

Analytics & Consumer Research



Eye-Popping Analytics

- **ANALYTICS STRATEGY**
Turn big data into bigger opportunities by converting user analysis into action.
- **DIGITAL ANALYTICS**
Understand how supporters are using your digital properties and adjust to keep your calls to action relevant.
- **EMPLOYEE ENGAGEMENT**
Tap into an innovative team of experts and a peerless benchmarking database to bolster your program.
- **PERFORMANCE METRICS**
Stop getting inundated with performance indicators. Kaptivate can help you focus on the metrics that matter.

FORGET THE ANSWERS FIND THE QUESTIONS

Opinions matter. But successful organizations thrive by asking the right questions to support the right decisions. Kaptivate has an opinion about why organizations succeed or fail. It's more than a conviction or belief. That's easy. We base our perspective and methodology on the data.

Kaptivate works with clients to understand what drives employee and consumer engagement. We focus on identifying the metrics that matter for stronger relationships and better outcomes.

We're not soothsayers. We don't have hunches. We help you succeed by improving what you measure... and your results.



Analytics

*Never confuse motion
with action.*

Our Approach

Kaptivate uses Plan, Do, Check, Act (PDCA) methodology to structure the analytics process and our collaboration with clients.

We use this commonly termed *Deming model* because we view Analytics as fundamentally an exercise in continuous improvement.

Contact us today and measure what matters.

Case Study: AFP

Association of Fundraising Professionals

- ◆ Established a research charter with partner organization.
- ◆ Designed primary research tools to solicit feedback from a broad spectrum of users and analyzed user behavior to ascertain trends and opportunities.
- ◆ Assessed market dynamics and technology players to educate association members on opportunities and pitfalls in new technology adoption.
- ◆ Published findings and organized media outreach to broaden awareness and position partner brand as tech thought leader.

Kaptivate Research

Primary Research

Market Trend Analysis



Benchmarking

Strategic Decision Support

