

Your movement says more about you than you think

The Problem

Advertising segmentations are becoming less effective and overused. New solutions in-market are trying to leverage social media, but only a limited population post information on social media and is not a representation of the larger population.

The Hypothesis

By leveraging location/movement data, we can understand a customers journey, their visitation to Points of Interest (POIs) and frequency to derive more accurate personas, brand affinities, and shift in lifestyle changes. This can then be stratified to a larger audience/universe for scale based on similar demographics and activity.

What Are We Solving?

Who should I target?

Who else might be valuable?

What can we learn about them?

When should we reach out to them?

The Approach

Start with raw location data

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Add points of interest (Brands) to location data

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Capture Twitter post from followers of Brands and also Brand posts

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Run Personality Insights by IBM

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Weight values based on visitation rates

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Persona of user based on needs and values

