

BEHAVIOURAL SCIENCE

Deciphering Motivations from Behavioral Data

Roundtable Summary

Our industry makes good use of the behavioral data at our fingertips, allowing us to pinpoint triggers that help us influence decisioning and even create predictive models. The next frontier is finding and inventing ways to uncover and decipher motivations and intent from behavioral data so that we can open our aperture and use it to influence upstream strategy. We will discuss the possibilities as we take step back and consider ways to leverage behavioral data to understand the ‘why’ behind actions.

Objectives

We will explore the current and potential methods and capabilities of deciphering motivations through behavioral data. We will discuss the current landscape, identify outages or roadblocks, and discuss innovative technologies and methods to consider that could extract more strategic value from behavioral data and build a continuous learning machine.

Discussion Points

- Of all the millions of data points we are using across the industry, how do we better link or triangulate the readily available behavioral signals to future new behaviors, not past ones? Are there behaviors we are not tracking or observing that we need to in order to unlock motivational insight? What are the missing links to being able to derive motivations from behavioral data?
- We can use predictive modeling to find people and project potential outcomes, but can we use it to illuminate and define the motivations behind the expected outcomes?
- What role could innovations in AI and augmented reality, including chatGPT, play in creating new behavioral data streams and processes, including uncovering, aggregating, analyzing, and actioning on motivations? How might they complement or ameliorate more traditional means of research?

Discussion Background & Context

Behavioral data is one of the most powerful and prevalent enablers to actionability and impact in marketing. But the way we have come to use it might be limiting how we see its potential to illuminate deep human insights. Marketers have a hard time connecting strategic audiences and “reasons to believe” all the way through the funnel to behaviorally-defined audiences, and the insights tend to run only downstream. Even though we *know* behaviors are the truest indicator of success, there is more opportunity to derive insights from them to apply them back upstream to inform consumer understanding and brand positioning—and in the process, truly connect strategy end-to-end, and back again.

Roundtable Chairs



Lucretia Brower

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Lucretia Brower is the lead of the People Intelligence practice within Starcom’s Insights group; in her role, she is responsible for identifying high value audiences and delivering actionable human truths and insights that inspire communications plans and drive growth. Her work has been recognized by the ARF David Ogilvy award for New Audiences.

Kate Sirkin is the head of data and partnerships for Epsilon PeopleCloud; in her role, she is responsible for the identification and creation of unique and actionable datasets to be used within the PeopleCloud platform to deliver business growth for clients.

Throughout her career at Publicis, Kate has spearheaded research initiatives that have helped to expand the field of communications research, from early investments in brainwave monitoring to evaluate impact on attention levels and eye tracking in pursuit of optimal OOH context, to single source analysis and fusion. She is a founding member of MASB, executive and board member of the ARF and CIMM.