



Near Insights

Australia Wine Market

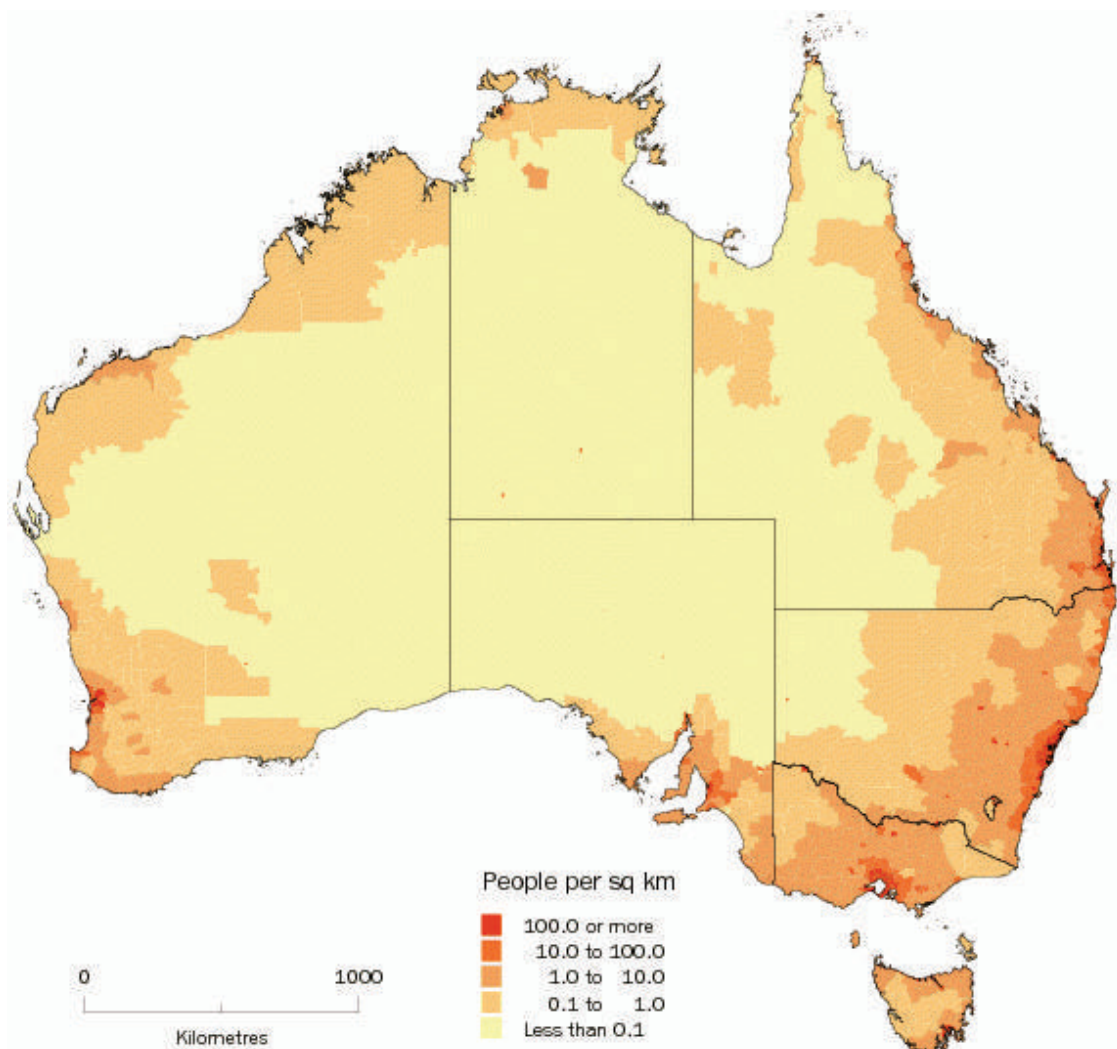
Wine Industry, Australia >>



Near, a big data company that uses location & audience data obtained from its proprietary technology to help brands reach out to their target customers via Mobile Advertising has come up with an interesting insight for the Australian Market.

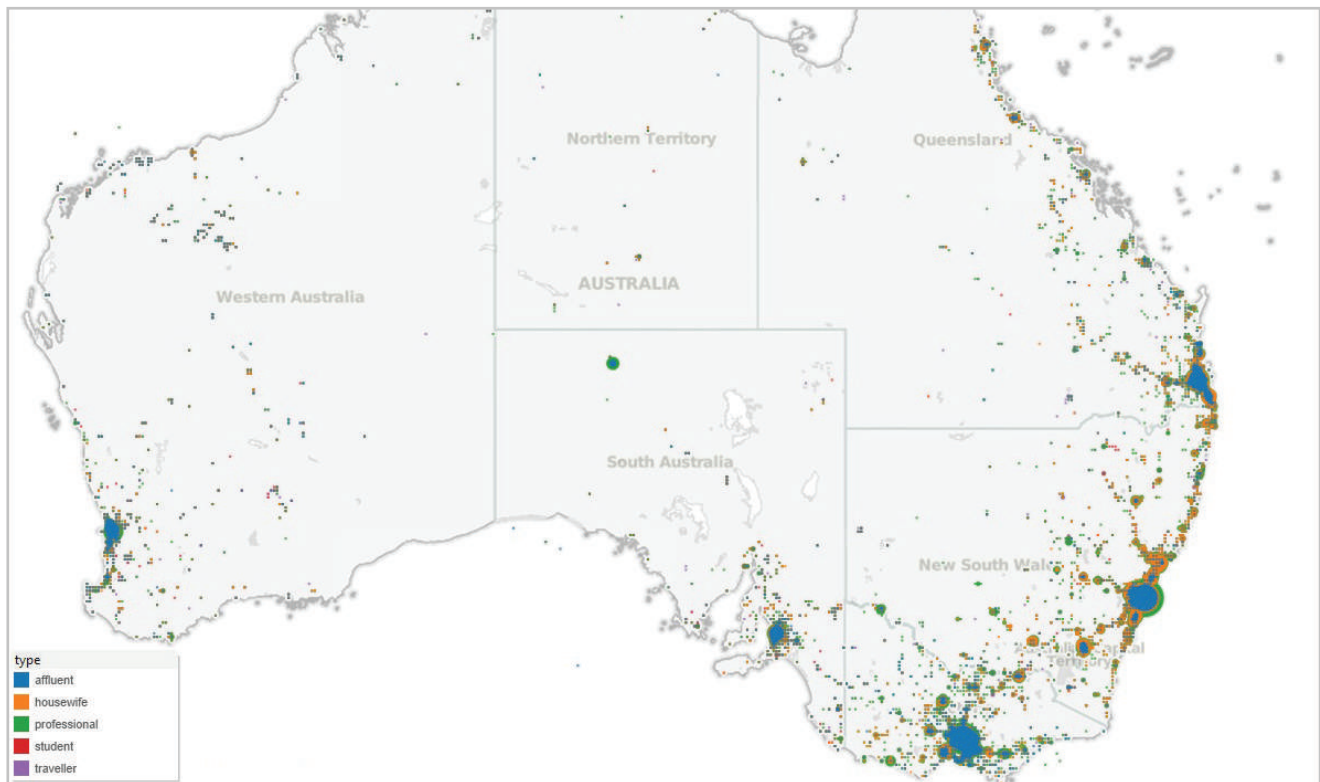
Near has built audiences using Mobile Location data analyzed over a historical period of time without the use of any personally identifiable information.

An interesting observation is the spread of audience against the Population map of Australia.



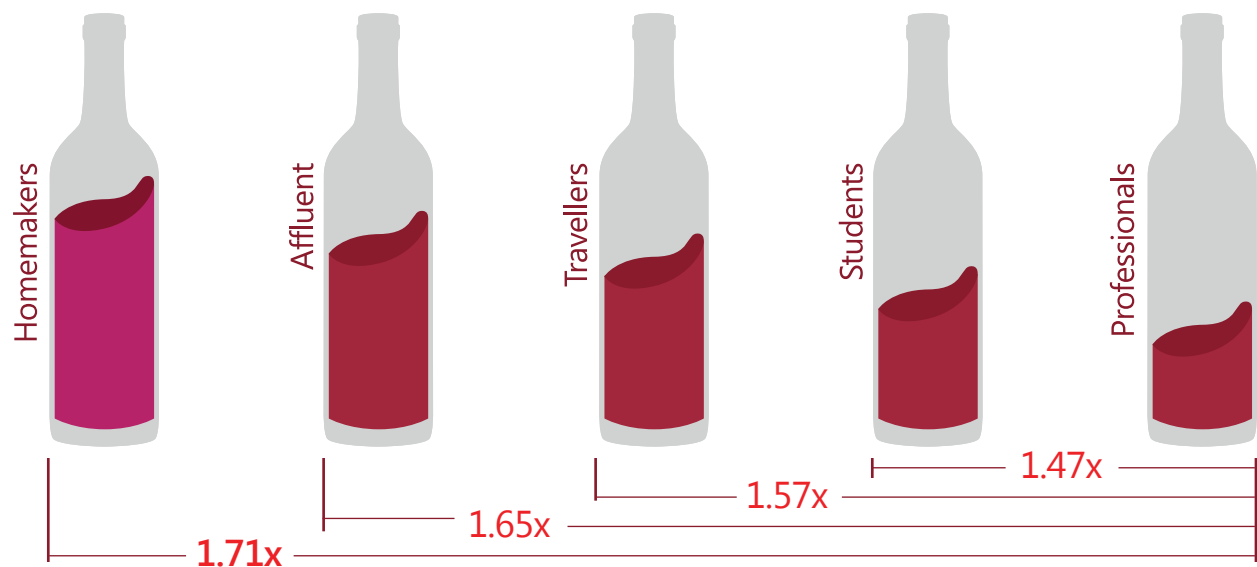
Source- [mapsontheweb](#)

The Audience spread according to Near analyses is as follows >>



Affluent are found to be concentrated on the city center, whereas housewives are next spread a bit away from the city center. This is followed by Professionals who are found in the city center during day time.

Engagement behaviour across audiences for Mobile Wine Ad >>



Engagement of Homemakers = 1.71x Engagement of Professionals

Are you targeting the right audience for your brand? Get in touch with us at info@near.co