

About the Consumer Insights Explorer

The Consumer Insights Explorer (CIE) is a proprietary audience-building tool built off **XACT**, ADA's DMP (Data Management Platform).

ADA's CIE allows marketers the flexibility of creating and precisely segmenting their intended target audiences. CIE has a multitude of data points to filter according to country, state or province, places-of-interest (POI), and by actual customer behaviour, such as interests and lifestyle attributes.

Once the filters have been selected, the tool churns out a summary of the total reach, top brand affinities, and top behaviour traits. These are further broken down by age, gender, and mobile operating system. The tool also allows users to extract the IFA or IDFA (Identifier for Advertisers), a random device identifier assigned to a user's device, to actively target consumers on any advertising platform.

How can this be put to use?

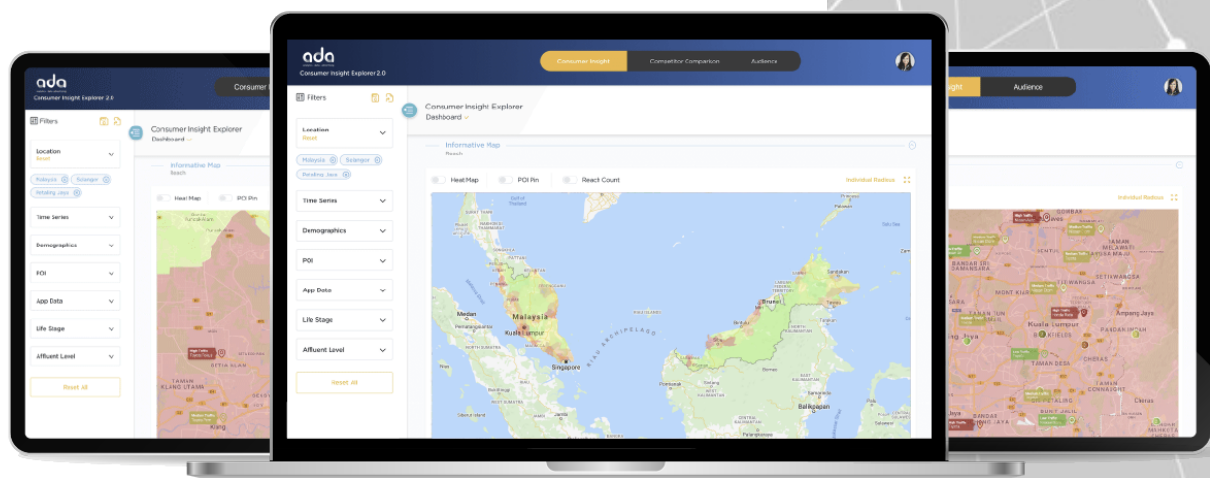
Imagine two individuals, with similar job and income profiles, looking to buy a car. One is a premium seeker while the other is a luxury seeker. The natural premium seeker cares about features like how fast the car can go from 0 to 60 mph, and its power to weight ratio. The luxury seeker cares about the brand.

How do you show them the same product but with different messaging? And how do you tell these two individuals apart when typical demographic features (age, gender, income level) do not allow you to distinguish them?

This is where our Consumer Insights Explorer platform helps us determine their real inner portrait based on their digital footprints, and then deliver targeted advertising that brings real business results.

CIE is currently being used by our creative and advertising teams and was built by our data engineering team to make **XACT** easily accessible across the company. The use of our Consumer Insights Explorer for marketers outside ADA is currently being tested.

How to read this report



In this report on Fitness Fans, we looked into our data to truly understand this consumer cohort that's rising in popularity since the pandemic outbreak.

There's a danger of marketers featuring [stereotypical fitness models](#) that often don't represent all body types of those interested in fitness.

The truth is, these individuals come from a broad spectrum of demographic types and there's not just one way to be fit. From our data we found that the commonly held stereotypes of buff gym junkie or slender yoga enthusiast do not fit the actual consumer behaviour.

Read on as we use our data to debunk some of these common stereotypes. We dug deeper to paint a better picture of every body regardless of their fitness goals and where they are in their fitness journey.

Applying this to your business

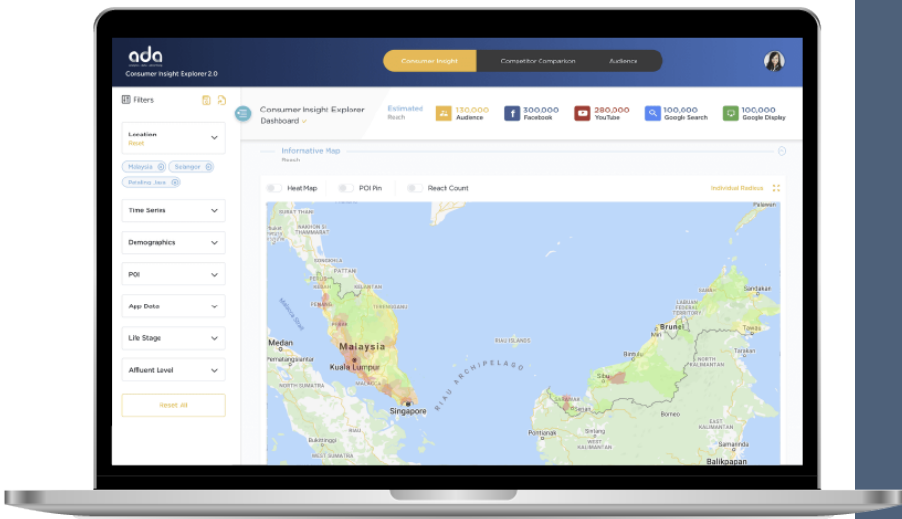
Imagine you are a retail pharmacy looking to push out a fitness section in all your retail outlets. You are about to run an ad campaign with the youngest badminton champion in the men's single category. You hope that this ambassador will be able to inspire and reach your target market.

However, the data tells us that 74% of fitness fans are women and 59% have kids. Now your campaign is in danger of missing the mark.

Imagine being able to extract these consumer insights *before* you set up your campaign, and how much more effective your communication would be.

Fitness Fans Demographics

up to May 2020

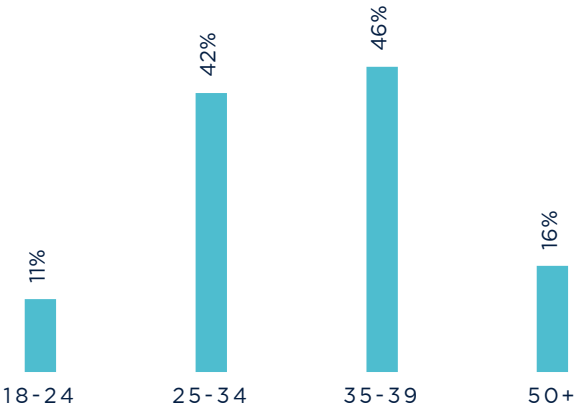


Mock sample of Consumer Insights from CIE with the heatmap of Fitness Fans in Malaysia

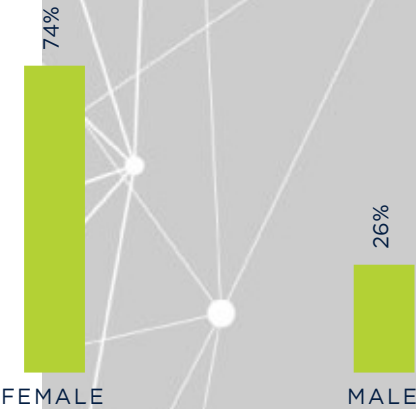
Highlights

- Fitness fans are often portrayed as young athletic single gym-going guys, however we've found that 61% are parents.
- There is also a 74% majority of fitness fans that are female who are sometimes overlooked.
- Although the majority of fitness fans are young working adults, there's also a 47% who are above 34 and a significant 34% who are students and this group may be overlooked.

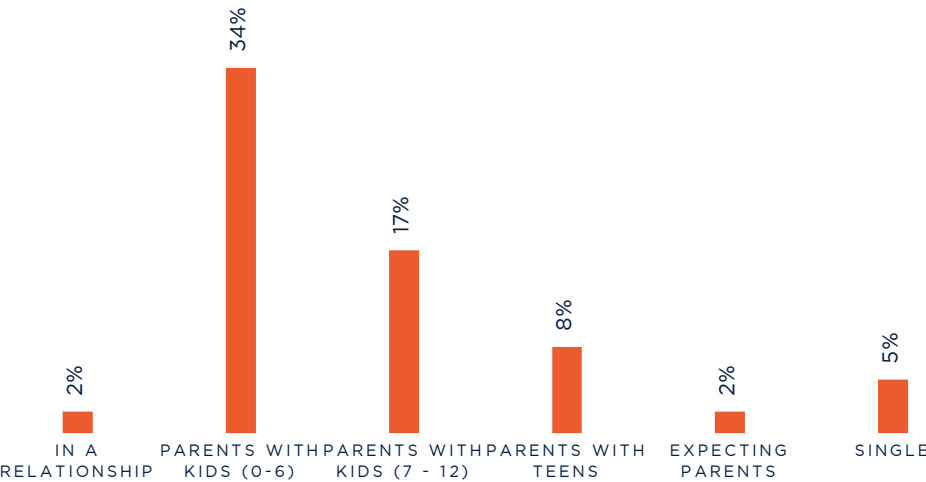
AGE



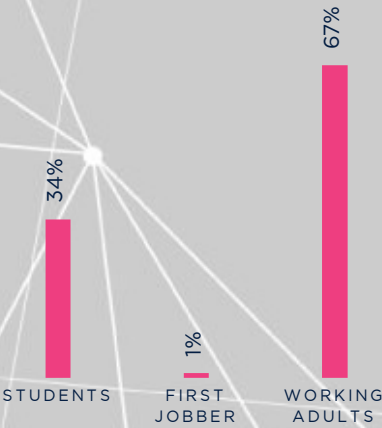
GENDER



LIFE STAGE (PERSONAL)



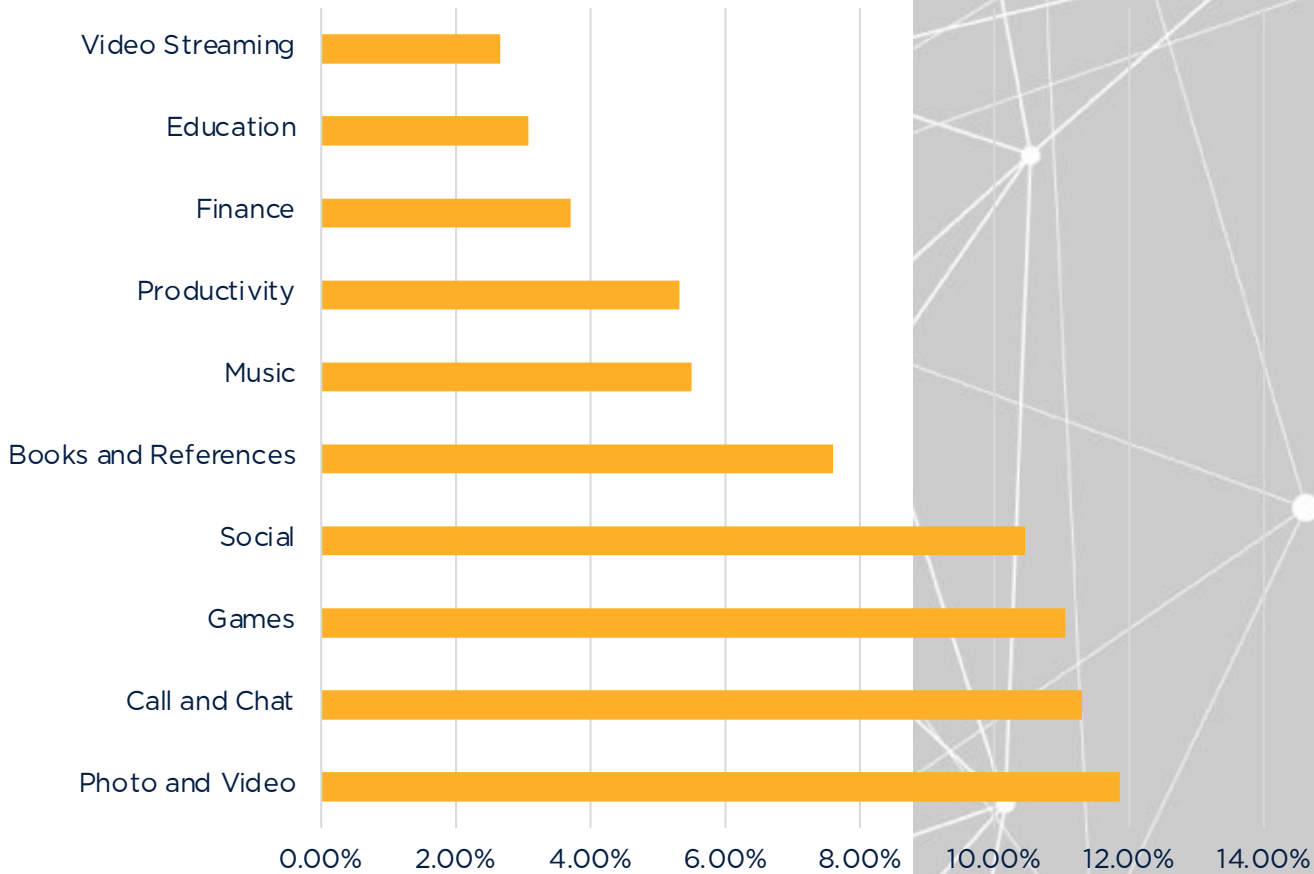
LIFE STAGE (PROFESSIONAL)



NOTE: Data is based on ADA's **XACT** with over of 375M unique active smartphone devices. Data has been normalised to remove others and unknowns

Other Apps Used By Fitness Fans

up to May 2020

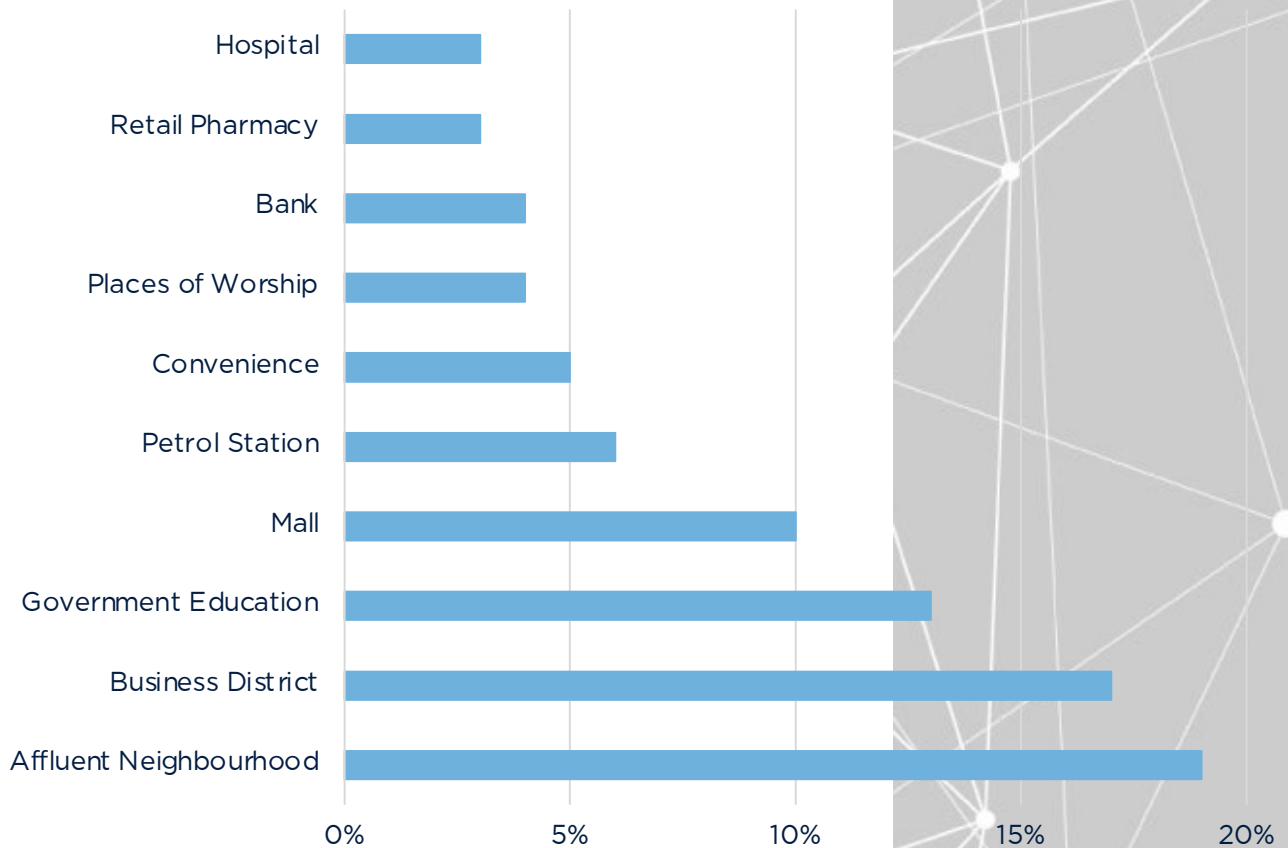


Highlights

- Naturally those who are interested in fitness are also interested in photo and video apps, as they also have a 15% higher than average tendency to use Instagram accessory apps.
- Interestingly they also seem to have a 22% lower tendency to use finance related apps compared to the general population.
- They are also seen to be 15% more likely to be interested in book and reference apps compared to the general population, demonstrating that fitness fans have varied interest which marketers sometimes overlook when segmenting.

Fitness Fans Frequently Visited Places of Interest

up to May 2020



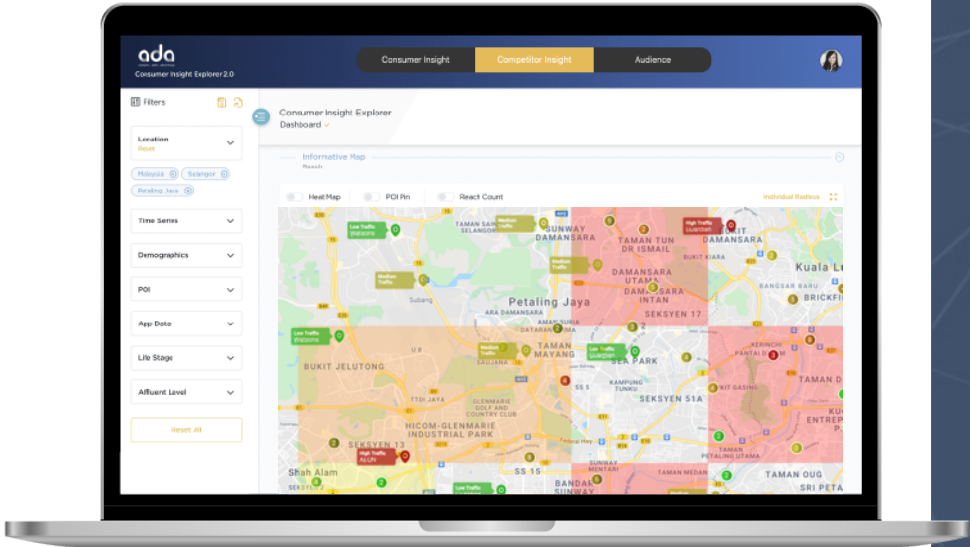
Highlights

- Naturally Fitness Fans have a 55% higher propensity to be seen at malls where most gyms are located in comparison to the rest of the population.
- In terms of Retail Pharmacy, Fitness Fans have 64% higher propensity to visit Watsons compared to the general population.
- Interestingly, Fitness Fans have a higher propensity to frequent most petrol station brands like Shell and BHP but are 82% less likely to be seen at a Petronas station.
- They are 27.5% more likely to visit convenience stores like MyNews and 26% less likely to visit 7 Eleven stores. This is likely due to the fact that MyNews stores are typically located within malls where most major gym brands can be found.
- Fitness apps around weight loss are used nearly 10 times more often than those surrounding fitness trackers or gym workout.

Fitness Fans Brand Usage

Sample

Deep dive into the specific demographics of footfall/ traffic visiting outlets of various brands within the country. Here we take a look at retail pharmacy brands – AEON Wellness, Guardian, Watsons.

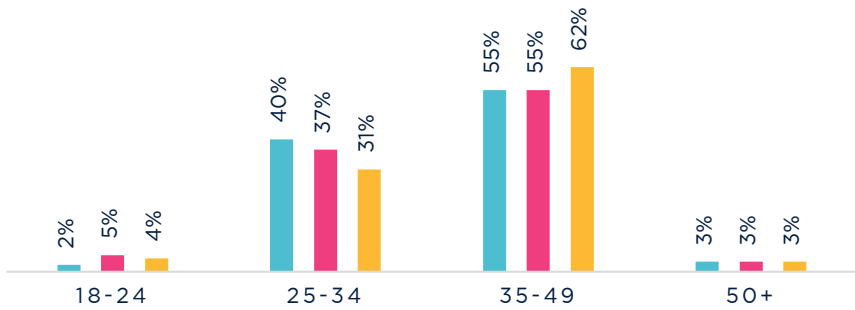


Mock sample of Brand Usage from CIE with the heatmap of Fitness Fans in Malaysia

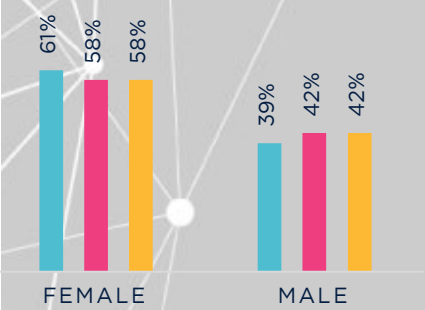
Highlights

- Overall there are several retail pharmacy outlets for all three brands that have low traffic, however this could likely be due to social distancing measures in place.
- Fitness Fans above the age of 34 have the highest tendency to visit Watsons.
- Students and younger Fitness Fans are more likely to visit Guardian outlets.
- Parents and working professionals are more likely to visit AEON Wellness as they are usually located in malls.

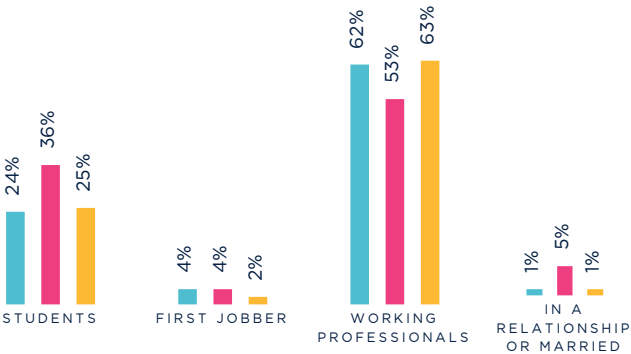
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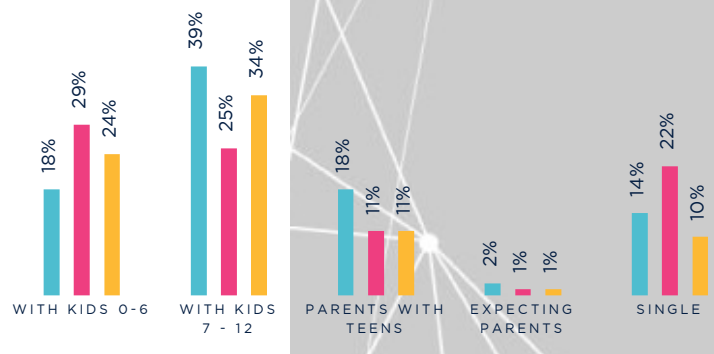
GENDER



LIFE STAGE (PROFESSIONAL)



LIFE STAGE (PERSONAL)



AEON Wellness

Guardian

Watsons

NOTE: Data is based on ADA's **XACT** with over of 375M unique active smartphone devices. Data has been normalised to remove others and unknowns

Fitness Fans Campaign Ideas

up to May 2020



Sherina

Sherina works out to be strong, not skinny. She's not represented by ads of women doing yoga or pilates.

She represents an entire market of women that brands simply aren't speaking to. Which is why Nike ads on smashing fitness stereotypes for [women](#) are so powerful.



Rachel

We see a high number of parents interested in fitness, however ads around fitness often feature athletes or those that can afford the time and money to be in a gym or yoga studio.

They ignore people like Rachel that need to work a full-time job and juggle the kids. Which is why brands like [Lululemon](#) are shouting out to this particular target audience to feature other types of fitness.

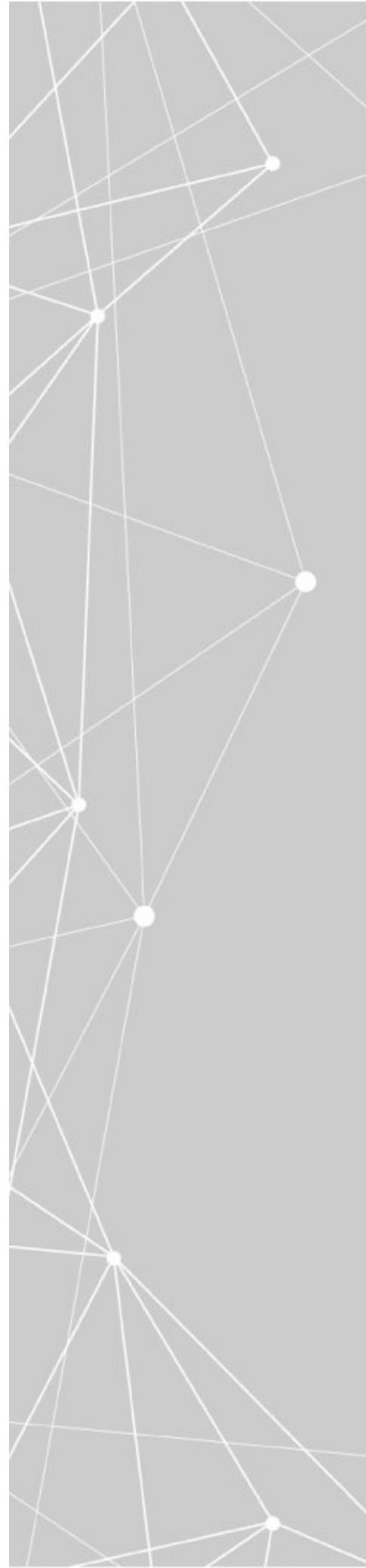


Lim

Retiree Lim uses exercise to reduce stress and blood pressure. It's hard for her to find a suitable place to exercise because she finds most gyms to be intimidating.

Brands need to understand that not everyone is at the same level of fitness or have the same goals. There are those looking to lose weight, stay fit, or even those who are just starting out.

Which is why companies like [BlinkFitness](#) is able to send powerful messages that resonate.



About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.



About Our Data

Their Digital behaviour culled from 400,000 apps

Their Offline behaviour gathered from 1 million point of interests

Their Content Consumption Patterns derived from 800 million videos views

Their Social media use analysed from 150 million sources



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