

# Driving Results: Bringing Qualitative and Quantitative Together for Better Outcomes

A practical guide to mixed-methods research — when to use each approach and how combining them unlocks insights neither can deliver alone.



# Why Are We Here?



**Beth Horn, Ph.D.**  
SVP, Advanced Analytics



**Clay Dethloff**  
SVP, Innovation & Qualitative



**Quick Poll: Are you mostly a qual researcher or a quant researcher?**

# Qual & Quant Defined

|              | Qualitative                        | Quantitative                     |
|--------------|------------------------------------|----------------------------------|
| The Sample   | Cherry pick a select few           | I need a stadium full of people  |
| The Data     | Give me stories, tone, and context | Give me numbers and metrics      |
| The Analysis | Pattern hunting and theme building | Statistical modeling and testing |
| The Result   | Actionable, deep insights          | Generalizable truths             |

## Qual Methods

Ethnography · Observation · IDIs · Focus Groups

## Quant Methods

Statistics · Modeling · Segmentation · Surveys

# What Qual Brings To The Table

Aspirations

Backstory

Current Context



# What Quant Brings To The Table



 Projectability

 Reveal Patterns

 Discover Latent Drivers

CASE STUDY

# Raising the Bar

Premium spirits brand

How do we continue to drive growth in a brand that is already a market leader?



CASE STUDY

# Raising the Bar

## Qualitative Gave Us Depth

Distinct occasions

Motivations

Consumer personas — including some surprises.

- Rough-and-rowdy drinkers — expected
- Highly affluent consumers — surprising
- Rich imagery around brand identity and occasions

## Quantitative Gave Us Confidence

Extensive surveys & analytics

Validated, sized, and sharpened what qual surfaced

- Quantified occasions and consumer attitudes
- Sized consumer segments and personas
- Confirmed the affluent segment was real and significant

"From Bikers to Bankers"

CASE STUDY

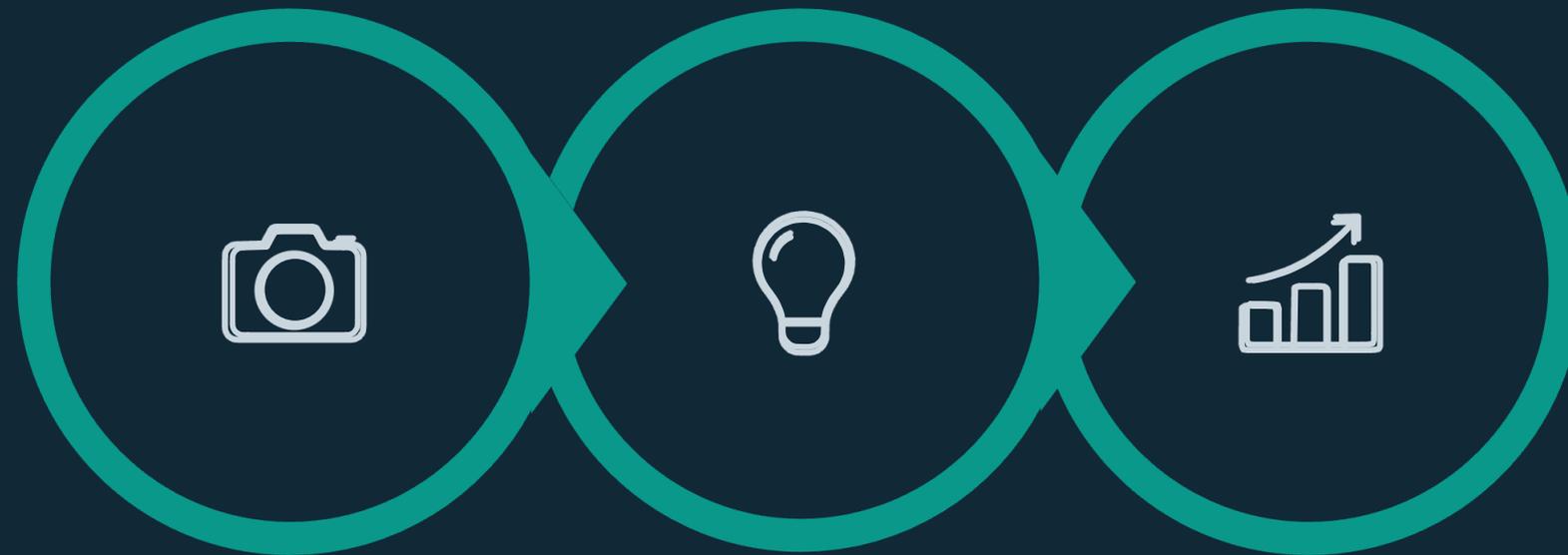
# The Naked Truth About Showering

Bathroom fixtures and accessories manufacturer

How do we sell our products in the marketplace?  
Finding the best customer opportunities.



# Showering: The Naked Truth



Shower  
Ethnography

Surprising  
Discoveries

Segmentation  
Quant Study

- Shower Rituals or Routines
- Think “Pre” Through “Post”
- Optimize Products To Fit Segment Needs

# Wrapping Up: The Case for Both

What is Qual Good For?

What is Quant Good For?

Better Together



# Thank You



**Beth Horn, Ph.D.**

**SVP, Advanced Analytics**

 [ehorn@decisionanalyst.com](mailto:ehorn@decisionanalyst.com)

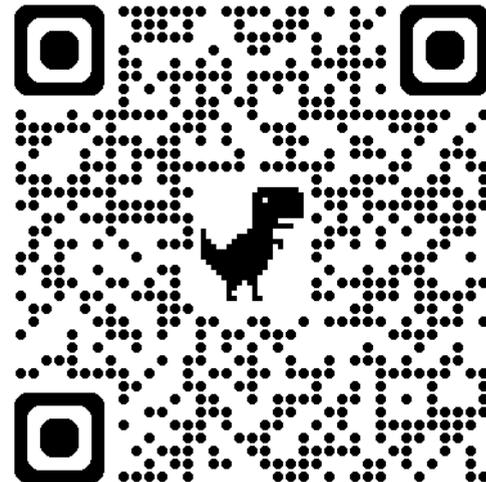


**Clay Dethloff**

**SVP, Innovation & Qualitative**

 [cdethlo@decisionanalyst.com](mailto:cdethlo@decisionanalyst.com)

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