



ENHANCING MARKET STRATEGY: DATAMATICS GUIDED A EUROPEAN AUDIO LEADER

DATAMATICS

The client is a leading name in the global audio industry, a Denmark-based manufacturer renowned for its premium headphones and headsets. With a legacy of innovation and a commitment to superior sound quality, the client offers active noise-cancelling headphones, wireless earbuds, video conferencing cameras, and fitness-tracking sports headphones designed for athletes. The company continues to redefine the audio experience, catering to professionals, audiophiles, and fitness enthusiasts worldwide.

The Challenge: Evolving Consumer Expectations

As the global leader in audio technology, the client had long been synonymous with premium sound quality and innovation. However, the pandemic dramatically reshaped the headphone and headset market, driving an unprecedented surge in demand. With more professionals working remotely and media consumption skyrocketing, consumers sought products that delivered superior audio and video experiences, pushing the industry toward rapid advancements in functionality and design.

Amid this transformation, shifting global macro and microeconomic factors began influencing brand preferences and usage trends. Consumers now expected more than just high-quality sound; they demanded adaptive features, seamless connectivity, and enhanced performance.

For the Chief Marketing Officer (CMO), this presented a critical challenge. Understanding the evolving needs of consumers across different regions required a data-driven approach, but existing insights were fragmented. To stay ahead of changing expectations, the company needed a comprehensive solution that could map the customer purchase journey with precision.

The Solution: Data-Driven Consumer Insights

Datamatics identified three primary customer personas—Regular Customers, Flexible Workers, and Prosumers—each defined by distinct purchasing patterns and preferences. These personas were further refined using Socio-Economic Classification (SEC), geographic location, and other demographic factors to ensure precise targeting.

To gain a deeper understanding of consumer behavior, Datamatics conducted a large-scale, self-administered quantitative online survey, gathering responses from over 3,500 customers across multiple regions.

Leveraging advanced analytics and machine learning, Datamatics deployed driver analytics models to assess the impact of key touchpoints, brand communication, saliency, and consumer attitudes on the likelihood of purchase.

With these insights, the client gained the intelligence needed to optimize marketing strategies, refine product positioning, and enhance customer engagement across their target markets.

Impact: Faster Resolutions, Enhanced Customer Experience

Identified & targeted

New groups of customer

Increased ROI by 11%

14% Increase

In brand recall

Improved management

Of customer expectations

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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