RE.CON

Rapid Round: Consumer Insights Explorer

Presenter

Pawaris Sae-Lee (Mikie)

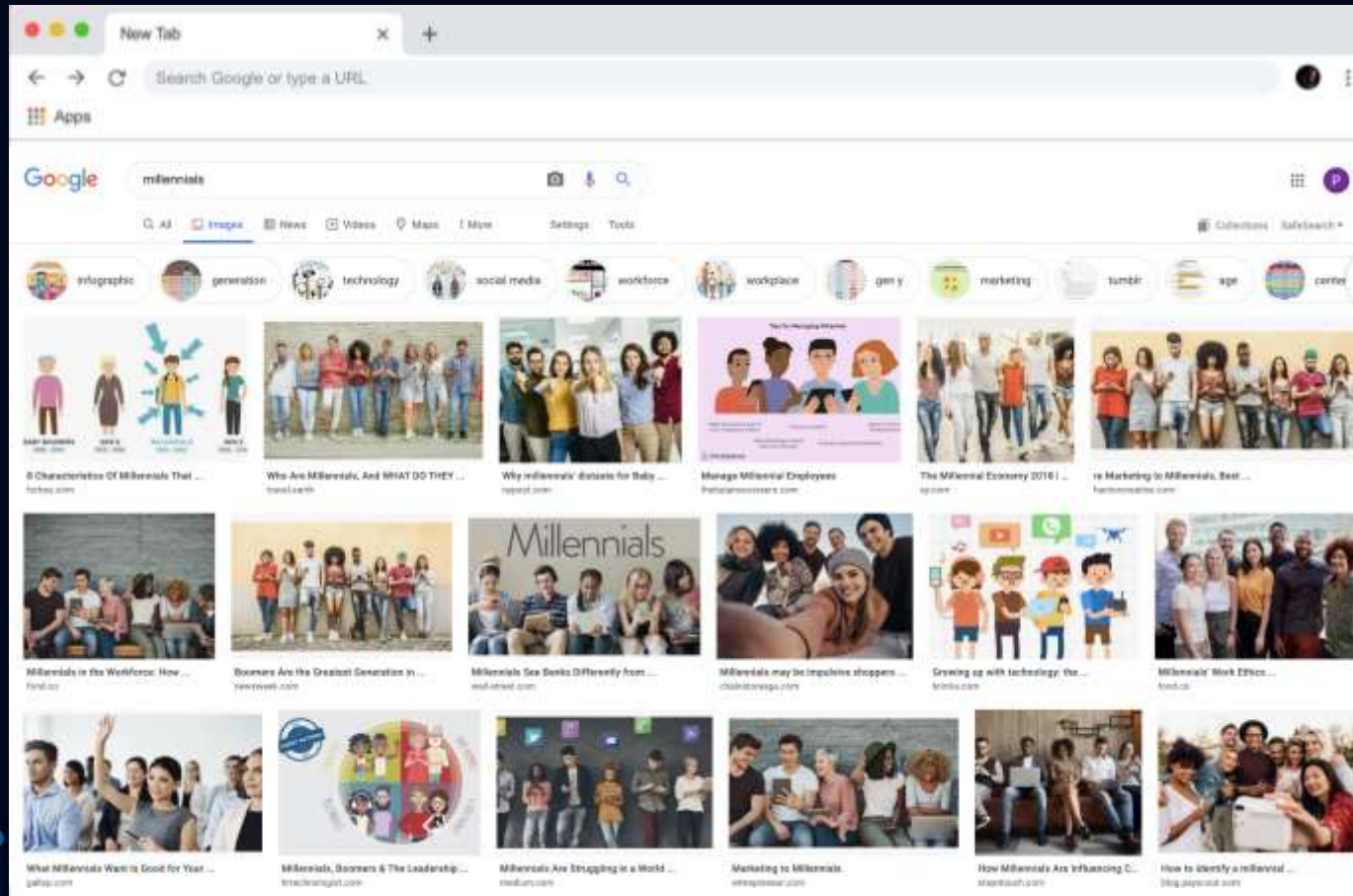**Regional Data Enabler**

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Who are "Millennials" in your opinion?

"Millennials" 🔍

"Millennials" are typically seen as having these characteristics

"College Students"

"Mid-Low Affluent"

"Not Parents"

"Millennials" Characteristics using data-driven approach

"Working Professionals"

"Financially Stable"

"Parents"

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"Millennials" Characteristics using data-driven approach

✗ Intuition

✓ Data-driven Approach

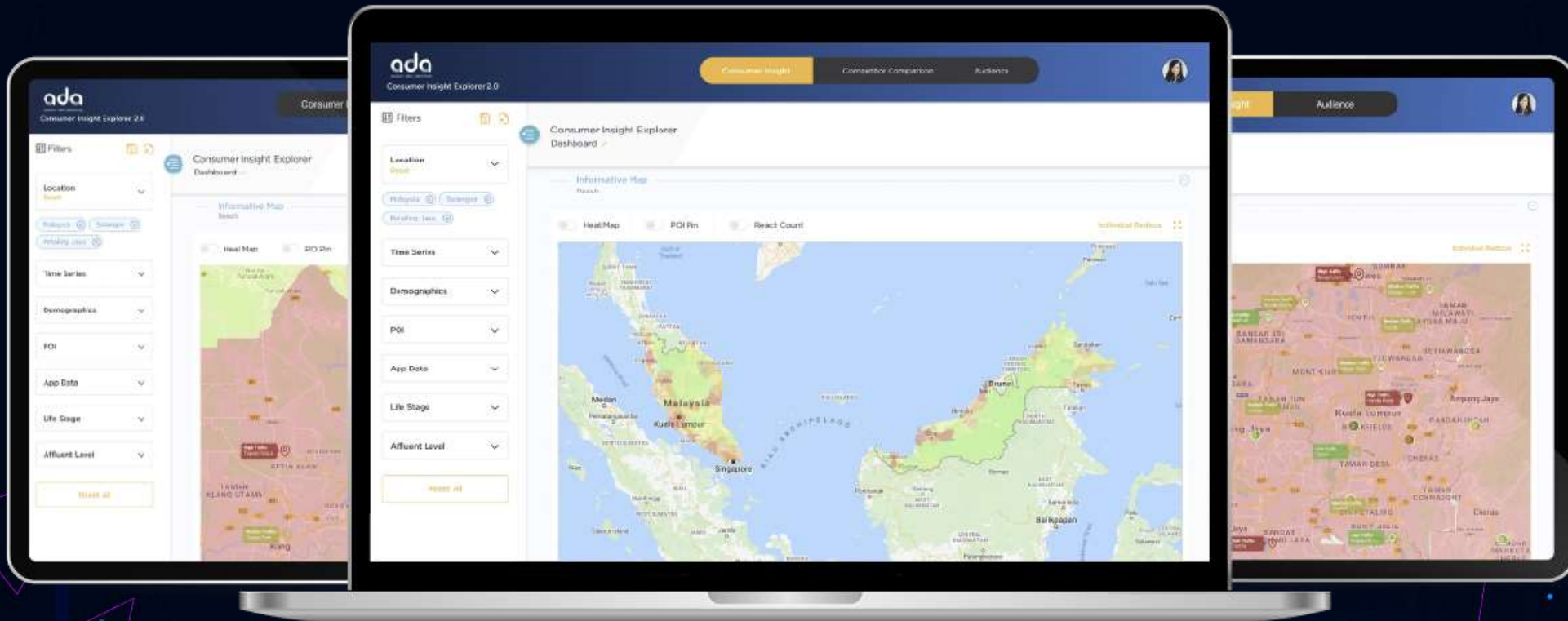| Intuition		Data-driven Approach
✗ "College Students"	→	✓ "Working Professionals"
✗ "Mid-Low Affluent"	→	✓ "Financially Stable"
✗ "Not Parents"	→	✓ "Parents"

Plus many many more sub segments!...

WHAT IS THE "CONSUMER INSIGHTS EXPLORER" BY ADA?

"CIE gives you direct access to insights on consumers
behaviours, preferences and lifestyles online & offline.
Leveraging data over intuition"

Watch Demo

OUR DATA & OUR AI MODELS

Industry-specific products and services to engage customers

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**

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DEVICE IDs

TELECOMS & ELECTRONICS

- High value customers
- Consumer churn prediction & switchers
- Market share insights
- Demand Planning
- Retail Outlet optimisation
- Competitor audiences insights

RETAIL & AUTOMOTIVE

- Shopper segmentation
- Consumer intenders
- Online to offline attribution
- Store visit matrix
- Retail outlet location optimisation
- In-Mall Analytics
- Share of brand analysis
- Customer mobility visualisation & targeting

CONSUMER GOODS

- Life stage prediction
  (Mothers, Millennials)
- Brand share analytics
- E-commerce integration
- Online to offline attribution

FINANCIAL SERVICES

- Digital user acquisition
- Branch visit matrix
- Brand affinity
- Credit Appraisal / fraud validation

TRAVEL & TRANSPORT

- Traveller segmentation & targeting
- Travel pattern analytics (route, frequency, type)
- Mobility pattern analysis

*Consumer profiles from the following countries : Indonesia, Malaysia, Singapore, Thailand,, Philippines, S.Korea, Sri Lanka, Bangladesh, Cambodia and Vietnam

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SO YOU CAN UNDERSTAND CONSUMERS' **ONLINE AND OFFLINE** BEHAVIOUR

6:00 am
What: Workout
Where: Gym

7:00 am
What: Prenatal Checkup
Where: Hospital

8:30 am
What: Coffee
Where: Cafe

9:30 am
What: Team Meeting
Where: Office

11:30 am
What: Tinder Date
Where: Cafe

12:30 pm
What: Flight Landed
Where: Airport

3:30 pm
What: Family Shopping
Where: Mall

5:30 pm
What: Hanging Out
Where: Mall

7:00 pm
What: Couple Shopping
Where: Mall

8:00 pm
What: Family Time
Where: Home

8:30 pm
What: Basketball Game Where: Basketball Court

10:30 pm
What: Playing Games
Where: Home

The Point of Interest (POI) filter let's you discover which stores have high footfall traffic

- Uncover consumer insight by country, state, city, district.
- Clear visualisation by brand and outlet.

- **Why?** So, you can understand which store locations has higher or lower footfall relative to the other selected stores
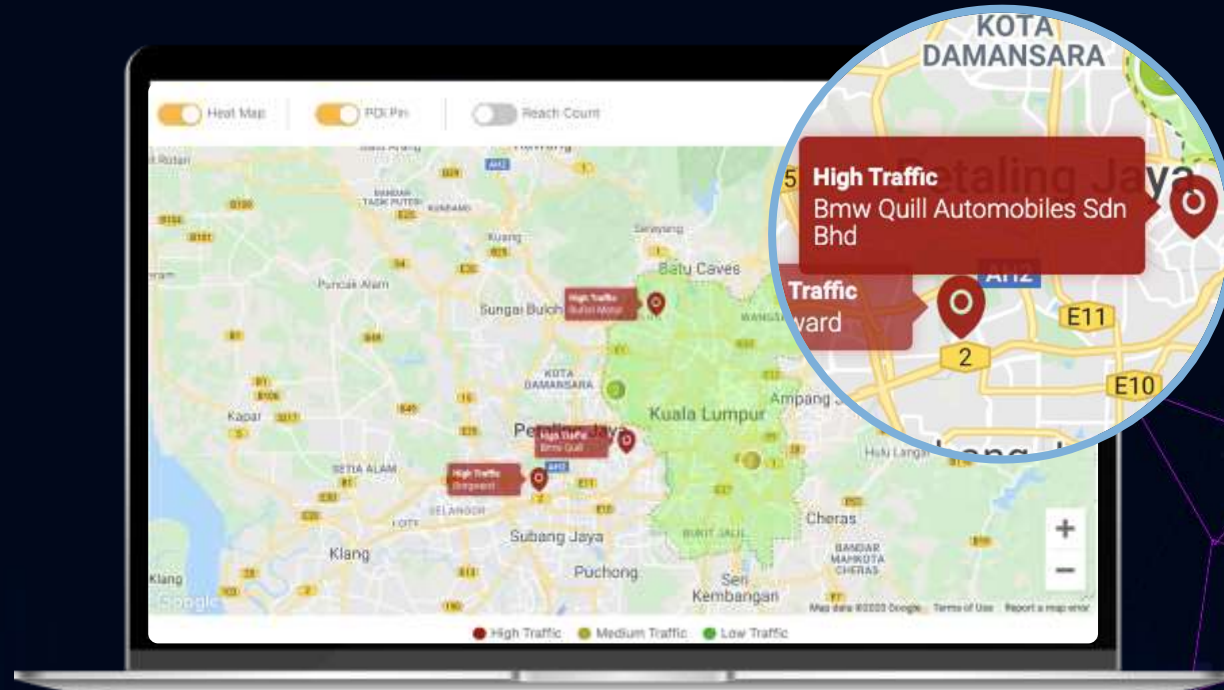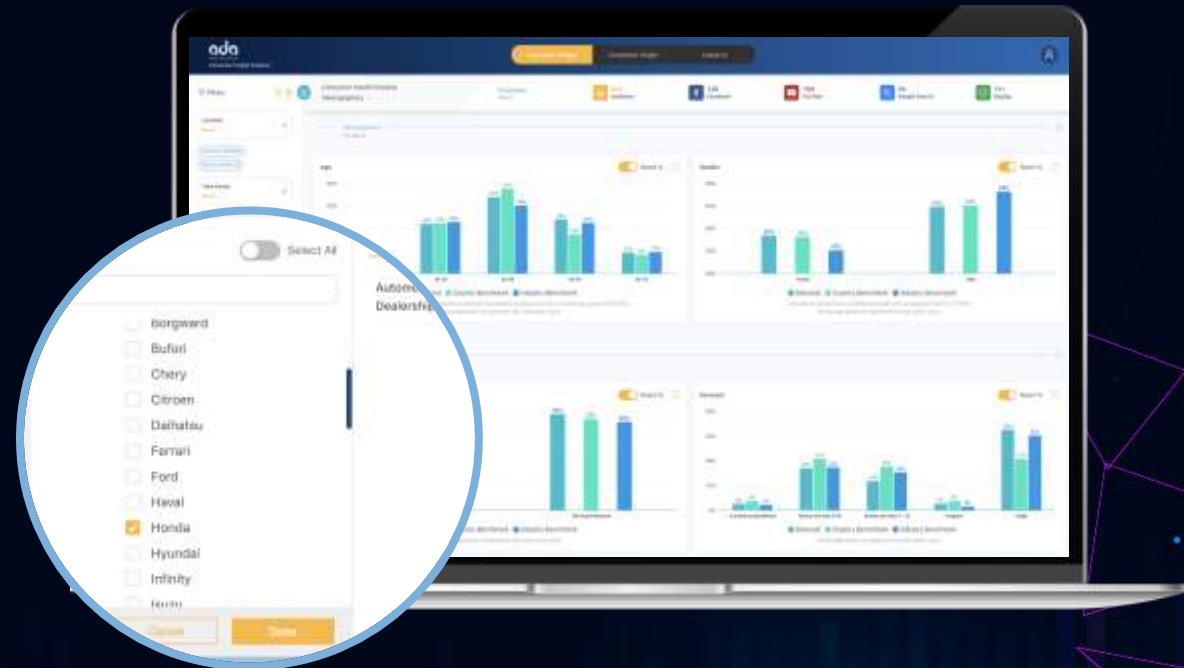
Gain insight into who your store visitors are and that of your competitors

- Uncover consumer insights of store visitors based on demographic, life stage segments, online and offline behaviour patterns, and home or work locations and filter by brand.

- **Why?** So, you can understand comsumer profiles of people who walked into specific stores

Discover what apps your consumers use and how they spend their time on their mobile phones

- Drill down app usage by category, demographics, lifestage segments, most used apps and measure against benchmark averages.

- **Why?** So, you can understand consumer profiles that regular use particular app categories
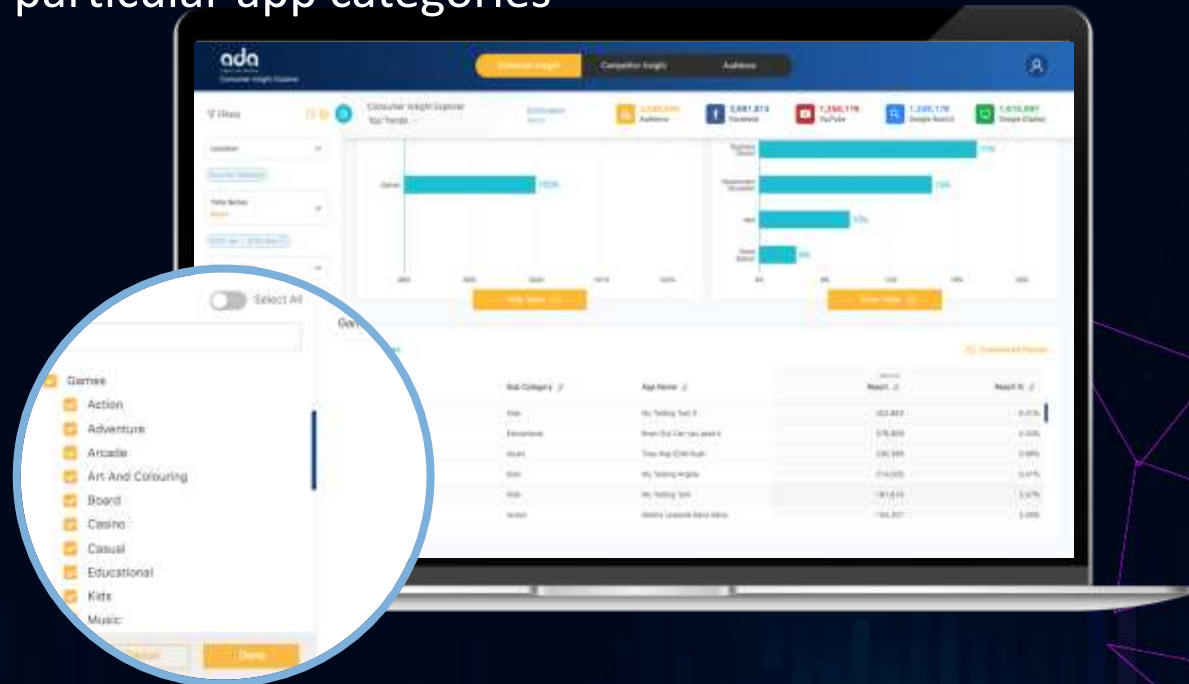
Delve into the minds of the consumer in different life stages

- Discover behaviour patterns by a variety of life stages such as single, in a relationship, expecting parents, parents with young kids, parents with older kids and more.

- **Why?** So, you can understand consumer profiles in different lifestages and their behaviour online & offline.
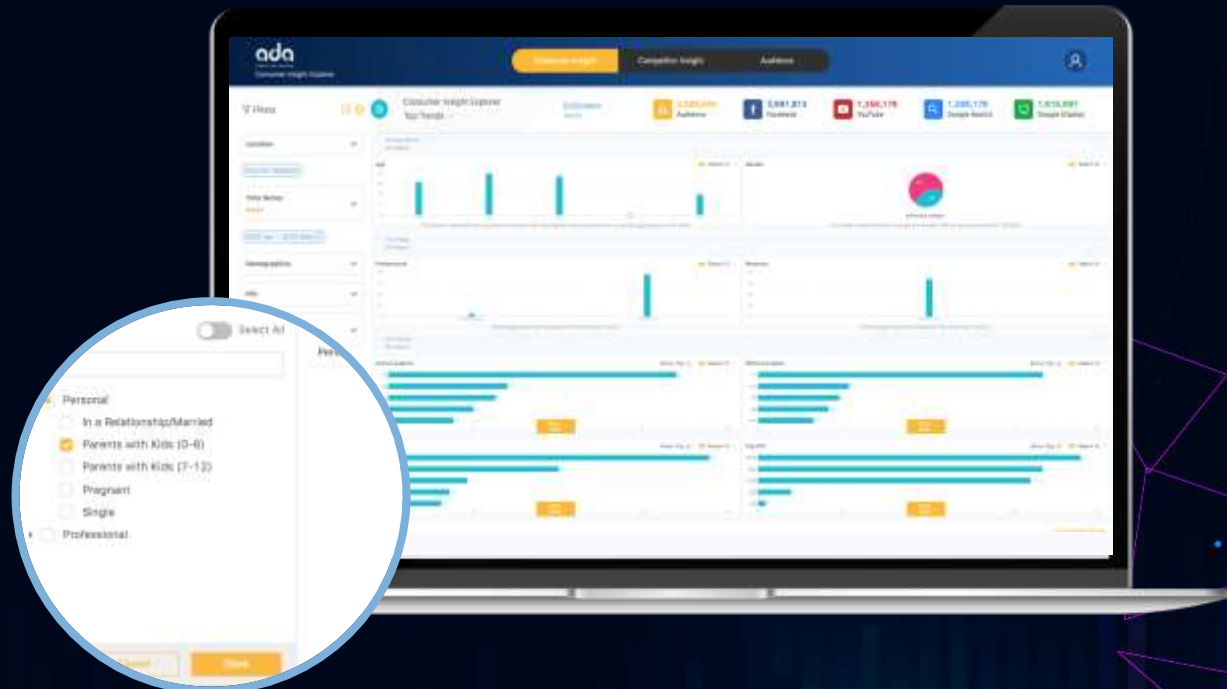
If I was Starbucks I would try....

"Adding more 'FASTFOOD' to the menu"

"Create more promotions to attract more 'TECHIE' customers"

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.

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KOREA

BANGLADESH

PHILLIPINES

CAMBODIA

THAILAND

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**

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CONSUMERS

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