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Mall Business Insights Dashboard (Mall BID)

Actionable data on you and your competitors.
Better business strategies. Specifically
designed for the retail industry.





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ADA's Mall Business Insights Dashboard (Mall BID) tracks customers online and offline, know who you and your competitors' customers are and precisely target to increase footfall.

Draw insights from our rich data to ensure the best targeting for marketing and sales strategies.

The **data** that powers our dashboard is what • **makes a difference**

Transform the way you reach your customers and potential customers with the true power of AI and big data. Our product helps you with several differentiators:

**280
MILLION**

consumer profiles and millions of active devices across the region.

**OVER
250**

data scientists and industry experts drawing insights from our data.

**10th
of the
NEXT MONTH**

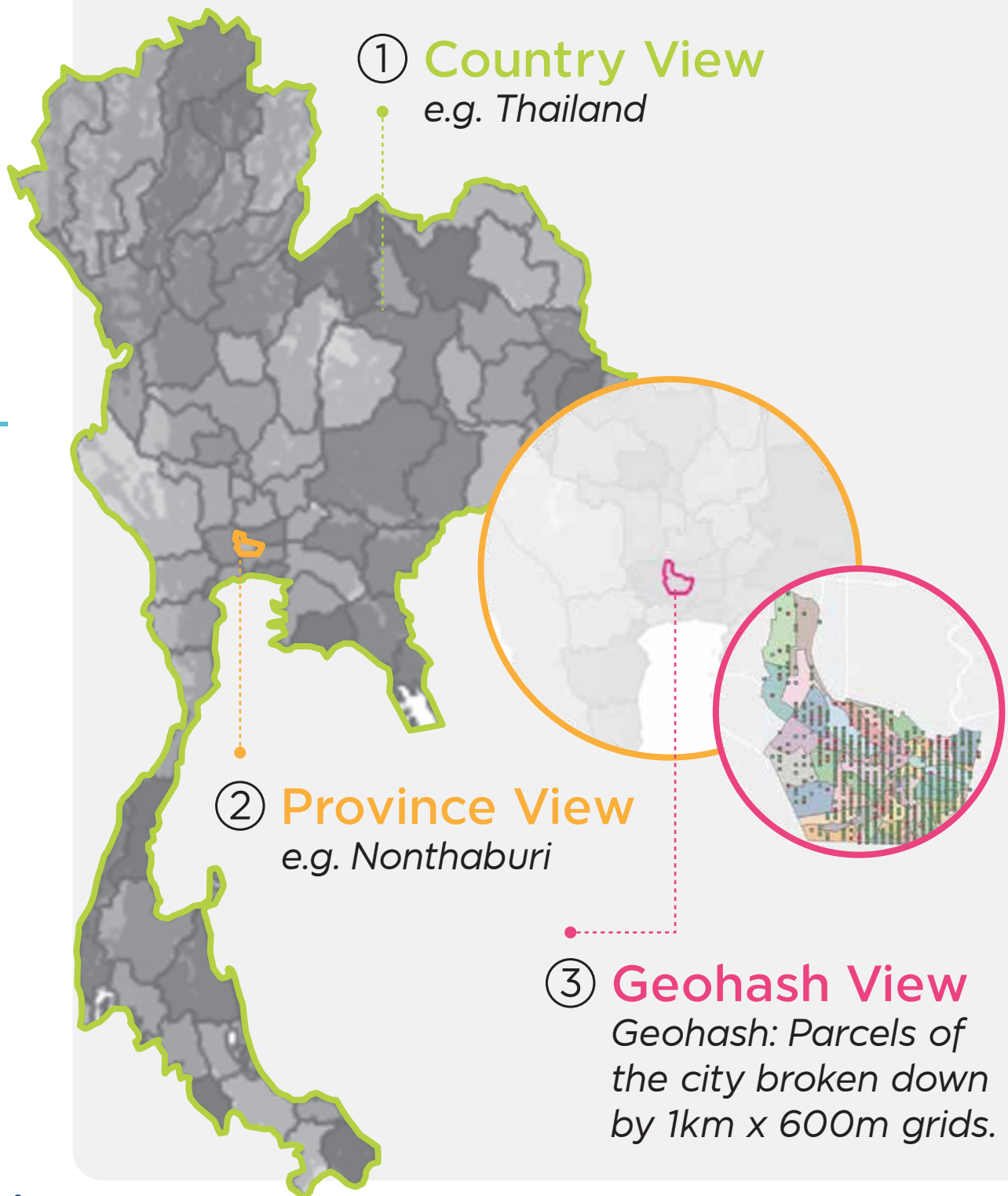
frequent updates on the dashboard data.

**600
METRE PARCELS**

precise location data that allows you to dive down to a specific location.



Deep dive into mall locations, yours & competitors



Fashioned to help businesses **adapt to the changes of Industry 4.0**

We understand your industry problems and our dashboard was created to solve industry problems with a rich data set that will shape your retail proposition.

SEAMLESS EXPERIENCE

Target customers with consistent messaging & a seamless experience offline and online.

GROWING E-COMMERCE

Convenience is now king and providing a hassle-free shopping experience is paramount.

MARKETING CHANNELS LOSING IMPACT

Without data, malls rely on traditional advertising which is rapidly losing its impact.

NOT KNOWING YOUR CUSTOMERS

Lack of data and insights on customers makes it difficult to reach them with relevant messages.



Designed to **track your customers** online & offline

Uncover who your potential customers are, which malls they are visiting and when.

Personas
based on digital footprints

Life Stage
which are they in?

How Far
are they willing to travel?

What Points of Interest
do they have?

Which Mall
do they visit?
(Yours and Competitors)

1

Track visitors to mall locations
(yours and competitors)

2

Profile and categorise customers
into persona segments

3

Precisely target customers
with relevant messaging

Tailored to give you a competitive edge

The Mall BID is designed to accelerate your business and revolutionise your sales, product and marketing strategies.



Precisely compare
your & your
competitors'
market share



Target and win
over competitors'
customers with a list
of their mobile IDs



Establish partnerships
with points of
interests driving traffic
to your mall



Know who
your current
and potential
customers are



Accurately target
specific personas with
tailored messages



Observe footfall
trends of yours and
your competitors'

Peek behind the curtain of our Mall BID

Our Mall Business Insights Dashboard can be
modified to suit your business needs.



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Image for illustration purposes only. Actual interface may differ.

• Value added services tailor-made to cater to your business preferences



Customise as you grow

Custom plans and dashboards are available depending on your unique needs. Speak to us to explore the possibilities.



Customer support

Count on our top-notch reliability and customer support.



Integration with first-party data

Integration with first-party data enriches the dashboard to draw better insights.*

* Requires additional feasibility study



Industry compliance

The dashboard won't store any PII (Personally Identifiable Information) data.

Contact us for a demo today

ada-asia.com/contact-us



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