ID Suite Solutions Kit

Backed by ground-truth consumer insights, our ID Suite discovers the real who, the actual where and the undeniable why to help you engage with consumers in ways that matter to them.

**AUDIENCE INSIGHTS**

**CUSTOMER MODELING**

Analyze the business trends to identify a brand’s unique personas and audience segments from today’s consumer population.

**BRAND AFFINITY**

Identify additional brands your customers like, use, and are loyal to, helping you expand reach and develop clear messaging strategies to drive engagement.
COMPETITIVE BENCHMARKING

Identify the digital DNA of consumers who shop at your competitors and determine what other unique interests and mindsets they have to help you conquer.

DNA customer model comparison between you and up to X number of competitors to uncover which elements can be actioned against.

Identify indirect competitors that can impact your business and your bottom line.

CUSTOMER MODELING VS. COMPETITORS

MARKET INSIGHTS

BRAND AFFINITY

Focused on locating your best customer segment, we identify and analyze traffic patterns, dwell time and market-specific factors, as well as consider real-time data and historic dynamic data recall. We then append this information to your best performing locations to develop an overall Market ID Score, serving as the substratum that we measure against when analyzing market penetration, consolidation and/or growth.

To determine the Market ID score, we must first start with a deep analysis about existing customers.

FOOTFALL ANALYSIS

The number of people that pass by a given location.

To analyze actual footfall, we establish a custom geo-fence around one location. We look at actual traffic, dwell time, time in and time out. These customers can then be mapped to determine where they came from and where they go to post visit.

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Conduct a similar analysis around one location for a defined competitor.