



# ada

## Consumer Insights Explorer

A sneak peek at  
Gamers

WE USE DATA TO PAINT A BETTER PICTURE OF YOUR CUSTOMER



# 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?

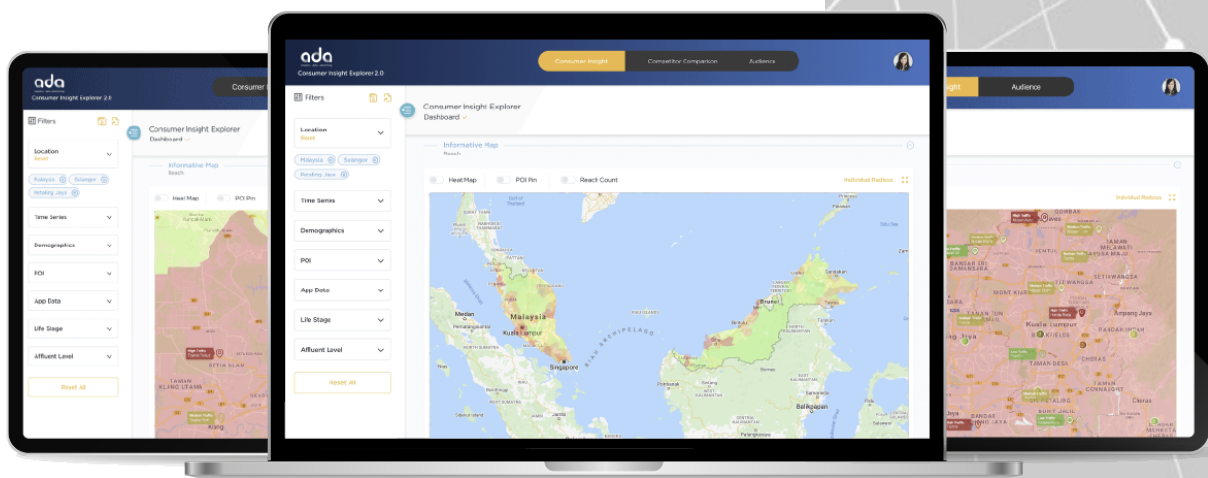
Imagine two individuals, with similar job and income profiles, looking to buy a car. One is a premium seeker while the other is a luxury seeker. The natural premium seeker cares about features like how fast the car can go from 0 to 60 mph, and its power to weight ratio. The luxury seeker cares about 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 Gamers, we looked into our data to truly understand this consumer cohort that's rising in popularity.

There's a common negative [stereotype of gamers](#), where they're assumed to be mainly young, single men.

The truth is, these individuals come from a broad spectrum of demographic types. Gamers could be women with kids or retirees with a lot of free time on their hands. That's a simple example. But the possibilities are so much more.

From our data we found that the commonly held stereotypes do not fit actual consumer behaviour.

Read on as we debunk some of these common Gamer stereotypes, by using our data to paint a better picture of them.

## Applying this to your business

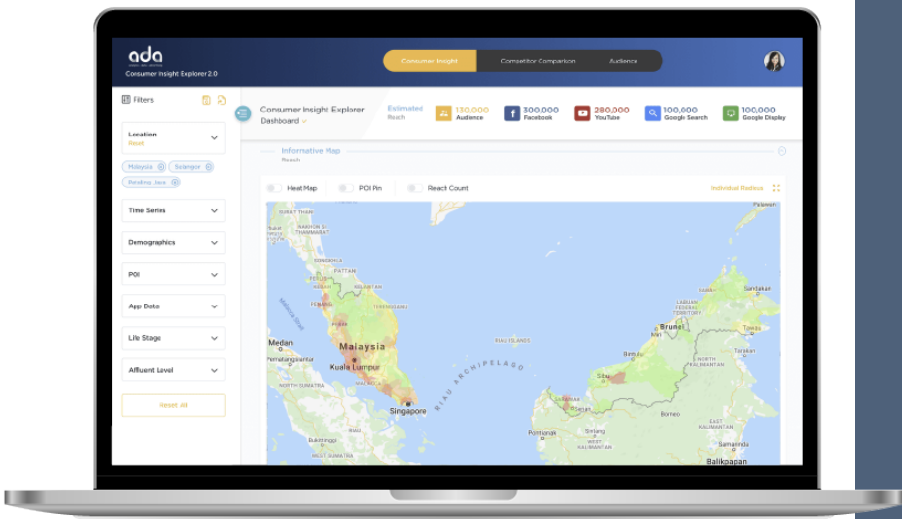
Imagine you are a fast food brand looking to target gamers with a sponsored gaming league from your local all-boys high school. You are about to run a brilliant campaign with both in-game tie ups, merchandise with the boys as the models, and on-menu items.

However, the data tells us that 54% of gamers are women and 34% have kids below the age of 7. 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.

# Gamers Demographics

up to May 2020

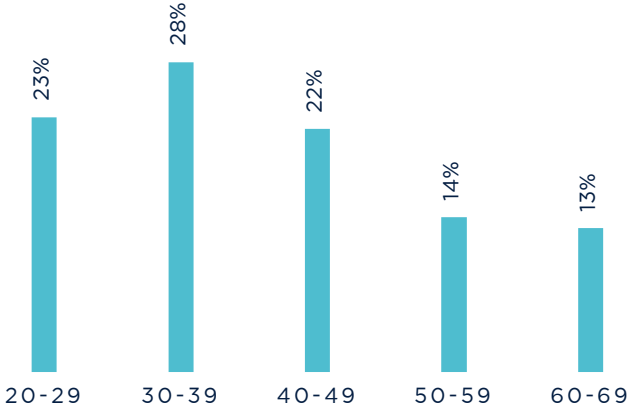


Mock sample of Consumer Insights from CIE with the heatmap of Gamers in Malaysia

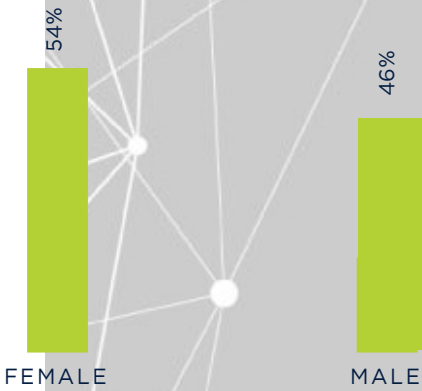
## Highlights

- Gamers are typically portrayed as young men, however we've found that a 54% of them are women.
- There is also a significant 28% of gamers aged between 30 to 39.
- There's also a negative stereotype that gamers are socially inept singletons. However, we've found that the majority of those interested in mobile games are parents with kids 6 years old and below while 96% are working professionals.

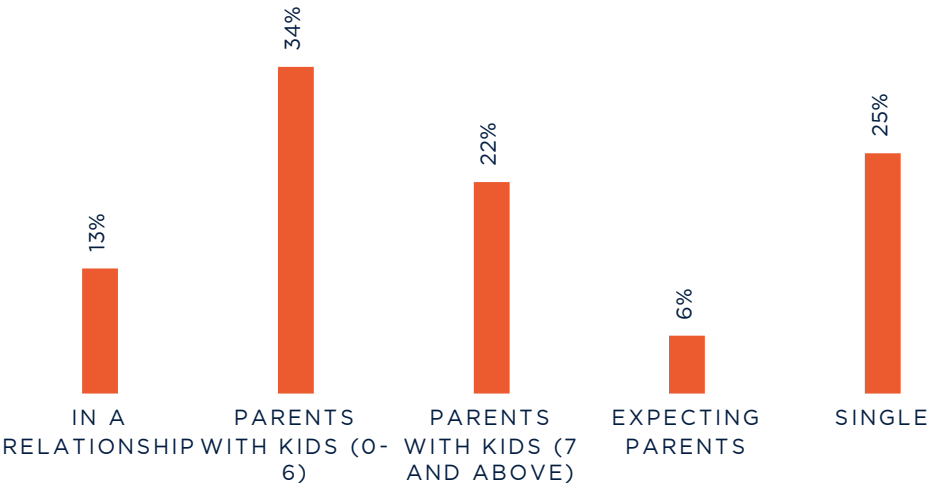
### AGE



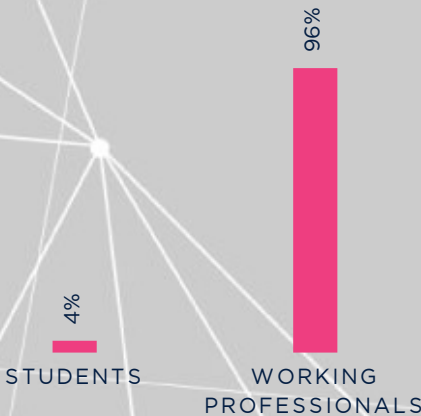
### GENDER



### LIFE STAGE (PERSONAL)



### LIFE STAGE (PROFESSIONAL)

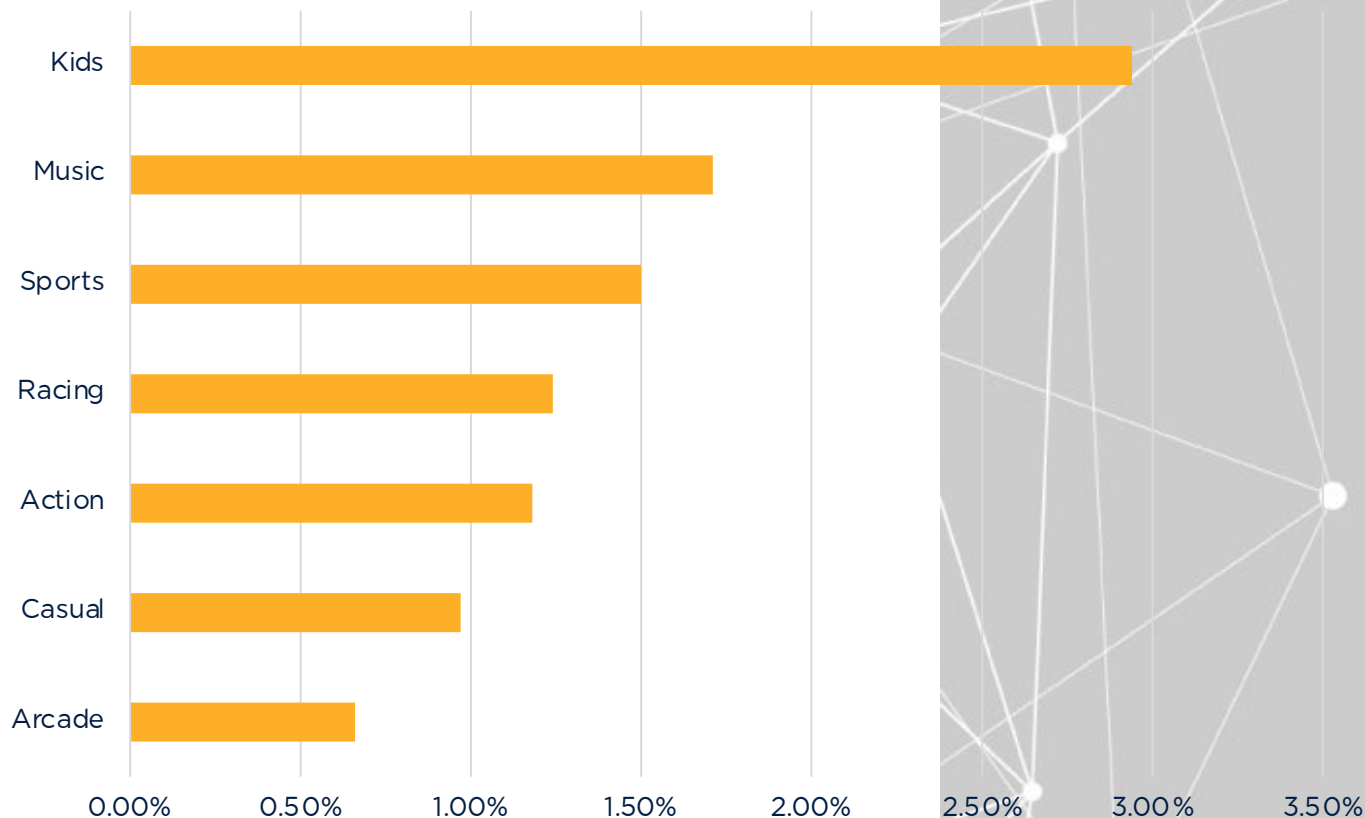


NOTE: Data is based on ADA's **XACT** with over of 375M unique active smartphone devices. Data has been normalised to remove others and unknowns

# Top Gaming Types

up to May 2020

## Gaming Types



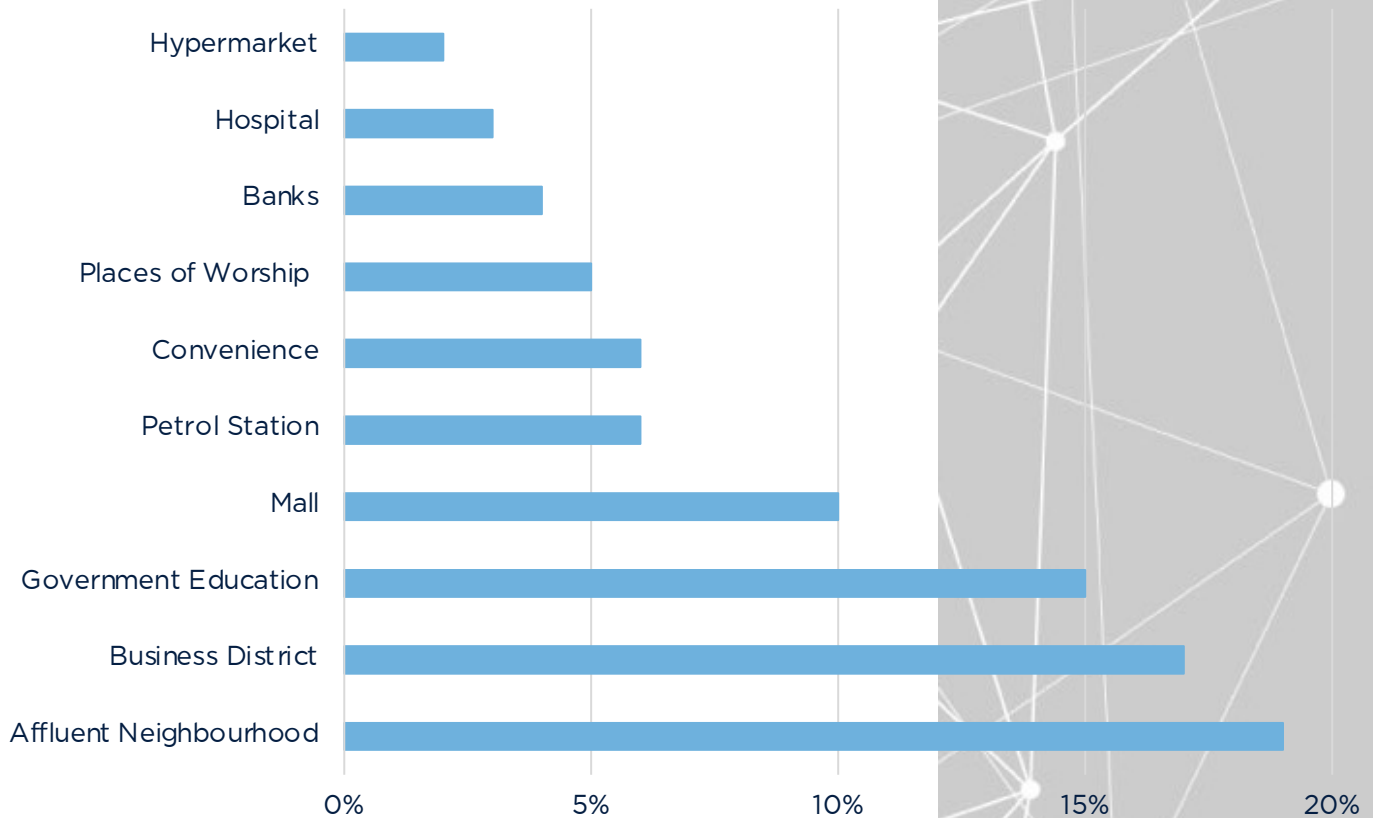
### Highlights

- Although rarely featured, we found that the most used apps for those that like gaming are apps for kids.
- Talking Tom and the various renditions of the game remain popular.
- Sports-related games are the third most popular game category. It's no surprise that are fantasy or dream soccer league games are immensely popular - but what's unexpected is that gamers also have a higher tendency to play little known games like Carrom (at a 31% higher average than the general population). This means that there are niche interests that are getting overlooked by advertisers.
- For action games while role-playing games like Mobile Legends are the exception to the rule, the most popular action games are first-person shooter (FPS) games. Advertisers will need to exercise caution in maintaining brand safety when targeting gamers in this category.

# Gamers Frequently Visited Places of Interest

up to May 2020

## Frequently Visited Places of Interest



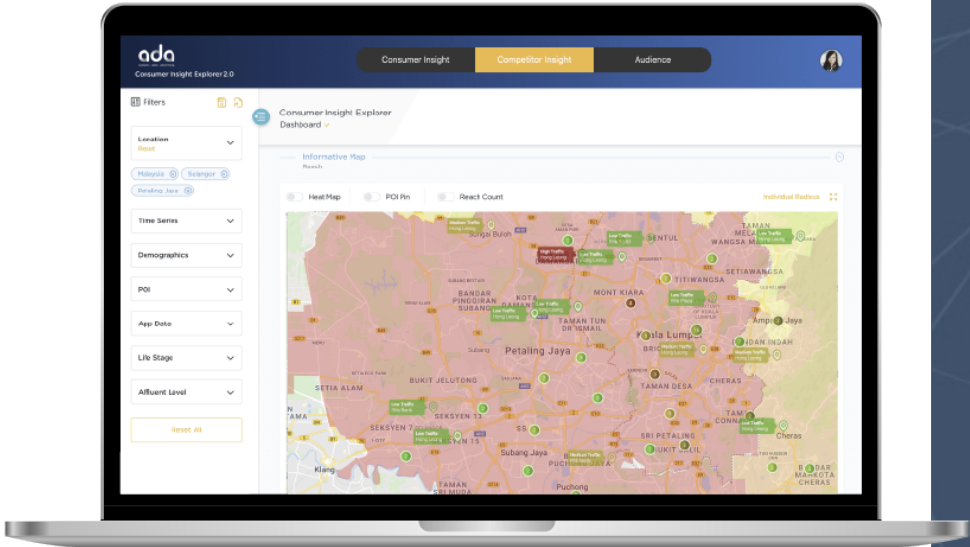
### Highlights

- It is a [common misconception](#) that gamers are lazy and unsuccessful, however we've discovered that gamers are more likely to be seen in affluent neighbourhoods. In fact, they are 81% more likely to be seen at affluent neighbourhoods in comparison to the general population.
- Interestingly, gamers are also frequently seen at business districts and are 87% more likely to be seen within the business district in comparison to the general population. This smashes the stereotype that most gamers are students.
- Gamers also have a slightly higher propensity to favour BHP petrol stations over other brands like Shell. This creates an opportunity for BHP to tie up with a gaming company to introduce a fun and engaging way to keep their customers loyal.

# Gamers Brand Usage

## Sample

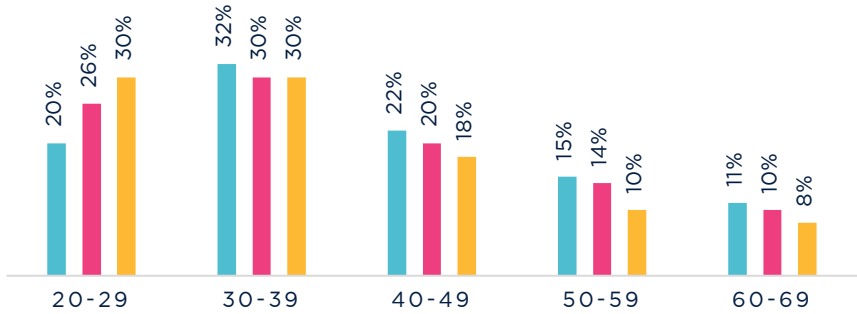
Deep dive into the specific demographics of footfall/ traffic visiting outlets of various brands within the country. Here we take a look at fast food brands – Domino's, KFC, and McDonald's.



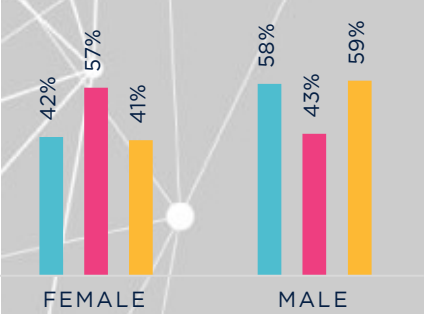
## Highlights

- Overall there are several fast food outlets for all three brands that have low traffic, however this could likely be due to social distancing measures in place.
- Gamers between the age of 30 to 59 have the highest propensity to visit Domino's over other fast food outlets.
- Both KFC and McDonald's are seen to be more popular with younger gamers while Domino's is seen to be more popular with working professionals with older kids.

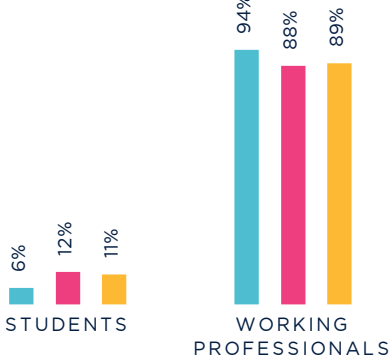
## AGE



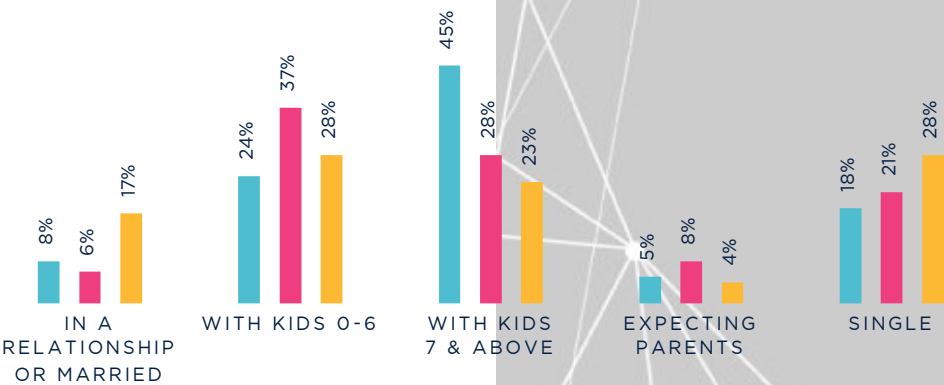
## GENDER



## LIFE STAGE (PROFESSIONAL)



## LIFE STAGE (PERSONAL)



Domino's

KFC

McDonald's

# Gamers Campaign Ideas

up to May 2020



## Laila

People often overlook women gamers. This is a potential opportunity for brands to venture into e-sports without being drowned out by other brands hankering to penetrate this market.

Brands can resonate with this target group by empowering women gamers with product tie-ins like [MAC's](#) co-branded lipstick with the game "Honor of Kings" and [Louis Vuitton's](#) "League of Legend's" clothing line.



## Piyapat

We've seen a large group that use mobile games for casual purposes to relax at the end of a long working day or to entertain and connect with their kids. Brands can seize the opportunity to stand out by targeting this often neglected gamer segment.

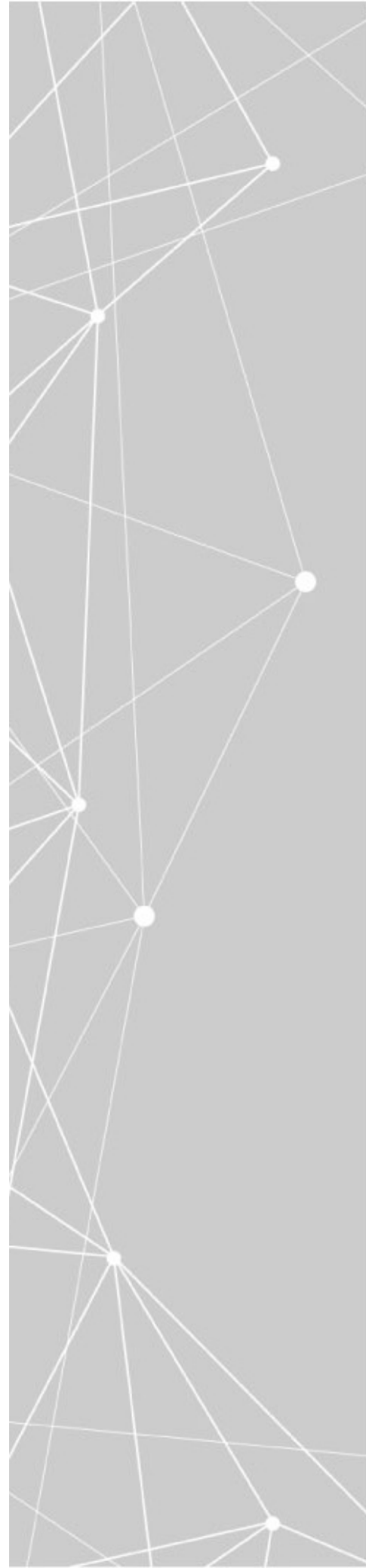
For example, [UNICEF](#) teamed up with Angry Birds to raise funds or how [T-Mobile](#) created a life-sized Angry Birds game, targeted specifically at this lucrative segment.



## KC and Chong

There's a significant 13% of gamers who are over the age of 60. Many might be retired and more time to indulge in gaming - brands would be missing out if they neglect this group.

An example of tapping on to this segment would be [ASUS](#) providing a sponsorship for the 70-year-old Taiwanese grandpa who is obsessed with Pokemon GO. Or how [NVIDIA](#) sponsored the 90-year-old Japanese gamer grandma.



# 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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