

Navigating the COVID Crisis with Digital Behavior

While the COVID-19 Pandemic is a fluid and rapidly developing situation, one thing is clear – the gradual shift in behavior to digital platforms has gotten a massive jolt from social distancing. As people stay in their homes, they are increasingly working, learning, shopping, and entertaining themselves online. Fortunately, policy makers and governing officials can get insight into these digital behaviors with the three relevant kinds of data.

1. Your digital presence (websites, apps, and devices) provides the primary source of insight by analyzing the data showing which kinds of information your constituents are searching for, which pages and topics they are most interested in, and where they are located. This first-party digital data is an untapped source that can be layered on top of public data sources to provide more relevant insights for your state.
2. Publicly available data about searches (Google Trends) and social posts (Twitter) augment your first-party data with broader exposure beyond your digital presence, giving you an unconstrained view into attitudes, interest, and intent. These data sources are typically used to keep a ‘finger on the pulse’ of digital activity and provide the seeds for deeper analysis of first-party data.
3. When combined with publicly available health data, you can see how digital behaviors relate to the public health outcomes, like COVID cases, that state leaders care about most. You can also see how behavior varies in different regions with different public health infrastructure and vulnerabilities.

Data Sources

Each of the three categories is comprised of data combined from multiple sources. In the table below, your first-party digital data is highlighted in green, and publicly available data sources are in white. As noted in the table, these data sources are updated at different frequencies, and contain different levels of demographics.

Type	Timely	Date	Demographics	Metrics
Website, App	●	Yes	Geo	Visitors, Visits, Duration, Journeys
Site Search	●	Yes	Geo	Searches, Keywords, Clicks
Surveys	●	Yes	Geo, Age, Gender	Satisfaction, Sentiment
Screening App	◐	Yes	Geo, Age, Gender	Screening results
Advertising	●	Yes	Geo, Age, Gender	Impressions, Clicks, Visits
Google Trends	●		Geo	Normalized search volume
Twitter	●	Yes	Geo	Tweets, Keywords
Incident	◐	Yes	Geo	Infection, Death, Recovered
Census	○	No	Geo, Age, Gender	Population, Income
Point of Interest	◐	No	Geo	Hospitals, Schools, etc

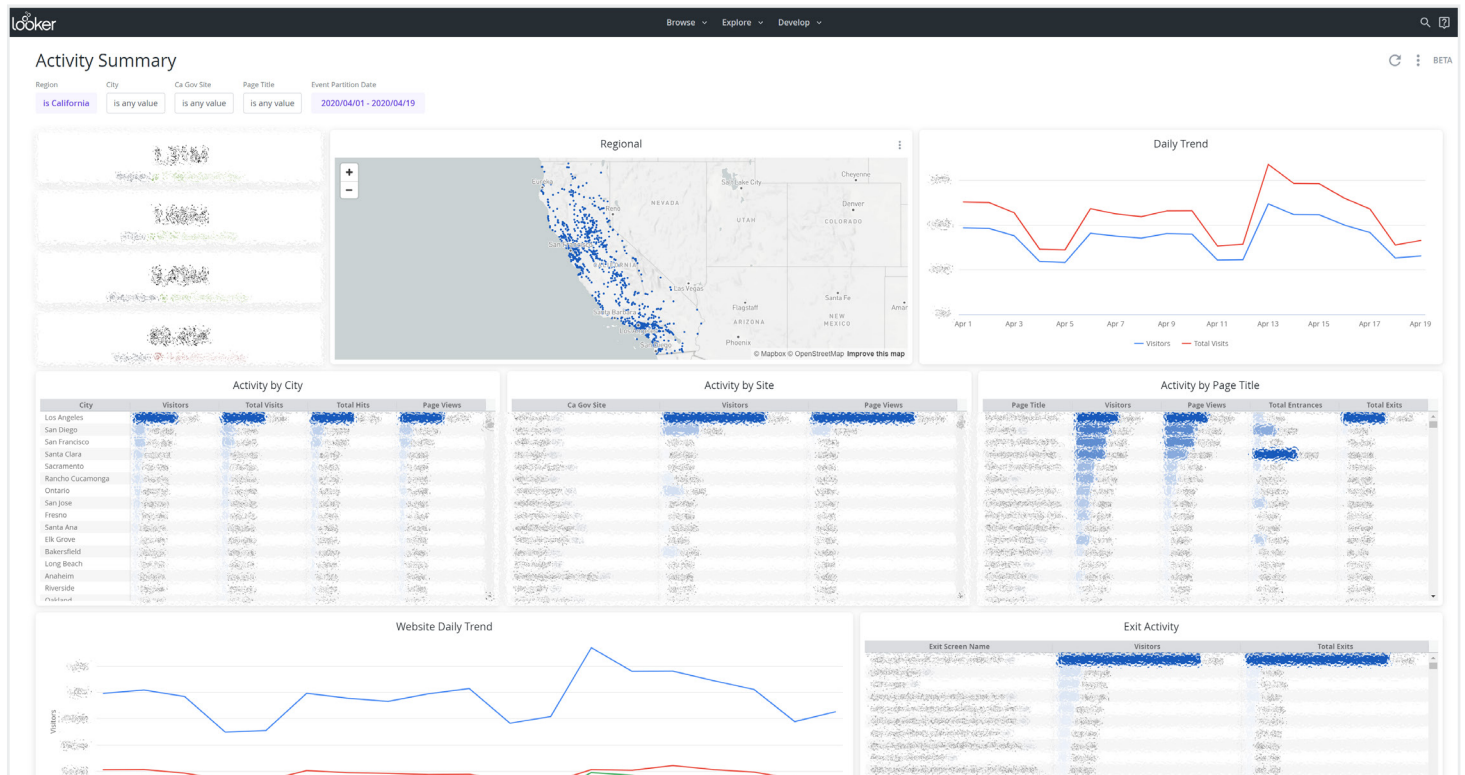
Syntasa Digital Citizen Insights for COVID-19

Combining these data sources enables you to get insights like the dashboards below. Note these kinds of insights are not available from existing dashboards that only use public data – first-party digital data makes the difference.

COVID-19 Related Website Activity

By analyzing data related to website activity, you will get insight into:

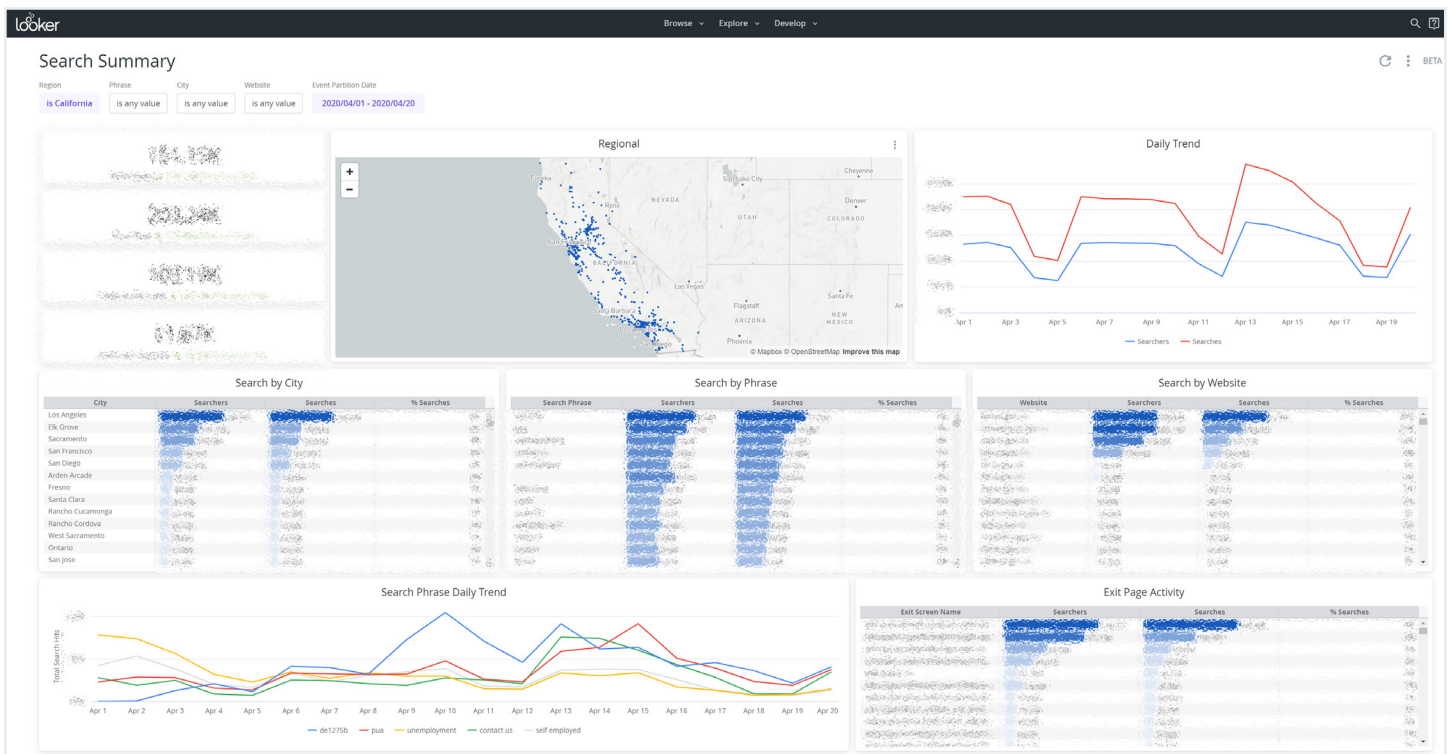
- How COVID-related browsing activity is geographically distributed, which will help you see how broadly your message is reaching constituents in different areas
- How engaged people are on the site, and whether they are finding what they seek
- Which website resources are being consumed most frequently, and how long people are spending with them
- How your constituents are finding your digital properties and where they are coming from
- Which are the last pages people view before they leave the site, and where they go when they leave



COVID-19 Related Search Activity

By analyzing data related to search activity, you will get insight into:

- Which topics are trending, and how interest relates to other topics
- Sentiment around the attitudes and intent of your constituents
- How COVID-related searching activity is geographically distributed, which will help you see which kinds of needs and questions your constituents have in different areas
- How well your site is organized and how easily people are able to find what they seek



Climbing the Digital Maturity Curve

While insights from first-party digital data is an important first step, there are many more ways you can use this data to create value for you and your constituents. As you gain experience with first-party digital data, you can begin adding more advanced activities, such as:

- Building and analyzing individual journeys to find trouble spots, as well as best practices that can be leveraged more broadly
- Dynamic content and experiences on your websites and apps to help your constituents find the resources they seek more easily
- More targeted outreach through paid media channels based on the behavior of different groups of people

Getting Started Quickly

The COVID-19 situation is developing rapidly. Every day there are new developments that require the most timely and relevant data to make the best decisions. The Syntasa Digital Citizen Insights solution includes several components to help get started quickly:

1. Pre-built adaptors to ingest first-party digital data from websites, apps, devices, and other martech and adtech systems
2. Common schema with pre-defined attributes and metrics to speed dashboard creation
3. Syntasa has partnered with Google to accelerate deployment. You can install the Syntasa Platform quickly in your Google Cloud environment from the [GCP Marketplace](#)

Together, these components allow you to get up and running in a couple short weeks with your own dashboards built from your first-party digital data.

About Syntasa

Syntasa helps organizations exploit their first-party behavioral data from websites, apps, and devices to construct and analyze Digital Journeys. Our custom AI/ML models provide insight into how to improve and activate these journeys in production systems. We were named a Cool Vendor by Gartner and a leading UK retailer won an award for 'Best use of AI' for their work with Digital Journeys.

Learn more at www.syntasa.com and contact us to [request a trial](#).