

RE.CON

2021: Hit the Ground Sprinting
with Digital and Data

Emergence of Super Apps in a Digital First Future

Speaker



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SOUTHEAST ASIA'S INTERNET PENETRATION

Super Apps is defined as a new class of mobile application that represents a closed ecosystem of “many apps” that people would use everyday offering a seamless, integrated, contextualised, and efficient experience.

Mike Lazaridis, Founder of Blackberry



A super app must have two or more.

What's the best way for big traditional businesses to leverage on existing assets for success in a digital-first world?

How would one use data to prepare your business for a digital-first world?

What's the best way for big “traditional” businesses to better leverage on partnerships with digital natives?

Is there still a future for "traditional" businesses in a digital first world?

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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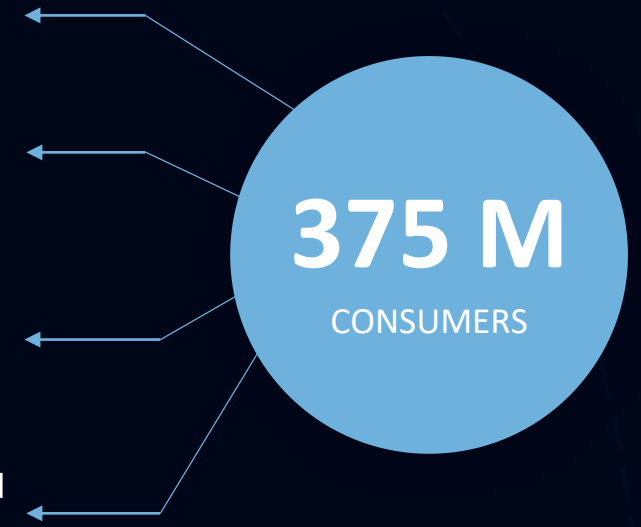
About Our Data

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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