

CONNECTIVE3

C3

**Swipes, Clicks and
Cart Ghosters. Your
Ultimate Guide to
Dating your Insights.**

Name: Alex, 34

Location: Peak District area

Job: Environmental Consultant

Education: University of Leeds

Height: 6'1" (maybe)

Hinge Prompt:

“My ideal Sunday would be...”

A morning hike through the hills, followed by a proper Sunday roast at a cozy pub.

Bonus points if there's sticky toffee pudding.

Hinge



Matt, 34

Software Engineer

My ideal Sunday would be
hike and a Sunday roast

Hinge



Alex, 34

Environmental Consultant

My ideal Sunday would be
hike and a Sunday roast

Marketing loves the first date...a little too much

The Problem

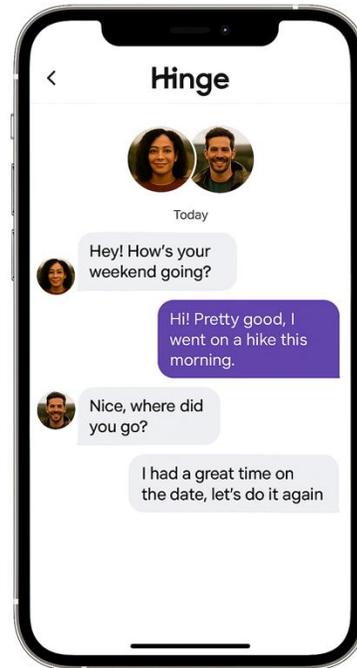
- Impressions, clicks, swipes – the vanity stats
- We can get lost in the end game result, not what we're doing to get there
- Customers ghost... everywhere

The Problem

Marketing loves the first date...a little too much



You've got a match!



3-5 business days of talking - and a drink later

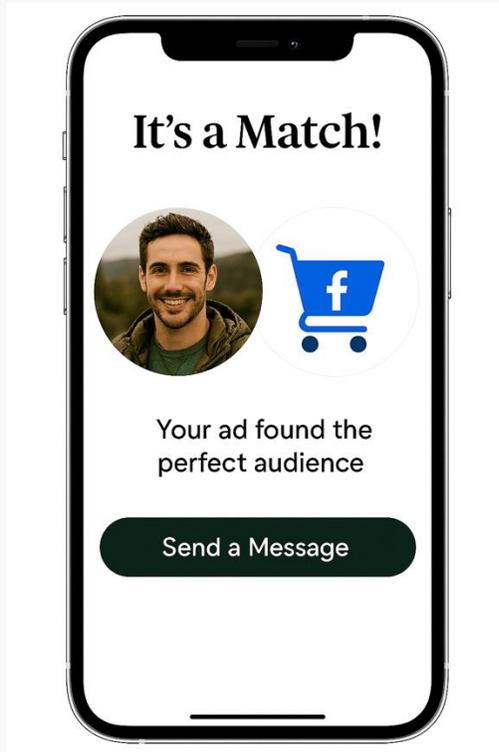


Ghosted

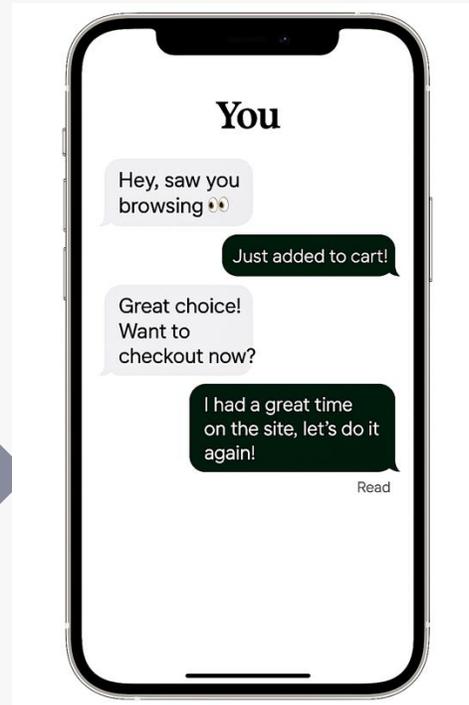


The Problem

Marketing loves the first date...a little too much



You've got a match!



3-5 business days of talking
(retargeting/site visits)



Ghosted...aka
abandoned cart



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The Reality

The Reality

5-7%

Of matches end up in an actual date.

The Reality

2.5-4%

Of website visitors make a purchase

Hinge



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The Reality

Clicks Are Not Commitment

He doesn't understand why... he has the perfectly curated profile.

So he thinks:

- “She wasn't serious.”
- “We just weren't compatible.”
- “Must've been the algorithm.”

Hinge



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Software Engineer

My ideal Sunday would be

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The Reality

Clicks Are Not Commitment

But here's the real story:

On the profile (the ad), he looked amazing

But on the date (the website)...

- He was 5'11, not 6ft
- He had bad breath (slow loading)
- He wasn't clear if he wanted a relationship or a one night stand (unclear CTA)

"Your campaign celebrated at the first drink; your customer didn't even stay for bread."

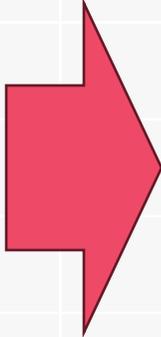
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The Solution

Your abrasive friend that tells the truth...is the engine that'll change your dating life for good.

Where do the channels sit in the conversation?

<i>Pre Insights</i>	<i>Post Insights</i>
Paid thinks it had a great first date	Paid knows what happened after the first date
SEO thinks they're basically in a situationship	SEO understands what turned them off
PR swears the customer is definitely into us	PR sees if the chemistry was real
Social just wants vibes and validation	Social realises engagement ≠ connection
CRO is analysing every red flag	CRO uncovers the icks
Dev is the friend resetting the algorithm	Dev realises they should just update their bio
Strategy is asking "Where is this going?"	Strategy maps the relationship arc



Insights

What they ACTUALLY deliver to every department

Paid Media

- Post-click behaviour reporting
- Landing page performance insights
- Creative performance comparisons
- Paid user journey breakdown
- CAPI & attribution recommendations

SEO

- Converting vs. non-converting page insights
- Keyword intent tied to behaviour
- Bounce & scroll-depth analysis
- On-site search behaviour
- UX blockers impacting organic

Digital PR

- Brand search uplift analysis
- Earned media traffic quality
- Behaviour of PR-driven audiences
- Long-tail interest signals
- Real post-PR action summaries

CRO

- Funnel drop-off mapping
- Heatmaps & scroll insights
- Conversion friction analysis
- Quick wins vs long-term fixes
- Audience-specific journey behaviours

Insights

What they ACTUALLY deliver to every department

AI

- Clean, structured training datasets
- Behaviour-based predictive features
- Validation/testing sets
- Data requirements for automation
- Insights to improve model logic

Dev/Tracking

- Full tracking audits with priority fixes
- Data layer recommendations
- Server-side tagging requirements
- Tagging roadmap
- Evidence of impact from clean data

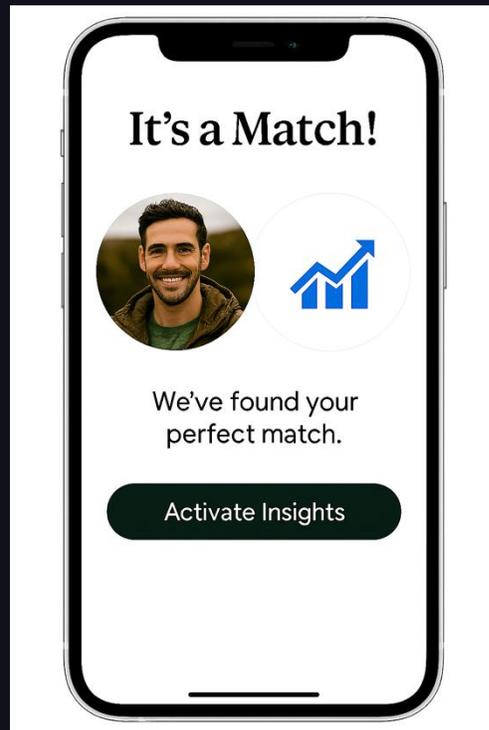
Strategy

- Market & audience trend intelligence
- Behaviour-based segmentation
- Message & value-prop resonance insights
- Customer journey mapping
- Insight-led strategic recommendations

Social

- Post-click engagement insights
- Creative format & hook performance
- Platform-specific behaviour analysis
- Intent signals from social audiences
- Social→site journey mapping

Insights will matchmake you with all channels.



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Ready to get started?
Contact us today

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