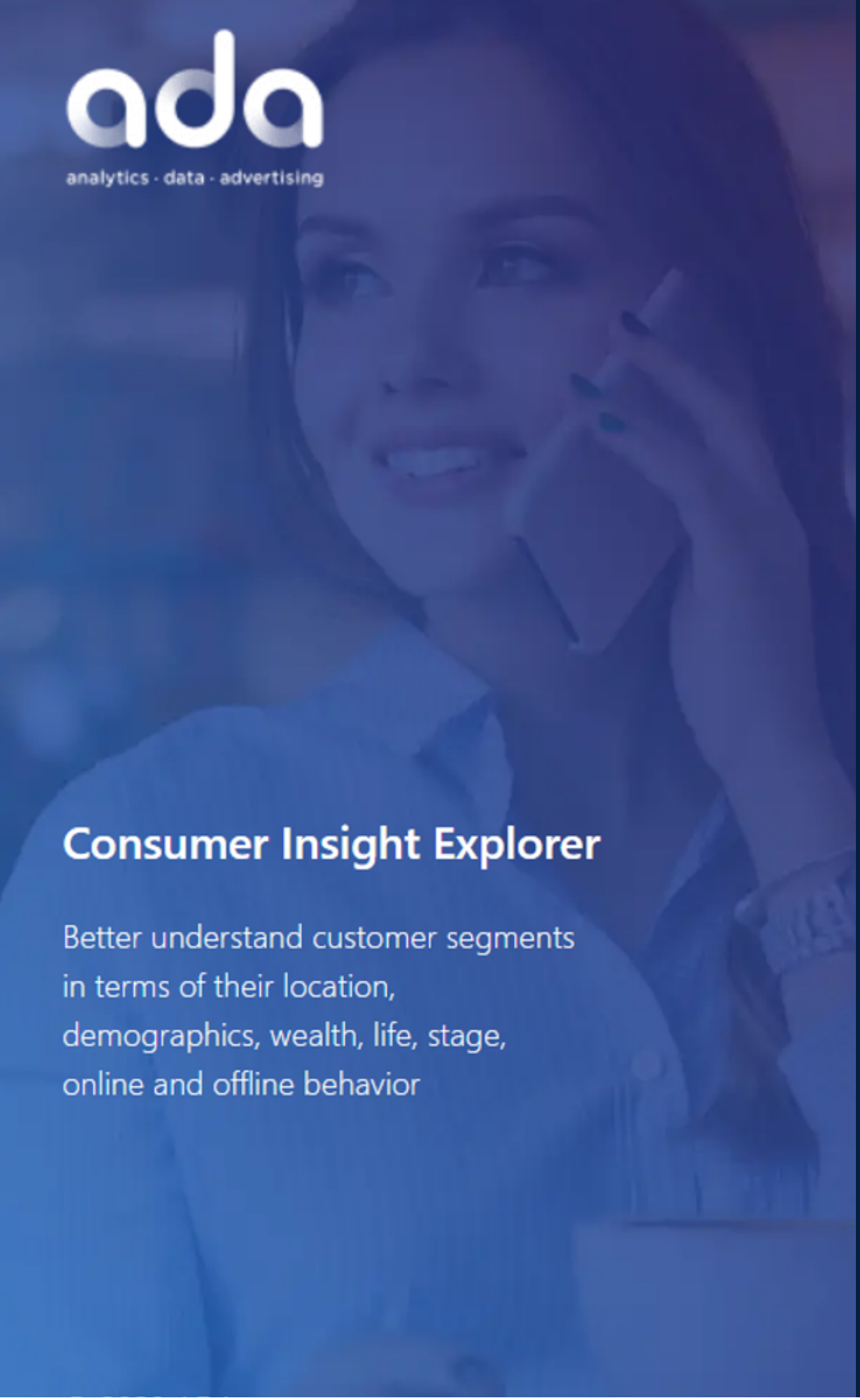


analytics · data · advertising

2021

Consumer Insight Explorer

Better understand customer segments
in terms of their location,
demographics, wealth, life, stage,
online and offline behavior

Table of Contents

01 What is CIE?

CIE is an audience data solution designed for marketers and brands who want the flexibility to create, discover and precisely target their intended audiences.

Draw insights from all the digital footprints consumers leave everyday

Who They Are

- Personas
- Country
- City
- Locality
- Home & Office Locations
- Age & Gender

What They Do

- Personal Life Stages
- Professional Life Stages
- Affluence Levels

Where They Go

- Footfall Trends
- Brand Loyalists
- Brand Switchers

What They Like

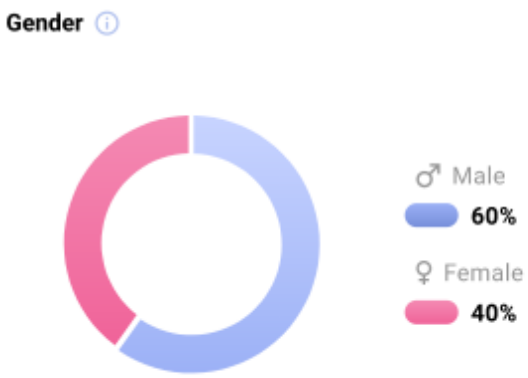
- Brand Affinity
- App Affinity
- App Usage

02 Consumer Profiles

Uncover consumer insights on selected audiences

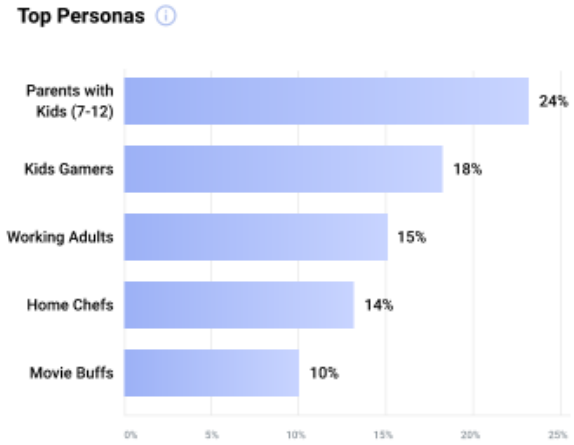
DEMOGRAPHICS

Age, gender and affluence levels



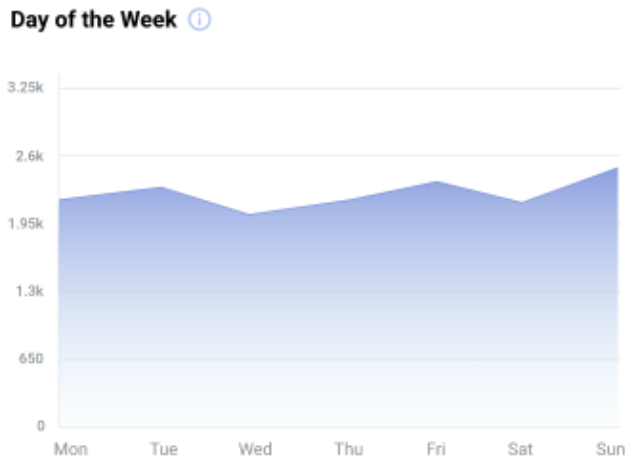
PERSONAS & LIFE STAGES

Top interests, lifestyles and hobbies



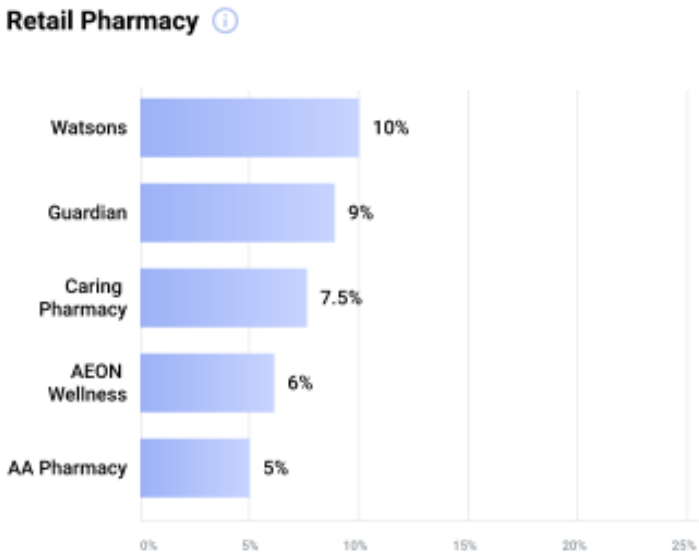
TIME SERIES

Monthly, Daily and Hourly visitation frequency to selected brand



BRAND AFFINITY

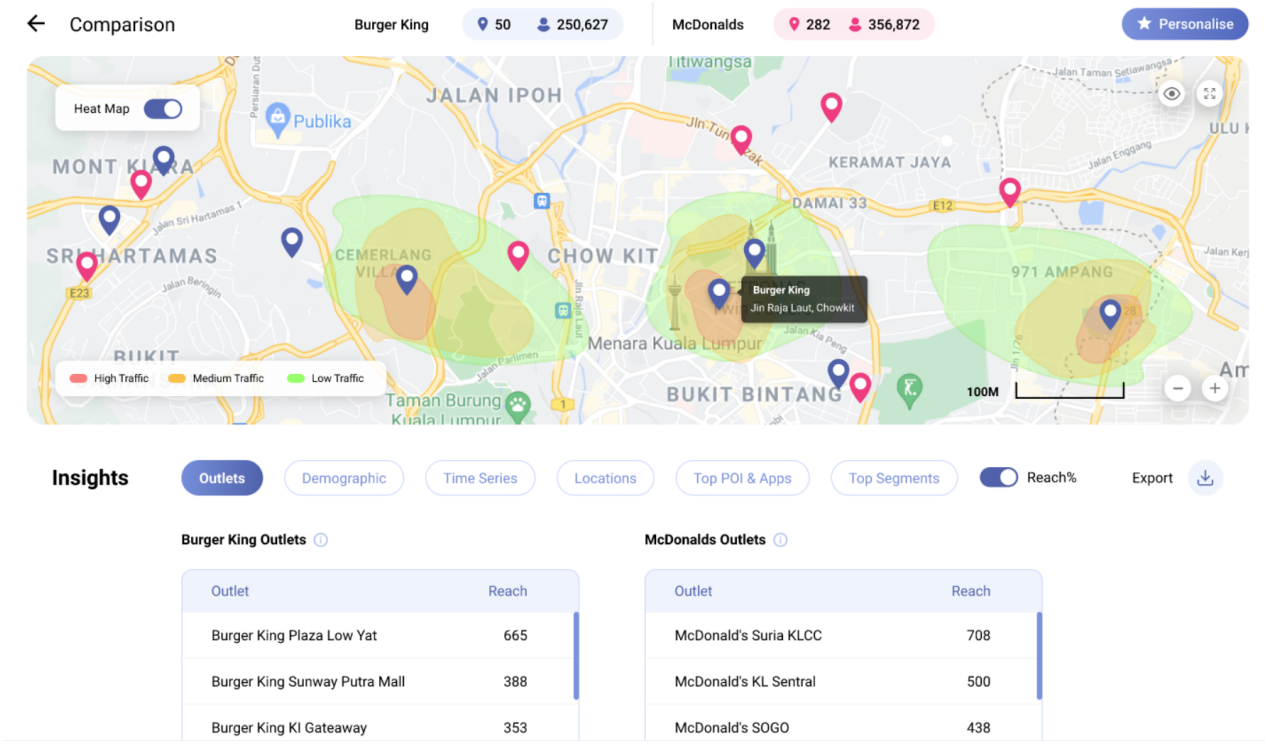
Top brands customers frequent



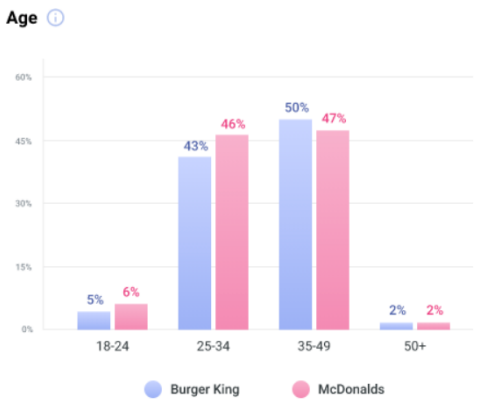
Disclaimer: Attached screenshots are a mixture of features from both CIE 2.0 and CIE Lite.

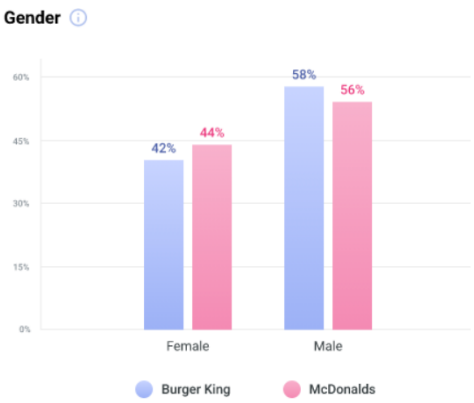
03 Competitor Insights

How does your brand compare against competition?



With CIE you would be able to compare competitor brands of your choice and gain insights on how your audience differs from competitors or how they share similar traits.





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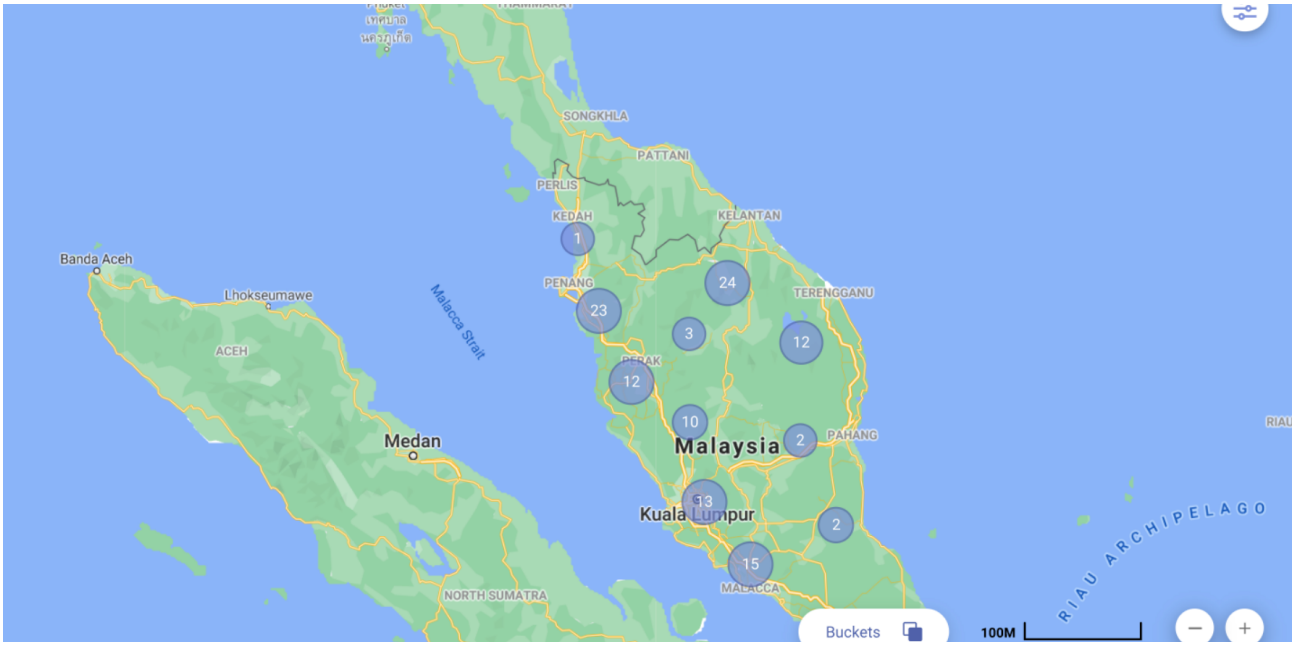
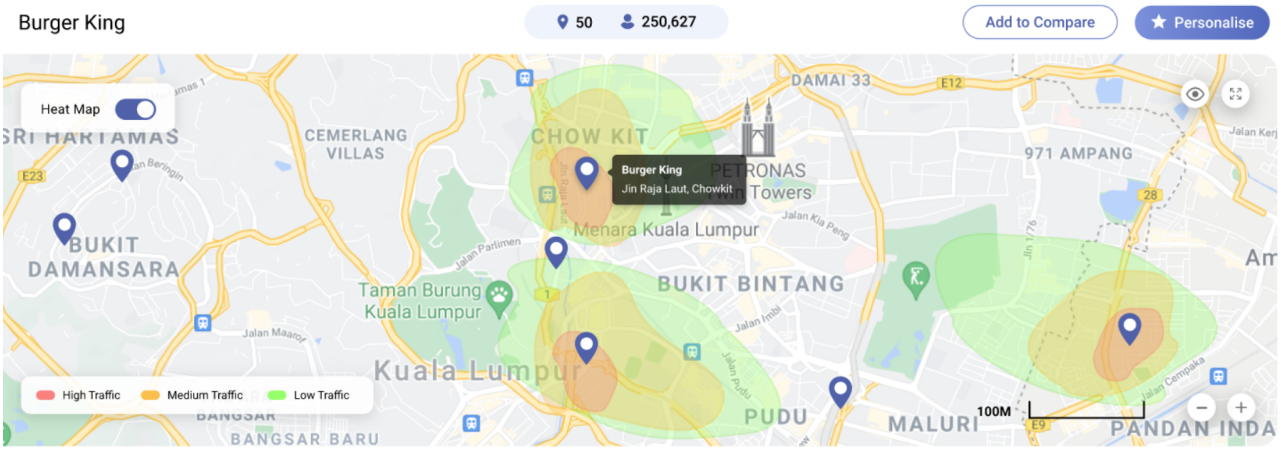
04 Geolocation Insights



Visualise footfall to brands' outlets on a map view.

Gain deeper insights by diving into granularity on a Country, State, City, Province and District level.

Where are store locations with the highest footfall traffic?



ADA-ASIA
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Disclaimer: Attached screenshots are a mixture of features from both CIE 2.0 and CIE Lite.

05

CIE 2021 Release Timeline

Jun	Jul	Q3
CIE 2.0* BETA Launch	CIE 2.0* Full Release	CIE LITE** Release

*CIE 2.0 comes with a brand new UI/UX design and new features
**CIE LITE is a lightweight version for quick insights

Contact

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For more info on CIE,

Read ADA's CIE brand stories