

Audience Based INSIGHTS

Discover the difference between personalization and individualization



Create Your Audience Segments



Understand and analyze



Engage Your Customers

[Discover More](#)



What is Audience Based Insights?

The product will allow marketers to get a deep understanding of their audience. Currently most of the information available to marketers for a particular area is based on demographics, which is usually derived from census information. But this information is not predictive of users' interest. We plan to use the mobile clickstream data combined with location data to model aggregate interests at a location over time. We plan to present a particular interest based audience and their movement over time. The product will also 'discover' important patterns, trends, and relationships in the data, via machine learning. It will allow marketers to create custom segments and analyze them further.

DISCOVERY



CREATE

Define your target customer

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Browsing and online behaviors



Search Keywords and Phrases



Media consumption at home



Date and time



Mobile context and behaviors



Geolocation and nearby interests



Impact of weather and events



Demographic attributes

UNDERSTAND

Learn the context of your customer, gather new insights

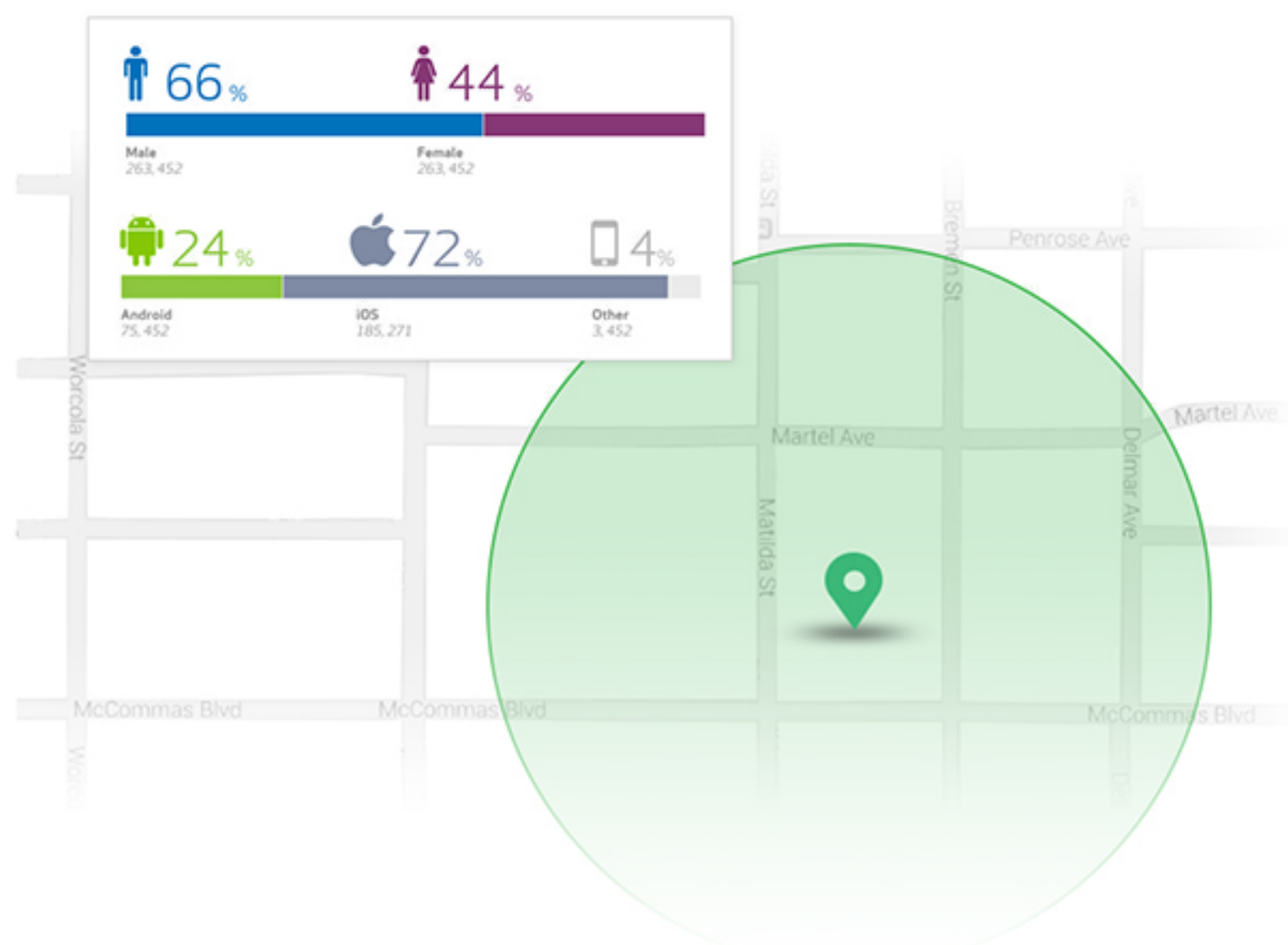
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ENGAGE

Target, measure, and monitor your campaigns

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Interested?

Contact us and sign up for a 30 day trial today!

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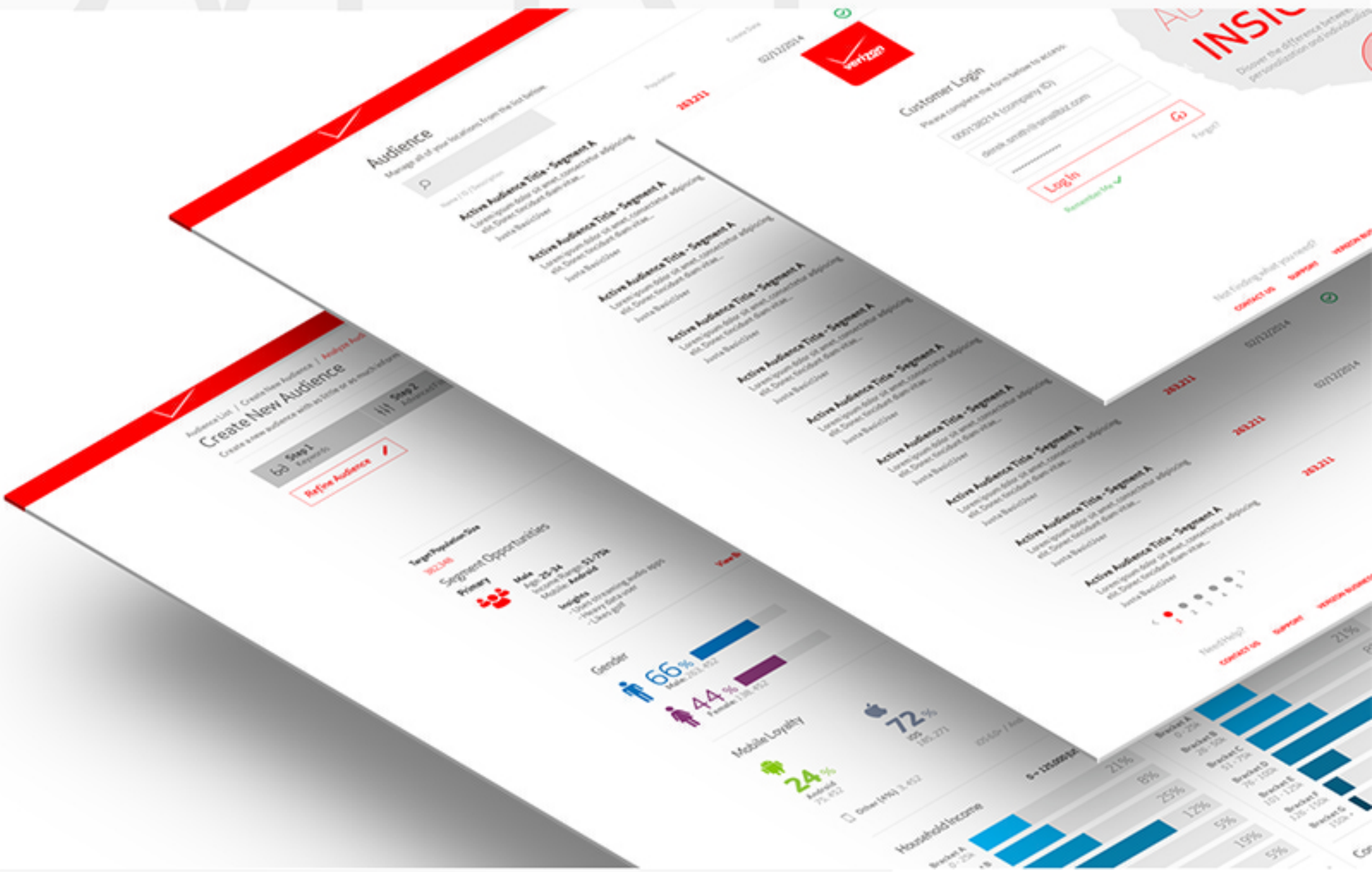
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