

A blurred background image of a crowd of people walking, overlaid with a red-to-purple gradient. The text is superimposed on this background.

Passive Digital Measurement in Canada: Capturing the Digital Consumer

Agenda

- **Vividata's Evolution**
- New Digital Measurement Capabilities
- Insights from Our Digital Panel
- Ethnicity Study



DATA COLLECTION:

Survey



Passive



Panel



DATA DELIVERY:



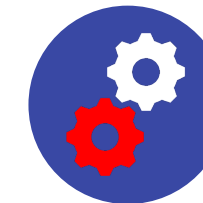
Databases

- Data feeds
- Third party software



Reports

- Standard vertical reports
- Custom reports



Data Integrations

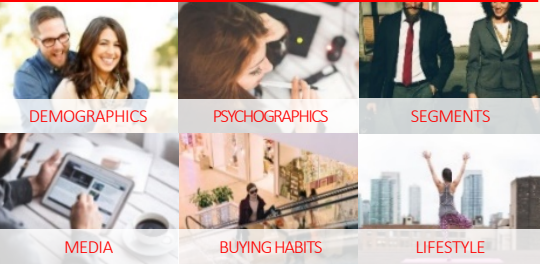
- Matching client's proprietary respondent-level data to Vividata respondents



Custom Research

- Custom studies and segmentations
- Look-a-like modeling

SURVEY OF THE CANADIAN CONSUMER



READERSHIP

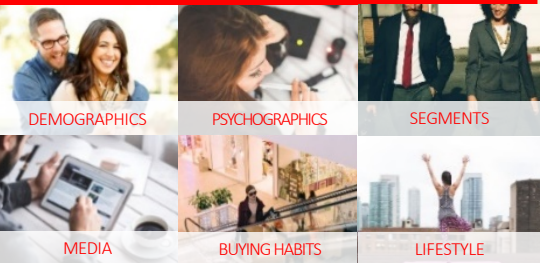


CROSS MEDIA



Audience Measurement

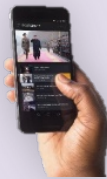
SURVEY OF THE CANADIAN CONSUMER



CANNABIS 1.0



TRUST IN NEWS



SPORTS & eSPORTS



CANNABIS 2.0



ETHNICITY



DIGITAL CONSUMERS



Consumer Measurement



New Digital Measurement Capabilities



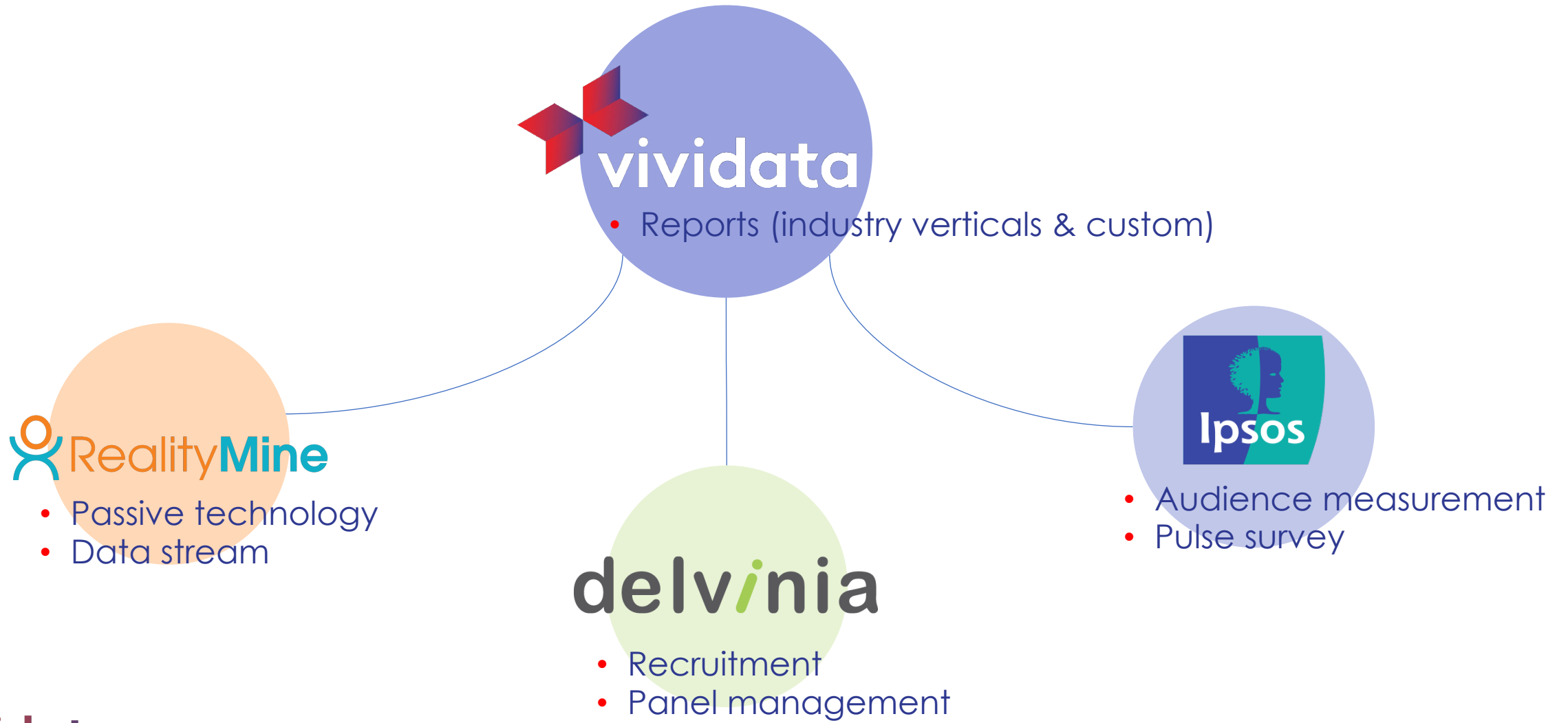
metrica
by vividata

Real life measured

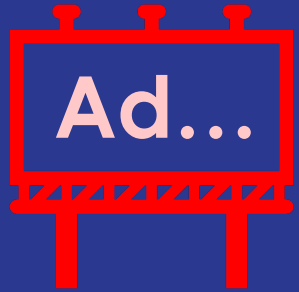
metrica
de vividata

Mesure la vraie vie

Partnership

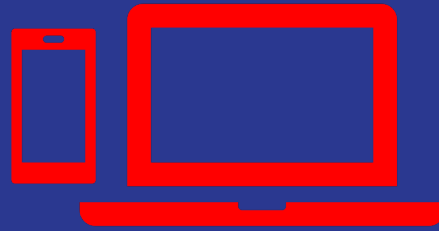


Solving Media Challenges



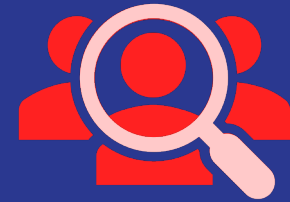
Ad Sales:

Demonstrate combined value of traditional and digital



Digital Depth:

Understand behavior and consumption patterns of consumers using digital devices



Audience Insights:

Understand how audiences access competitive content and consume brands

Benefits



Consistent Cross-Channel Measures

Profile consumers across traditional and digital platforms



Unprecedented Profiling capability

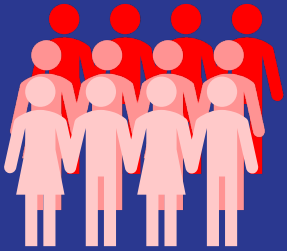
With integration to SCC, 60k+ variables to describe your digital audience



Audience Development Insight

Unique psychographic and “day in the life” insight

Panel to Date:



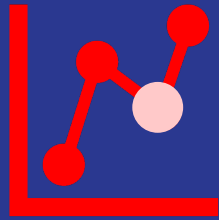
1,025

Active Panelists



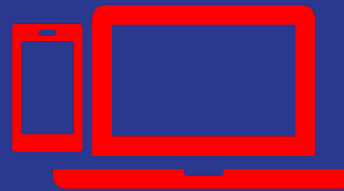
89

Number of
Days in Field



12 mil.

Number of
Data Points



1204

Active Devices
(60% Smartphone)



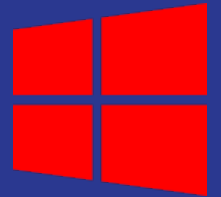
371

Apple



489

Android

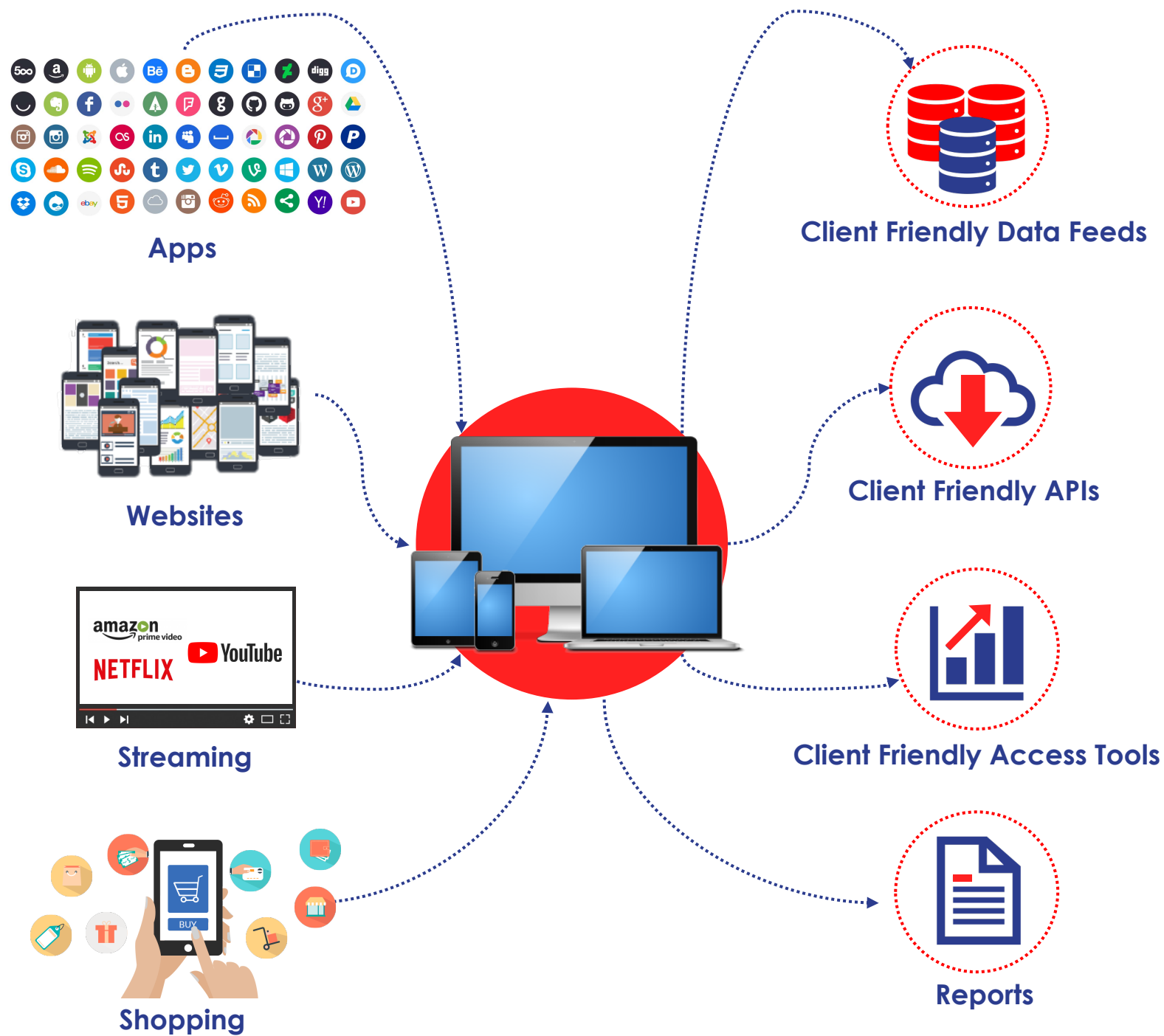


313

Windows

Panel Technology

- Tracks activities on smartphones, tablets or computers of opted-in research participants.
- Panelists are incentivized to install the technology that passively logs activities over time.
- Data is then transformed into client friendly deliverables, to drive new behavioural insights.



Streaming



Shopping



Websites



Apps



Apps

- App name
- Frequency
- Day and time
- Device & OS
- App category



Websites

- Domain name
- URL
- Referrer
- Search term
- Frequency
- Day and time
- Device & OS
- Website category
- Click stream



Shopping

- Retailer
- Referrer
- Search terms
- Specific product
- Product category
- Quantity (Amazon & Walmart)
- Price (Amazon & Walmart)
- Day and time
- Device & OS
- Add to Basket



Streaming

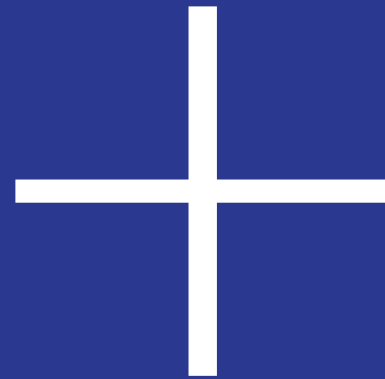
- YouTube, Amazon Prime & Netflix
- Series & episode
- Description
- Channel (YouTube)
- Ad exposure (YouTube)
- Frequency
- Day and time
- Device & OS
- Category



Integration of SCC with Digital Consumers

SURVEY OF THE CANADIAN CONSUMER

 DEMOGRAPHICS	 PSYCHOGRAPHICS	 SEGMENTS
 MEDIA	 BUYING HABITS	 LIFESTYLE



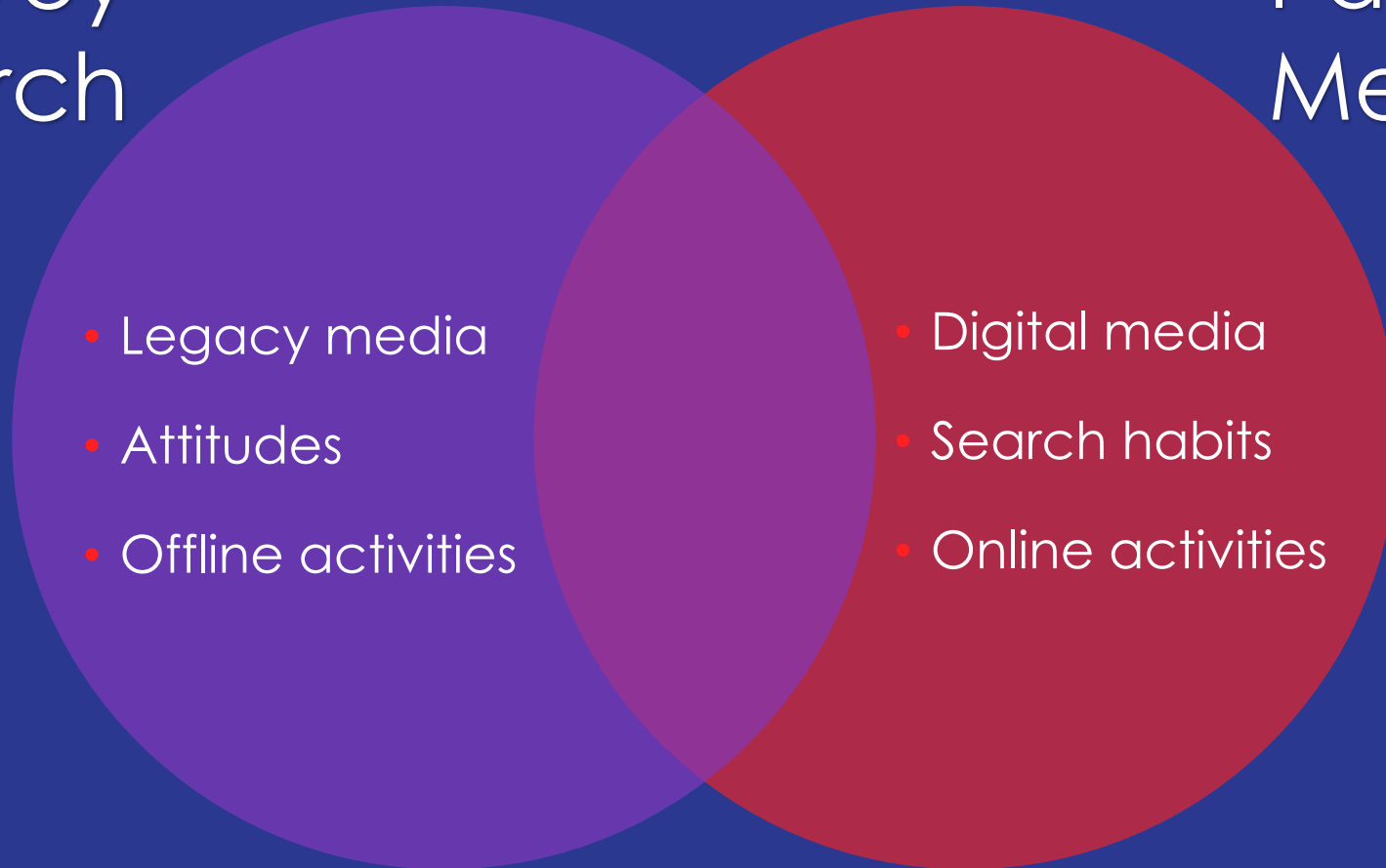
DIGITAL CONSUMERS



Cross-Media Measurement

Survey
Research

Passive
Measurement

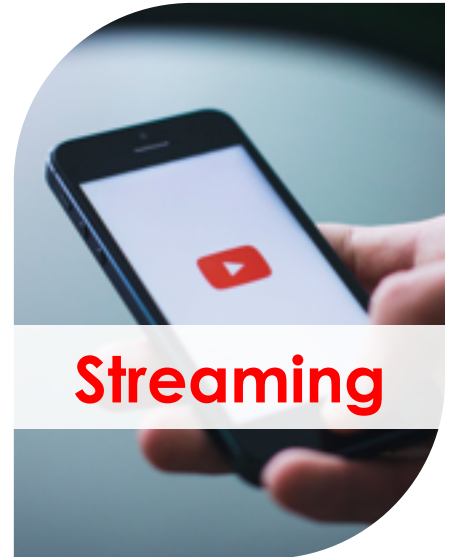
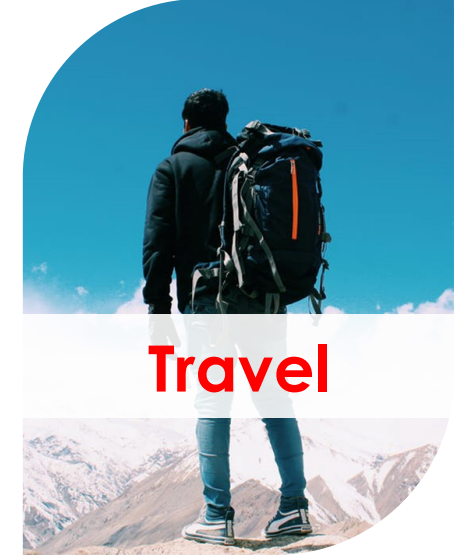


- Legacy media
- Attitudes
- Offline activities

- Digital media
- Search habits
- Online activities

Products from the Digital Panel

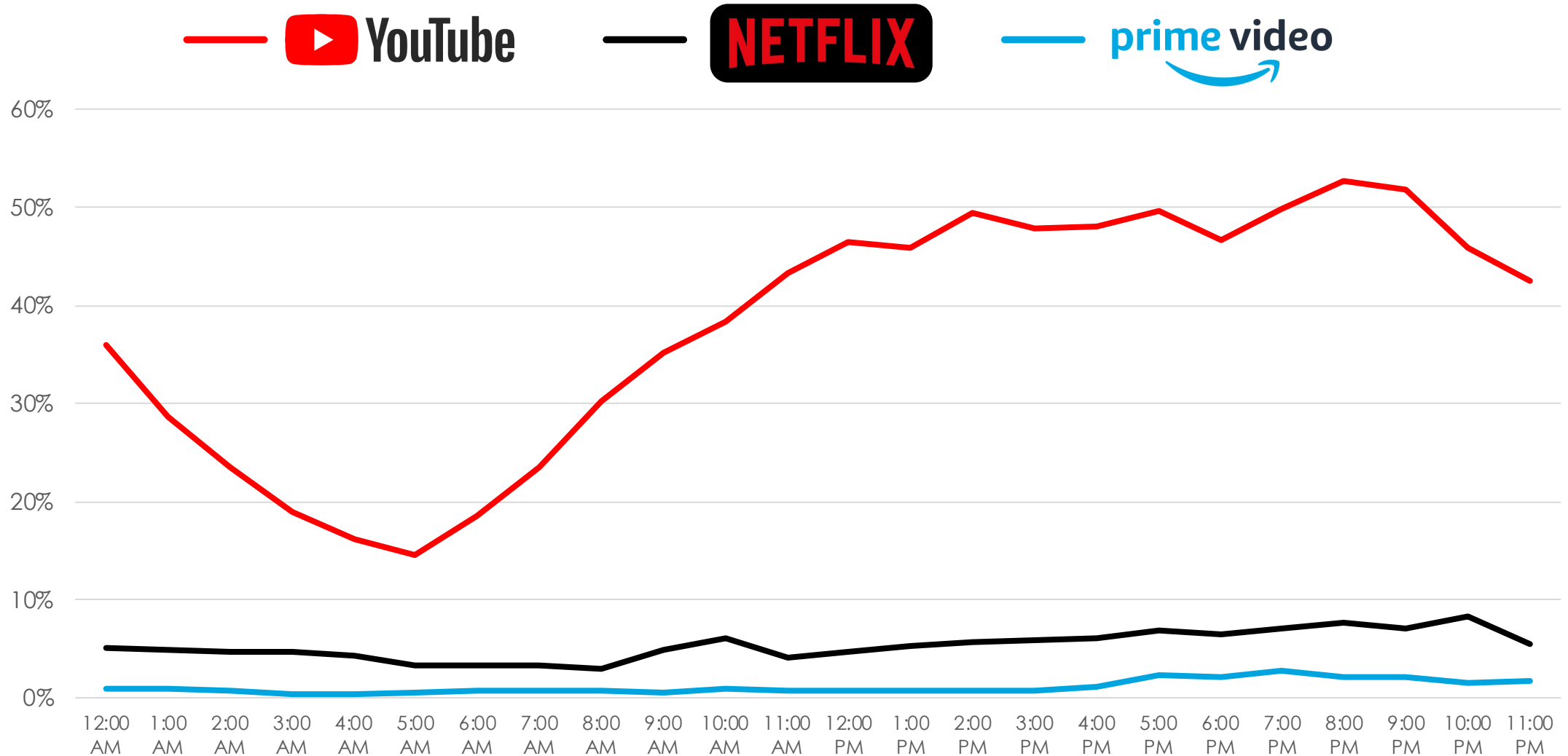
- API Data Feeds
- AWS-S3
- Fusion to S.C.C.
- Custom Fusion
- Reports (PDF, CSV)
- Advertising ID



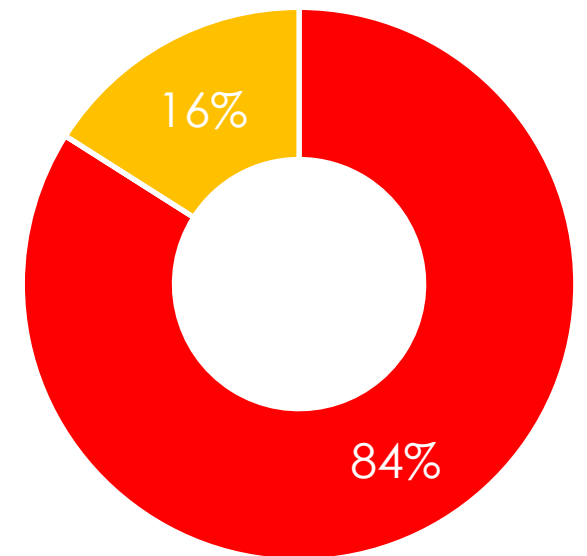
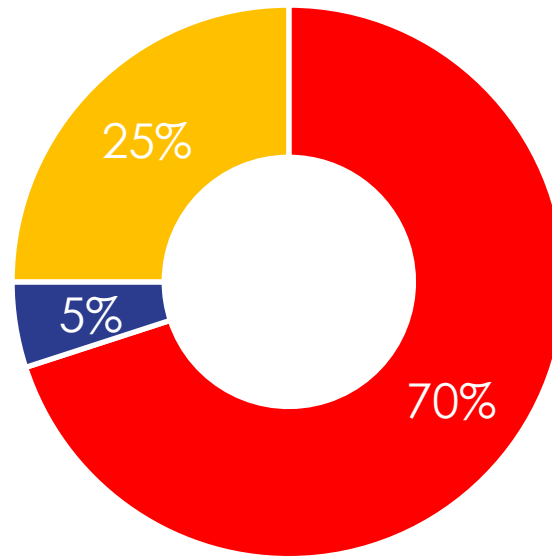
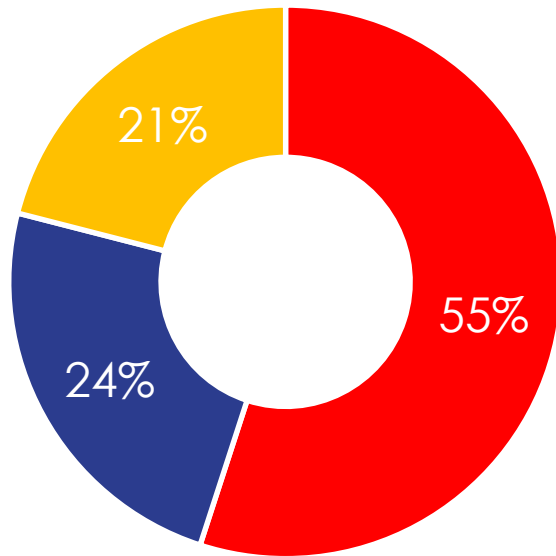
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What Streaming Services are panelists using, and when?



Smartphones dominate for streaming video.



Smartphone

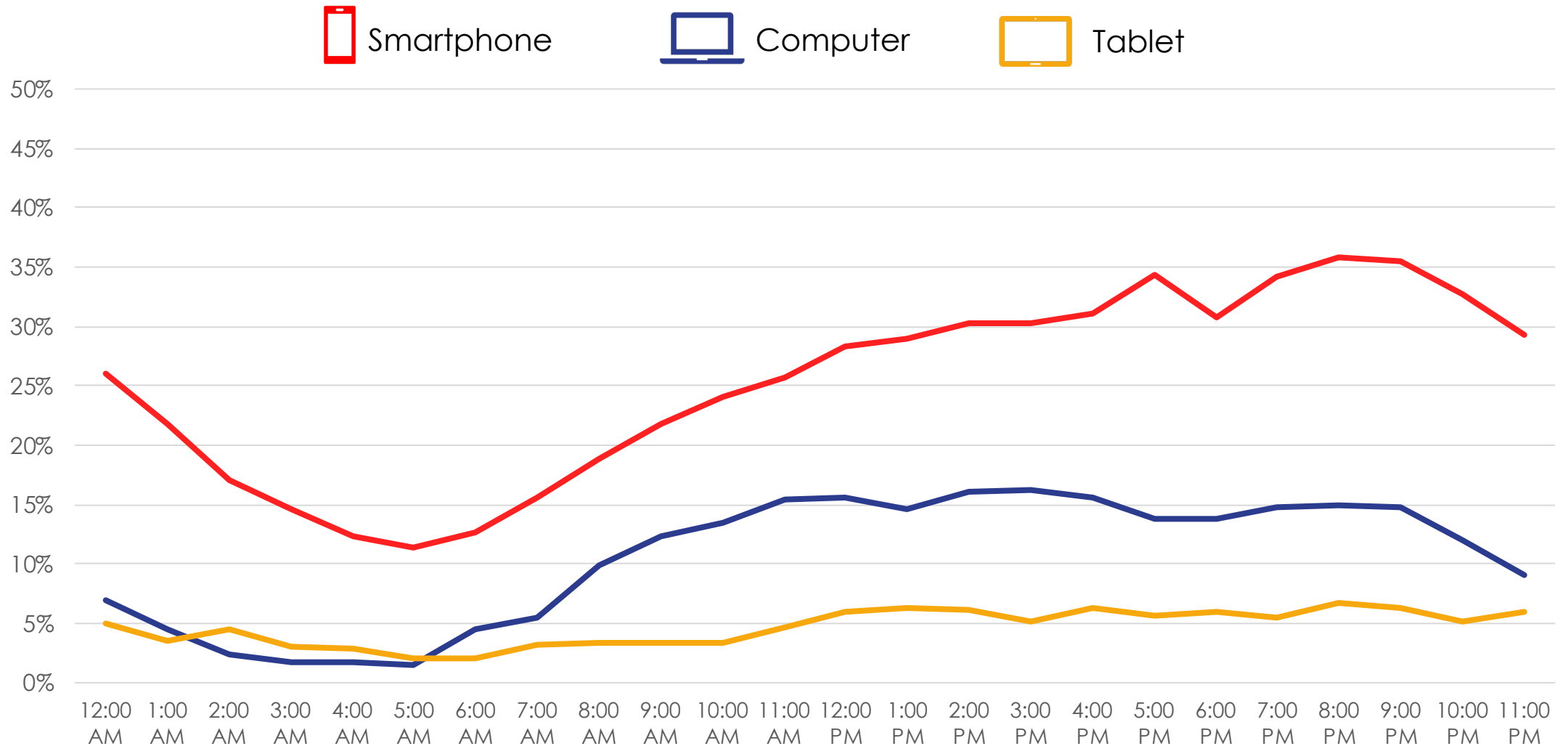


Computer



Tablet

What devices are YouTube audiences using, and when?



Official Trailer

THE
MORNING
SHOW

Apple tv+

view

sts?



% of Streaming Media Panelists
From August 9 – November 24, 2019

What are Travel Intenders Doing Online



Search patterns



Digital media habits



Bookings (e.g. flight, accommodation, rentals, etc.)

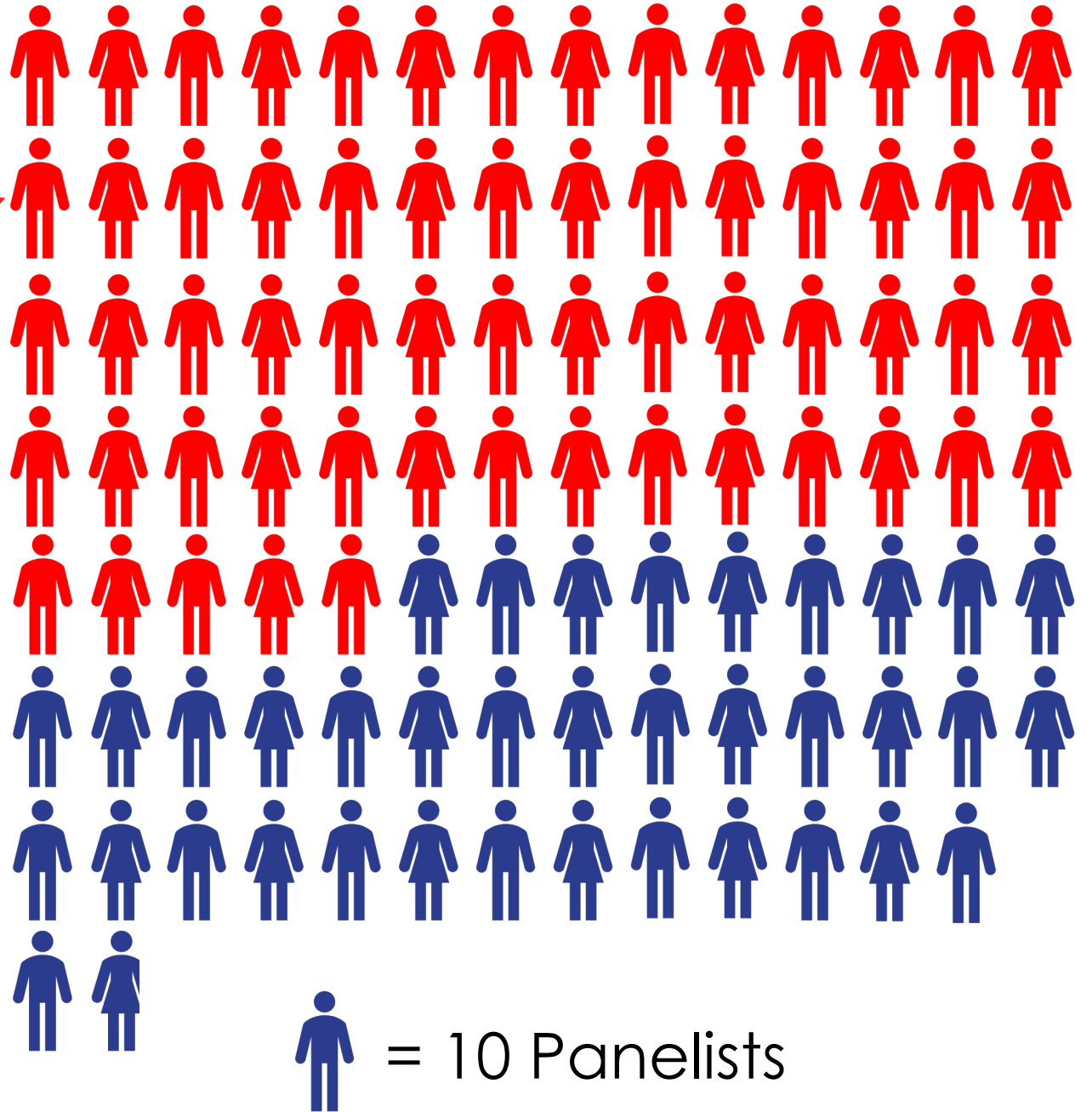


Shopping

Out of
1,017 panelists,
610 panelists
(60%) visited
travel related
websites.



% of Website Panelists
From August 9 – November 24, 2019



Travelers



1 in 10 panelists that visited travel websites **booked a trip**



20 days: avg. # of days spent visiting travel websites **prior to booking**



12 websites: avg. # of websites visited **prior to booking**

Intenders



9 in 10 panelists that visited travel websites **have yet to book**



14 days: avg # of days spent visiting travel websites but **have yet to book**



5 websites: avg. # of websites visited but **have yet to book**

Top Travel Websites Visited

Travelers

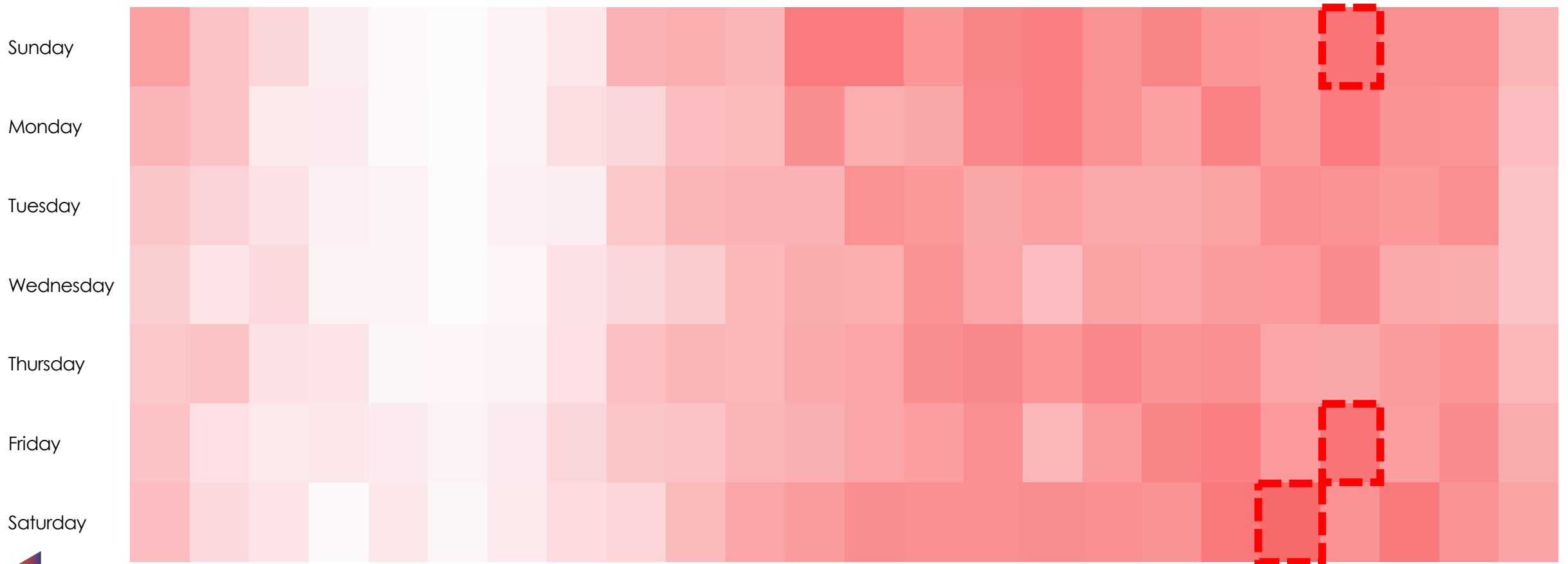


Intenders



The highest concentration of **online shoppers** occur Friday-Sunday between 7-8 PM.

12 AM 1 AM 2 AM 3 AM 4 AM 5 AM 6 AM 7 AM 8 AM 9 AM 10 AM 11 AM 12 PM 1 PM 2 PM 3 PM 4 PM 5 PM 6 PM 7 PM 8 PM 9 PM 10 PM 11 PM



Lower concentration of online shoppers  Higher concentration of online shoppers

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- **Ethnicity Study**

Ethnicity Study: Insights into the Chinese Consumer

Now Available!

- Shopping habits
- Media consumption
- Brand perception & affinity
- Attitudes & opinions
- Finance activities
- Automobile ownership
- Cosmetics
- Travel & leisure
- Cannabis consumption



Methodology

Surveyed 2,502 respondents (18+) residing in Toronto and Vancouver that identified as being of Chinese origin.

Sample consists of:

- Those born in Canada
- Canadian citizens not born in Canada
- Permanent residents
- International students
- Those on an international co-op placement
- Those on a temporary work permit

The survey excludes Chinese visitors to Canada. Results projected to StatsCan's reporting of the Chinese population in Toronto and Vancouver by age and gender.



VANCOUVER

504,000

Residents of Chinese origin

23% of the Vancouver population (18+)

Status in Canada

Canadian Born, Citizen or PR: 471,000

International Student: 28,000

Temporary Worker, or Co-Op: 5,000

TORONTO

687,000

Residents of Chinese origin.

13% of the Toronto population (18+)

Status in Canada

Canadian Born, Citizen or PR: 635,000

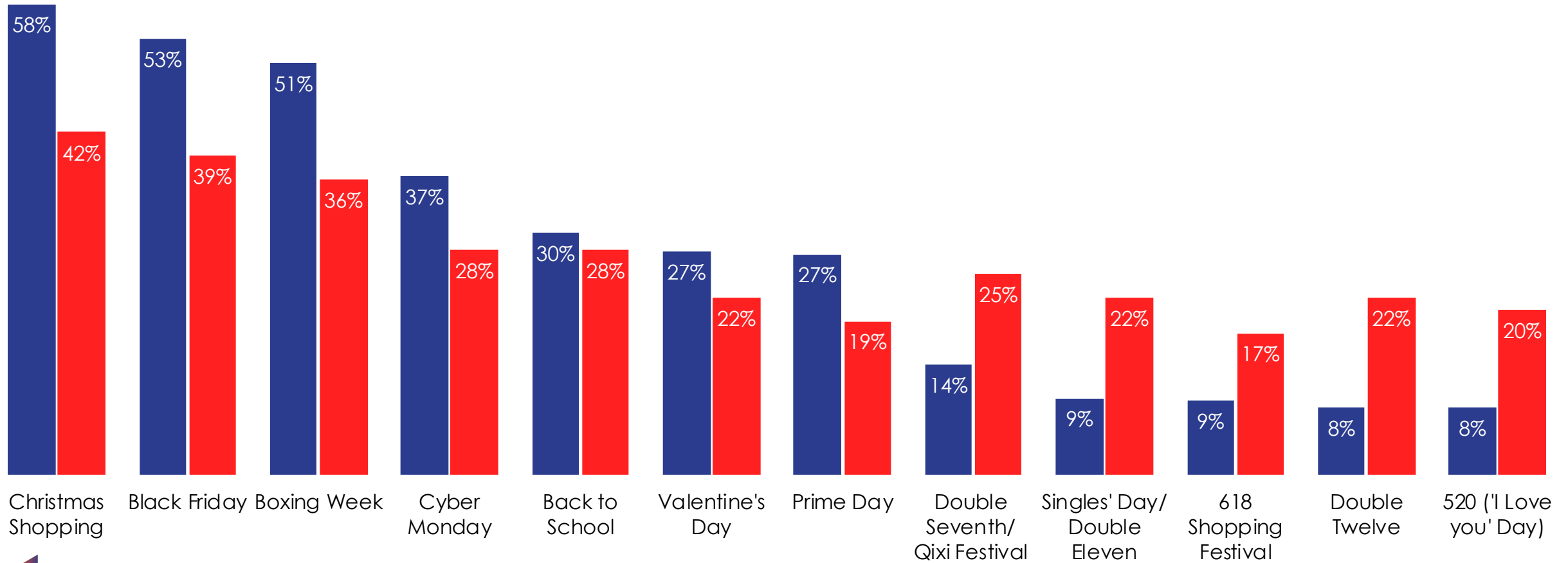
International Student: 41,000

Temporary Worker, or Co-Op: 11,000

Shopping Event Participation

■ Canadian Born, Citizen or PR

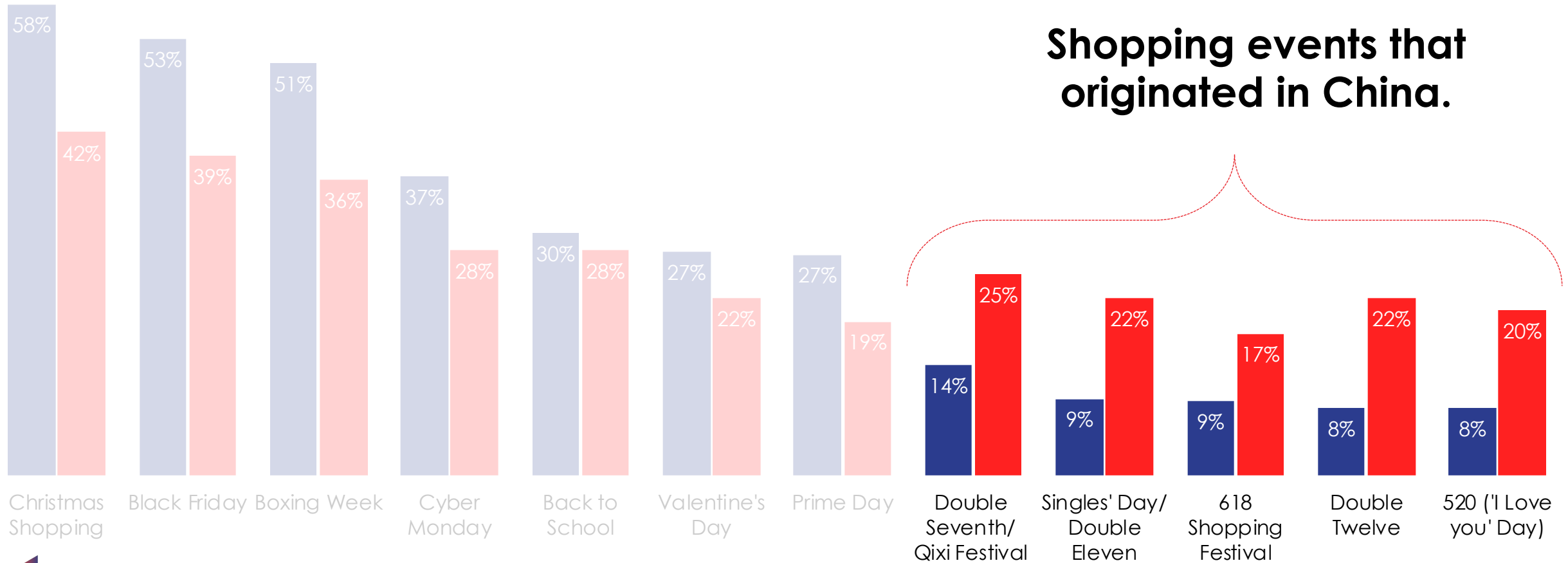
■ International Student



Shopping Event Participation

■ Canadian Born, Citizen or PR

■ International Student



Statements of Affinity



Canadian Born, Citizen
or Permanent Resident:

68%

“I always look out for special offers.”

Index (117)*

67%

“Rely on my personal experience
and feelings about brands when
making a purchase decisions.”

Index (124)*

42%

“I consider myself to be very brand
loyal.”

Index (114)*



International Student:

61%

“Ads help me stay up to date with
new products.”

Index (127)

59%

“I pay more attention to advertising
that is in my own ethnic language.”

Index (160)

55%

“I feel closer to companies that
advertise in my own ethnic
language.”

Index (141)



Trusted

- Transparent
- Not for profit
- Third party
- Industry funded

Intelligent

- World leading partners
- Renowned methodologies
- Industry input
- Robust sampling

Timely

- Topical syndicated studies
- Year-round measurement
- Online data collection
- Digital measurement



Pat Pellegrini
pat@vividata.ca

www.vividata.ca

 @VividataCanada

 company/vividata