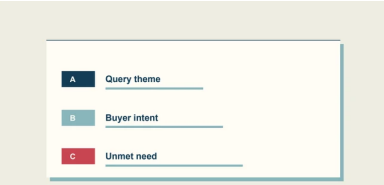
Search intent study



We classify 80 supplied or researched queries by buying intent and unmet need.

Who it helps

Product, marketing and strategy leads

The problem to solve

High-search-volume phrases can draw visits from people whose intentions are unrelated to the offer.

Working through the brief

1. **Collect relevant queries**

   Gather the agreed inputs. The proposed market, relevant data and assumptions to test.

2. **Classify buying intent**

   Track “Query theme” and “Buyer intent” together so the reviewer can connect the source information to the result.

3. **Identify unmet information needs**

   Use the query groups to plan pages or content that match the actual buying task.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

A query can indicate a search for instructions rather than a purchase. Classify the evidence before using it to estimate demand.

Read the service scope / RES-017

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