With the help of our steering committee experts, we started by investigating a wide variety of markets ranging from consumer finance to medical data, health and fitness, mortgages, dating, and so much more. Ultimately, we landed on markets typically serviced by mar-tech solutions. It's where the greatest number of companies are buying/using user data insights today without a ton of red tape.

We took this category of insights and broke it down into ten types of insights/products driven by user data that companies buy today, scoring them on three key parameters:

1. *How easy it is for TIKI to acquire the data*
2. *The value the industry places on each specific insight*
3. *How well each insight demonstrates TIKI's uniqueness*

The goal is a known and understood product requiring minimal effort which demonstrates our unique value proposition. One day we can deliver them all, but not on day one.

Rank	Data	Scoring
1	Email Data	24
2	eCommerce Data	21
3	Customer Experience Data	20
4	Product Experience Data	20
5	Community Data	20
6	Search Data	19
7	Web Data	19
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9	Brand Data	15
10	Media Data	15

It's important that our first insight offering is in a space where customers are familiar with the type of insight; customers should not require additional education.

It's equally important to show something that we can do that is not available in the marketplace today. Our ability to deliver a 360° user view demonstrating not just how a user interacts with a supplier or vendor, but how they also interact with others is unique and unprecedented. The ability to see and measure in the context of competitors will help companies derive real value.

Ultimately, the insights must show measurable return. For example, email data in the eCommerce field can produce a return of \$45 for every \$1 spent.¹

In line with our core principles of trust, transparency and user-centricity, all TIKI data and insights will be generated with our users' full consent and permission. Below is a detailed list of the ten data categories discussed above:

1. Email data

Email data is a rich source of insight. It is also one of the most contentious given pixel changes in the current marketplace stemming from widespread privacy efforts.

Example

We can look at a user's inbox and see what is being read, when and how (which device) it is being read, if there are click-throughs, sent to spam, deleted, where the customer is located, etc.

Categories

Delivery

Delivery shows how and when the mail is delivered and can provide a more realistic view of a subscriber or prospective customer base.

¹ <https://www.statista.com/statistics/804656/email-roi-perception/>

Engagement

How the audience engages with the mail is very telling. Does the recipient read a competitor's email before the one being measured, i.e. does a cohort recipient read a McDonald's email before a Burger King email? This used to be a difficult question to answer.

Attribution

Content engagement and the associated attribution from the content without cookies and pixels may be no longer possible in the current market. We can show the following actions and sharing and forwarding among the cohort.

Evaluation

We also feel that A/B testing is key to compelling email offerings and engagements. We can offer near real-time insights on testing.

How easy is it for TIKI to obtain the data? (10 being the easiest)	8 of 10
What value does the industry place on these insights? (10 being highest)	6 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	8 of 10

Market Size

- Global Email Marketing Market to Reach US\$17.9 billion by the Year 2027.
- Amid the COVID-19 crisis, the global market for Email Marketing estimated at US\$7.5 billion in the year 2020, is projected to reach a revised size of US\$17 billion.²

² <https://www.globenewswire.com/news-release/2020/07/07/2058489/0/en/Global-Email-Marketing-Industry.html>

2. eCommerce data

This sector is becoming quite competitive, with some platform providers (i.e., Shopify, Amazon) offering sophisticated reporting on how the eCommerce platforms engage with customers and vice versa. Traditionally, this market has relied on the cookie and pixel tracking, which is being phased out by changing privacy policies.

Example

We can see the engagement performance of our users across all eCommerce platforms and companies. For example, Nike can see their performance on Amazon and Shopify and if their customers are also buying Reebok.

Categories

Performance

Reporting activity and performance on giant eCommerce sites is about the user or customer activity. We can view our users' activity across multiple sites and how they interact with them rather than a single site.

Journey

Analyzing the performance of the functions of the vendor site, supply chain, logistics, and fulfilment is key to understanding the complete customer journey. This journey—from query to delivery—is something we can offer from the perspective of both customer and vendor.

Sales

Sales data is the primary insight for anyone with a digital commercial presence. In addition to traditional metrics like CLTV, churn, average basket size, etc., TIKI's 360° view can highlight cross-sale and up-sale opportunities, percentage of wallet share, and more.

Evaluation

Conversion rates are one of the big challenges for eCommerce retailers. Sales data combined with other user data can answer questions such as: How long does it take a typical user to convert into a paying customer? What can we do to reduce that time? How does this compare to our competitors? Do customers tend to purchase after one visit to our store or do they need to make several visits before they buy? What upsell actions can we initiate for repeat customers? When customers abandon their shopping cart, where do they go?

How easy is it for TIKI to obtain the data? (10 being the easiest)	5 of 10
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Market Size

- In 2021, retail eCommerce sales amounted to an estimated 4.9 trillion U.S. dollars worldwide. This figure is forecast to grow by 50 per cent over the next four years, reaching about 7.4 trillion dollars by 2025.³
- Global e-Commerce Analytics Market Set to Reach \$22.4 Billion by 2025 ⁴

3. Customer experience data

“Has your customer had a good experience?” is a crucial question for a business to address because it is around ten times easier to sell to an already existing customer. Answers to this question are often complex and multi-variable.

Example

We can analyze the customer experience for Hello Fresh versus Blue Apron, Marley Spoon, Purple Carrot and others in the meal kit space. Which services have a higher NPS? Which resolve customer inquiries in the least amount of touches? How many issues are resolved in a given time period? Are there certain conversations going on among users comparing their experiences with each service? Do customers try multiple meal kit services before choosing? Which companies gain the most customers from competitor churn? Is there an issue with the complexity of a recipe or the amount of work? Are ingredient sources a factor?

We can answer many of these questions and more.

Categories

NPS (Net promoter score)

Instead of asking customers if they would refer the offering to a friend, we can look at the sentiment in the conversations (i.e. Facebook, Twitter, Telegram, Discord, Gmail etc.) about the offering and that of the competitors. We can build a more precise NPS score based on actual recommendations.

CSAT (Customer satisfaction)

Instead of asking questions, we can monitor and build an index based on the actual conversations about the offering.

CSS (Customer service satisfaction)

Instead of annoying popups and surveys, we can look at the actual post-sale satisfaction over time by analyzing the conversation, actions, and engagement of the customer.

CHS (Customer health score)

Product usage over time is a good indicator of customer adhesion. Unlike CSAT, it looks at behavioral patterns over time. We can look at the usage of a digital service over time and competing services.

³ <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

⁴ <https://www.businesswire.com/news/home/20200414006099/en/Global-e-Commerce-Analytics-Market-Set-to-Reach-22.4-Billion-by-2025---Breakdown-by-Offering-Application-and-Geography---ResearchAndMarkets.com>

CES (Customer effort score)

This measures the amount of effort needed to interact with a digital service. This can be the measurement of repeated attempts or the time spent on an interaction. We can measure this and the effort required to interact with competitors' services.

Churn + Net Additions

Churn measures how frequently customers cancel their service subscriptions or cease purchasing products from your business. Net additions are the number of customers acquired. We can count the number of customers you had at the beginning of a period and how many you have today. Comparing a company's churn/net additions to another company's net additions/churn is possible in the data mart.

Conversion Rate

Traditionally, this has been the conversion rate for leads into customers. We can look at the conversion rates for a specific offering, such as an email or app offer. Again, we can see rates for comparable offerings.

Average resolution

We can calculate this by dividing the number of customer experience requests/tickets by the number of request resolutions in any given period.

Customer Journey Mapping

This is probably the essential CX metric or customer view. We intend to generate a CJM offering where the map is self-defining and close to real-time. With this, various business functions will have an idea of actual interaction with their digital offerings. We will also show comparable maps for competitors.

Evaluation

Ratings and reviews were traditionally managed with surveys and feedback.

We can analyze conversations:

- between the offering and the customer,
- between competitors and their customers,
- within a specific group of customers from our user cohort.

This can be mapped against traditional metrics that measure performance and satisfaction.

How easy is it for TIKI to obtain the data? (10 being the easiest)	4 of 10
What value does the industry place on these insights? (10 being highest)	8 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	9 of 10

Market Size

- The customer experience management market was valued at USD 10.23 billion in 2020 and is expected to reach USD 27.13 billion by 2026 and grow at a CAGR of 17.9% over the forecast period (2021-2026).⁵

⁵ <https://www.mordorintelligence.com/industry-reports/customer-experience-management-market>

4. Product experience data

Product experience is a part of the entire user experience. It focuses on the journey within the key product or offering itself. Think of it as a user or customer experience within the walls of the product. It is essentially an experience the customer feels from the time they log in to when they quit using the product.

Example

Tesla has a product journey for each of its vehicles. We will be able to map that journey by measuring usage, goal conversion, and perception throughout the product experience. This can also be compared to competitors and their product journeys.

For example, with their vehicles, Tesla aims to have the most frictionless experience possible in order to their customers into satisfied brand advocates and to prevent churn. A good historical example would be the change oil light on a car. The change oil light not only prevented a user from experiencing the negative effects of not having enough oil, but also gave them actionable insight toward how to prevent it. It also encouraged vehicle servicing, adding to the value of the sale. In addition to historical examples, Tesla can also monitor how their vehicles are being used to implement similar features and measure existing features in order to increase satisfaction with their products. We can help businesses identify similar opportunities to make their product experience better.

Categories

Usage

This is the critical metric for product experience (PX). How much does a specific demographic use your offering over the competition? This is the granular insight into how the offering is being used, by whom and how often.

Goal Conversion

How many users abandon the attempts to convert from the first touch to becoming users? How many users are adopting the offering rather than a competitor offering? Have the customers started to use another service, or has the cohort's needs changed? The further down the product journey users move, the more likely they are to become loyal customers and brand advocates.

Perception

Perception is key to the product experience. Understanding how customers use or interact with an offering can be challenging to measure. We can assess and monitor actions relating to the offering and potential engagement(s) with a competitor.

Evaluation

Through aggregation of customer actions, we can directly or indirectly quantify a user's product journey extending product experience management from traditionally digital goods to the physical world.

How easy is it for TIKI to obtain the data? (10 being the easiest)	4 of 10
What value does the industry place on these insights? (10 being highest)	7 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	9 of 10

Market Size

- The global PEM market analytics is estimated at \$320m in 2021. ⁶
- The top four players have combined revenue of over \$200m. These include pendio.io, Mixpanel, Instapage and Amplitude.

5. Community data

Communities are rapidly growing in relevance and significance. Conversations are moving from broadcast to participatory.

Example

Blizzard Entertainment can monitor native and fan-created channels about *World of Warcraft* and measure engagement and perception across platforms such as Telegram, Slack, and Discord.

Categories

Awareness

We can monitor the actual content on these platforms that our users are looking at and how it relates to the offering and its competitors.

Engagement

We can monitor how users engage with brands and interact with the selected companies and their competitors.

Perception

We can analyze the perception of a company or brand by monitoring conversation and sentiment in community channels and apps.

Evaluation

Digital communities are created with platforms outside of a brand. We can monitor and analyze specific behavior, engagement, and sentiment from TIKI users who are a part of the evolving cohort.

How easy is it for TIKI to obtain the data? (10 being the easiest)	7 of 10
What value does the industry place on these insights? (10 being highest)	5 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	8 of 10

⁶ <https://growjo.com/company/Pendo.io>

Market Size

- More than 2/3 of large companies have at least one online community ⁷
- Almost half of the small businesses have at least one online community ⁸

6. Search data

This is the data associated with customer searches, rankings, ads, and click-throughs.

Example

Impact of SEO on the ratings and ranking of a website on the leading search engines.

Categories

Performance

This is the measurement of ranking by search term and user.

Attribution

The actions attributed to the user following the search. This may be a sale or a search for a competitor by name.

Evaluation

We can analyze user searches and the responses to their queries from the providers (search engine results) and comparative requests from other users. For example, given a cohort of users, where does Audi rank for the search term “German car”. Or what else are people who search for Audi searching for? We can investigate our users’ search engine queries, the responses received, and the differences, if any, among other similar queries.

How easy is it for TIKI to obtain the data? (10 being the easiest)	4 of 10
What value does the industry place on these insights? (10 being highest)	7 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	8 of 10

Market size

- The market's largest segment is Search Advertising, with a market volume of US\$203 billion in 2022. ⁹

⁷ <https://cmxhub.com/wp-content/uploads/2021/11/CMX-CommunityIndustryTrendsReport-2020.pdf>

⁸ <https://dataintel.com/report/global-online-community-software-market/>

⁹ <https://www.statista.com/outlook/dmo/digital-advertising/worldwide>

7. Web data

This can be something simple, like websites visited, or time spent on a screen within a specific app. Traditionally, companies measure web data interactions with only their company. With our 360° view, companies can see where else their users go.

Example

For example, McDonald’s can search for males aged 18-35 in the Northeast USA who interact with their brand on their website or mobile app. With TIKI, both McDonald’s and Burger King can see how the same group interacts with each brand, and each other’s brand, not only on their native websites and applications but also via third-party applications such as Uber Eats and GrubHub.

Categories

Usage

We can measure both usage and interaction and provide insights into how users engage with content through a browser and with a competitor and their demographics. We can do the same for specific apps (i.e. Uber Eats, GrubHub).

Content

Suppose brand content is hosted on a third-party application (i.e. McDonald’s menu on Uber Eats). In that case, we can track user engagement with that content and user engagement with the Burger King, Wendy’s, Jack in the Box, etc. menus).

Evaluation

Content from various brands can be seen across platforms, from native sites/apps to relevant third-party sites/apps. Companies will analyze consumer behavior with their brand and their competition.

How easy is it for TIKI to obtain the data? (10 being the easiest)	5 of 10
What value does the industry place on these insights? (10 being highest)	6 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	8 of 10

Market Size

- The web analytics market was valued at \$2.63 billion in 2018 and is projected to reach \$10.73 billion by 2026, growing at a CAGR of 19.3% from 2019 to 2026.¹⁰

8. Advertising data

Traditional advertising data is based on the measurement of the audience for a specific ad or campaign. In addition to attribution, companies are looking to understand the “who, what, why, & how” to ultimately drive sales. The market is changing, and we have recently seen how Apple blocking tracking has cost Facebook an estimated \$10bn a year.

¹⁰ <https://www.alliedmarketresearch.com/web-analytics-market-A05971>

Example

A business selling beeswax candles on Etsy places an advertisement on Facebook. Facebook traditionally provided basic demographics and click-thru attribution. With changes like Apple's ATT program, it's become more and more limited. With decreasing availability of re-targeting programs, look-alike groups become critical for advertisers, demanding demographic and contextual insights.

TIKI can fill in these gaps and even extend attribution to impressions (aka upper funnel attribution).

Categories

Performance

We can offer data based on the omnichannel metrics of attribution, conversion rate, engagement, and visibility.

Targeting

We enable next-gen context-based targeting for a huge improvement in conversion rate.

Omnichannel

Analyzing all digital channels provides a complete and comprehensive picture of user engagement with each brand across all mediums.

Evaluation

We can offer specific content or campaign measurement in close to real-time across all digital mediums and companies.

How easy is it for TIKI to obtain the data? (10 being the easiest)	2 of 10
What value does the industry place on these insights? (10 being highest)	9 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	5 of 10

Market Size

- Ad spending in the Digital Advertising market is projected to reach US\$515b in 2022.
- In the Digital Advertising market, 70% of total ad spending will be generated through mobile in 2026.¹¹
- Global Digital Advertising and Marketing Market to Reach \$786.2 Billion by 2026 ¹²

¹¹ <https://www.statista.com/outlook/dmo/digital-advertising/worldwide>

¹² <https://www.prnewswire.com/news-releases/global-digital-advertising-and-marketing-market-to-reach-786-2-billion-by-2026--301331318.html>

9. Brand Experience data

Several prominent players attempt to understand user opinion of their brand and how users are engaging with their offerings. Currently, the market uses survey data and sentiment based on keywords to understand brand perception. Instead of survey data, we can combine sentiment with engagement data to derive perception.

Example

We can look at the experience of a cohort for a specific campaign, such as the reception to a new jersey design launched in the Boston Celtics pro shop. We can monitor how the new jersey changes the perceived valuation of the Boston Celtics brand and the reception and changes to perceived valuation resulting from new designs from the Los Angeles Lakers and New York Knicks, etc.

Categories

Perception

We can apply some of the metrics discussed above, such as NPS and sentiment analysis. We can build measurement criteria like a Linkert scale to understand how a specific cohort of our users perceives the brand.

Engagement

We can look at metrics such as frequency scales to understand the actual engagement rather than survey data.

Sentiment

We can measure sentiment by theme or topic, present it on a scale and measure it compared to a competitor or related issue.

Evaluation

We have looked at both brand perception and brand awareness. We can also use some of the metrics discussed earlier, such as NPS, brand engagement through interaction, conversations around the brand, and the same metrics from competitors.

How easy is it for TIKI to obtain the data? (10 being the easiest)	4 of 10
What value does the industry place on these insights? (10 being highest)	6 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	5 of 10

Market Size

- Qualtrics had revenues of \$1bn+ in 2021¹³
- Qualtrics has 9,700 customers,¹⁴
- Brandwatch hit \$22.6M in Revenue with 10K customers in 2022.¹⁵

¹³ <https://www.qualtrics.com/news/qualtrics-announces-record-fourth-quarter-and-full-year-2021-financial-results/>

¹⁴ <https://www.similartech.com/technologies/qualtrics>

¹⁵ <https://getlatka.com/companies/brandwatch>

10. Media data

We can see all the digital media our users consume and how they interact with it. This includes nearly all websites, mobile applications, podcasts, etc. This is unique as we can see specific data from each media app, browser, etc.

Example

Measuring the engagement with traditional media sources and any digital extensions they may have to understand the penetration and impact across specific groups and how it may change with time and different initiatives. Ex. How are users interacting with CNN, FOX News, *The New York Times*, *The Joe Rogan Experience*, etc.?

Categories

Conversation

When we talk about conversation, we talk about user communication regarding specific content from any source. This may be from traditional TV, print media sources, or digital sources such as entertainment apps (Snapchat, Instagram, etc.).

Content Performance

Content is something that we can follow across the different mediums and channels. This enables us to see the performance of a single piece of content (such as an advertisement, a syndicated piece, etc.) across multiple mediums/channels and how our users are consuming it.

Influence

We can understand influencers and their impact on audiences by analyzing associated conversations around the influencer, key drivers, and user engagement across channels (ex. TikTok, YouTube, Twitch, etc.).

What are users talking about, and how are they engaging with content across all mediums?

In this context, influencers are not limited to digital content creators, but also peers, organizations, and more, who can influence decisions (i.e. a WhatsApp conversation about certain media content amongst friends).

Evaluation

With user permission, we can evaluate the complete picture of content consumption by users across all mediums.

How easy is it for TIKI to obtain the data? (10 being the easiest)	3 of 10
What value does the industry place on these insights? (10 being highest)	8 of 10
How well does this demonstrate the unique nature of TIKI insights? (10 highest)	4 of 10

Market Size

- Nielsen a global leader in audience insights, data and analytics, shaping the future of media posted revenues of \$6.3 billion in 2020 ¹⁶
- The global social media analytics market size is expected to grow from USD 2.71 billion in 2017 to USD 9.54 billion by 2022, at a Compound Annual Growth Rate (CAGR) of 28.6%. ¹⁷

Conclusion

To display the unique advantages of TIKI insights, we know we need to be precise with our initial product—email data. The amount of data generated from email is copious, easily accessible given the current state of our product, and provides compelling insights that outline a blueprint for the nine other categories—and many more—in the future.

As a business, the ability to see insights across mediums, companies, and products provides a never-before-seen 360° view of the dynamics of your customers.

This initial product is the first entry into a trillion-dollar opportunity.

In a future post, we will provide an in-depth look into the email insight product and its capabilities.

¹⁶ <https://ir.nielsen.com/financials-and-filings/annual-reports-1/default.aspx>

¹⁷ <https://www.marketwatch.com/press-release/social-media-analytics-market-size-by-business-function-by-component-by-deployment-model-by-organization-size-by-end-user-by-geographic-scope-and-forecast-up-to-2022-trending-report-2022-01-12>