



ada

Customer Insights  
Explorer

We Use Data to Paint  
a Better Picture of  
Your Customer

Millennials



# 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.

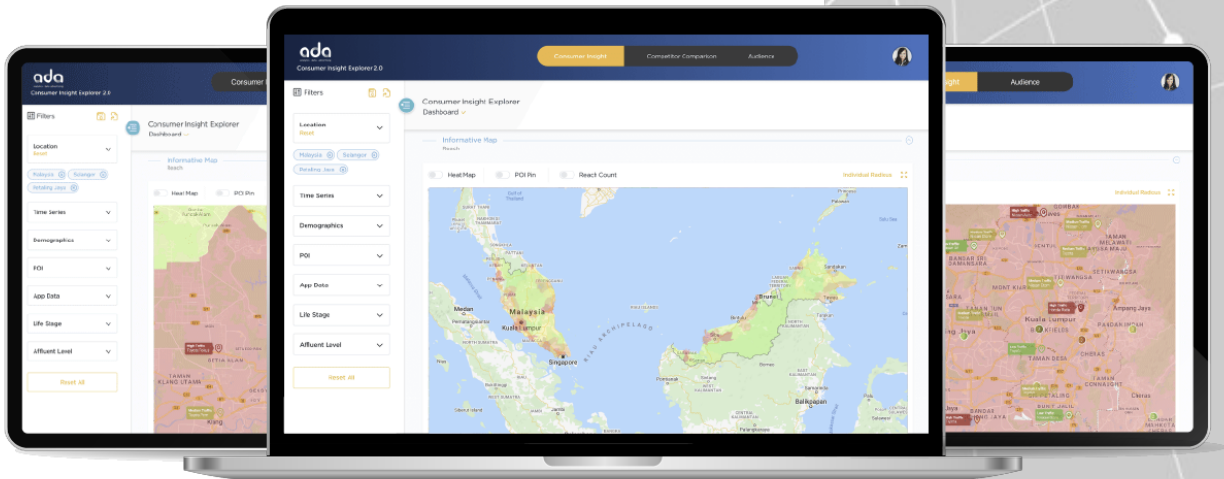
How do you show them the same product but with different messaging? And how do you tell these two individuals apart when typical demographic features (age, gender, income level) do not allow you to distinguish them?

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 Millennials, we looked into our data to truly understand this often misunderstood consumer cohort.

Many brands are fixated with targeting the Millennial crowd. But few see them beyond the stereotype of a young twenty-something who's carefree and single.

The truth is, Millennials are born between the years 1980-2000. So those who are on the older spectrum of the cohort, may have well-established careers, often are parents, and probably have a different set of interests and values than those at the younger end of the spectrum.

That's a simple example. But the possibilities are much more.

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

## Applying this to your business

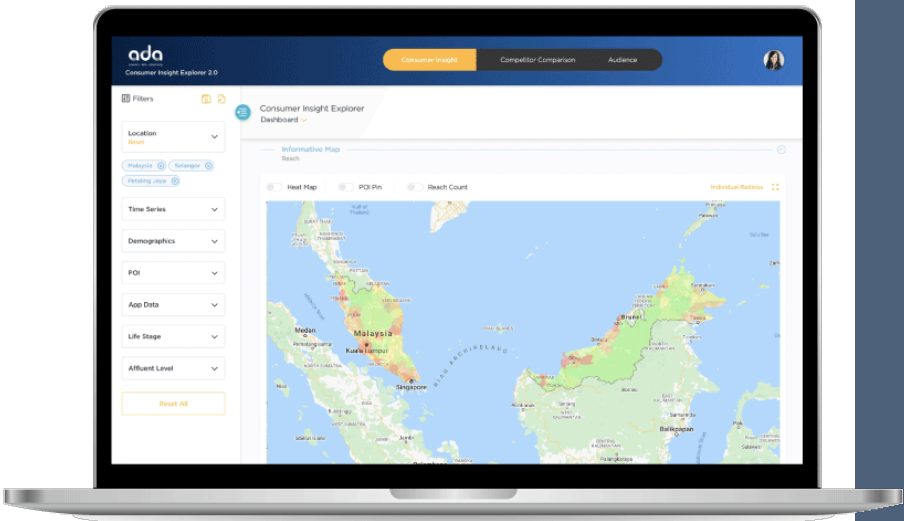
Imagine you are an automotive brand looking to target millennials with your new model. You are about to run a YOLO campaign for gamers targeting those below 30. It's a brilliant campaign urging millennials to seize the day and follow their dreams with the car of their dreams.

However, the data tells us that 44% of millennials under 30 have kids and their responsibilities are different than you may have thought. They are also more interested in video streaming so your tie up with that large mobile gaming company may not be as relevant as you had hoped.

Imagine you're able to extract these consumer insights *before* you had your set up your campaign, how effective your communication would be.

# Millennials Demographics (Age: 20-29)

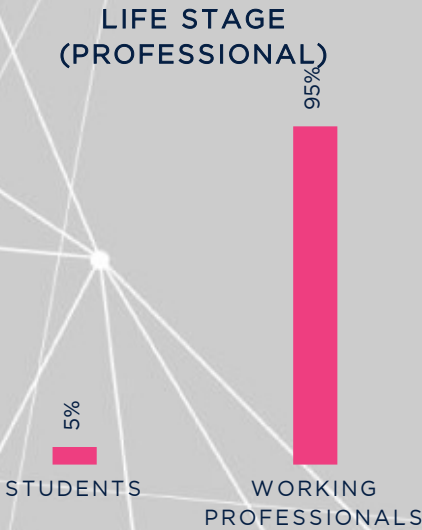
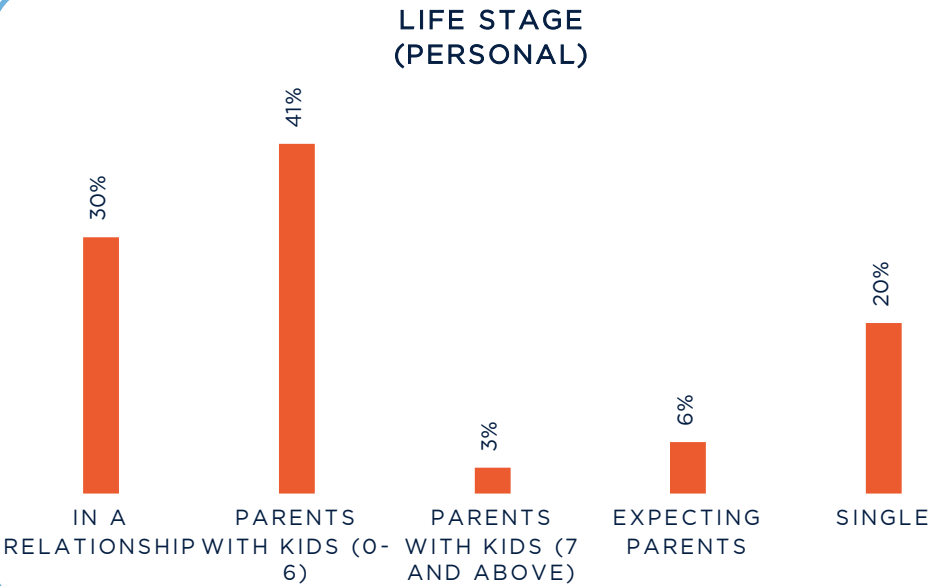
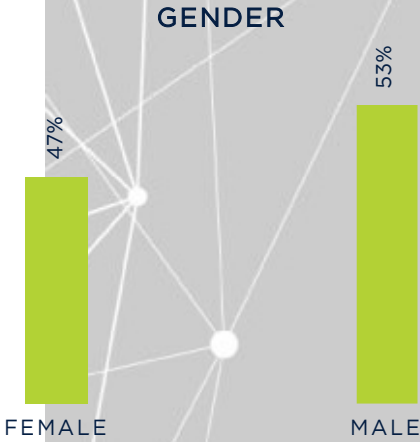
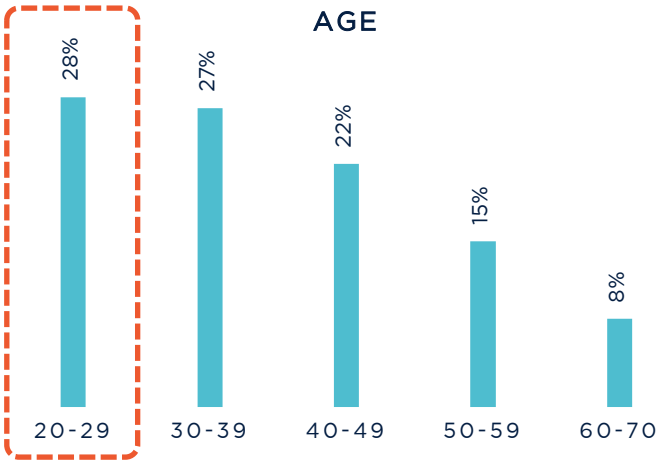
up to May 2020



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

## Highlights

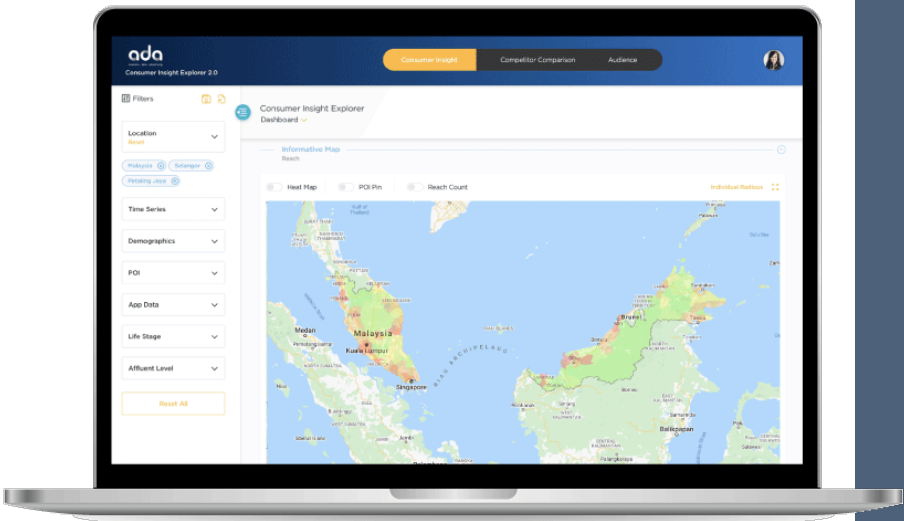
- Millennials are often seen as early-to-mid twenty something singles, however, we've found that a 41% majority are actually parents with kids below 7.
- There is also a perception that many Millennials are university or college students. Our data shows us that 95% of them are actually working professionals.
- Only 20% of millennials below the age of 30 are single whereas the majority are either in a relationship or have kids.



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

# Millennials Demographics (Age: 30-39)

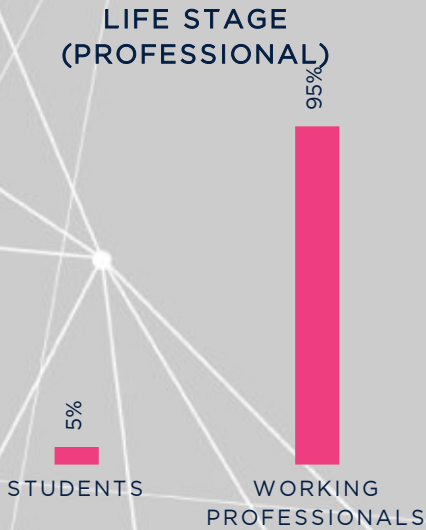
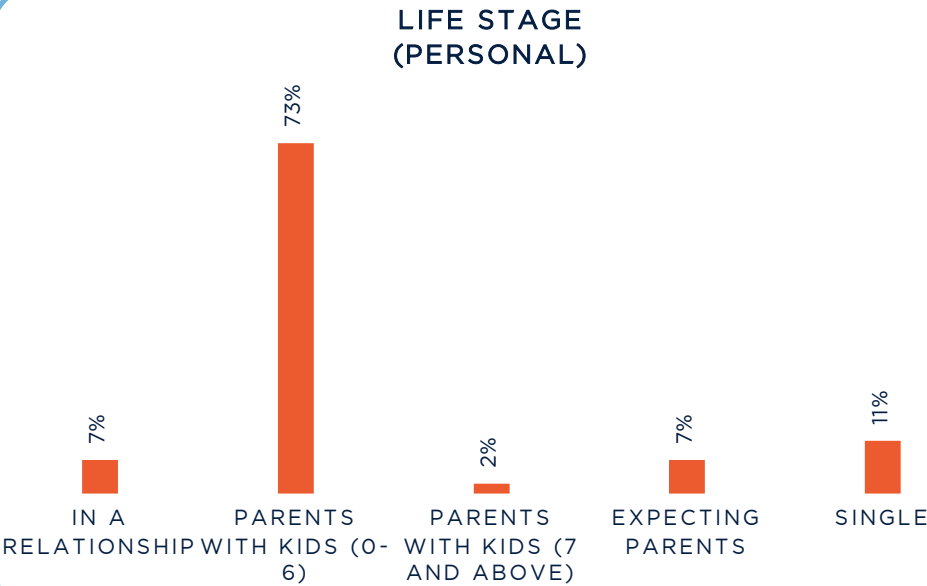
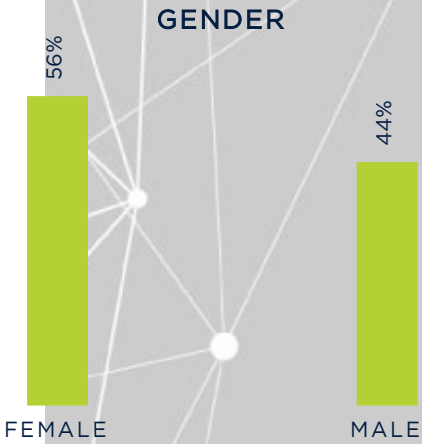
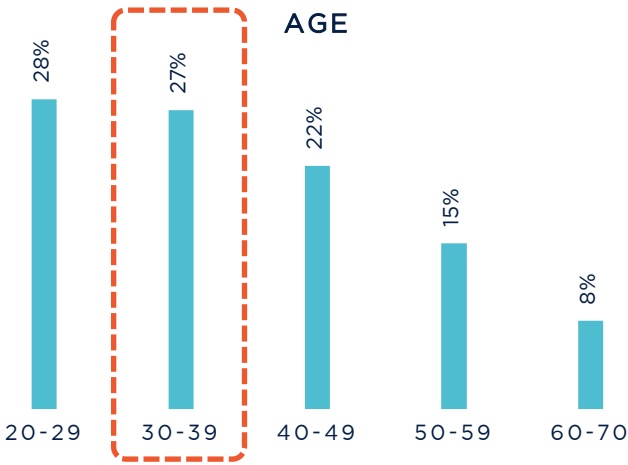
up to May 2020



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

## Highlights

- Millennials are born between the years 1980 to 2000\*, which means a significant 33% of them are on the older end of the spectrum. And they are often overlooked in stereotypical views of the Millennial cohort.
- 73% of these older Millennials are parents with kids below the age of 7.
- There are more women Millennials between the ages of 30 to 39, in contrast to Millennials below the age of 30



\*Sourced from Goldman Sachs Global Investment Research  
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# Millennials Most Used Apps

up to May 2020

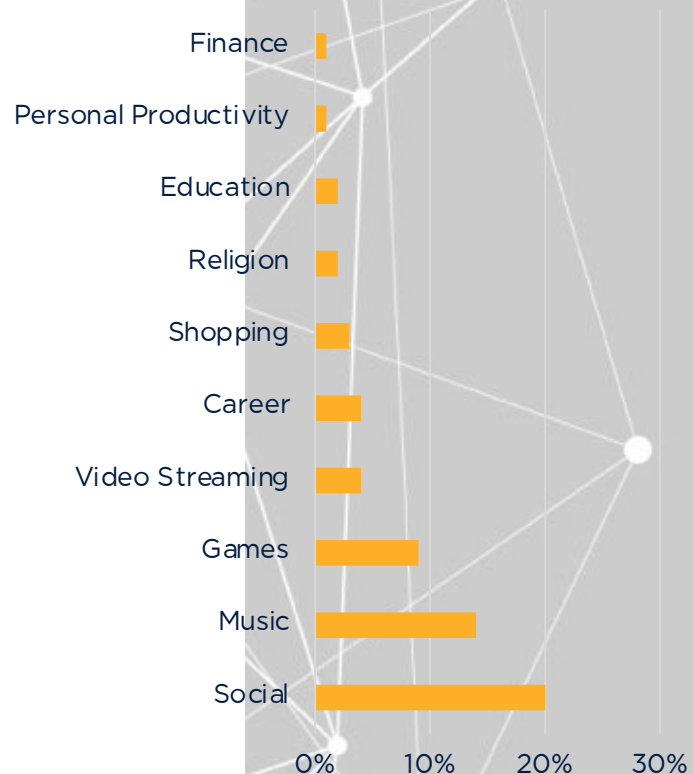
## Most Used Apps

(Age: 20-29)



## Most Used Apps

(Age: 30-39)



### Highlights

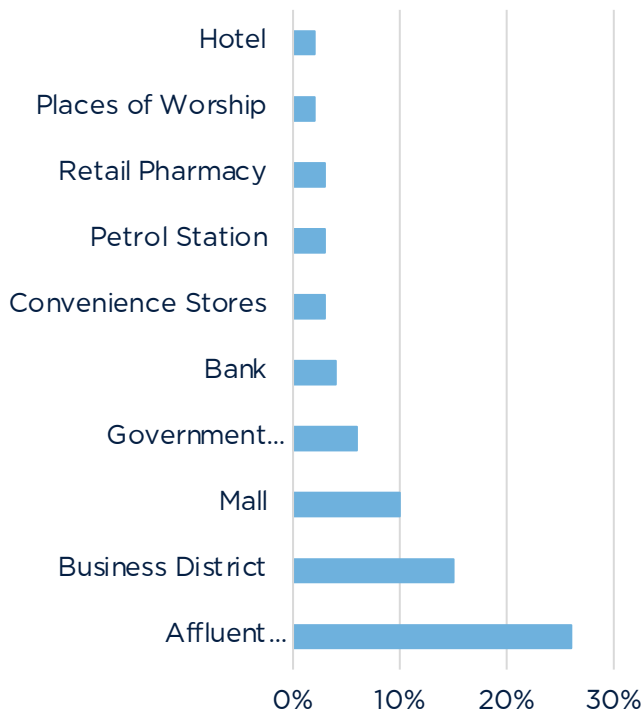
- Naturally Millennials use social apps frequently. This is similar to the general population. However, Millennials between the ages of 20-29 have a much higher propensity to use social apps in comparison to Millennials between the ages of 30-39.
- The assumption has always been that those that use Gaming apps tend to be younger. But we see that "older" Millennials tend to use gaming apps a lot more frequently than "younger" Millennials.
- It is also a common perception that Millennials below the age of 30 have a higher tendency to use shopping apps. Again we see that Millennials above the age of 30 use shopping apps more frequently in comparison to Millennials under the age of 30. They probably have more disposable income and as many are parents, are also shopping for their household.
- However, aligning with the common perception is the use of financial apps where we see that Millennials over the age of 30 are more interested in finance compared to "younger" Millennials.

# Millennials Frequently Visited Places of Interest

up to May 2020

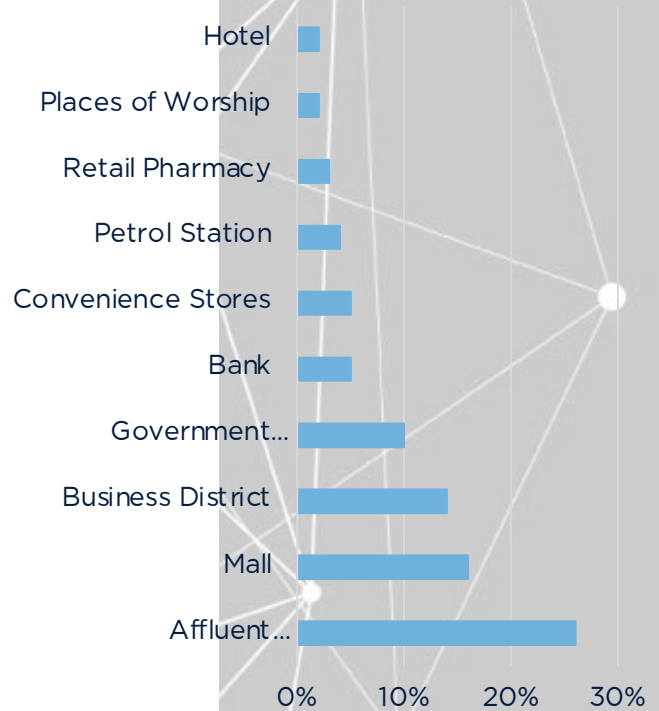
## Frequently Visited Places of Interest

(Age: 20-29)



## Frequently Visited Places of Interest

(Age: 30-39)



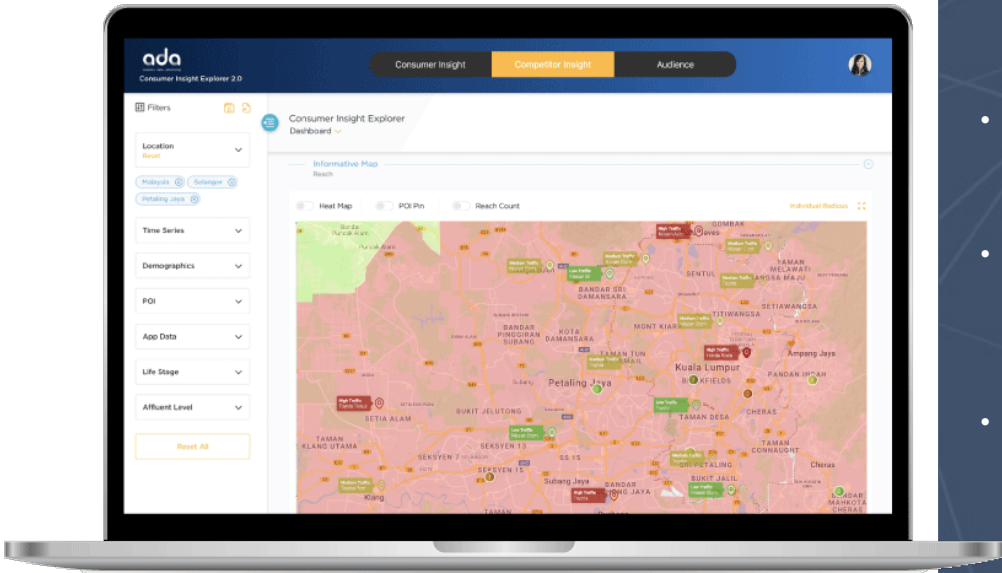
## Highlights

- Millennials are seen more frequently within Affluent Neighbourhoods. Interestingly, Millennials between the ages of 20 and 29 are more frequently seen within the business district in comparison to Millennials between the ages of 30 and 39.
- Millennials between the ages of 30 to 39 are 89% more likely to visit malls in comparison to the rest of the population. This is contrary to the popular assumption that it is the “younger” Millennials who spend their time on shopping rather than on work.
- Millennials between ages 20-29 have 67% less propensity to visit petrol stations (all brands) in comparison to the general population, whereas Millennials between ages 30-39 have a 60% lower propensity to visit petrol stations in comparison to the general population.
- Those below the age of 30 are 150% more likely to be seen at bank branches in comparison to the rest of population. This also defies the stereotype that young Millennials aren't concerned or interested in managing their finances.



# Millennials (20-29) Brand Usage - Automotive

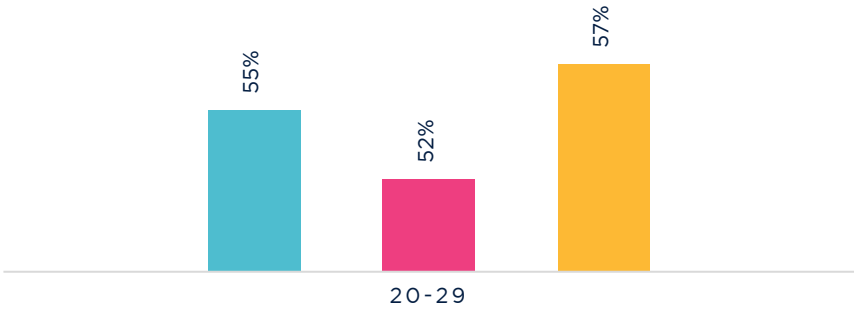
Deep dive into the specific demographics of footfall/ traffic visiting outlets of various brands within the country. Here we take a look at automotive brands – Honda, Nissan, Toyota.



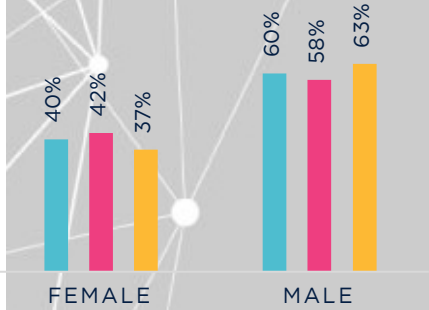
## Highlights

- Overall there are several showrooms for all three brands that have low traffic. This could likely be due to recent social distancing measures.
- Nissan seems to have the lowest traffic from “younger” and female Millennials.
- Honda seems to be the preference for “younger” Millennials and those who are married but without kids.
- Toyota appears to be the brand of choice for those with kids below the age of 7.

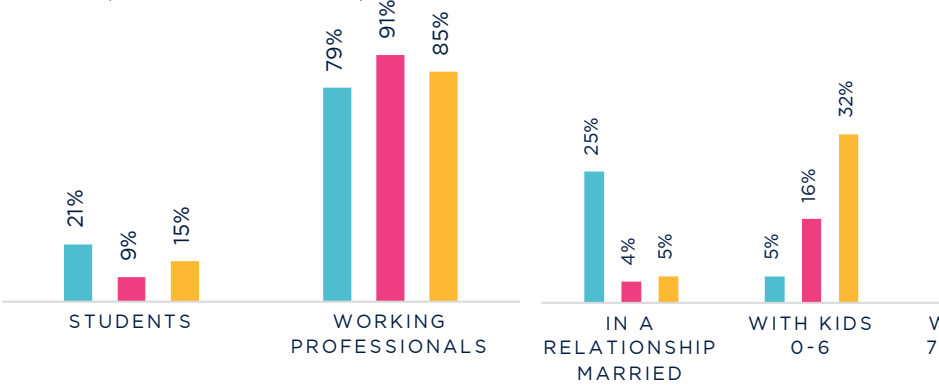
## AGE



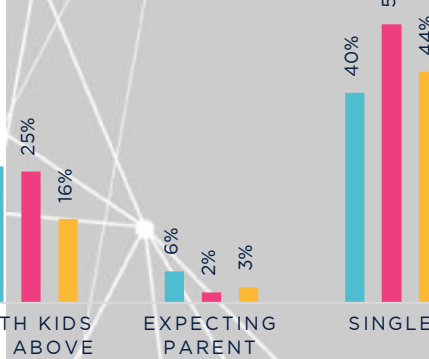
## GENDER



## LIFE STAGE (PROFESSIONAL)



## LIFE STAGE (PERSONAL)



Honda

Nissan

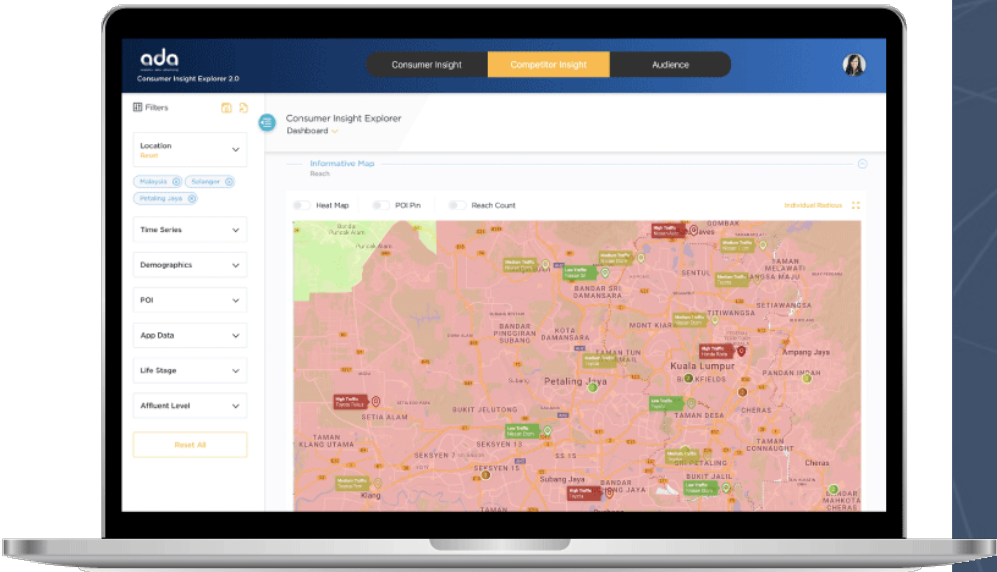
Toyota

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. Our Brand Usage data also covers retail outlets, airports, automotive showrooms, education centers, bank branches, petrol stations, hospitals, entertainment centers and more.



# Millennials (30-39) Brand Usage - Automotive

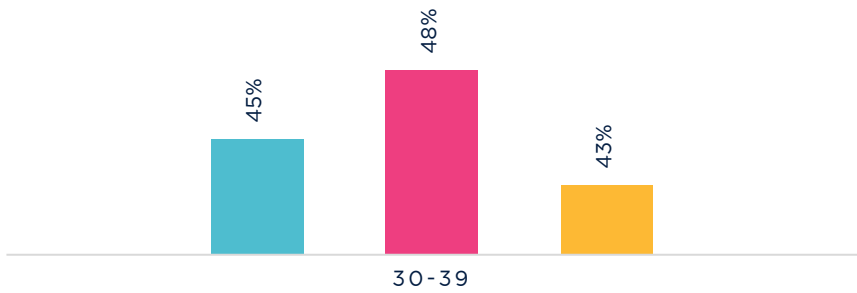
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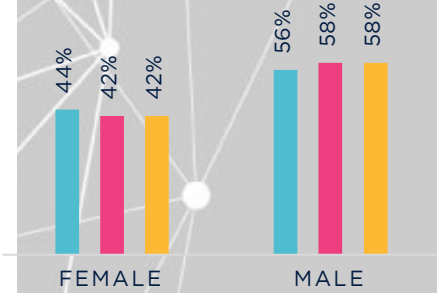
## Highlights

- Nissan seems to be the brand of preference for “older” Millennials between the ages of 30 to 39.
- Single Millennials seem to prefer Toyota and Nissan over Honda.
- 46% of Millennials that visit Nissan showrooms are parents with kids below the age of 7.
- Overall we are also able to tell which consumers are comparing brands by visiting two more brand showrooms.

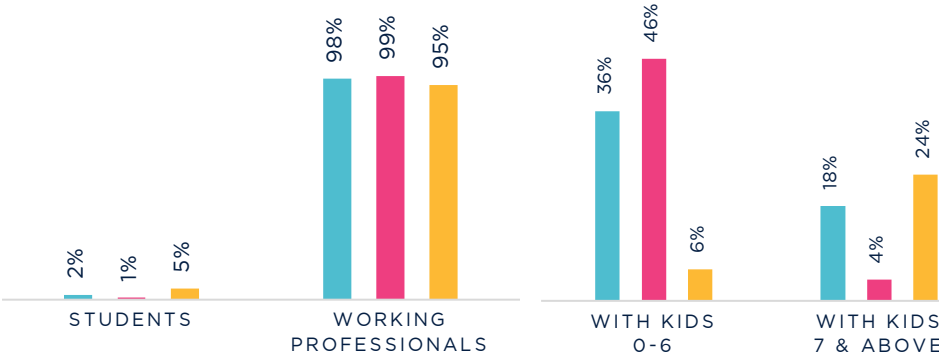
## AGE



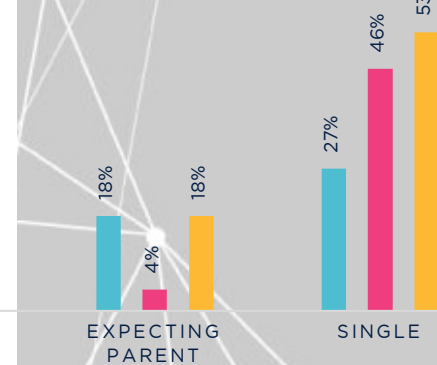
## GENDER



## LIFE STAGE (PROFESSIONAL)



## LIFE STAGE (PERSONAL)



Honda

Nissan

Toyota

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# Millennials Campaign Ideas

up to May 2020



## Smita

As a 35-year-old CEO, Smita keeps getting recommended Justin Bieber and Taylor Swift songs while she's prepping for her next board meeting just because she's technically a Millennial.

Brands can help look beyond Smita's demographics to recommend music that she actually wants to listen to (and that one song from Taylor Swift because who doesn't like "Shake it Off"?)



## Jason

27-year-old Jason loves spending time with his son so he can't really benefit from reading about the top 10 speakeasies or when Tiesto is coming to his city.

Brands can recommend day out activities that both Jason and Cruz can enjoy together instead.



## Ramesh

Nothing is more important to this 23-year-old finance manager than his career. He's not interested in Black Pink's tour schedule or the most instagrammable cafes in his city.

Brands should reach out to Ramesh with educational pieces, podcasts and vlogs from experts in his field.



# 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



## CONTACT US

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