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ID Suite Solutions Kit

Backed by ground-truth consumer insights, our ID Suite discovers the real who, the actual where and the undeniable why to help you engage with consumers in ways that matter to them.

WE OFFER A VARIETY OF PRODUCTS AND CUSTOM SOLUTIONS TO MEET YOUR NEEDS:

AUDIENCE INSIGHTS

CUSTOMER MODELING

Analyze the business trends to identify a brand's unique personas and audience segments from today's consumer population

PHASE 1

PERSONAS

DEMOGRAPHIC(S)

PSYCHOGRAPHIC(S)

TOP APPLICATIONS AND SITES (TOP-10)

BEHAVIORAL DATA

SOCIAL ANALYTICS (KEY WORDS, THEMES)

BASED ON A SINGLE POINT IN TIME

PHASE 2

TOP 25 SITES AND APPS

ADDITIONAL MOBILE BEHAVIORS OR UTILITIES OBSERVED

LOCATION DENSITY BY STATE, CITY ZIP.

COMPARING TWO POINTS IN TIME

BRAND AFFINITY

Identify additional brands your customers like, use, and are loyal to, helping you expand reach and develop clear messaging strategies to drive engagement

PHASE 1

TOP OWNED APPS

TOP WEBSITES

TOP NEWS APPS/SITES

TOP FASHION APPS/SITES

MOST USED APPS

MOBILE WEB AND APP CATEGORY WEIGHTING BASED ON THE PROPENSITY AND INTENSITY OF BRAND ENGAGEMENT

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COMPETITIVE BENCHMARKING

Identify the digital DNA of consumers who shop at your competitors and determine what other unique interests and mindsets they have to help you conquest

PHASE 1
DNA customer model comparison between you and up to X number of competitors to uncover which elements can be actioned against

Identify indirect competitors that can impact your business and your bottom line

PHASE 2
POSITIONING:
Gain actionable insights that shape offensive marketing strategies to better position your brand for growth

CUSTOMER MODELING VS. COMPETITORS

MARKET INSIGHTS

BRAND AFFINITY

Focused on locating your best customer segment, we identify and analyze traffic patterns, dwell time and market-specific factors, as well as consider real-time data and historic dynamic data recall. We then append this information to your best performing locations to develop an overall Market ID Score, serving as the substratum that we measure against when analyzing market penetration, consolidation and/or growth.

PHASE 1
CUSTOMER MODELING

To determine the Market ID score, we must first start with a deep analysis about existing customers

PHASE 2
Identify new markets and assist in portfolio management for closed and relocated locations. We measure impact and probability to move customers to other market areas as well as track the path of travel and points of opportunity to connect with your best customers and drive behaviors

FOOTFALL ANALYSIS

The number of people that pass by a given location.

PHASE 1
To analyze actual foot fall, we establish a custom geo-fence around one location. We look at actual traffic, dwell time, time in and time out. These customers can then be mapped to determine where they came from and where they go to post visit.

PHASE 2
COMPETITIVE ANALYSIS

Conduct a similar analysis around one location for a defined competitor