



analytics · data · advertising

# Mall Business Insights Dashboard (Mall BID)

Actionable data on you and your competitors.  
Better business strategies. Specifically  
designed for the retail industry.





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**ADA's Mall Business Insights Dashboard (Mall BID)** tracks customers online and offline, know who you and your competitors' customers are and precisely target to increase footfall.

Draw insights from our rich data to ensure the best targeting for marketing and sales strategies.

# The **data** that powers our dashboard is what • **makes a difference**

Transform the way you reach your customers and potential customers with the true power of AI and big data. Our product helps you with several differentiators:



**280**  
**MILLION**

consumer profiles and millions of active devices across the region.

**OVER**  
**250**

data scientists and industry experts drawing insights from our data.

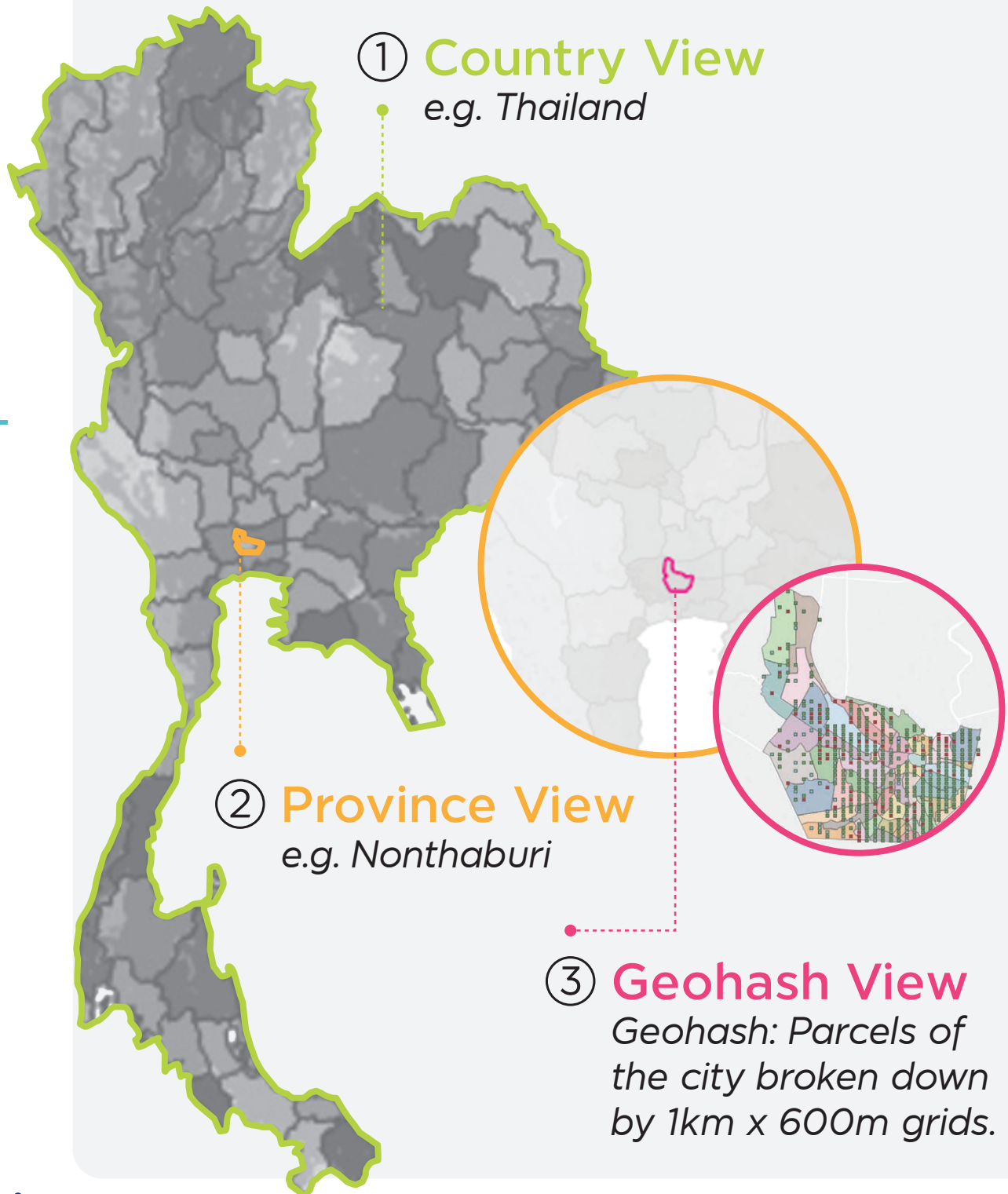
**10<sup>th</sup>**  
of the  
**NEXT MONTH**

frequent updates on the dashboard data.

**600**  
**METRE PARCELS**

precise location data that allows you to dive down to a specific location.

# Deep dive into mall locations, yours & competitors





# Fashioned to help businesses **adapt to the changes of Industry 4.0**

We understand your industry problems and our dashboard was created to solve industry problems with a rich data set that will shape your retail proposition.

## **SEAMLESS EXPERIENCE**

Target customers with consistent messaging & a seamless experience offline and online.

## **MARKETING CHANNELS LOSING IMPACT**

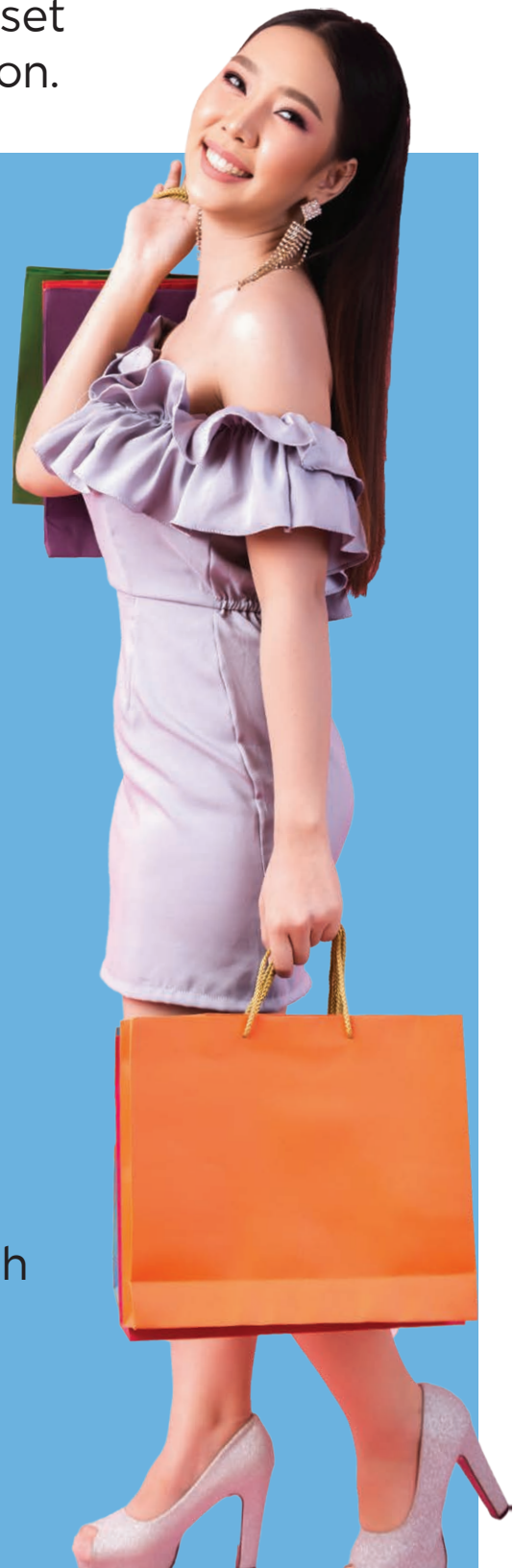
Without data, malls rely on traditional advertising which is rapidly losing its impact.

## **GROWING E-COMMERCE**

Convenience is now king and providing a hassle-free shopping experience is paramount.

## **NOT KNOWING YOUR CUSTOMERS**

Lack of data and insights on customers makes it difficult to reach them with relevant messages.



# Designed to **track your customers** online & offline

Uncover who your potential customers are,  
which malls they are visiting and when.

**Personas**  
based on digital  
footprints

**Life Stage**  
which are  
they in?

**How Far**  
are they  
willing to  
travel?

**What  
Places of  
Interest**  
do they have?

**Which Mall**  
do they visit?  
(Yours and  
Competitors)

1

**Track visitors  
to mall  
locations**  
(yours and  
competitors)

2

**Profile and  
categorise  
customers**  
into persona  
segments

3

**Precisely  
target  
customers**  
with relevant  
messaging

# Tailored to give you a competitive edge

The Mall BID is designed to accelerate your business and revolutionise your sales, product and marketing strategies.



Precisely compare  
your & your  
competitors'  
market share



Target and win  
over competitors'  
customers with a list  
of their mobile IDs



Establish partnerships  
with places of  
interests driving traffic  
to your mall



Know who  
your current  
and potential  
customers are



Accurately target  
specific personas with  
tailored messages



Observe footfall  
trends of yours and  
your competitors'

# Peek behind the curtain of our Mall BID

Our Mall Business Insights Dashboard can be  
modified to suit your business needs.





# • Value added services tailor-made to cater to your business preferences



## Customise as you grow

Custom plans and dashboards are available depending on your unique needs. Speak to us to explore the possibilities.



## Customer support

Count on our top-notch reliability and customer support.



## Integration with first-party data

Integration with first-party data enriches the dashboard to draw better insights.\*

\* Requires additional feasibility study



## Industry compliance

The dashboard won't store any PII (Personally Identifiable Information) data.

# Contact us for a demo today

[ada-asia.com/contact-us](http://ada-asia.com/contact-us)



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