ada

Consumer Insights Explorer

A sneak peek at

Mothers

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 <u>XACT</u>, 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.

NOTE: CIE is an improved build from our Audience Explorer.

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How to read this report
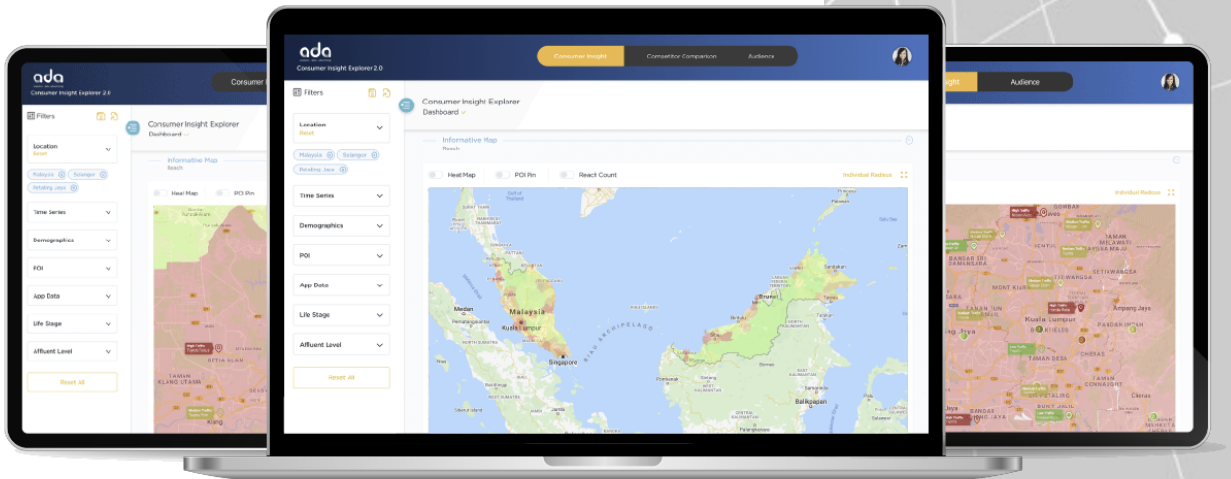
Why Mums, and not Dads?

Simple. We selected mothers because it's the target segment our clients and fellow marketers constantly ask us for insights on.

In this report on mothers, we looked into our data - which consists of over 33 million individual consumers in Malaysia alone – to truly understand mothers with kids.

Many brands and products are fixated with targeting mothers. But few see them beyond the stereotype of a stay-at-home mom who spends her days looking after her kids.

The truth is most mothers have full time careers, interests and responsibilities beyond their kids. There are also different types of mothers, those with toddlers, teenagers, and those who are expecting. However these nuances are overlooked and messages from brands often come across as over-generalised.

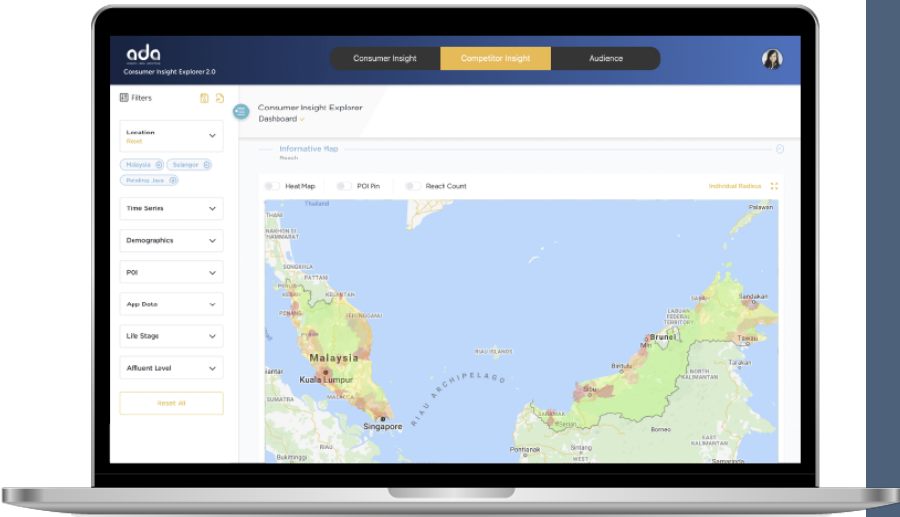## Applying this to your business

Imagine you are a supermarket brand looking to target mothers. You are about to run a pizza and movie night campaign for mothers. It's a brilliant campaign urging mothers to spend time with their teenage children without the hassle of cooking.

However, the data tells us that 80% of mothers have kids below the age of 7, far from being teenagers yet. It could end up drawing unwanted ethical or even legal repercussions in countries like Malaysia that ban the advertising of fast food to children. They are also more interested in games so your tie up with that global video streaming company may not be as relevant as you had hoped.

Now, imagine you're able to extract these consumer insights *before* you launch your campaign, and how much more effective that would be.

NOTE: CIE is an improved build from our Audience Explorer. This report looks only at mothers with children below the age of 12 as teenagers represent a larger and separate cohort of individuals.

Mothers Demographics

up to May 2020

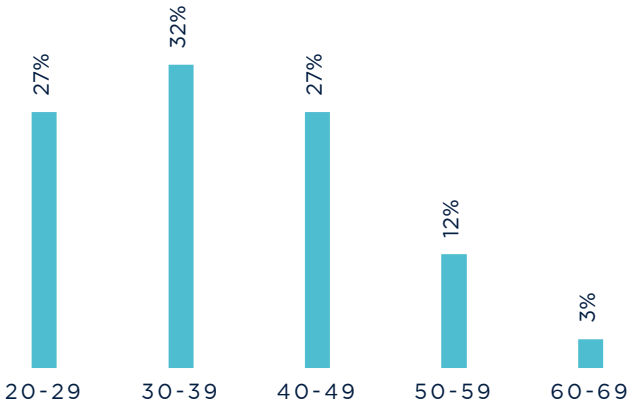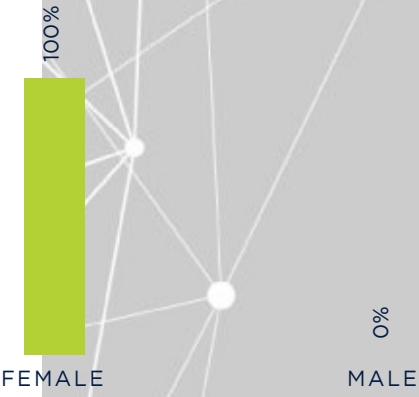Mock sample of Consumer Insights from CIE with the heatmap of mothers in Malaysia

Highlights

- Mothers are typically depicted as young stay-at-home mums with babies or toddlers. However, we've found that 86% are working professionals.
- The highest number of mothers are within the ages of 30 to 39.
- 22% of mothers are seen to be within 40 to 49 years old, and are likely to have significantly different considerations than younger mothers.
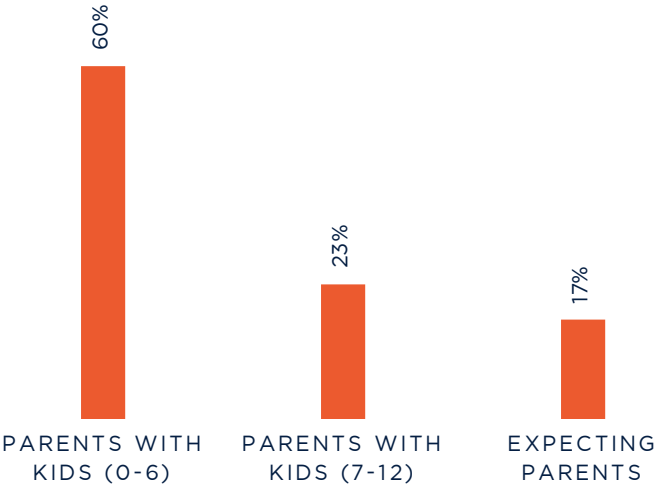- There is also a significant 17% of expecting parents that tend to be overlooked by marketing.

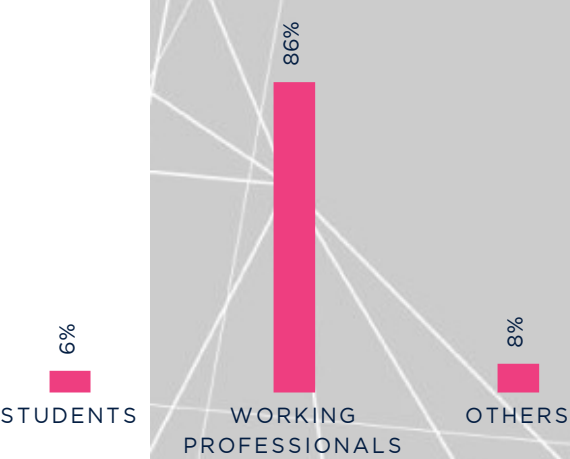## AGE

Age	Percentage
20-29	27%
30-39	32%
40-49	27%
50-59	12%
60-69	3%

GENDER

Gender	Percentage
FEMALE	100%
MALE	0%

LIFE STAGE (PERSONAL)

Stage	Percentage
PARENTS WITH KIDS (0-6)	60%
PARENTS WITH KIDS (7-12)	23%
EXPECTING PARENTS	17%

LIFE STAGE (PROFESSIONAL)

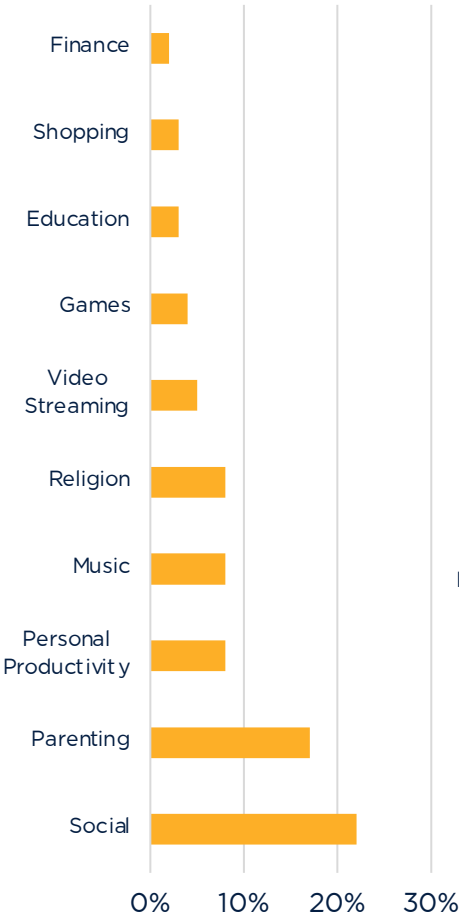| Stage	Percentage
STUDENTS	6%
WORKING PROFESSIONALS	86%
OTHERS	8%

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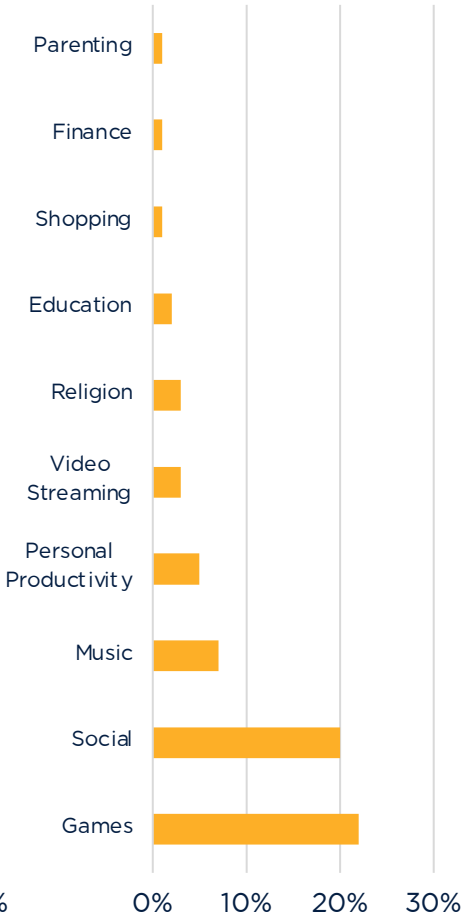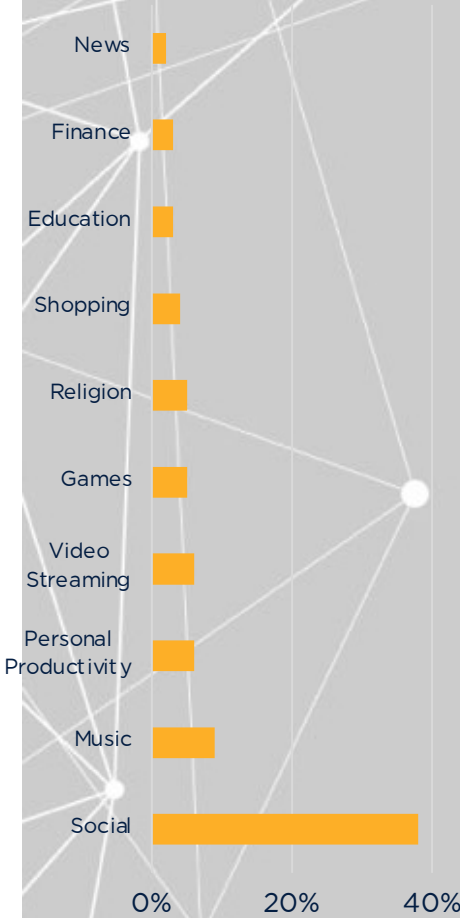
Mothers Most Used Apps

up to May 2020

Expecting Mothers

App	Value
Finance	
Shopping	
Education	
Games	
Video Streaming	
Religion	
Music	
Personal Productivity	
Parenting	
Social	

0%   10%   20%   30%

With Kids 0-6

App	Value
Parenting	
Finance	
Shopping	
Education	
Religion	
Video Streaming	
Personal Productivity	
Music	
Social	
Games	

0%   10%   20%   30%

With Kids 7-12

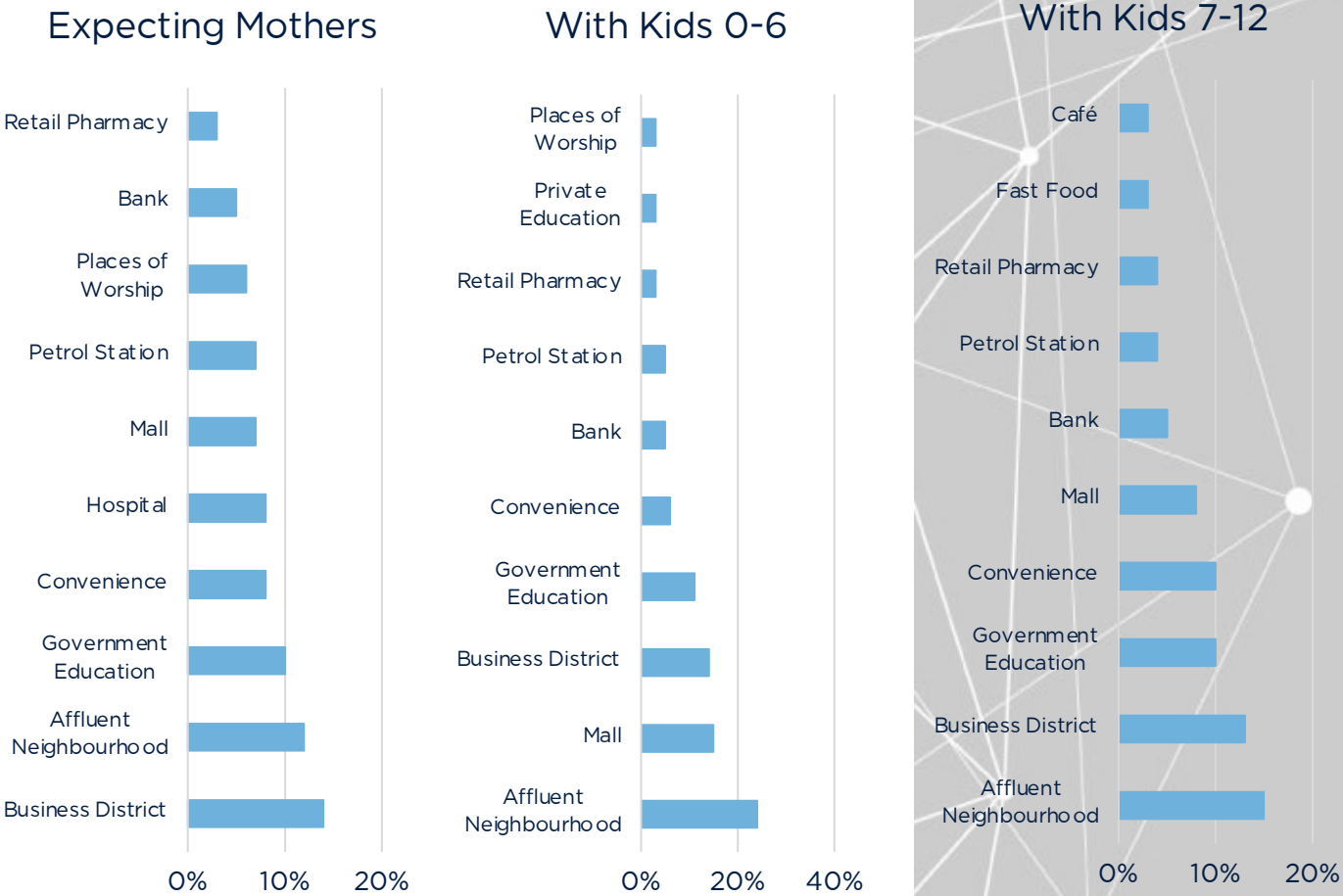| App	Value
News	
Finance	
Education	
Shopping	
Religion	
Games	
Video Streaming	
Personal Productivity	
Music	
Social	

0%   20%   40%

Highlights

- We tend to assume that parents would spend most of their time on parenting apps. However, we've discovered that only expecting mothers spend a lot of time on parenting apps and that the interests of mothers are more varied than that.
- Interestingly, mothers use personal productivity apps more than the benchmark average as they have a 21% higher tendency to use apps like WPS Office than the average population.
- Another assumption we hear of from many marketers is that mums are typically stay-at-home mothers that spend their day on video streaming. However, our data shows that they under-index on video streaming apps in comparison to the average population. Mothers use video streaming apps like VIU 7% less than the average population.
- Overall mothers primarily use social apps, however for mothers with kids below the age of 7 we've noticed that they tend to use more gaming apps, this is a valuable target segment for brands that are thinking to run partnerships with games.

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

Mothers Frequently Visited Places of Interest

up to May 2020

Expecting Mothers

- Retail Pharmacy
- Bank
- Places of Worship
- Petrol Station
- Mall
- Hospital
- Convenience
- Government Education
- Affluent Neighbourhood
- Business District

(x-axis: 0%, 10%, 20%)

With Kids 0-6

- Places of Worship
- Private Education
- Retail Pharmacy
- Petrol Station
- Bank
- Convenience
- Government Education
- Business District
- Mall
- Affluent Neighbourhood

(x-axis: 0%, 20%, 40%)

With Kids 7-12

- Café
- Fast Food
- Retail Pharmacy
- Petrol Station
- Bank
- Mall
- Convenience
- Government Education
- Business District
- Affluent Neighbourhood

(x-axis: 0%, 10%, 20%)

Highlights

- Contrary to the common stereotype that all mothers are just stay-at-home moms, one of the top 3 frequently visited places for mothers are business districts.
- We also see that expecting mothers and mothers with kids between the age of 7 to 12 prefer to quickly grab essentials at convenience stores, rather than spend time at shopping malls.
- We've also noticed that although mothers are primarily seen in affluent neighbourhoods they have a higher tendency to send their kids to government schools over private education.
- Mothers are people too with interests outside of their kids. Mothers between the age of 7 to 12 also have a tendency to visit cafes and fast food outlets.
- Overall mothers appear to prefer doing their banking in person as they have a higher propensity to visit bank outlets in comparison to the average population. They also have a higher preference towards HSBC and Alliance bank over; but have a 37% lower tendency to visit bank branches like CIMB.
- This group also has a 41% higher tendency to visit retail pharmacies like Watsons in comparison to the average population.

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

Mothers Brand Usage – Supermarkets

(Sample)

Deep dive into the specific demographics of footfall to outlets of various brands within the country. Here we take a look at supermarket brands Tesco and AEON.
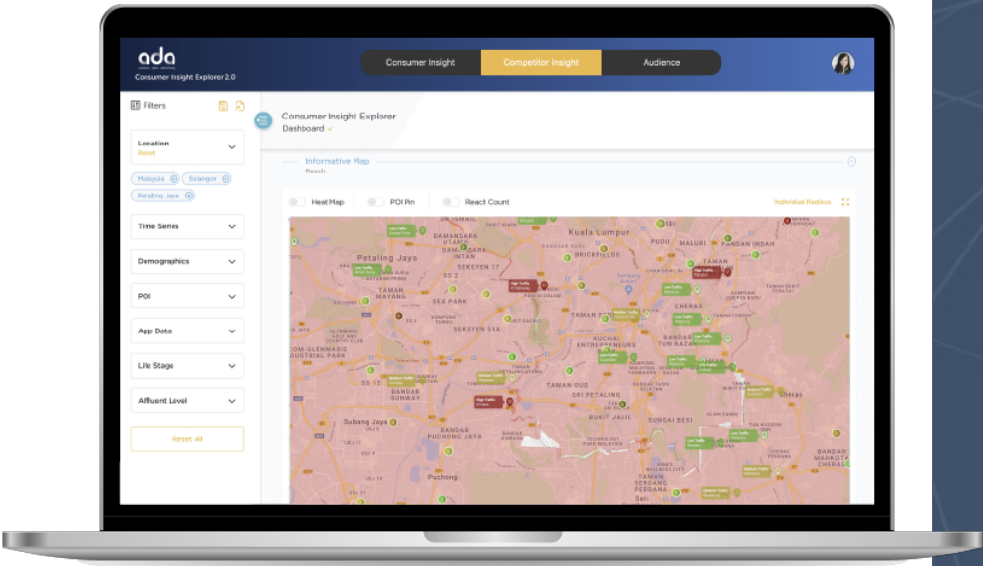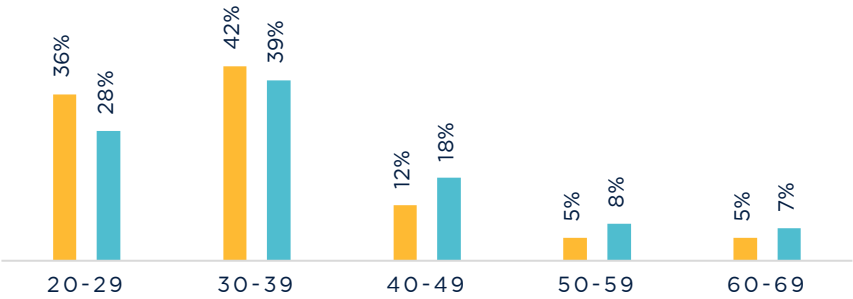

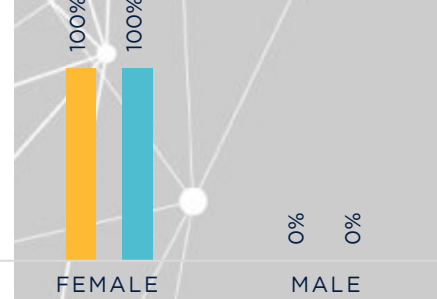Mock sample of Brand Usage from CIE with the heatmap of mothers in Malaysia

Highlights

- Overall there are several stores for both brands that experience low footfall. This is likely due to social distancing measures.
- Moms between the ages of 20-29 prefer Tesco while moms above 39 prefer AEON.
- Moms who are working professionals prefer AEON while expecting mothers and mothers with younger kids prefer Tesco.
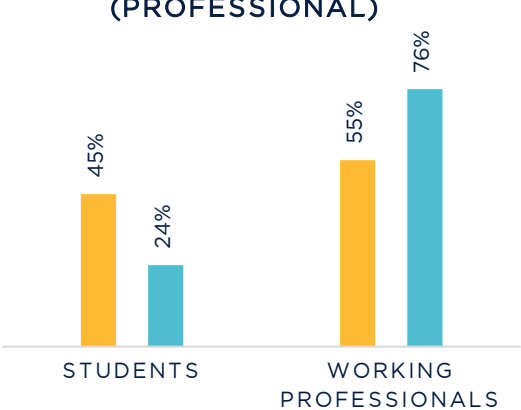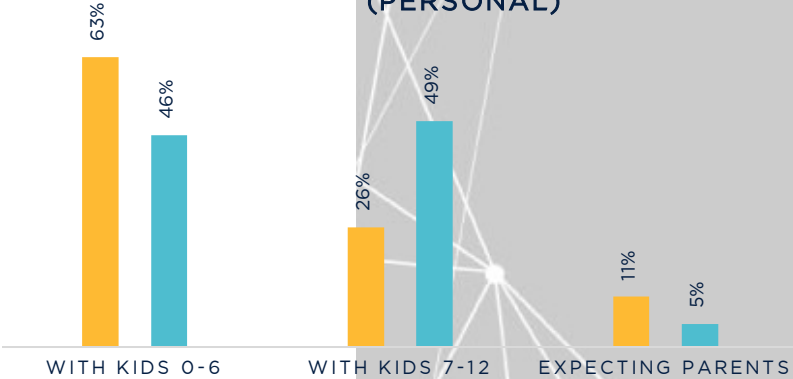
AGE

Age	Tesco	AEON
20-29	36%	28%
30-39	42%	39%
40-49	12%	18%
50-59	5%	8%
60-69	5%	7%

GENDER

Gender	Tesco	AEON
FEMALE	100%	100%
MALE	0%	0%

LIFE STAGE (PROFESSIONAL)

	Tesco	AEON
STUDENTS	45%	24%
WORKING PROFESSIONALS	55%	76%

LIFE STAGE (PERSONAL)

|	Tesco	AEON
WITH KIDS 0-6	63%	46%
WITH KIDS 7-12	26%	49%
EXPECTING PARENTS	11%	5%

Tesco **AEON**

Mothers Brand Usage – Convenience Stores

(Sample)

Deep dive into the specific demographics of footfall to outlets of various brands within the country. Here we take a look at convenience stores – 7 Eleven, Family Mart and MyNews.
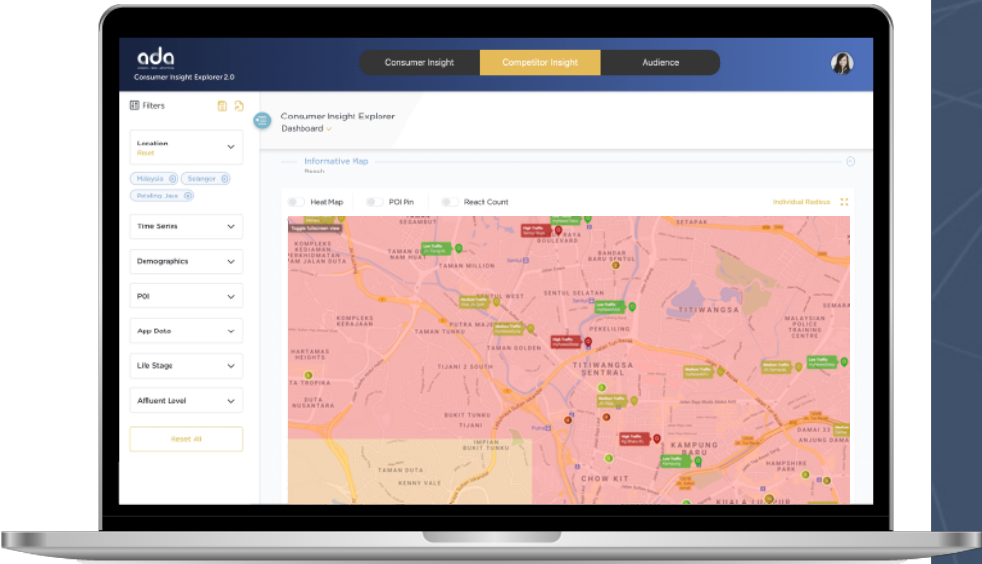
Mock sample of Brand Usage from CIE with the heatmap of mothers in Malaysia
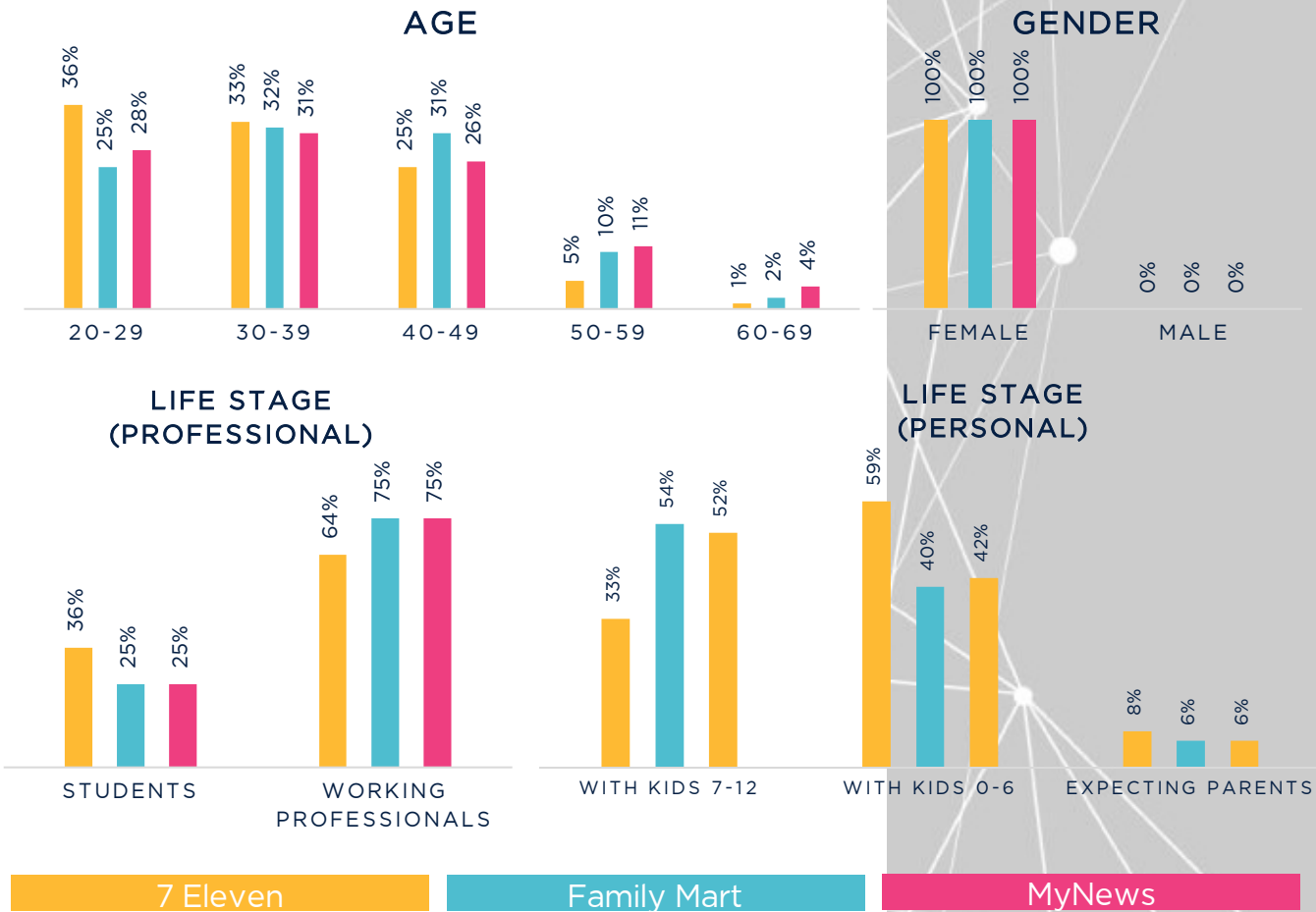
Highlights

- Overall there are several stores for both brands that experience low footfall. This is likely due to social distancing measures.
- Mothers below the age of 30 prefer 7 Eleven while mothers who are working professionals prefer Family Mart and MyNews.
- Expecting mothers and mothers with kids aged 0-6 also prefer 7 Eleven.

AGE

Age	7 Eleven	Family Mart	MyNews
20-29	36%	25%	28%
30-39	33%	32%	31%
40-49	25%	31%	26%
50-59	5%	10%	11%
60-69	1%	2%	4%

GENDER

Gender	7 Eleven	Family Mart	MyNews
FEMALE	100%	100%	100%
MALE	0%	0%	0%

LIFE STAGE (PROFESSIONAL)

	7 Eleven	Family Mart	MyNews
STUDENTS	36%	25%	25%
WORKING PROFESSIONALS	64%	75%	75%

LIFE STAGE (PERSONAL)

	7 Eleven	Family Mart	MyNews
WITH KIDS 7-12	33%	54%	52%
WITH KIDS 0-6	59%	40%	42%
EXPECTING PARENTS	8%	6%	6%

7 Eleven   **Family Mart**   **MyNews**

Mothers Campaign Ideas

Karen

As a researcher that has to work extra long hours during the pandemic, Karen worries about her kids' usage of technology while she's not around.

Brands can contribute by creating guides to help educate kids on how to use technology safely. Similarly, a pharmaceutical company created digital kits with Sesame Street.

Sheera

Expecting mother Sheera has to juggle a busy career on top of navigating her first pregnancy. By showing that they're seeking to empathise with her journey, a brand's campaign will resonate with her.

For example, a maternity company launched a social media movement "the juggle is real" encouraging mothers to document their stories in exchange for maternity essentials.

Nora

As a mom to an inquisitive girl and an energetic little boy, sometimes Nora would like a break where she isn't just a "mother".

Brands can help by making it convenient for Nora to take time to relax. One such campaign was when this global consumer goods brand paid a caretaker to look after the kids while they treated moms to a day off.
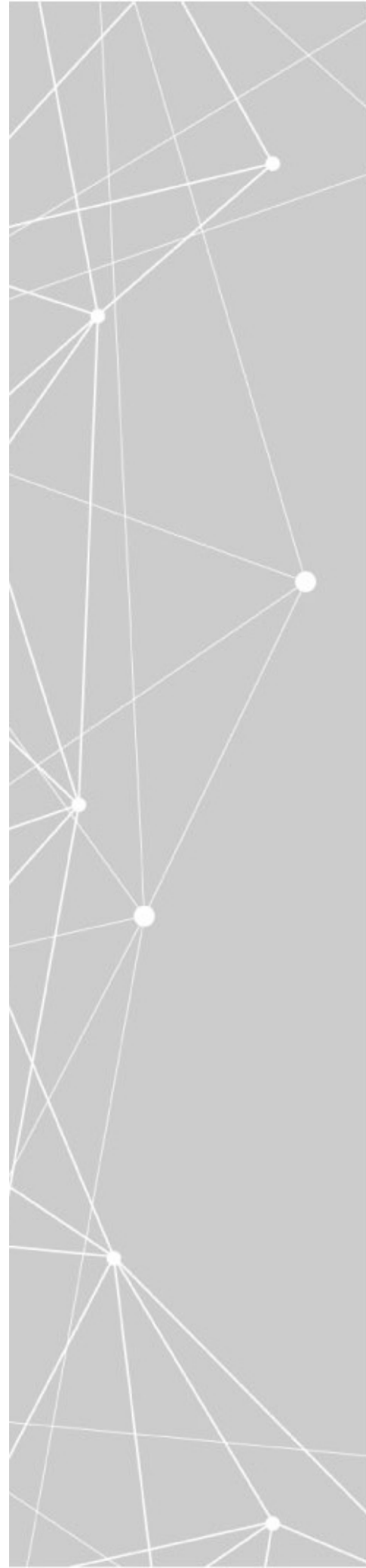
About ADA

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.

Korea
Bangladesh
Thailand
Philippines
Cambodia
Sri Lanka
Malaysia
Singapore
Indonesia

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

375 M
CONSUMERS

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