



The
ExperienceBuilt
Group | AT **MMR**

GRILL MANUFACTURER CASE STUDY

GRILLING THE COMPETITION: UNCOVERING SHOPPER TRENDS



AT-A-GLANCE

- **Understand consumer segments to increase penetration and post-purchase engagement.**
- **Identify touch points where consumers are most open to influence.**
- **Pinpoint the marketing activities that provide the most value in consumers' decision to purchase or re-purchase.**

CHALLENGE

A leading grill manufacturer wanted to better understand the consumer journey in the outdoor grill market. The ExperienceBuilt Group and our parent company, [MMR Research Associates](#), worked together to gather qualitative and quantitative data about grill and smoker shoppers to uncover patterns and trends in their buying journey.

So what actually influences the shopping journey?

SOLUTION

01

Experience Research + Journey Mapping

The ExperienceBuilt Group gathered qualitative data to get a holistic view of the grill and smoker market. We identified shopper types and their purchase barriers.

02

MMR Quantifies EBG's Qualitative Data

MMR quantified the qualitative data collected by The ExperienceBuilt Group in Phase 1. The ExperienceBuilt Group then customized the results to different product line and grill type owners.

03

Tailor Shopping Journeys to Customers

The ExperienceBuilt Group analyzed all qual and quant data to strategize shoppers' end-to-end experience, customizing touchpoints for different shopper types.

At The ExperienceBuilt Group, we are equipped to access, analyze, and translate experience-driven data into actionable items for your team. Let's work together to make your business better.



IMPACT

By framing our strategy around shopper personas that emerged in Phase 1's journey mapping, we were able to tailor customers' shopping journeys based on their shopper types.



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RESEARCH ASSOCIATES

www.ebg.live

1050 Crown Pointe Pkwy Suite 500
Atlanta, GA 30338 | (770) 650-5005