

## DATA INSIGHTS

## STORE VISITATION

RECOMMENDATION  
ENGINE

## • Demographics

## • Device

## • Location

## • Interests

## • Life Stage

## COMPARISON STUDY

## PRESALES

## APP SCIENCE DASHBOARD

Your Brand Wells Fargo

## Unique Counts

1,123,456

Wells Fargo App Installs

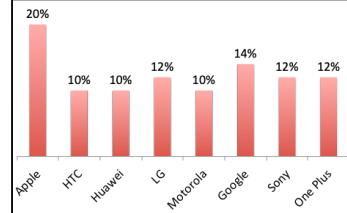
567,432

Wells Fargo Location Visits

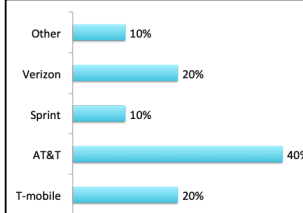
22

Wells Fargo campaigns

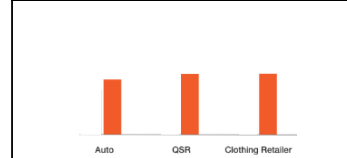
## Device Make Of Your Users



## Carrier Comparison



## Location Visits By Categories

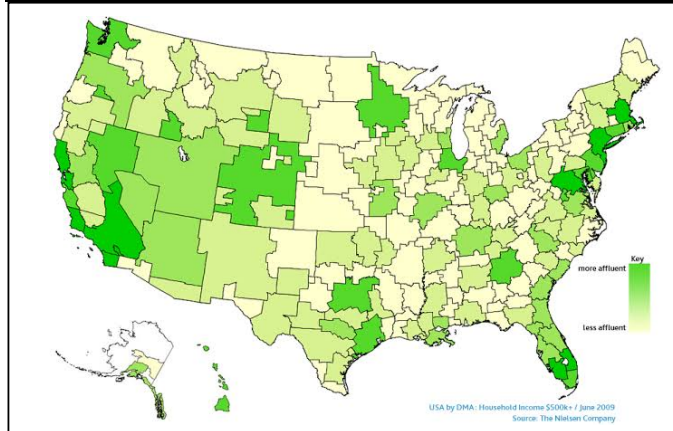


## Other Brands Your Users Are Visiting

Wells Fargo	8%
Wendy's	7%
Starbucks	6%
Walmart	5%

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## Top WellFargo Visitations (DMA level)



## Who Are The Future Users Of Your Brand?

Facebook



Add

KFC

Instagram

There is a probability of 12% for users with KFC and Instagram to adopt WellsFargo

## Top Apps by Category

Shopping



## Wells Fargo



Let Go



10% Wells Fargo Users  
20% > Citibank Users



Amazon



10% Wells Fargo Users  
17% < Citibank Users



Wayfair



10% Wells Fargo Users  
11% < Citibank Users



Walmart



10% Wells Fargo Users  
5% > Citibank Users

## Where's Your Biggest Opportunity

