A Symphony of Data
... in a day

Orchestrating data combinations to give you a 360° view of the consumer

**PROFILING** | Who is he?
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Male, 32 years old
Owns a Samsung Galaxy S
Bought a new car last October
Is planning to go on vacation next month

**BEHAVIOR** | What is he doing?
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He googles: “best smartphone 2019”
Goes to www.apple.com/iphone
Visits www.samsung.com/galaxy
Flushes at www.trustedreviews.com/

**GELOCATION** | Where is he?
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He leaves his office to have lunch
Walks to the Apple store
Goes back to his office by bus

**AUDIO-MATCHING** | What is he listening to?
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He listens to Radio 4
Sees an Apple commercial on Youtube
 Watches a CNN program and a Samsung TV commercial

**OPINION** | Why?
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Listen to the opinions of your target and conduct studies on...

- Brand awareness
- Customer satisfaction
- Consumer intention
- Product perceptions

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Compose your unique study with our Symphony of Data
Combine different data types of the same consumer
GET A 360 VIEW!