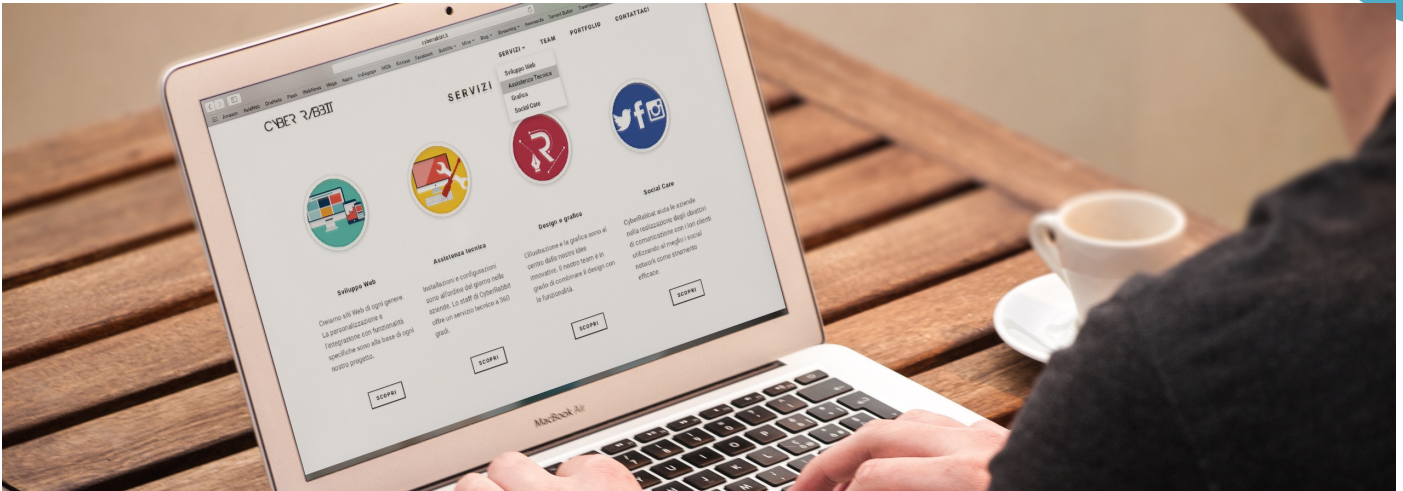


AUDIT

by Innovationbubble



WHAT IS IT?

Do you have lots of data which might give you answers to the what, how and when type questions but doesn't really address the 'why' type questions? Our behavioural scientists and psychologists can look through your existing data, website and communications and analyse it from a psychological perspective.

WHAT DOES IT TELL YOU?

- We identify patterns, clues or insights in your existing data, that only psychologists are trained to find.
- The behavioural audit is a quick way to utilize what data you already have from a psychological perspective.
- These hidden insights can then be deployed to help augment your sales, marketing or retention efforts.

WHY USE IT?

- As we are psychologists and behavioural scientists we cast a much wider net over the data - looking for conscious, non conscious and emotional patterns and factors that might impact your target audience.
- We are also trained in designing behavioural interventions - so have the added benefit of helping you operationalise these new insights.