Living Audience Platform

Creating Contextual Audience Segments

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The Global Location Leader

Intro

The **Living Audience Platform** helps to create contextual audience segments tied directly to real-world behavior and digital online patterns, allowing clients to connect with target consumers when and where they are most likely to engage and be influenced, or find and create models after your most valuable customers!

Collect. Observe. Segment. Measure.

- Where consumers are going and where they've been
- What behavior patterns consumers engage in – and when
- Where do the most valuable audiences exist
- Uncover the intersection of where users live, work and play
- Marketing spend attribution

Where Are My Users?

Current solutions only uncover a small part of the user's digital and physical journey.

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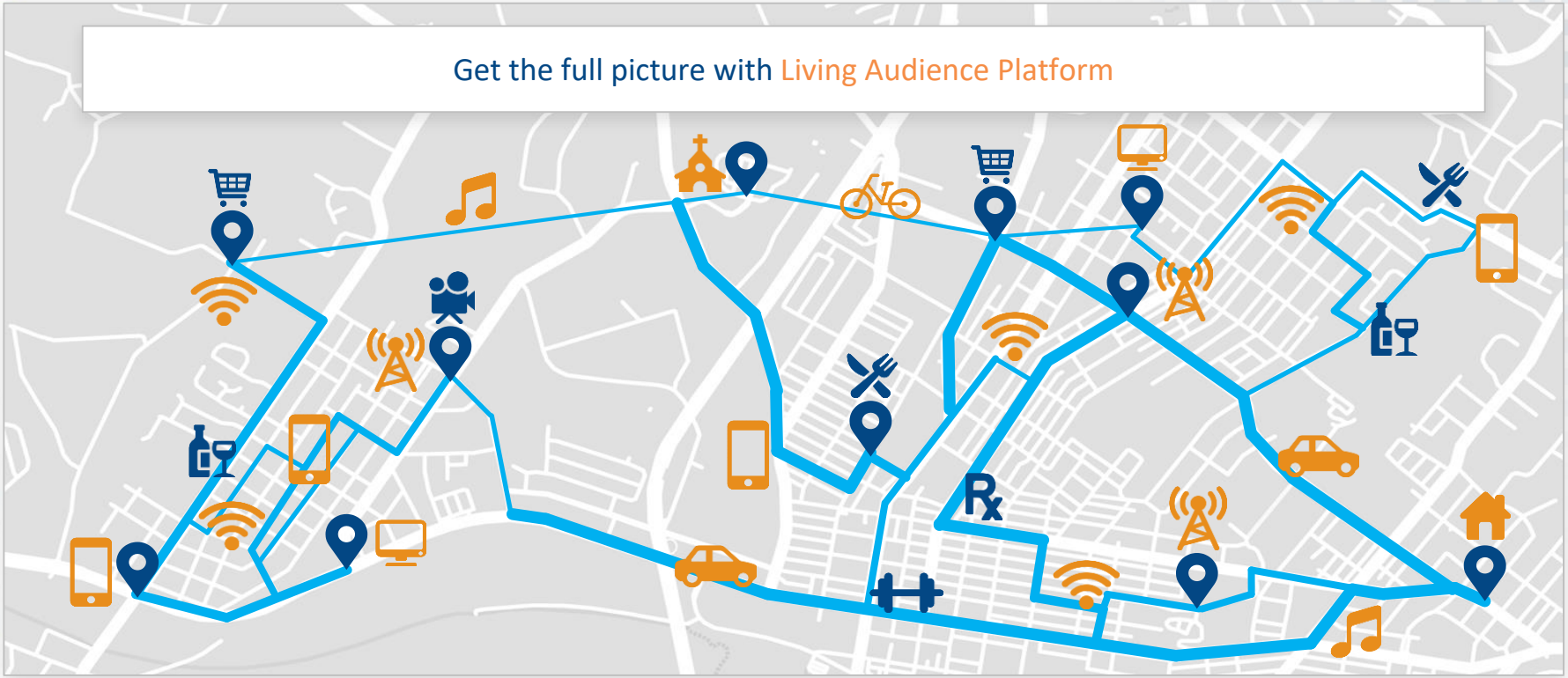
Where Are My Users?



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Where Are My Users?

As in any relationship, knowing **WHAT TO SAY & WHEN TO SAY IT** is as critical as knowing **WHEN TO SAY NOTHING**

Mobile SDK Location Data

NetAcuity Location Data

User Profile

Build deeper user profiles at every step of the journey

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Digital & Geospatial Insights

By utilizing geolocation data from both digital online traffic and geospatial movement from mobile devices you can form and segment user profiles, which in turn help design marketing strategies to confidently reach your target audiences across all their devices. These same data sources can then attribute which campaigns and channels directly affected your bottom line.

User Behavior Profiles & Devices

Marketing Mix Strategy & Conversion

Attribution & Competitive Analysis

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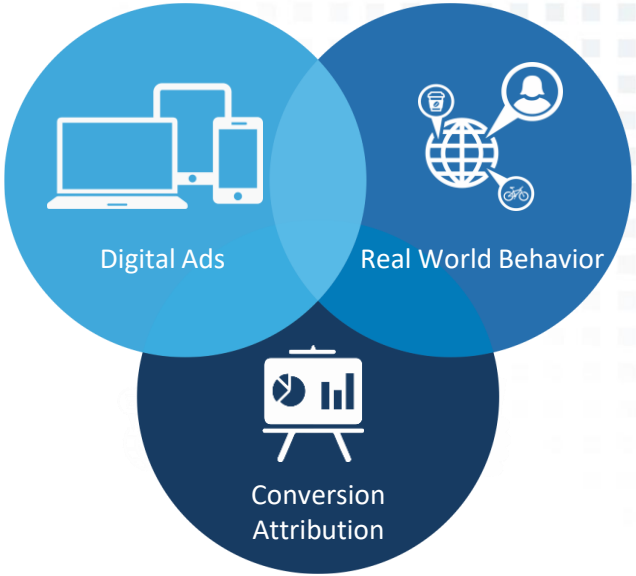
Digital & Geospatial Insights

Where Digital and Physical Geospatial Data Intersect

- Cross-device (IP and AdID) “Personas”
  - B2B ABM
  - B2C Look-a-like modeling
- Attribution & Competitive Analysis
  - Online visit
  - Real world behavior visibility
- Minimize wasted Ad impressions
- Share of wallet (retail, food, hospitality)
  - Dwell time
  - Frequency
  - Recency



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Sort & Segment with LAB

Export the most valuable audiences & leverage within your own platform

EXAMPLE: Identify all of the IP addresses or Mobile Ad IDs interested in Automotive, in the state of Georgia, actively involved in Social Networks that visited a car dealership this month.

NetAcuity Data: Geo, Company, ISP, Mobile Carrier, etc.

Category Data: Social Networking, Gaming, Retail, etc.

OUTPUT: An audience list of IPs or Ad IDs that you can easily target.

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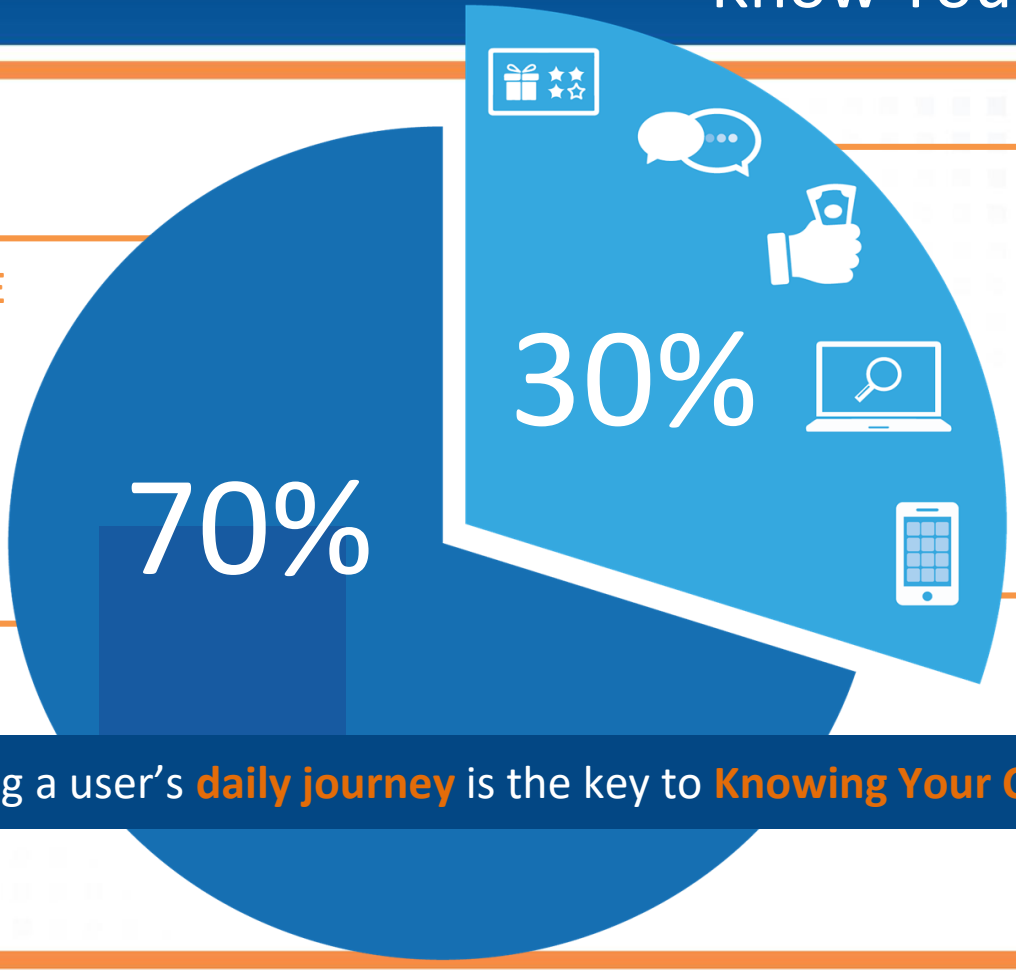
Know Your Customer



LIVING AUDIENCE

70% of the daily journey unlocked by geospatial intelligence

STATUS QUO

100% of what is known about people is based on **30%** of their daily lives

Understanding a user's **daily journey** is the key to **Knowing Your Customer**

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Beta Testers Needed!

We want YOU to help us make the **Living Audience Platform** the BEST tool to connect with your target consumers.

Interested? If so, contact your Digital Element rep to get you on your way to tapping into your most valuable customers!

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Unlock Your
Living Audience