



A symphony of data

Orchestrating combinations of data to give you a 360° vision of your consumer.



PROFILING

Who is she?

Eva is a 28 year old woman with an iPhone and a tablet. She bought a new bicycle in October and plans to go to a concert next month.



The aim of Profiling is to segment your consumers in order to:

- Get closer to the target audience you really need and not an approximation.
- Understand the real scope of your target in our panel and its cost.



09:31 - 09:45 h

DIGITAL BEHAVIOR

What is she doing online?

Eva searches on Google "best music store". She enters the online store and searches for some new drumsticks for playing with her band.



Digital Behavior analyses online activity with the aim of discovering:

- Visited URLs
- Online purchases
- App usage
- Search terms



12:20 - 13:15 h

GEOLOCATION

Where is she?

Eva leaves her office in Barcelona and rides her bike to a music store. On her way there, she sees a poster for a concert and decides to buy tickets.



Geolocation gives you the ability to measure the consumer's offline behavior and understand:

- Where your consumers are
- Their daily commutes
- The time they spend in the supermarket or restaurant
- Their exposure to a particular ad



14:00 - 18:00 h

AUDIO-MATCHING

What is she listening to?

When Eva parks her bicycle, she searches for her favorite Spotify playlist and watches an ad for a Samsung television.



The goal of Audio-matching is to measure media consumption in order to:

- Obtain a unified view of the real reach and effect of your multimedia advertising
- Know your target audience
- Get a comparative media analysis

SURVEY

Why?

What difficulties did Eva experience during the purchasing process? Why did she buy her drumsticks in a physical store as opposed to online? What made her choose that particular store?

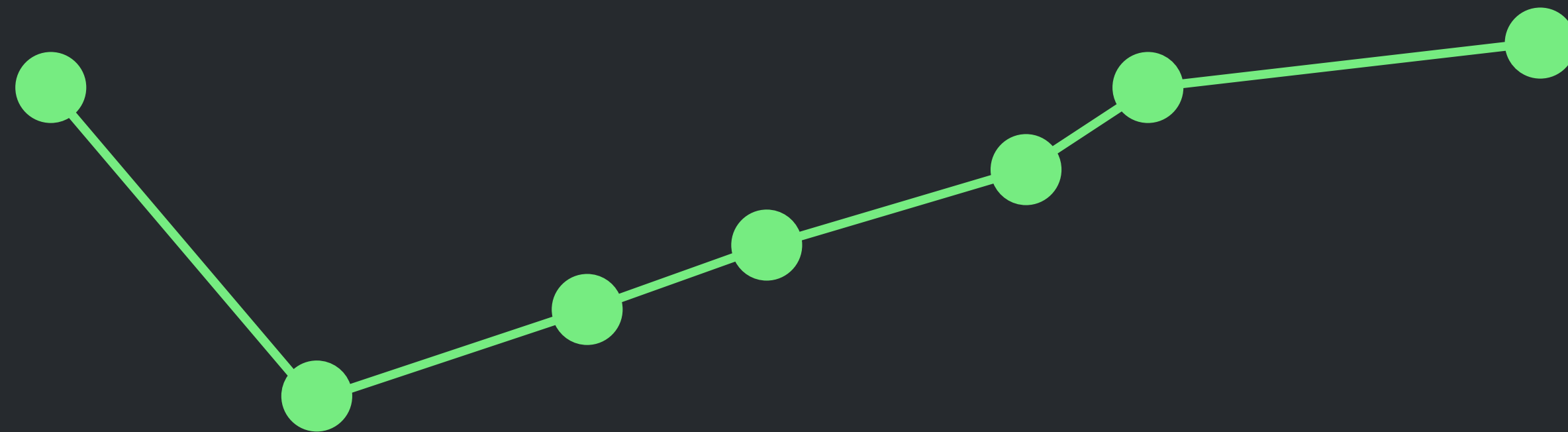


Capture your target audience's opinion through Surveys that centre on fundamental areas such as:

- Brand awareness
- Customer satisfaction
- Customer intentions
- Product perception

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Combine different types of data and get a 360° view of your consumer.



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Contact us today and discover how our behavioral data combinations can benefit your business.