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Automotive Business Insights Dashboard (Automotive BID)

Actionable data on you and your competitors. Better business strategies. Specifically engineered for the automotive industry.

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ADA's Automotive Business Insights Dashboard (Automotive BID) helps uncover where your customers are coming from and track how you stack up against the competition.

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

The data that fuels our dashboard is what makes a difference

Transform the way you do marketing and sales with 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.

10th 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.

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Deep dive into showroom locations, yours and competitors

① **Country View**
e.g. Thailand

② **Province View**
e.g. Nonthaburi

③ **Geohash View**
Geohash: Parcels of the city broken down by 1km x 600m grids.

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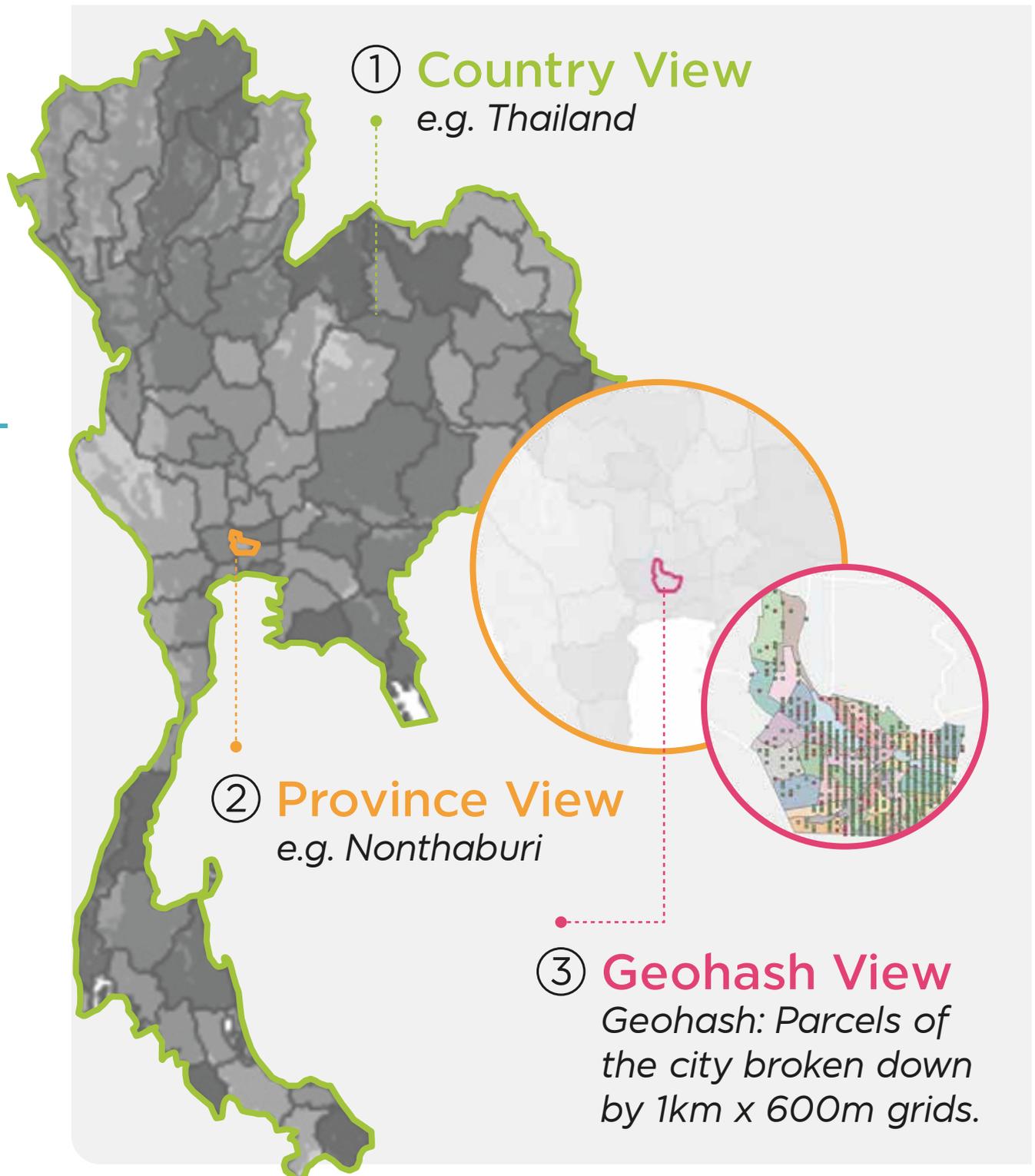
Built to overcome speed bumps and industry pain points

We understand your industry problems and our dashboard is geared to solve industry problems with a rich data set that will shape your product proposition.

LOW REPEAT PURCHASE
Lack of loyalty towards car brands when buyers are looking for a second car.

SHRINKING MARKET
With the emergence of alternative modes of transport the market is shrinking for car owners.

RACE TO PRODUCT INNOVATION
Consumers are looking for new innovation and brands are struggling to keep up.

CONSCIOUS CONSUMERS
Increase in environmentally conscious consumers are impacting German automotors.

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Geared to help you
grab potential customers

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

Personas
based on digital footprints

Life Stage
which are they in?

Which Showroom
do they visit? (Yours and Competitors)

When
do they visit showrooms?

Brand
which do they prefer?

1
Track visitors to showrooms (yours and competitors)

2
Profile and categorise customers into persona segments

3
Precisely target customers with relevant messaging

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Engineered to give you
a competitive edge

The Automotive 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

Allocate resources to dealers and showrooms that are performing

Know who your current and potential customers are

Accurately target specific personas with tailored messages

Observe footfall trends of yours and your competitors'

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Peek under the hood of our Automotive BID

Our Automotive Business Insights Dashboard can be modified to suit your business needs.
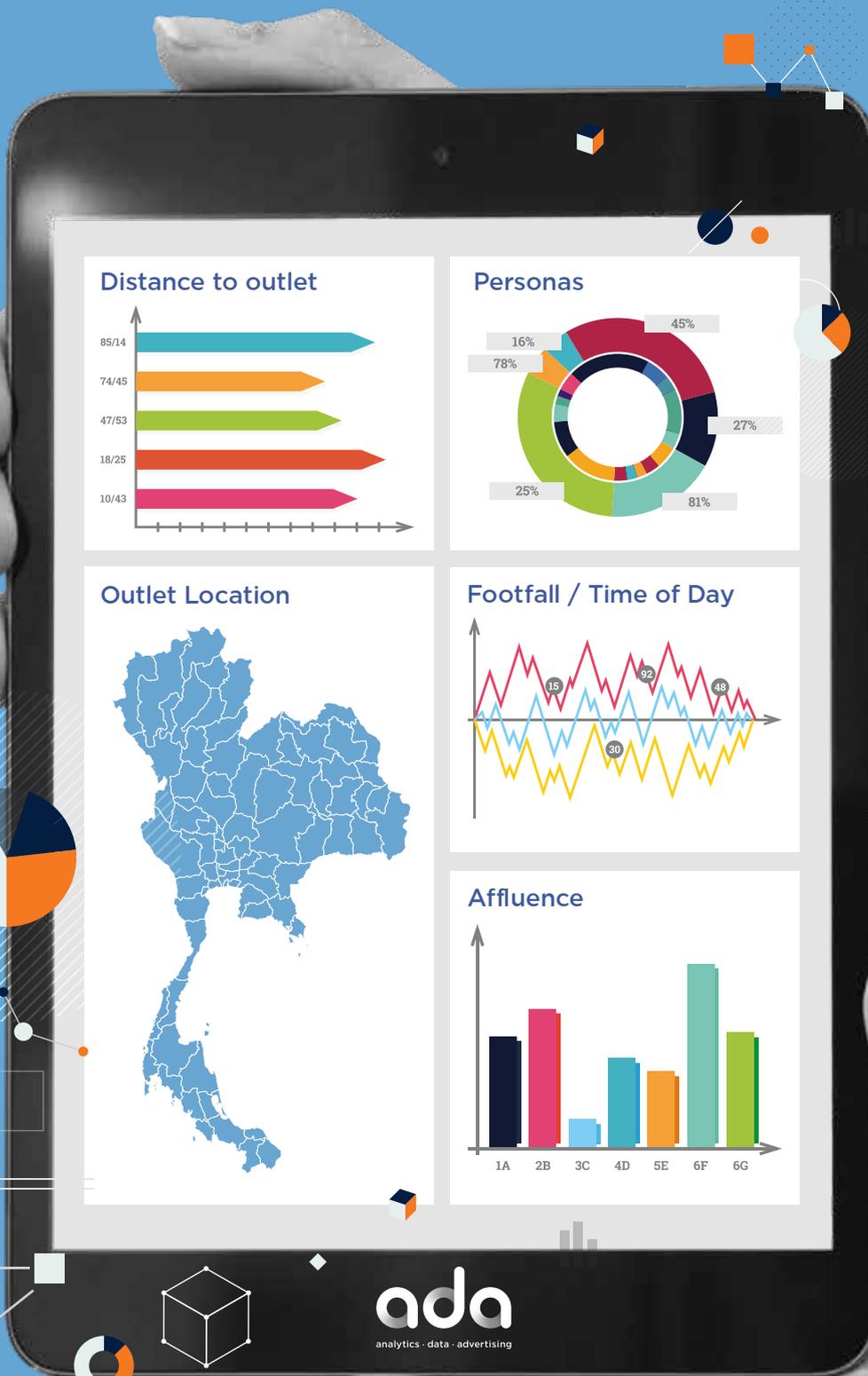
Value added services
hot-wired to jack-up your sales and marketing game

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.

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Contact us for a demo today

ada-asia.com/contact-us

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