USE CASE: MEASUREMENT & INSIGHTS

Letting Marketers Ask “What if?” of their Customer Research

CHALLENGE

A leading U.S. bank segmented customers on age, income and credit score. Those numbers missed the attitudes, anxieties and motivations that drive financial behaviour. Rich psychographic research existed, but it lived in static decks that product and marketing teams could not question.

HOW AI WAS APPLIED

Hybrid Segment: Credit band, assets and demographics joined with six behavioural archetypes.

Assignment models: Models place any customer profile into its most likely archetype.

Simulation layer: Filter any audience and see it plotted across six attitudinal lenses instantly.

Scenario testing: Teams test messaging and product ideas live, with no new data pull.

OUTCOMES

Minutes
Consumers surveyed across prospects and subscribers

6
Behavioural archetypes layered on financial data

Real-Time
Exploration of six attitudinal lenses

Source: engagement results and client projections. Figures are directional and rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

Learn more at materialgrowth.com