

# MOVING AUDIENCES ANALYTICS



Measure The Offline World.  
Connect Advertising to Outcomes.



## Understand Physical Consumer Movement

People movement is dynamic and it is only natural for "location" to emerge as the new currency of marketing. Location intelligence enables physical brands, advertisers, and agencies to plan, execute, and measure smarter campaigns.

The places a person visits are an indication of who they are. In the real world, marketers need to understand where consumers are, where they have been, and predict where they will go. Moving Audiences Analytics solves this offline challenge.

### How Does it Work?

Moving Audiences Analytics Solves the Offline Challenge - Understanding Physical Consumer Movement



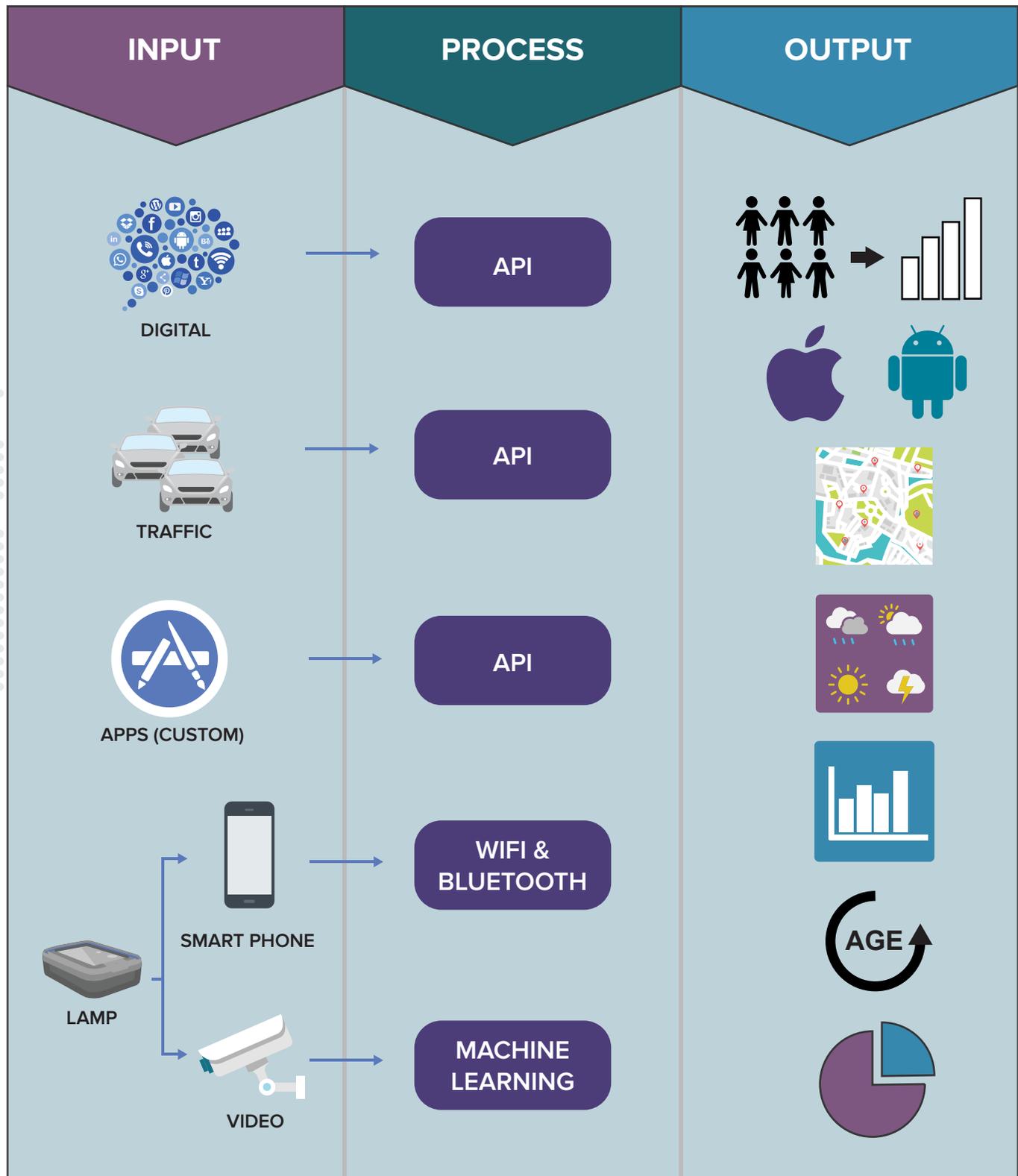
People are always connected and on the move. They spend more than 70% of their time out-of-home.

The places a consumer visits is an indication of who they are - likes, interests, and physical path-to-purchase

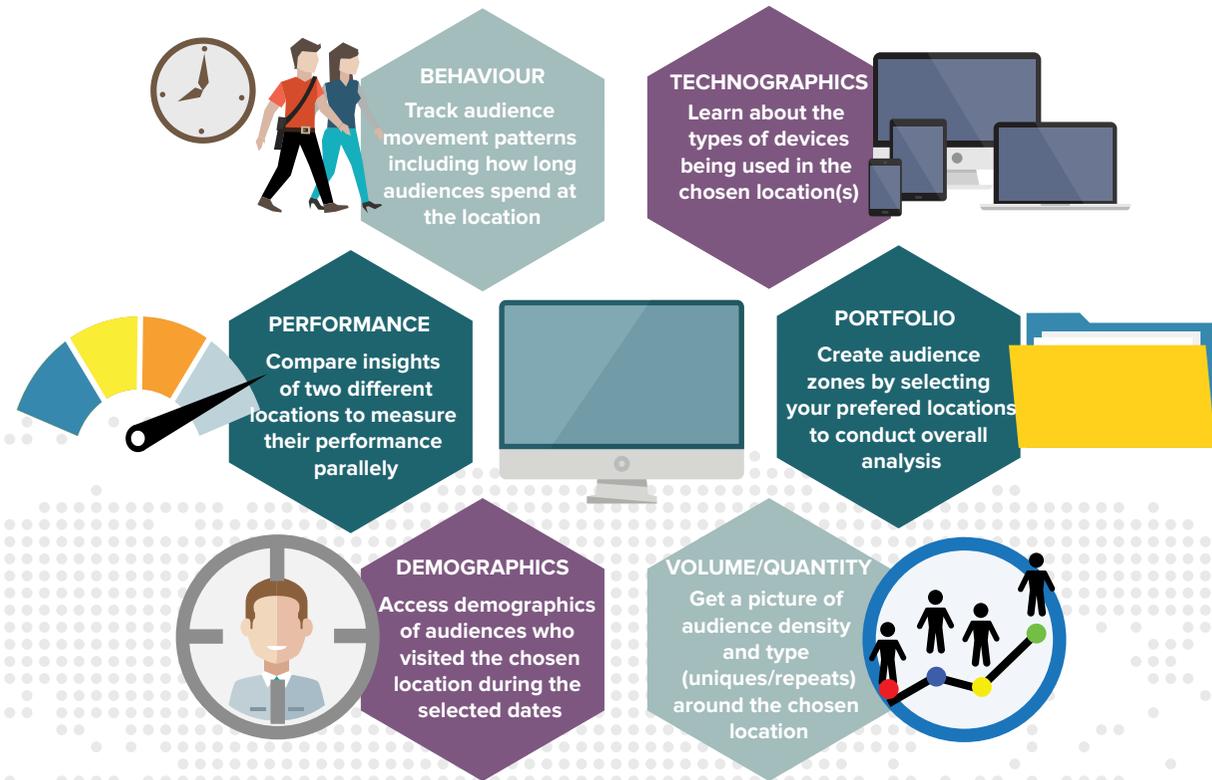


Online can measure Offline. These "connected" audiences leave Digital Footprints everywhere they go.

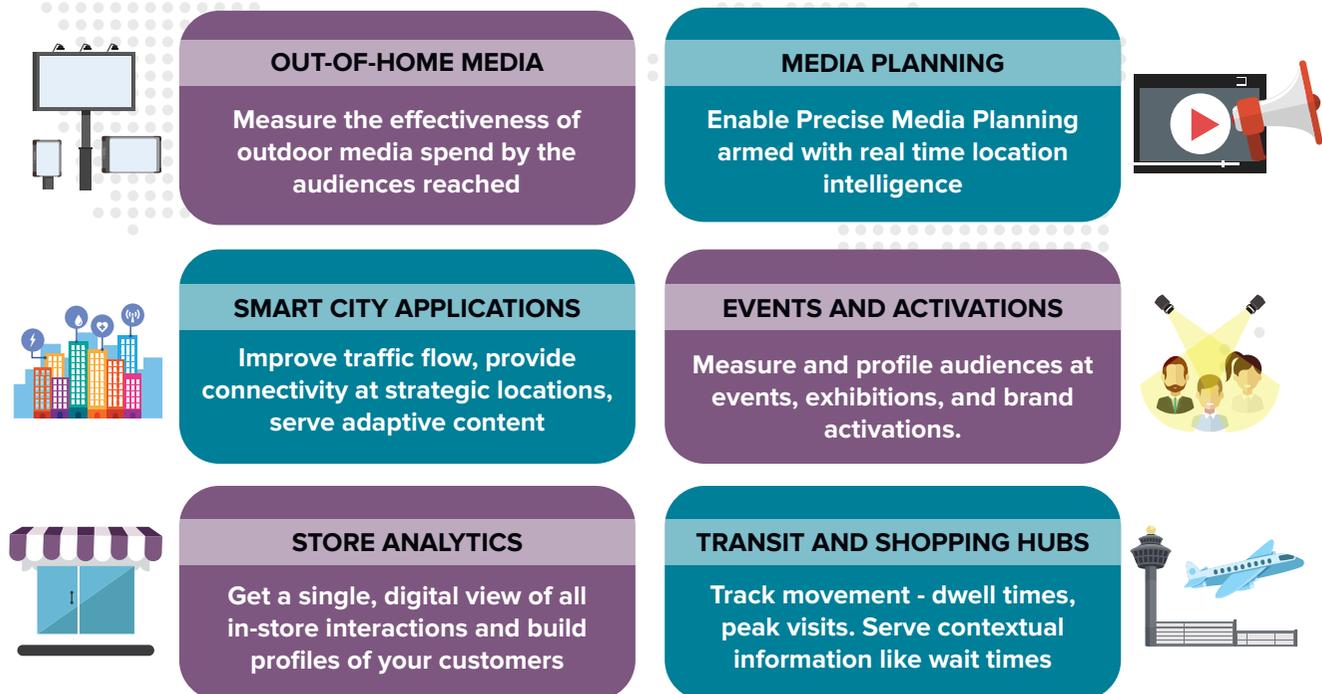
Moving Audiences Analytics aggregates and processes data from multiple sources including



### Moving Audiences Analytics Provides Location Intelligence Around



### One Location Analytics Platform, Multiple Industry Applications



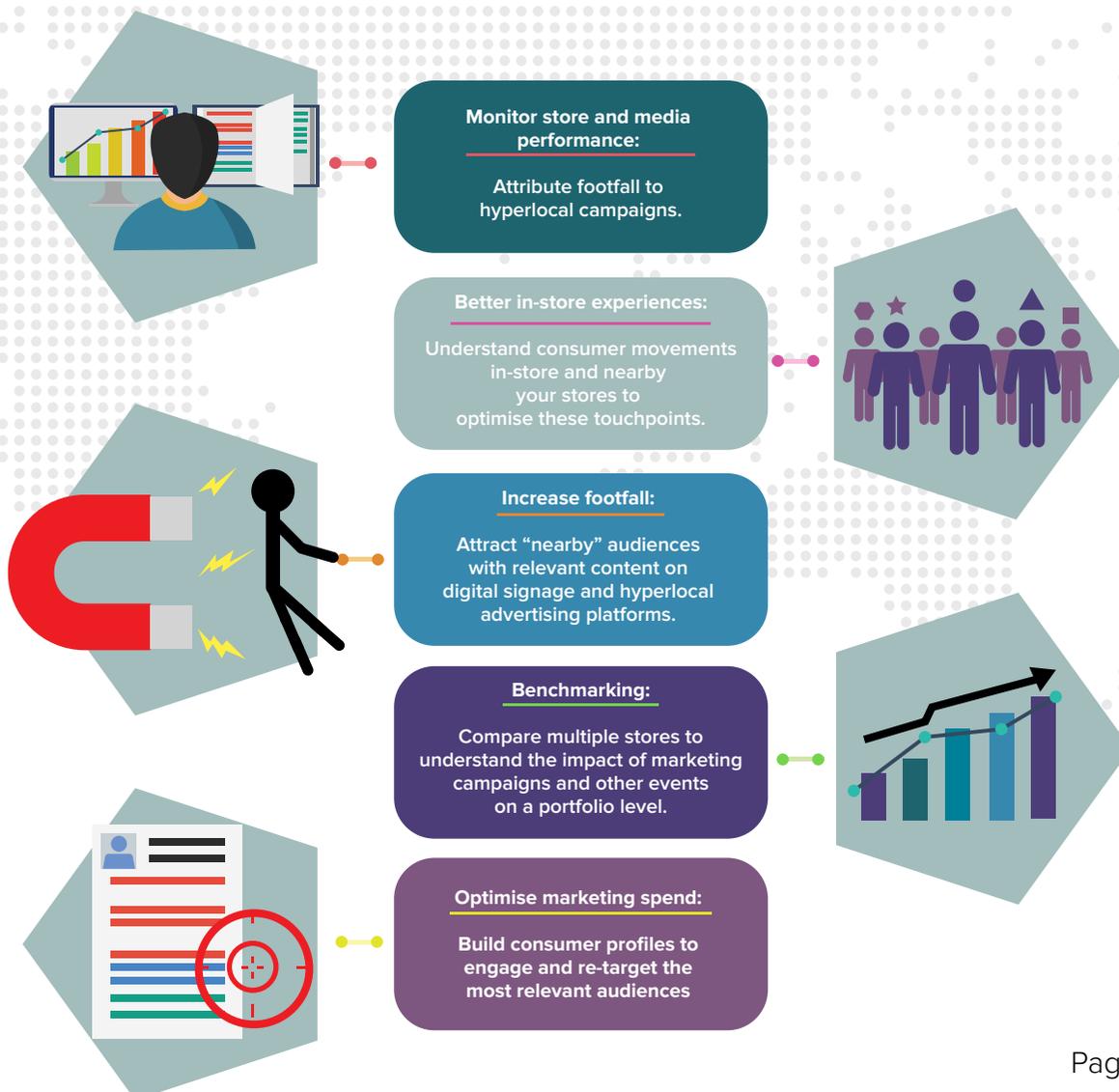
### Benefit

“If you can’t measure it, you can’t manage it.”

How many visitors came to an e-commerce site? How long did they stay? What did they look at? What product sections do they navigate to the most? Online platforms thrive off these insights. They know who their customers are, how they shop, and where to reach them.



By harnessing technology-based location intelligence, you too can track your store interactions and optimise your marketing spend to increase sales conversions.



## Adoption

### STEP 1

Define your location



### STEP 2

Enable access to sample location on dashboard



### STEP 3

Agreement and Scope of Work



### STEP 4

Installation and Onboard



Website :  
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