

Presenter



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Actionable Insights:

Turning Research
Insights into Real-
World Impact

The \$300 million button - The Cost of Ignoring Research

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The Research to Action Gap

3 Reasons Why Research Gets Stuck

- **Data ≠ Decisions** – Research doesn't automatically translate to business action.
- **Silos Kill Impact** – Insights are often disconnected from product, marketing, and strategy teams.
- **Leadership Speaks Revenue, Not Research** – If insights don't tie to business impact, they won't get prioritized.

Key Stat:

70% of research findings never get implemented due to siloed teams and unclear execution plans.



3 Shifts to Make Research Actionable

Make Research Actionable & High Impact

- **Frame Research as Business Impact, Not Just Data**
- **Embed Research into the Business, Not Just Reports**
- **Prove ROI: The New Currency of Research**



Shift #1 – Frame Research as Business Impact

- Frame Research in Business Terms

Weak Insight

"Users don't trust our pricing page"

Actionable Insight

"Pricing confusion causes a 20% bounce rate, costing us 1 in 5 potential customers."



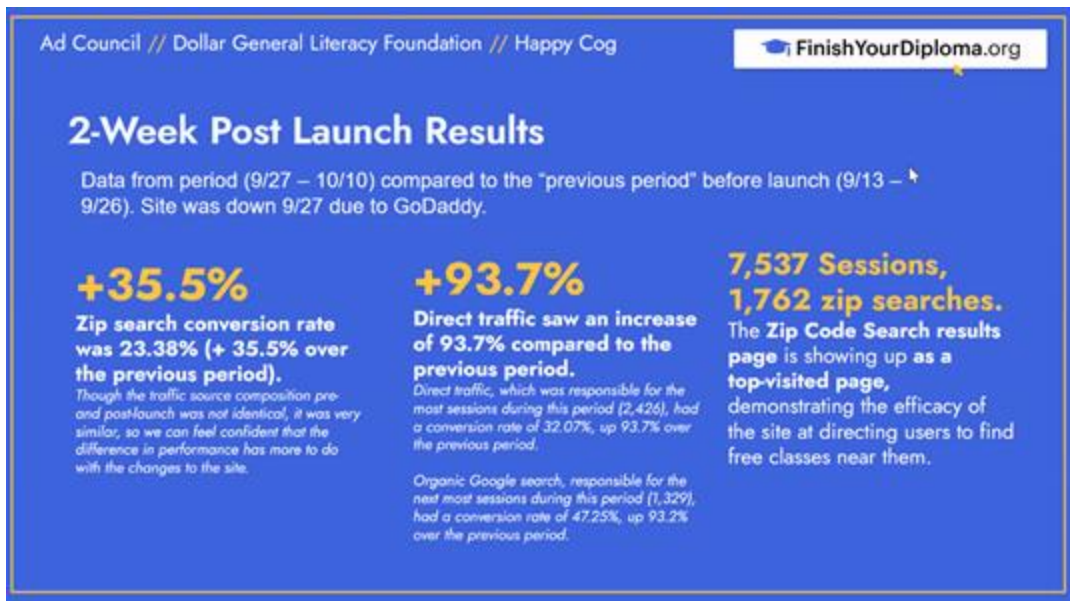
Shift #1 – Frame Research as Business Impact

- **Frame Research in Business Terms**
- **Prioritize High-Impact Insights** - Not all findings are equally valuable; focus on what will drive the biggest business outcomes



Shift #1 – Frame Research as Business Impact

- Frame Research in Business Terms
- Prioritize High-Impact Insights
- Use compelling storytelling to drive urgency



Shift #2 – Embed Research into the Business

Challenges with Reports

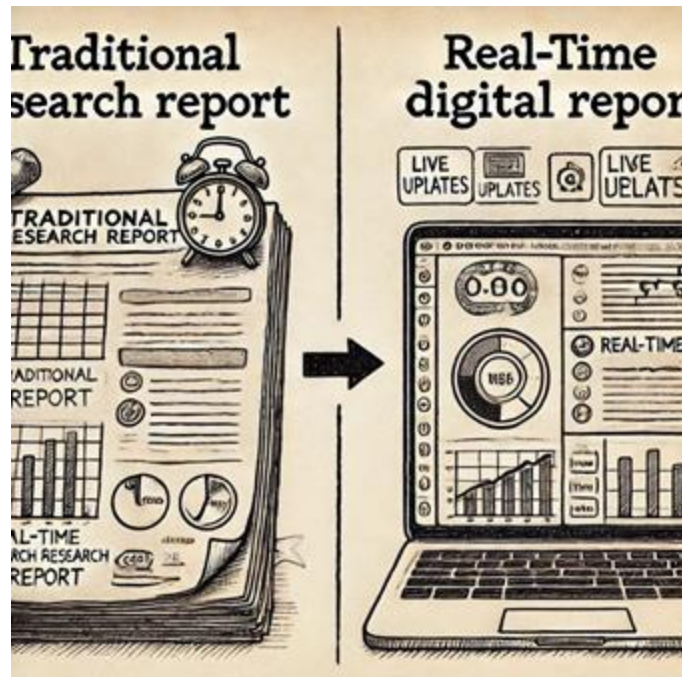
- ❌ **The "Publish and Pray" Model** – Teams send reports and hope someone reads them.
- ❌ **Insights get lost in PDFs** – They don't make it into decision-making workflows.
- ❌ **Placing all our value in the data** – The Data is the means NOT the end



Shift #2 – Embed Research into the Business

Ways to Fix

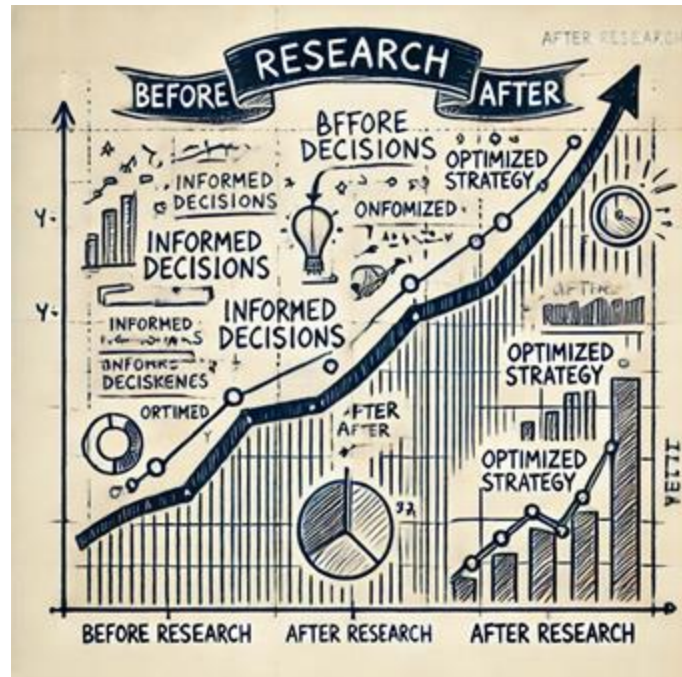
- ✓ **Co-Creation Instead of Delivery** – Involve stakeholders before research starts, not just at the end.
- ✓ **Bite-Sized, Not Just Big Reports** – Rethink ways to share information.
- ✓ **Test in Weeks, Not Quarters** – Embed research into agile sprints for faster iteration.



Shift #3 – Prove ROI & Measure Success

3 ways to prove ROI

- **Tie Research to Business KPIs** – Revenue growth, engagement, cost savings.
- **Track Adoption Metrics** – How many teams actually use your insights?
- **Close the Loop** – Show the before-and-after impact.



The Future of Research – Action-Oriented, Not Just Insight-Driven

Key Takeaways

- **Insights must drive change, not just knowledge.**
- **Collaboration > Reports** – Research must be embedded in decision-making.
- **ROI is the key to influence.**

**"Great research doesn't just answer questions—it drives change.
What will you do differently tomorrow?"**



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Thank You!



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