



Your Partner in Behavioral Insights & Strategy *Empowering Growth, Transforming Businesses*

Are you looking for ways to take your business growth to the next level?

Businesses that overlook human behavior often struggle to create, launch, and invest in products and services that truly resonate with their customers. Without this expertise, product-market fit suffers, and communicating value to buyers and users becomes a challenge. At CatalystIQ, we bridge this gap—equipping your product, marketing, and sales teams with the behavioral expertise needed to drive engagement, adoption, and growth. Your success is our mission.

With our deep expertise in human behavior, we empower your teams with a clearer understanding of how customers truly make decisions, adopt, and engage with your products. We then equip your teams with the strategies, metrics, and ethical frameworks needed to apply these insights effectively and cross-functionally—driving stronger connections, increased adoption, and sustainable business growth.

Industries of focus:

- AI
- Tech
- Media
- Healthcare
- Human resources
- Public sector

We are all in the business of influencing behavior.

Skills:

- Debaised Surveys
- Jobs-To-Be-Done
- Behavioral science
- Advanced analytics
- AI adoption, integration
- Journey mapping
- Market research
- A/B Testing
- Digital transformation
- Communication strategy
- Measurement tool/KPIs development, tracking

Our services include:

- Behavioral Strategy & Decision Architecture
- Ethical AI & Human-Centered Tech
- Segmentation & Audience Strategy
- Consumer Insights & Journeys
- CX/UX Behavioral Design & Research
- Change Management & Leadership Development
- Workplace Culture & Performance Optimization
- Client success & account management

INSIGHTS

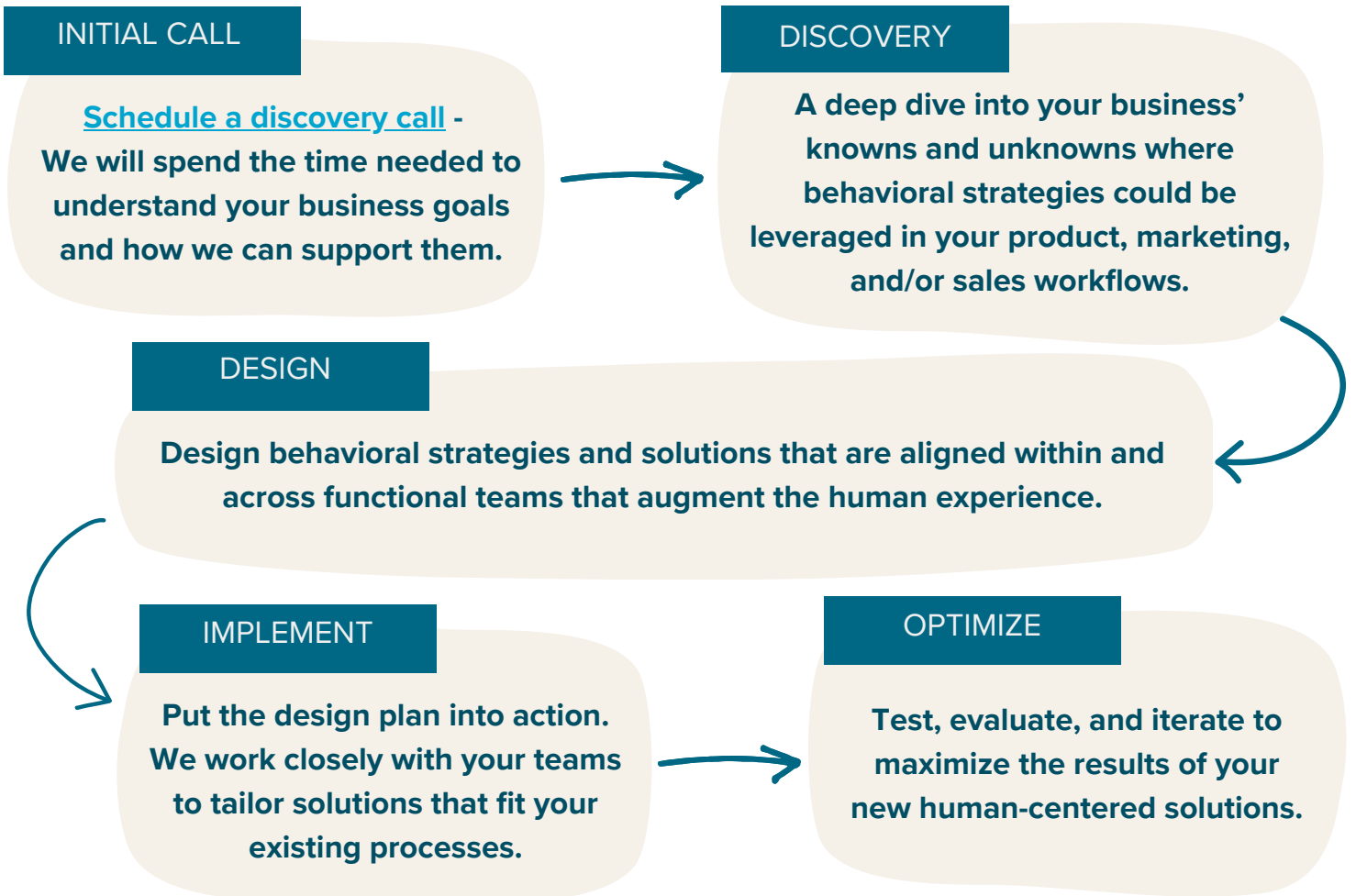


STRATEGY



RESULTS

The CatalystIQ Process



The world's most successful companies recognize the value of behavioral science in driving business growth and have internal, dedicated behavioral science experts to strengthen their competitive advantage.

LinkedIn

NOVARTIS

P&G

Google

Walmart

CHASE

Uber

amazon.com

airbnb

THE BEHAVIOURAL INSIGHTS TEAM

CASE STUDIES

Empowering Marketing & Product Teams with Behavioral Strategies



An at-home genetic testing brand partnered with CatalystIQ to understand customer behavior and drive engagement. Through a mixed-method research study—combining qualitative interviews, debiased surveys, and data analytics—CIQ uncovered key motivational and inhibiting drivers to engagement, adoption, and test completion.

Collaborating closely with the marketing and product teams, CIQ developed a customer journey map and a strategic communications matrix for a new market.

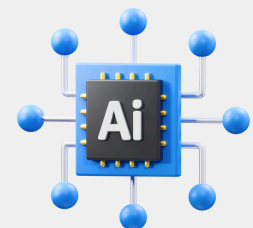
The uncovered insights and behavioral strategies continue to guide product and marketing strategies, improving engagement, adoption, and long-term customer retention through ongoing behavioral optimization efforts.

Acting as fractional Chief Behavioral Officer, CatalystIQ is partnering with an AI/tech team to fundraise, design, develop, implement, and optimize a new AI solution for the healthcare and logistics and supply chain industries.

Applying behavioral science principles, the CIQ team is guiding investor-facing communications, UX, decision architecture, and ethical AI adoption. Through iterative testing and evaluation, CIQ has identified engagement barriers and is optimizing meaningful and intuitive user interactions.

The goal is to ensure a human-centered AI experience, improving adoption rates and trust. Ongoing cross-functional efforts continue to refine the AI's impact, aligning it with user needs and business goals for sustained success.

Behavioral Strategy for AI Solution Design & Adoption



CASE STUDIES

Driving Medication Uptake & Adherence with Behavioral Science



CatalystIQ collaborated with a pharma client's team to develop a health app aimed at increasing medication uptake and adherence for patients with a chronic disease. Using behavioral economics principles and human-centered UX design, we optimized engagement, ensuring the app resonated with users.

The result? A highly adopted, well-rated app that provided patients with personalized support, Rx guidance, seamless HCP communication, insurance issue resolution, side effect management, and adherence tools.

Our strategic approach helped the brand build trust and sustained engagement, leading to improved patient experiences and better long-term health outcomes.

CatalystIQ leveraged organizational behavior insights to analyze our client's longitudinal data, uncovering deeper drivers of brand perception. We further enriched their widely distributed annual report by conducting an additional analysis of PwC's Global Top 100 Companies by market cap.

These insights enhanced the report's impact, reinforcing our client's position as an industry thought leader. The publication gained greater visibility, attracted prospective clients, and directly contributed to new business opportunities.

By integrating behavioral science and market analytics, CatalystIQ helped elevate the strategic value of the report, solidifying its influence in the industry.

Strengthening Thought Leadership with Data and Behavioral Expertise



CASE STUDIES

Driving Client Success & Long-Term Engagement



A B2B client partnered with CatalystIQ to enhance client success and account management using behavioral science and decision architecture. Through client journey mapping, behavioral segmentation, and targeted interventions, CIQ identified key touchpoints that drive retention, satisfaction, and expansion opportunities.

The result? A data-driven engagement framework that improved onboarding, proactive support, and renewal rates. Beyond strategy development, CIQ provided ongoing client management support, ensuring continuous refinement and impact.

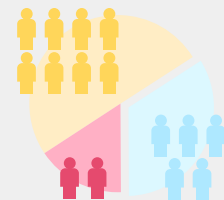
By aligning service strategies with how clients think, decide, and engage, the company built stronger relationships, increased loyalty, and sustained revenue growth.

CatalystIQ partnered with a client to align business goals, product design, and consumer behavior insights, developing four activation-ready behavioral archetypes with tailored messaging.

Leveraging advanced segmentation and audience strategy, we refined their market research approach, enhancing study design, data collection, and analysis for deeper insights.

This rigorous, science-backed strategy resulted in a marketing plan precisely aligned with growth objectives, driving higher engagement, improved customer satisfaction, and increased sales. By bridging behavioral science with strategic execution, CIQ empowered the client to connect with their audience more effectively and sustain long-term market success.

Data-Driven Segmentation & Audience Strategy for Growth



We decipher consumer psychology, so you don't have to.



Kei Alegria-Flores, MPH, PhD
Founder and CEO, CatalystIQ

Testimonials

We hired CIQ to conduct research and interviews for a new product we are focused on. They far exceeded the expectations we had. They were able to give us solid and comprehensive information that we will be able to use now and in years to come. They were also a great pleasure to work with and did an amazing job learning more about what we were trying to accomplish so they could meet our needs and give us the best results. Each time they shared a deliverable, we became more and more excited about our product. CIQ brought our initiative to life through behavioral insights. By working with CIQ, you won't only get the best results, you will also get a consistent, hard working, passionate and intentional partner.

Andora Hinton, CEO & Founder, Willow North Growth Partners

Dr. Kei's team has been instrumental in driving the success of our behavioral sciences practice, and her expertise in this field has been invaluable to our organization. She is a visionary leader who has a deep understanding of the complex dynamics that drive human behavior, and she has used this knowledge to develop innovative strategies and solutions that have helped our clients achieve their goals.

Glenn Jean, SVP, IPG

CIQ brings a wealth of knowledge, experience, and expertise. Dr. Kei consistently adds rigor to whatever project she works on, developing well-thought-out research methods and a meticulous approach to data analysis. Her team is always willing to lend an ear, providing valuable feedback, analysis, and insightful perspective. Their passion is evident through CIQ's steadfast dedication to their client's teams.

Renita Burns, Global Director, Kinesso