

Tuning into Consumers' Digital Signals By Location

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Slides: www.immr.org/downloads/streetfight2011.pdf

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Topics

- ❖ What are Consumers' Digital Signals?
- ❖ Why are Digital Signals Important?
- ❖ How are businesses using Digital Signals?
- ❖ Overview – the Digital Signal Ecosystem
- ❖ What is the role of the Location Layer?

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Some Examples



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What are Digital Signals?

Digital Channels

Internet

- Websites
- Search
- Microsites
- Ads

Social

- Publish
- Discuss
- Share
- Review

Mobile

- Apps
- 2D codes
- Location
- NFC

Interactive

- Social TV
- OOH



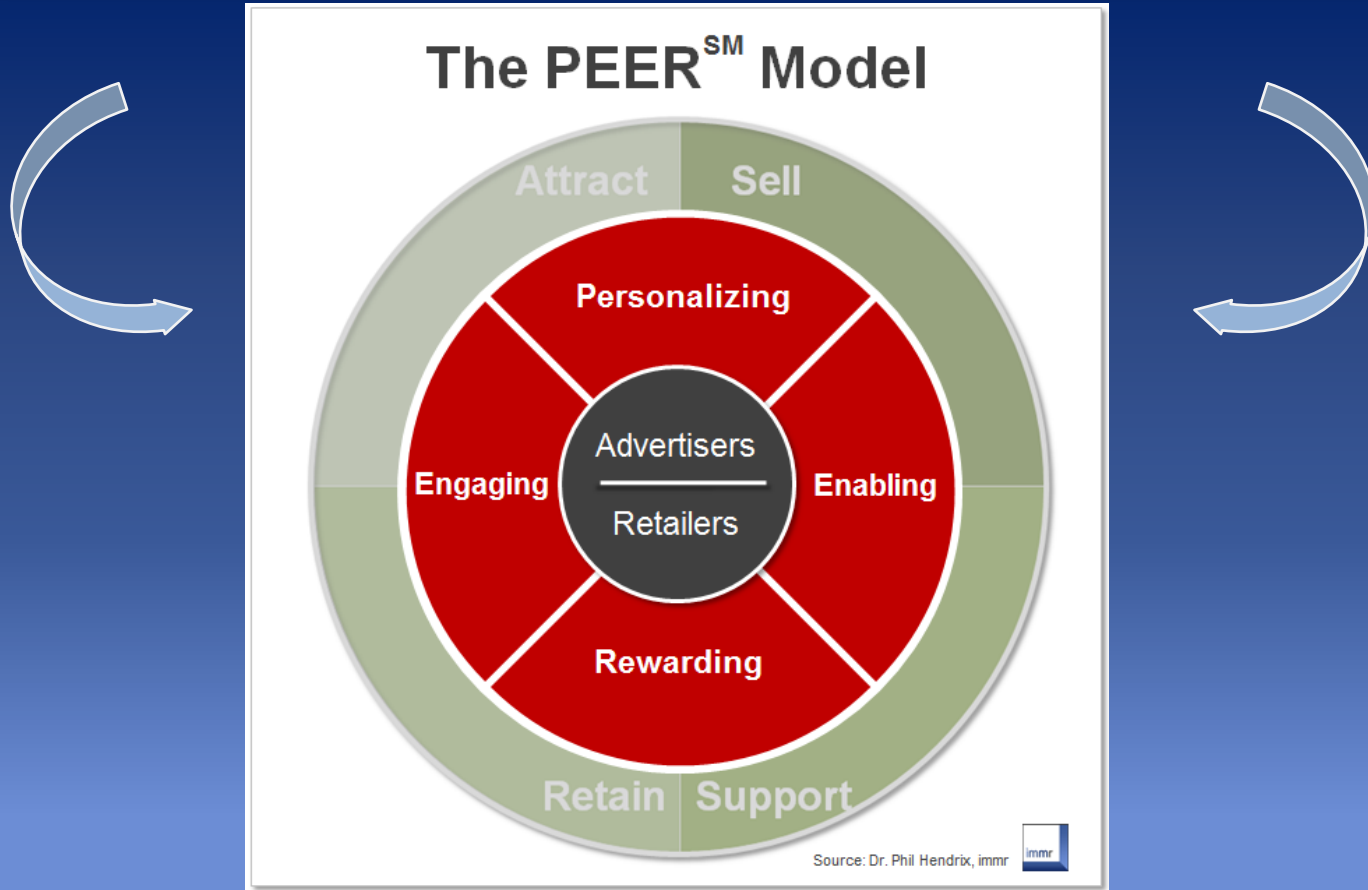
Digital Signals

Traces produced
as consumers
interact with Digital
Channels

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Companies Engaging Consumers

Marketing | Advertising | Promotion | Customer Service | PR | SEM | SEO | SMO+



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Why are Digital Signals so Important?

In real-time, on a massive scale, at no cost, Digital Signals reveal:

Consumers'

- Attitudes
- Motivations
- Experiences
- Plans/Intentions
- Interests
- Values
- Questions
- Responses
- Opinions
- Activities
- Connections
- (Dis)satisfaction

Location

Context

Connections

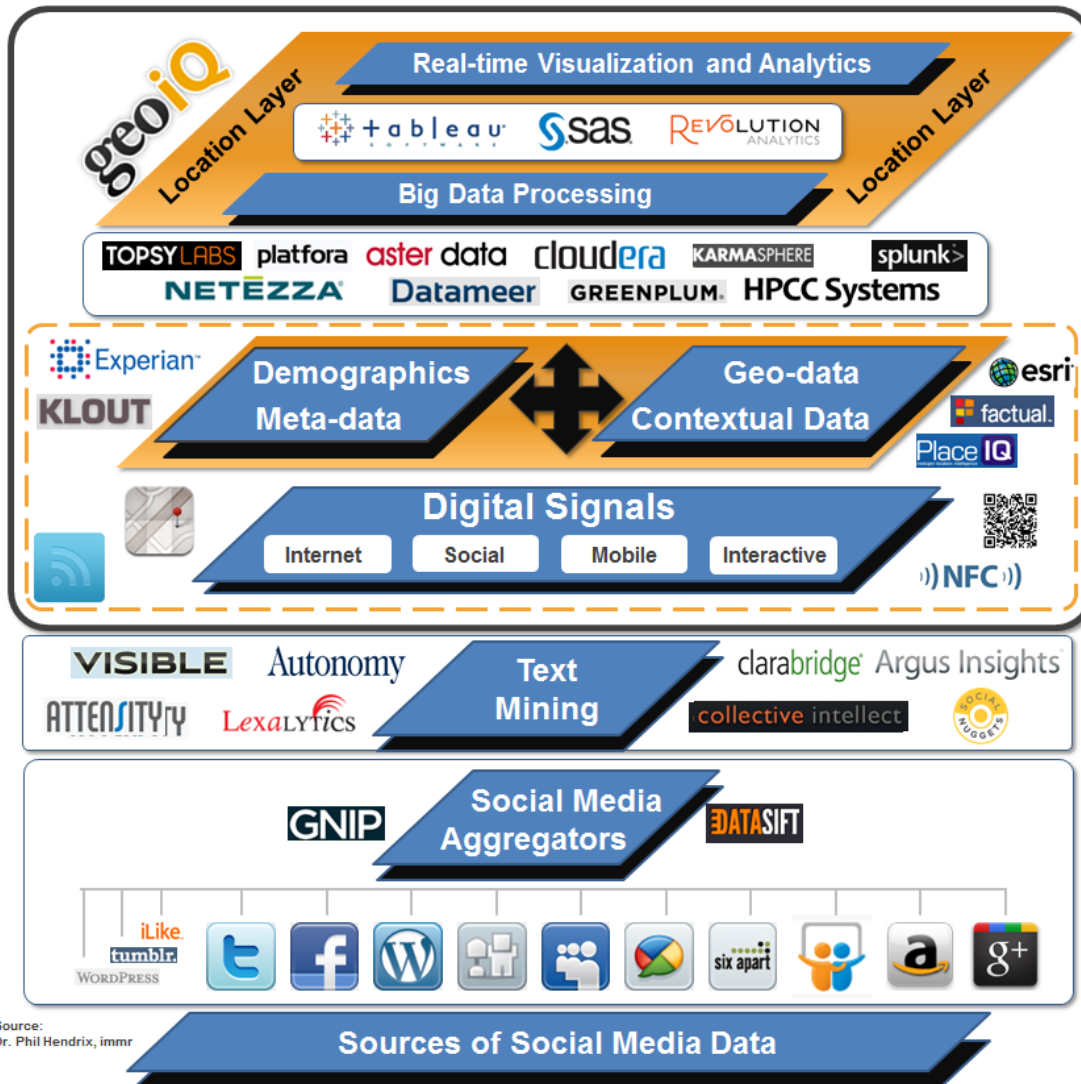
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Data Sources and Solutions for Digital Signals



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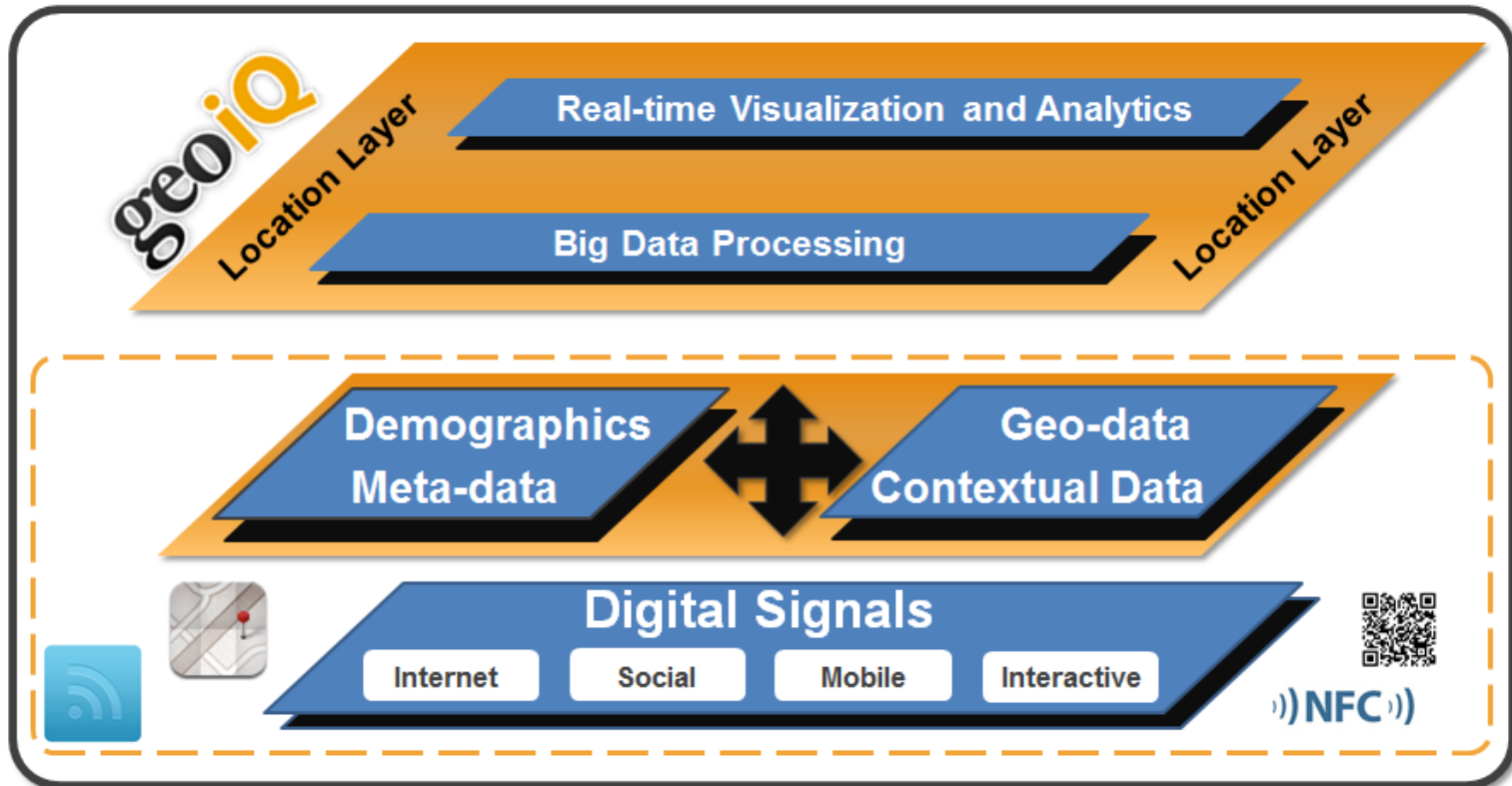
Digital Signals Ecosystem



Source:
 Dr. Phil Hendrix, immr

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Digital Signals Ecosystem

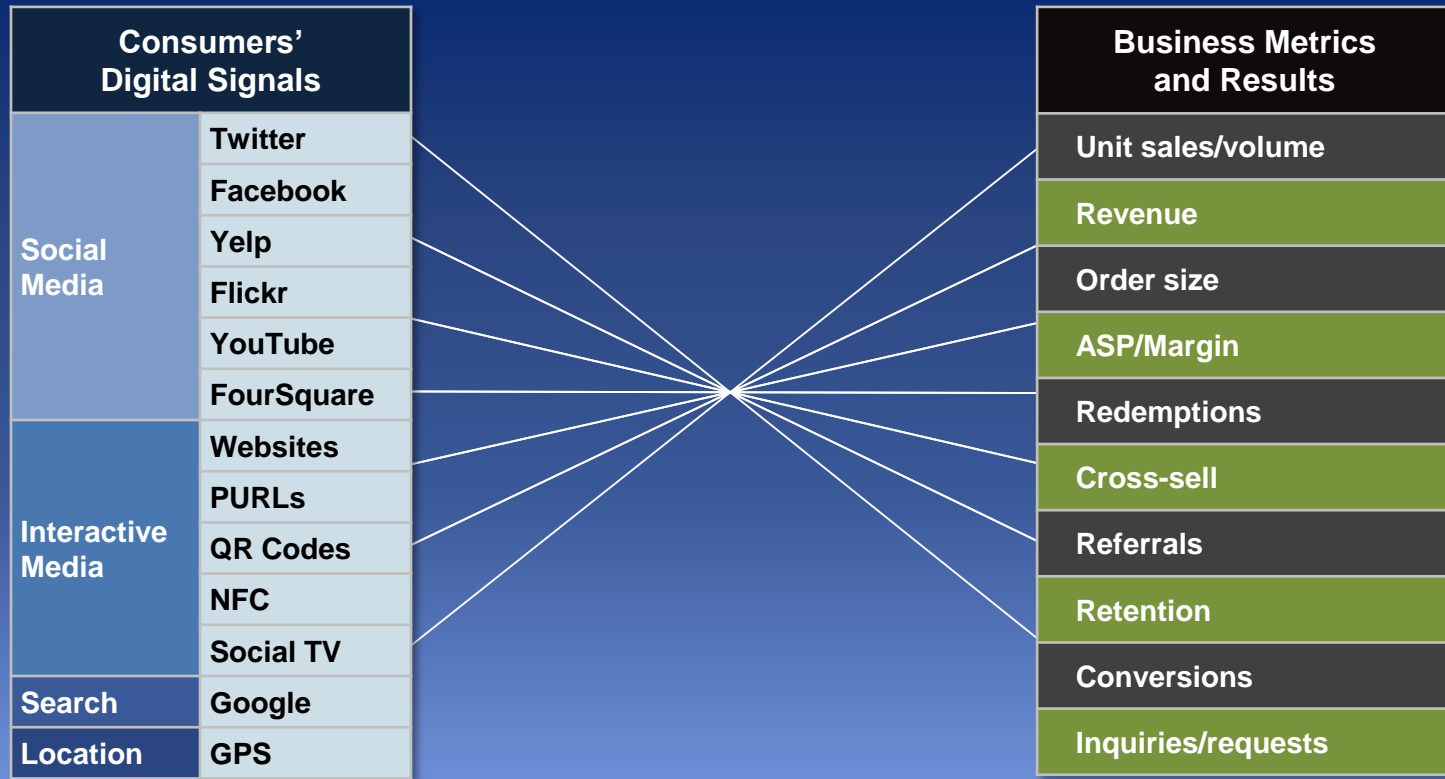


Text
Mining

Social Media
Aggregators

Sources of Social Media Data

The \$64M Question – How Digital Signals Impact Business Results



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Visual Analytics

Compare
Cluster Correlate

Connect

Time | Location

Combine



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How Tuned into Digital Signals is Your Business?

Measures	①	Measuring (i) the most relevant Digital Signals (ii) at the right level
Speed-Latency	②	Little lag/latency in processing Digital Signals
Sensitivity	③	Changes, trends in Digital Signals detected in a timely fashion
Metadata	④	Digital Signals' metadata (especially location) leveraged
Context	⑤	Relevant contextual data appended
Reporting	⑥	Digital Signals reported by geographies tailored to business
Coordination	⑦	Timing of marketing, SMO, other efforts coordinated with Digital Signals
Impact – ROI	⑧	Impact of Digital Signals on Business Results quantified
Visual Analytics	⑨	Results displayed in a visual, intuitive manner accessible by end-users
Alignment – Optimization	⑩	Efforts aligned, investments in Digital Signals optimized

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Is Your Business Tuned into Consumers' Digital Signals?

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Thank you!

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