

# Tuning into Consumers' Digital Signals By Location

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Oct. 25, 2011



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Slides: [www.immr.org/downloads/streetfight2011.pdf](http://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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# Tuning into Consumers' Digital Signals

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October 2011

## Acknowledgement:

This whitepaper is co-sponsored by [GeoIQ](#). The author would like to express his appreciation for the input, feedback and support provided by GeoIQ. The opinions and views expressed are those of Dr. Phil Hendrix.

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Digital Signals = Big Data	
Mix of Structured, Unstructured Data	
Streaming Data	
Missing Metadata	
Incomplete Contextual Data	
Disconnected Data	
Reach, Impact Vary	
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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



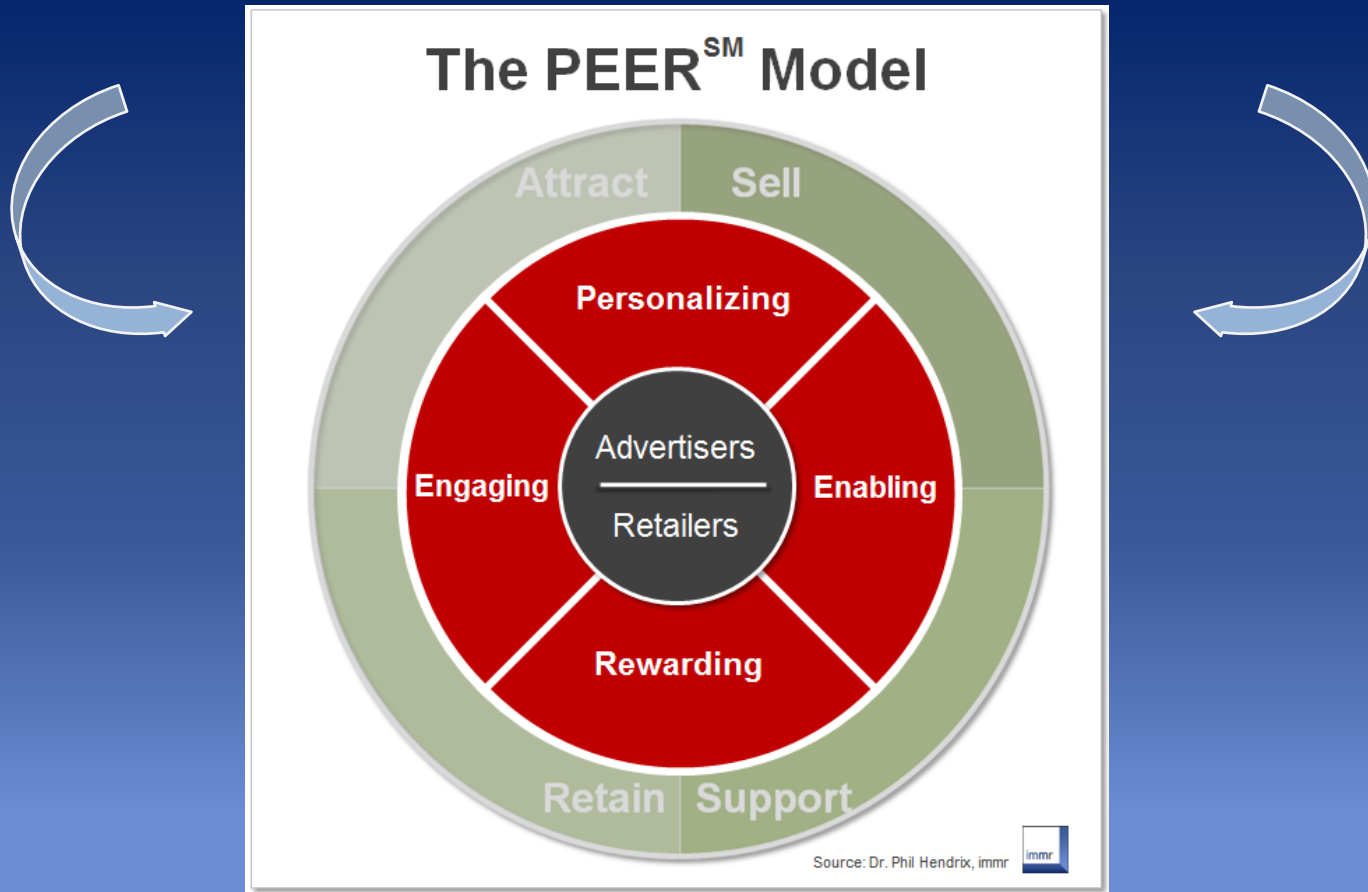
## Digital Signals

**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'

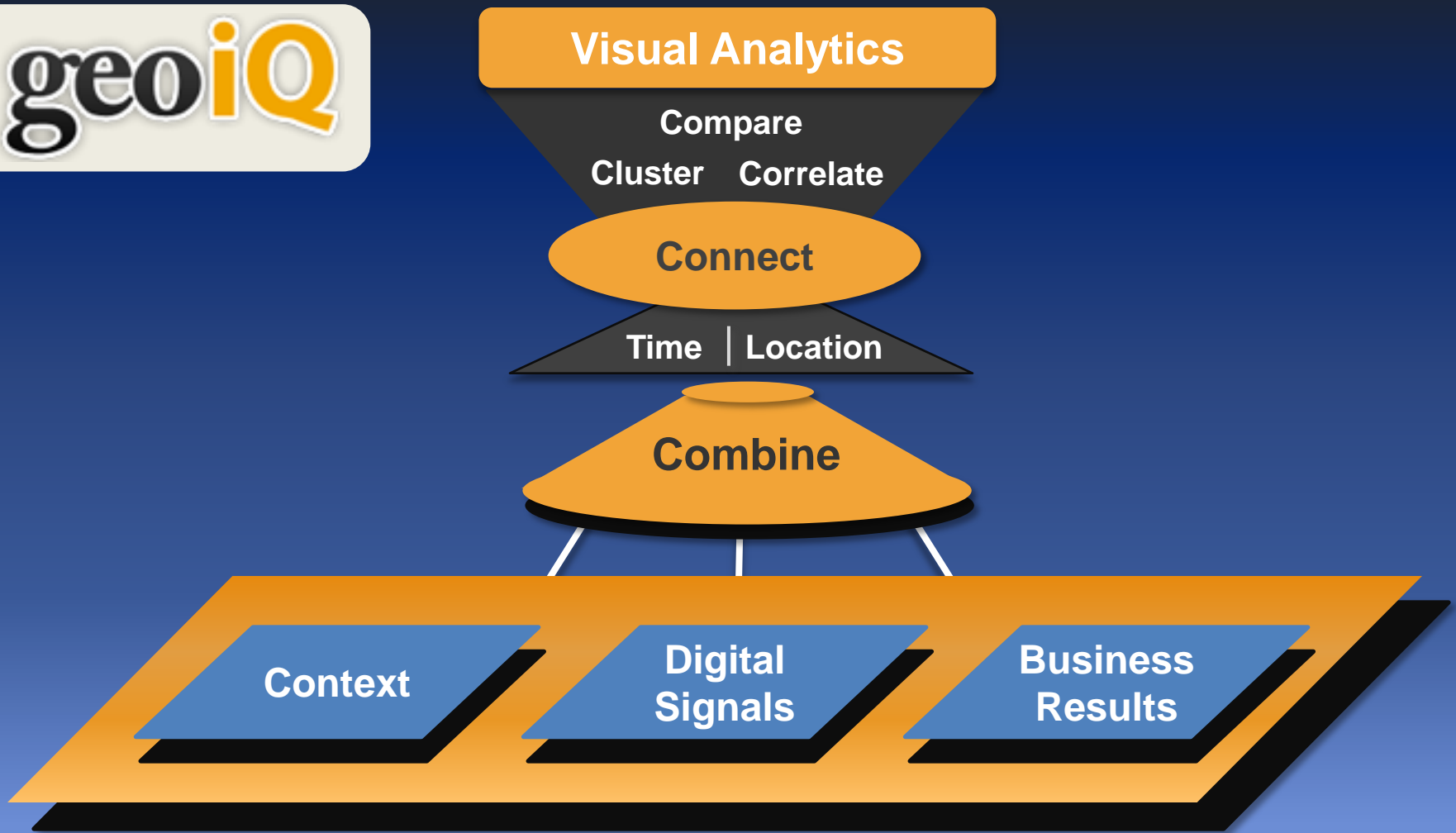
- Attitudes
- Motivations
- Experiences
- Plans/Intentions
- Interests
- Values
- Questions
- Responses
- Opinions
- Activities
- Connections
- (Dis)satisfaction

Location

Context

Connections











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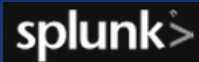
# Challenges in Harnessing Digital Signals

Challenge		Significance
Data	Data Volumes = “Big Data”	
	Mix of Structured, Unstructured Data	
	Streaming Data ➡ Volatile, Perishable	
Linkages	Missing Metadata (source, location, etc.)	
	Contextual Data Incomplete	
	Disparate Data in Disconnected Silos	
Relationships	Reach, Influence, Impact Vary	
	Benchmarks Lacking	
	Viral Effects Unpredictable	
Organization	Splintered Responsibilities, ad hoc Efforts	

Key	Most Significant			Least Significant
				

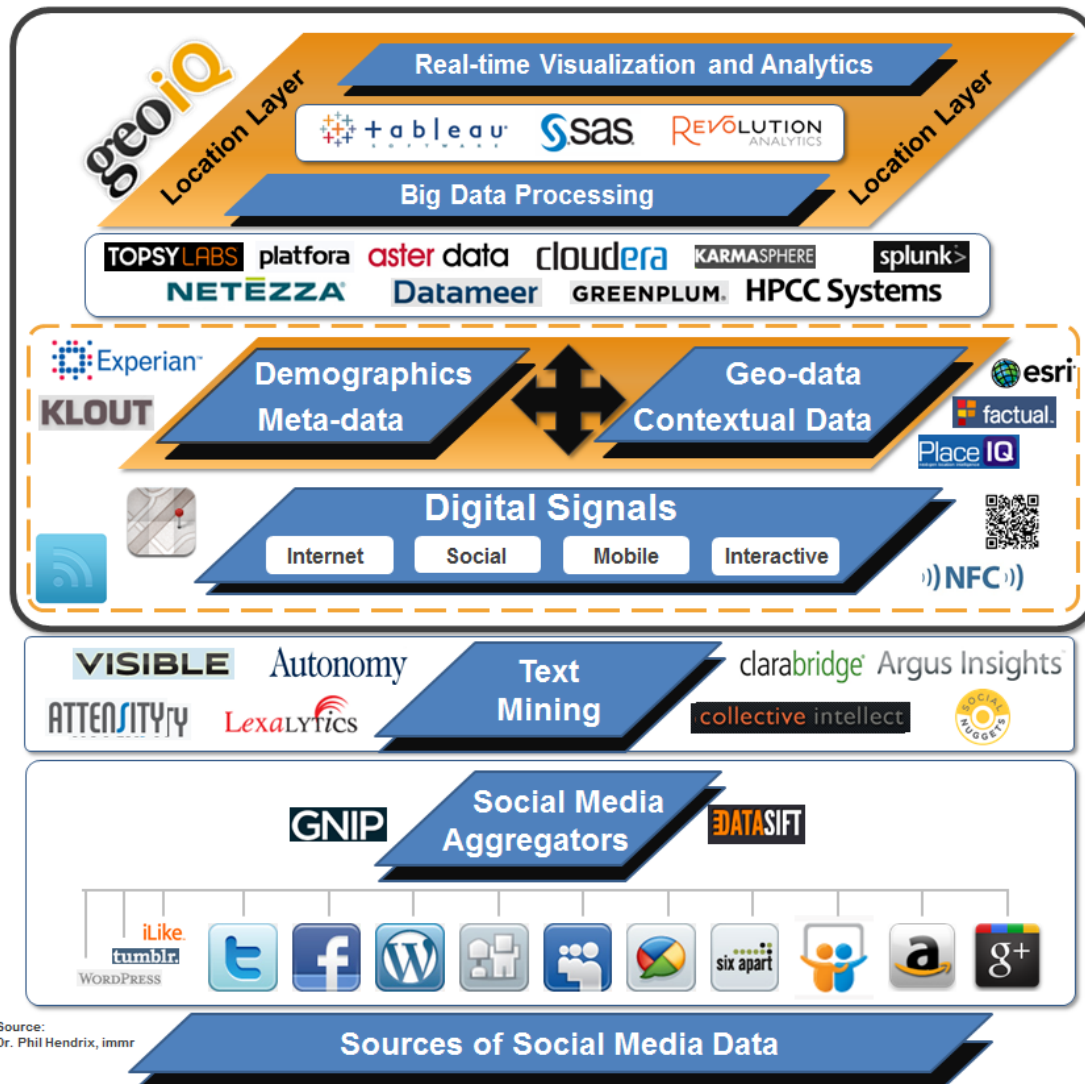
Significance reflects the degree of difficulty in dealing with the challenge, given the status quo (data, solutions, and practices)

# Data Sources and Solutions for Digital Signals



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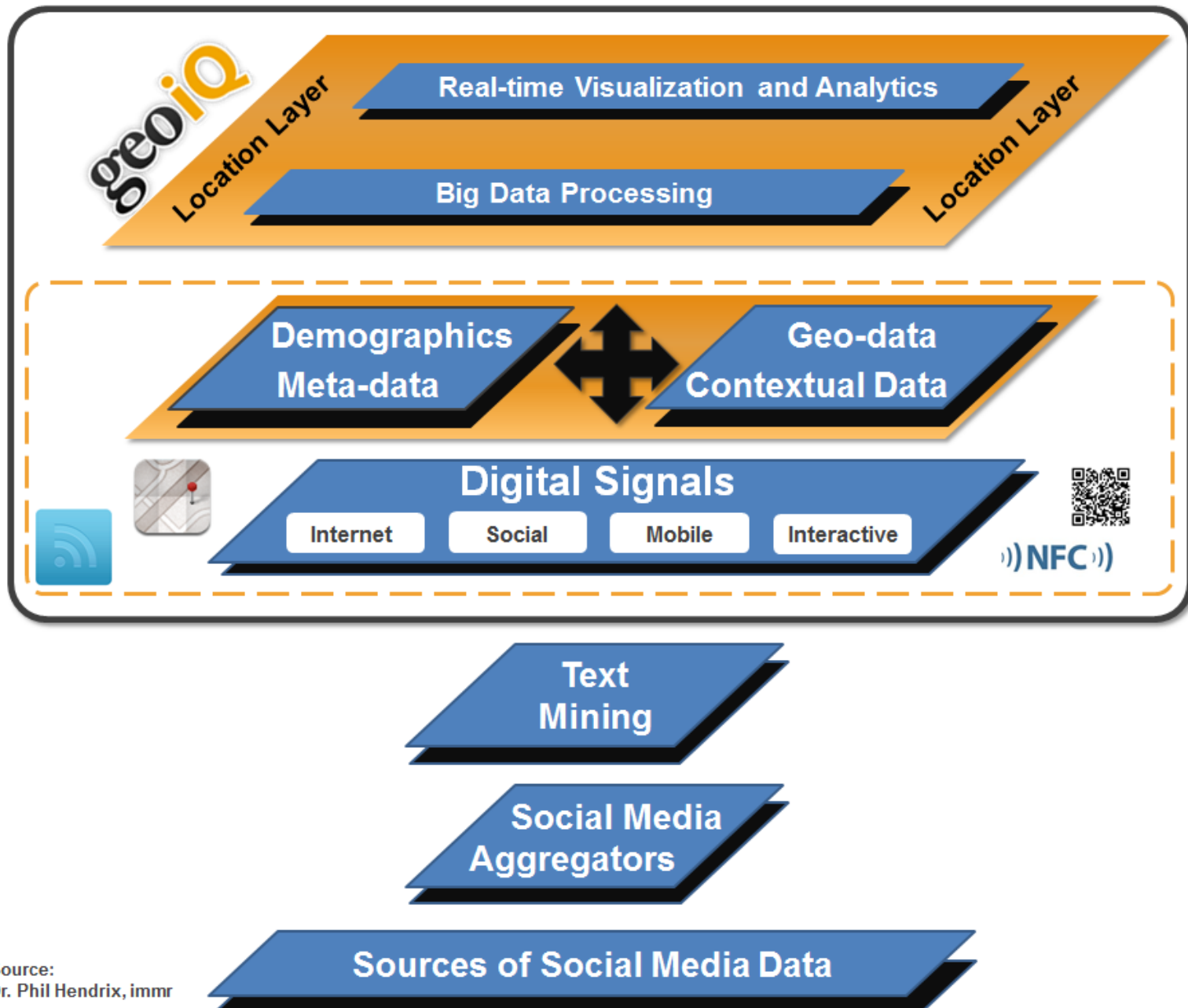
# Digital Signals Ecosystem



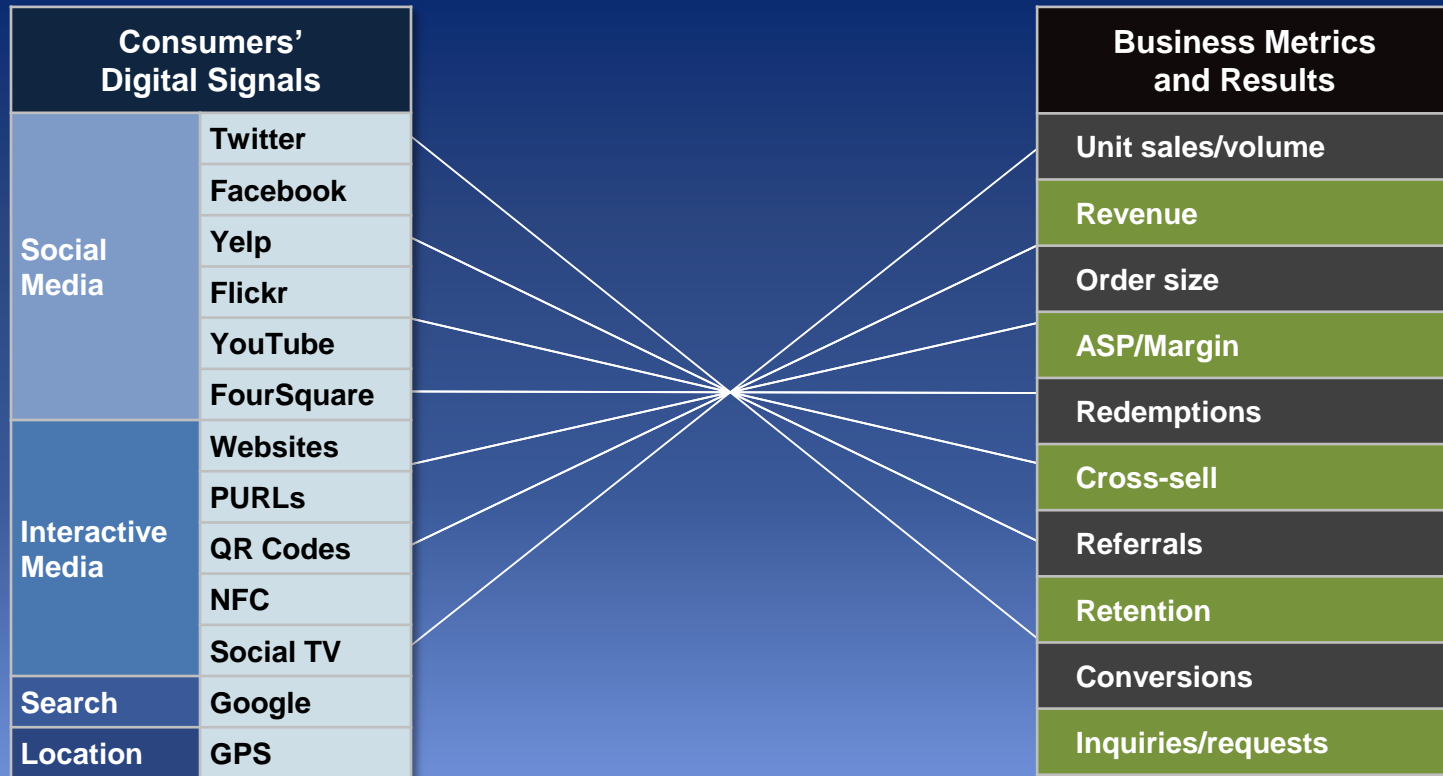
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# Digital Signals Ecosystem



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

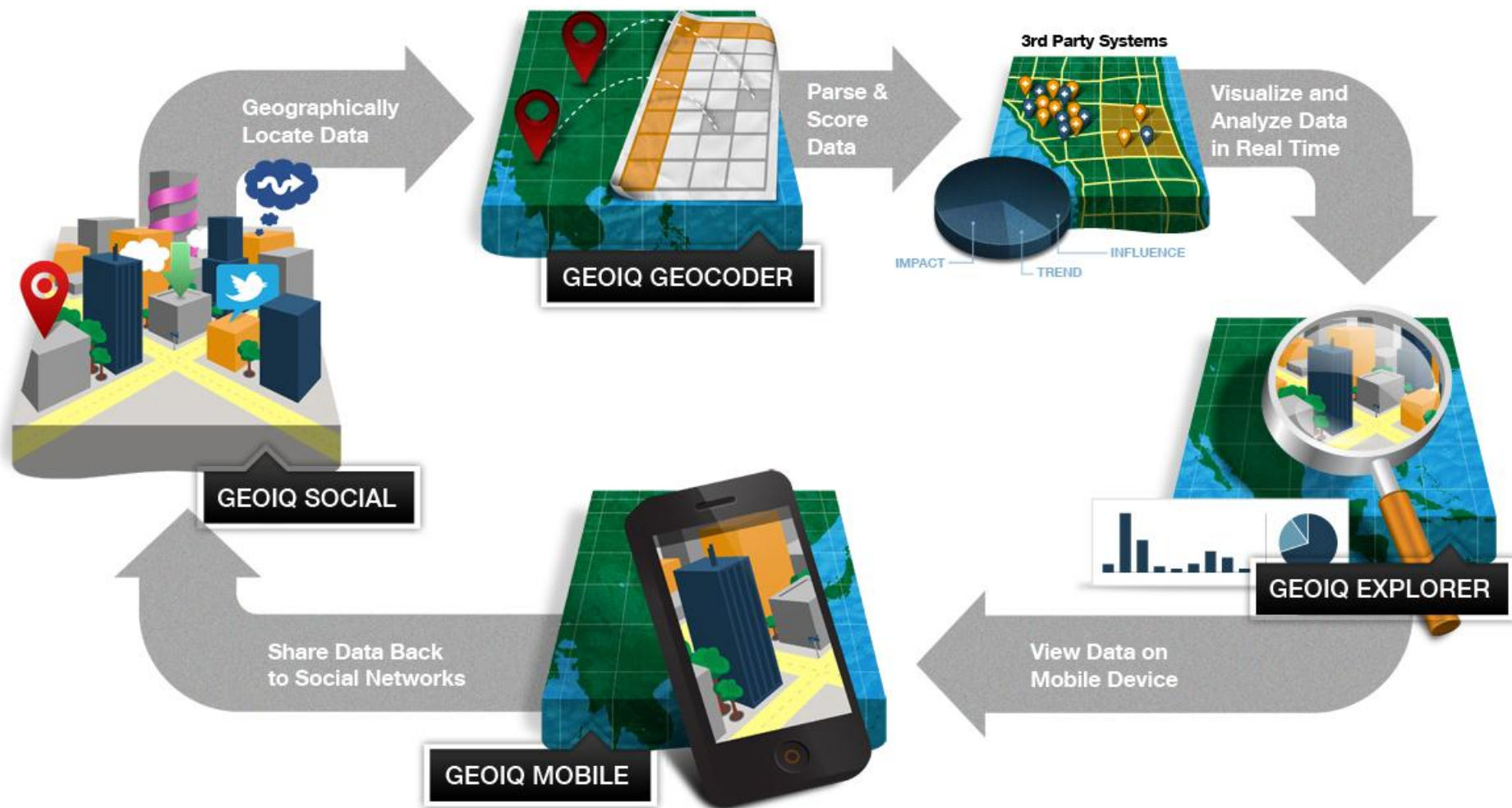


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# How Tuned into Digital Signals is Your Business?

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





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# For Journalists

## Mission Loc@l:

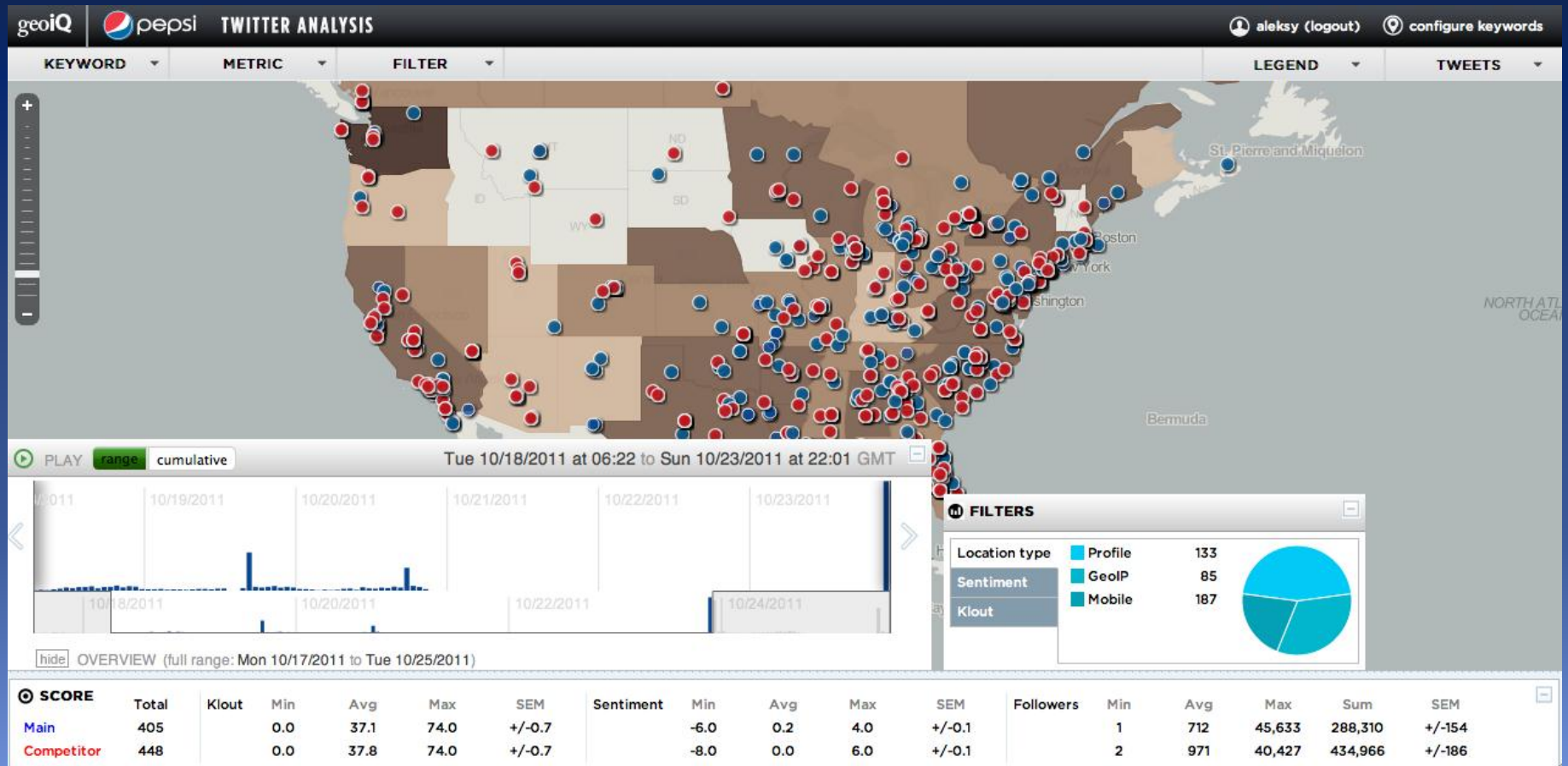
Our audience appreciates the use of maps for stories that are location specific or geographically important. We have employed maps in our crime coverage, visually displaying what crimes have happened where rather than going the traditional police blotter route. But with a new class of students eager to find new ways to visualize complex data over space, we have turned to Geocommons [powered by GeoIQ].

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# Thank you!

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