

# Mobile Business Insights Dashboard

Our innovative dashboard was engineered to present manufacturers with actionable data to better drive and inform their business strategies.







analytics · data · advertising

**ADA's dashboard displays powerful**, human readable, analytics formatted to render data dynamically to improve sales and marketing decision making. Filter results by geographical region, customer demographics, device specifications, and other vital metrics, to better target, breakdown and direct your current or future marketing efforts.

# Good data can tell you where your devices are selling. Great data can tell you why.

We set out to better understand the motives behind consumer smartphone purchases.

To present our findings, a powerful analytics tool was born. The **Mobile Business Insights Dashboard** is capable of illustrating trends, values, differentiators, and consumer pain points, so your business can take advantage of arbitrage, opportunities and better understand the market.

Seamlessly track a device's market share in a particular region, better answer questions about your competitors, and gauge a consumer's willingness to upgrade to one of your devices.





A truly unique offering in the market.

The dashboard enables users to drill down from **country-level to street-level**, allowing manufacturers to:



**Uncover Patterns**

- Clearly represented on the dashboard on a street-level to country-wide scale
- Focus on locations experiencing a significant loss or gain of customers
- Identify competitors and develop insights and strategies to better compete



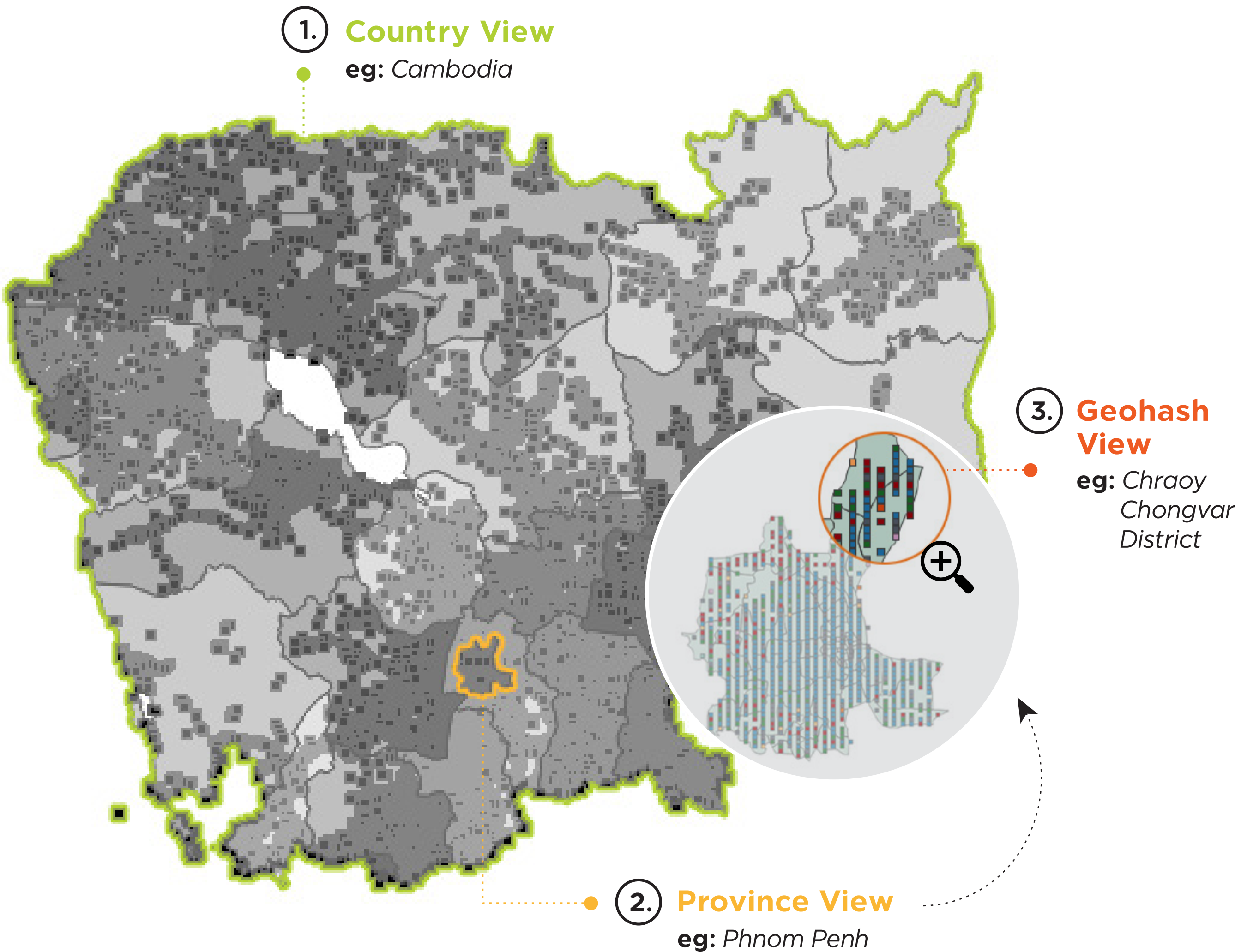
**Compare Device Model Performance**

- Discover phone models that are trending in the market
- Uncover which specific devices drove each brand's market gains each year



**Access Device Age Data**

- Compare each brand's market gains/losses year-on-year using device age
- Identify the addressable markets for potential device upgrade and whose contracts are up for renewal

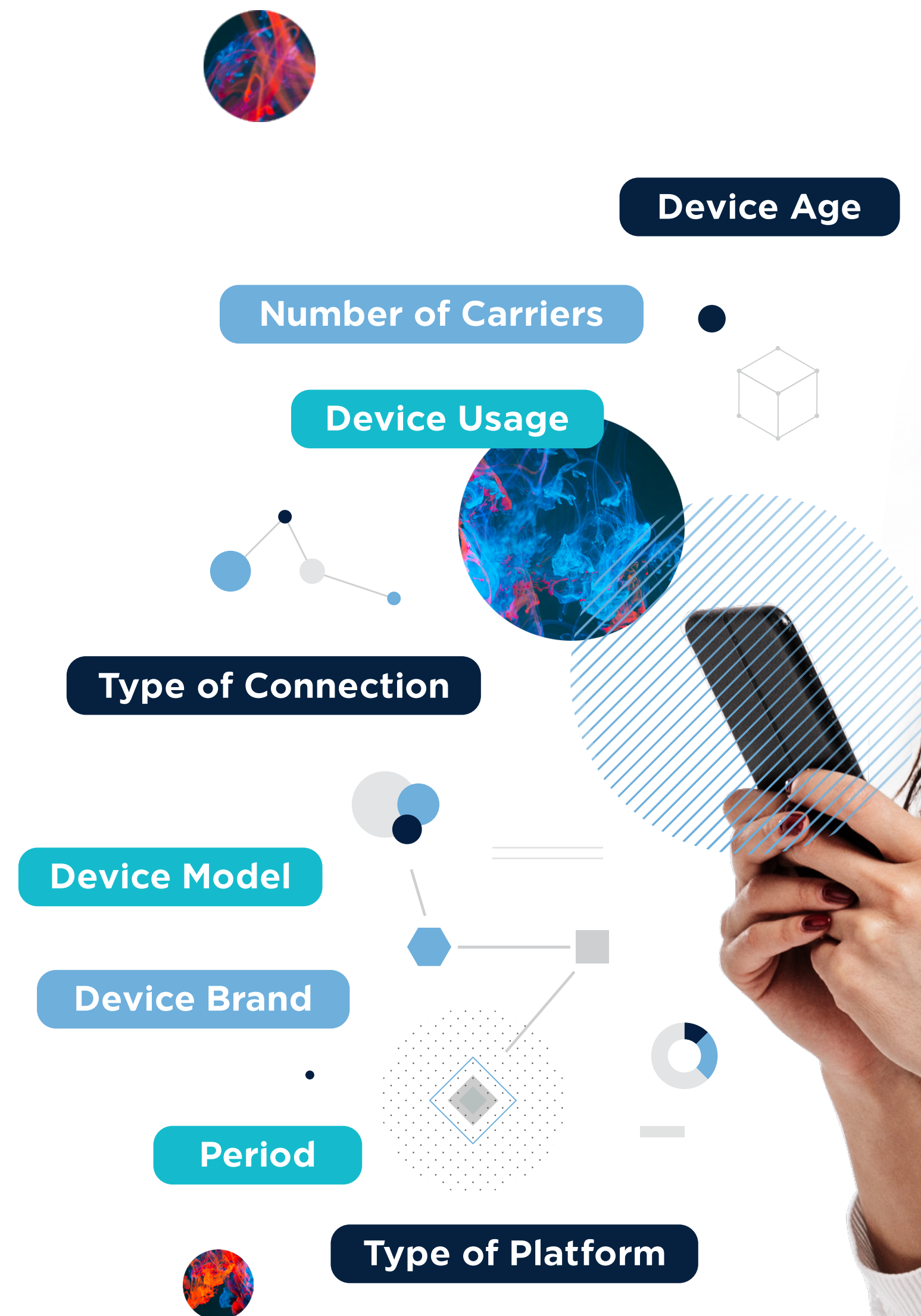




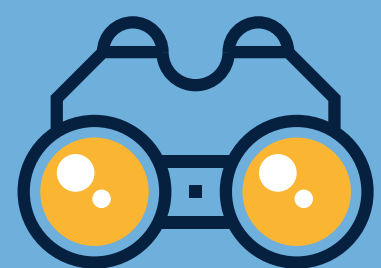
Increase and support your market share

The ADA dashboard **empowers its users with rich information** about the smartphone market as a whole.

This massive data report can then be **filtered** by month and year.







**Know your customers... and your competitors**

Learn more about your customers and your competitors – who they are, where they are located and most importantly what appeals to them?



**Discover people interested in your products**

Identify prospects neglected by your funnel, but with similar behaviour to existing customers.



**Utilise insights to drive marketing campaigns**

Reach your targeted audiences with relevant and timely messaging.



**Strategically locate dealerships**

Overlaying the dashboard information with first-party points-of-interest (POI) enables Geo-strategic placement of stores and an optimal roll-out in locations frequented by your ideal customer.



**Employ data-driven product strategy**

Appeal to your customers by developing unique phone features and pre-bundled apps based on customer preferences.



**Optimise marketing campaigns**

Improve ROIs. Measure the changes in a device's market share. Better gauge results of a particular marketing campaign and identify profiles that have been successfully targeted.





### 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.



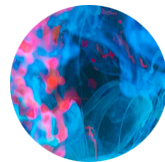
### Integration with first-party data

Integration with first-party app and CRM data enriches the dashboard to draw better insights.



### Industry compliance

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





**Contact us for a demo today**

[ada-asia.com/schedule-a-call/](https://ada-asia.com/schedule-a-call/)



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