

# Psyma Digital Index

## 2<sup>nd</sup> wave 2023



*Find out how digital your audience is and whether you are really taking care of their (digital) needs*



**Understand your audience(s)**



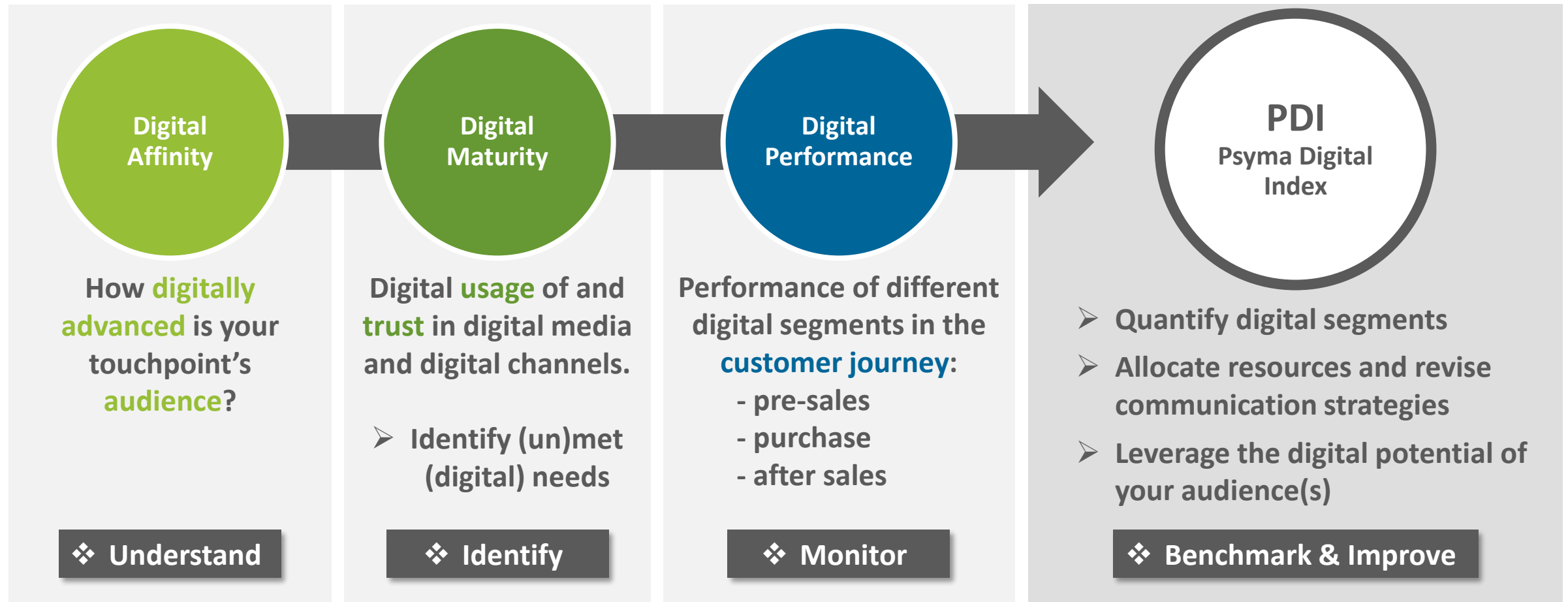
**Identify unmet (digital) needs**



**Improve continuously**

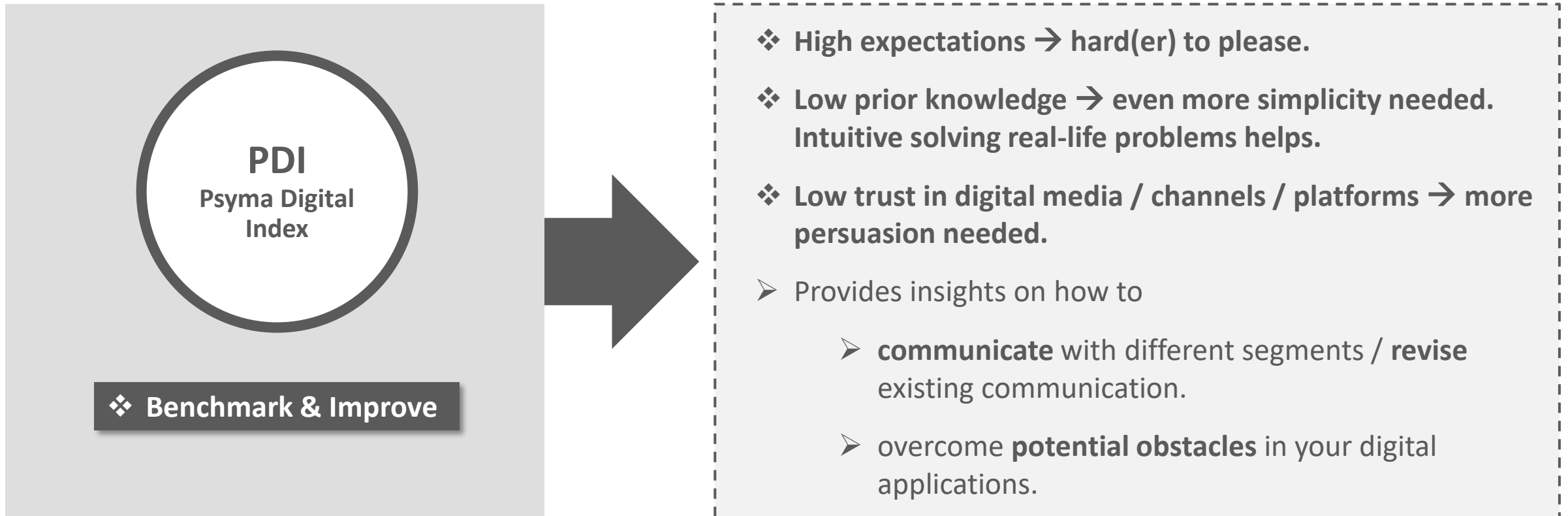
# Psyma Digital Index

What's the current state of your digital touchpoints?



# Psyma Digital Index

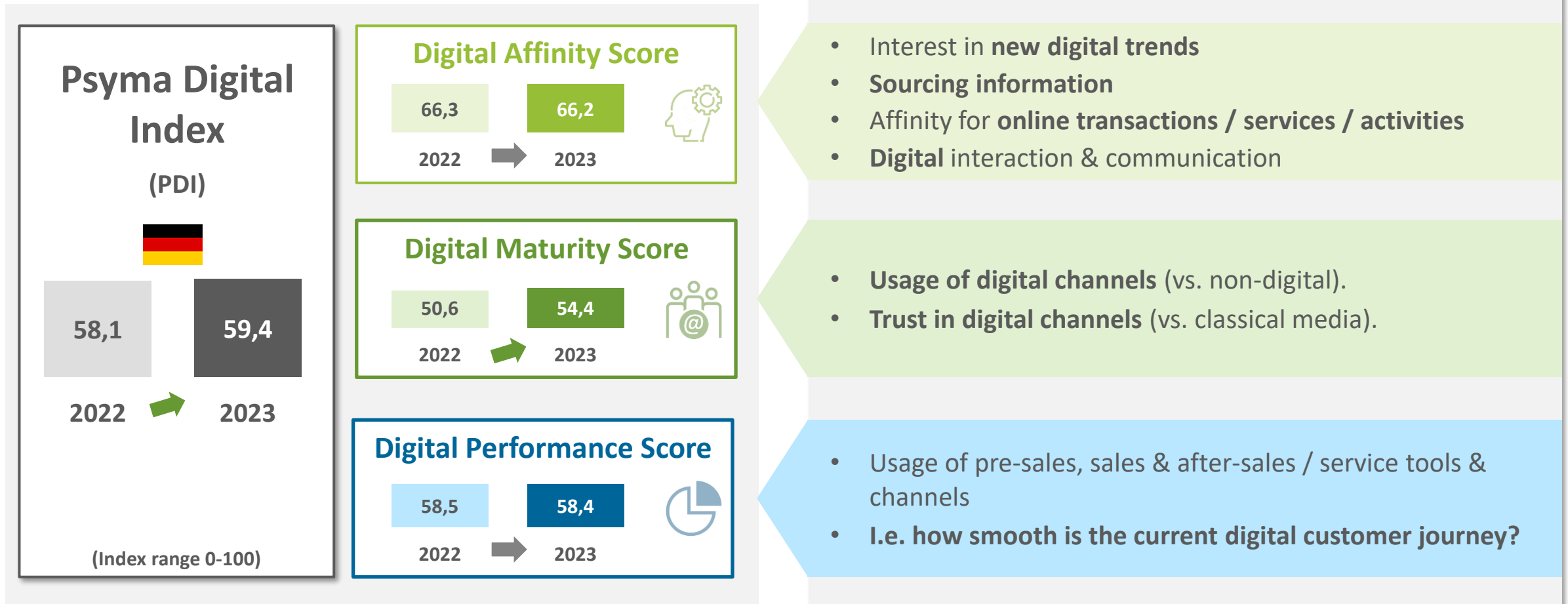
## What added value does the PDI provide?



# Psyma Digital Index

- Overall, slightly improved PDI since 2022!
- Particularly increased '*Digital Maturity*', i.e. higher trust and usage of digital channels in comparison to offline channels.

## The Typical German Internet User



Base: all respondents (W1 (2022): n=1000; W2 (2023): n=908)

=> Results of the regularly conducted study "digital climate" in Germany by Psyma (quota sample: internet representative regarding age, gender, region and level of education)

# Psyma Digital Index



- *'Social Networkers'* still largest digital segment, followed by *'Always Digitals'*.
- Around one fifth each of *'Website Inquirers'* & *'Low Digitals'*.

## Psyma Digital Segments – Cluster analysis reveals 4 main digital segments

### 1 Social Networkers

27

35

2022

2023

- ❖ High relevance of and high trust in social media channels

### 3 Website Inquirers

23

19

2022

2023

- ❖ Predominantly rely on information provided by websites / portals, e.g. OEM websites, retailer websites, customer portals or marketplaces such as Amazon or eBay

### 2 Always Digitals

26

25

2022

2023

- ❖ High digital affinity & proficiency
- ❖ Frequently purchasing products online (e-sales)
- ❖ More wary of opportunities & risks

### 4 Low Digitals

24

22

2022

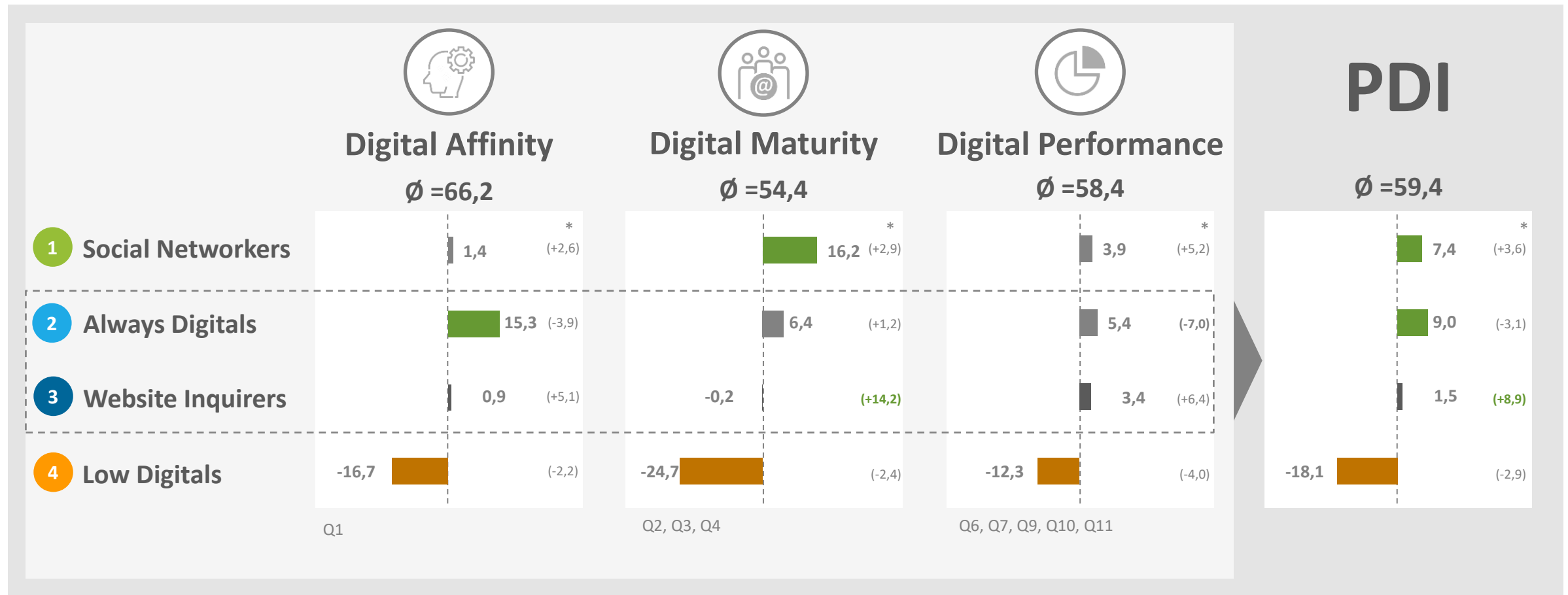
2023

- ❖ High trust in legacy media such as radio, print newspapers, television
- ❖ Lower usage of online media and e-sales
- ❖ High relevance of personal contact (brick&mortar; representatives / agents)

# Psyma Digital Index

- ‘Website Inquirers’ become more digitally advanced (especially regarding usage/trust), while ‘Always Digitals’ being slightly disillusioned.
- The digital customer journey is now a given for the majority.

## Digital Scores by Digital Segments



Base: all respondents (W2 (2023): n=908 | Proportion of respective cluster within the overall sample)

=> Cluster 1 “Social Networkers”: n=314 / Cluster 2 “Always Digitals”: n=223 / Cluster 3 “Website Inquirers”: n=168 / Cluster 4 “Low Digitals”: n=203 | \* Changes vs. previous wave.

# Psyma Digital Index

## How can you benefit from Psyma's insights?

### As stand-alone User Survey

Standardized, proven questionnaire.  
Flexible recruitment of respondents.



or as

**Add-on** – Standardized set of items  
embedded into Psyma's portfolio  
of **Digital Touchpoint Benchmarking**.  
Allows to efficiently quantify digital segments.



Gain user-driven insights for  
targeted optimization!

- ✓ Proven concept
- ✓ Real users. Real use cases.
- ✓ Independent expertise
- ✓ Touchpoint specific recommendations
- ✓ Benchmarks & Best Practices

# Psyma Touchpoint Benchmarking

Take part in one of our Benchmarking and use the Psyma Quick Personas as Add-on.

(based on Psyma Digital Segments)

## Website Benchmarking

- In-depth evaluation & recommendations
- Benchmarks & Best Practice examples



## Corporate Website Benchmarking

- In-depth evaluation & recommendations
- Best Practice Index, modular approach



## Touchpoints Monitoring

- Monitoring of different touchpoints
- Comparison with standardized set of KPIs



## Social-Media Benchmarking

- In-depth evaluation & recommendations
- Best Practice Index, modular approach



► Make your target groups visible, quantifiable and approachable.





Passionate People.  
Creative Solutions.

**Interested?  
Contact us &  
request advice**

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