

USA TouchPoints

Single Sourced Data / Analytics from Active & Passive Consumer Research

Some of RealityMine's Clients



























































🔝 DigitasLBi







Our Data Capture System

Mobile Ad

Measurement





eDiary











Mobile Web Measurement

www.we-can-measure-this.com



Mobile Search Measurement

measure this!

Mobile App Measurement







Broadcast Radio, TV & Ad **Exposure Measurement**



Audio & TV Measurement





Road Tested eDiary





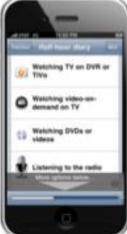
Life context ... Cross-Media ... Passive Mobile... UK & USA

Where With Whom Activities Media Emotions











2,000 Person Nationally-Projectable Sample





Comprehensive And Granular



Deep Insights Into Daily Life

20 Self-Reported Locations



All Major Media



22 Emotional Mindsets



10 Social Settings





Exhaustive Media Measurement



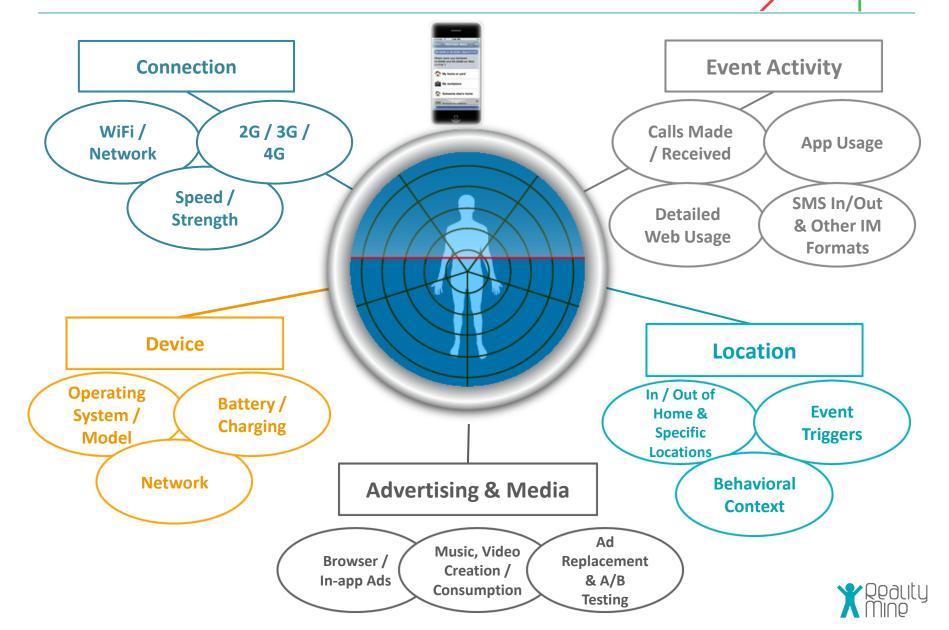
- TV (how used, genres, networks)
- Radio or other audio (how used, genres)
- Computer (how used, sites visited)
- Mobile phone (how used, sites visited, apps used)
- · Game console (how used)

- Print (how read/devices used, types)
- Tablet (how used, sites visited, apps used)
- eBook reader (how used, sites visited, apps used)
- Other
- None of these



Now More Powerful With Hyper-Granular Passive Mobile





So We Can Now Provide Single Source Views on Second Screen Behaviors



Apps vs What were you watching on TV? Heatmap

Saturday 9 – 9.30 pm

,	•								Social	
	App Store	Communicati.	. Entertainment	Games	Home Screen	Lifestyle	Other	Shopping	Networking	Utilities
BBC1		15%	31%	8%	38%	8%				
CHANNEL 4		42%			50%				8%	
CHANNEL 5					100%					
ITV1	1%	40%	4%		34%			1%	15%	5%
OTHER TV CHANNELS		33%	5%	5%	37%				9%	11%
OTHER TYPE OF VIEWING		50%			50%					
SKY 1					56%				44%	
WATCHING A DVD/BLUERAY		32%			42%	2%			23%	2%
WATCHING CATCH UP		16%			48%	4%	8%		16%	8%

18 – 24 Saturday 9 ·	– 9.30 pm Communicati	Games	Home Screen	Lifestyle	Other	Social Networking	Utilities
BBC1			100%				
CHANNEL 4	50%		50%				
ITV1						100%	
OTHER TV CHANNELS	35%	5%	55%			5%	
OTHER TYPE OF VIEWING	100%				'		
WATCHING A DVD/BLUERAY	38%		42%	4%		13%	4%
WATCHING CATCH UP	29%		14%		29%	29%	



And Drill Down to Specific Apps



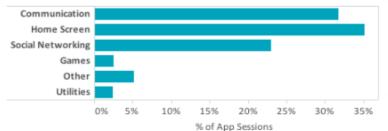
What types of apps were the viewers using?



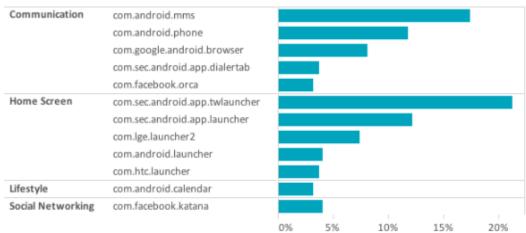
Male 18 - 24 Saturday 9 - 9.30

Female 18 – 24 Saturday 9 – 9.30

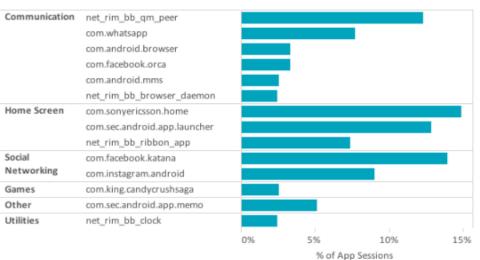
What types of apps were the viewers using?



What apps were being used?



What apps were being used?





Enhanced Custom Capabilities



- We can now launch projects on demand
 - New projects can be live in 72 hours
 - Can include:
 - eDiary
 - Passive Mobile & Tablet Metering
 - MediaTrak Passive Listening
 - Whole home measurement
 - Behavior / location triggered surveys





USA TouchPoints In Action



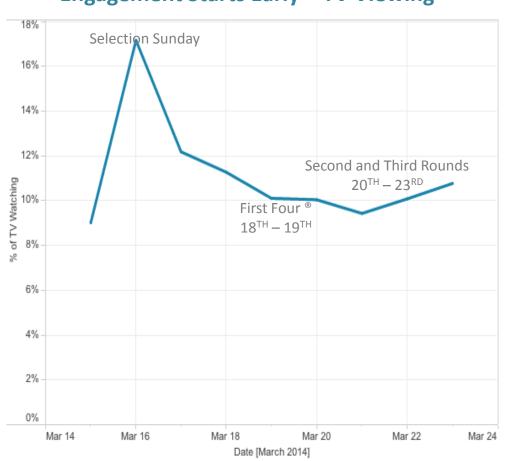








Engagement Starts Early – TV Viewing













Concurrent Activities Show Viewers' Mindsets

Personal grooming or dressing Shapping in- stars

Traveling or commuting

Housework or chores Socializing

Pet care

Other Talking on the phone or in-person

Sports or exercise

Hobbies or pastimes

Working Relaxing Drinking Snacking

Entertainment (movie concert or sporting event)

Having a meal Nothing in particular

Preparing food or cooking

Sleeping or napping

Community organizations or clubs religious or spiritual activity

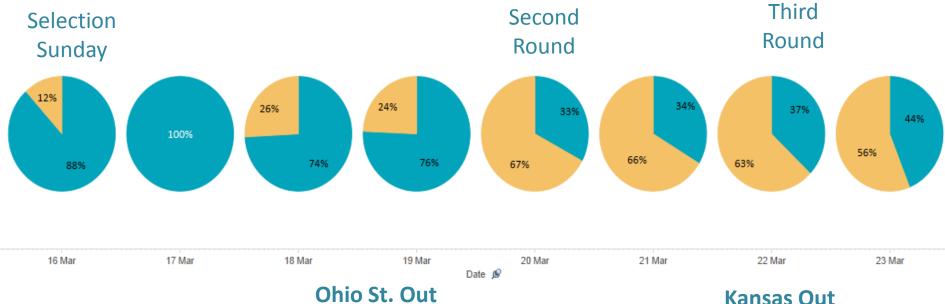








Concurrent Mobile App Usage Grew Throughout The Tournament ... As The Upsets Rolled In



Duke Out

VCU Out UMass Out

Oklahoma Out New Mexico Out

Syracuse Out Wichita St. Out Villanova Out

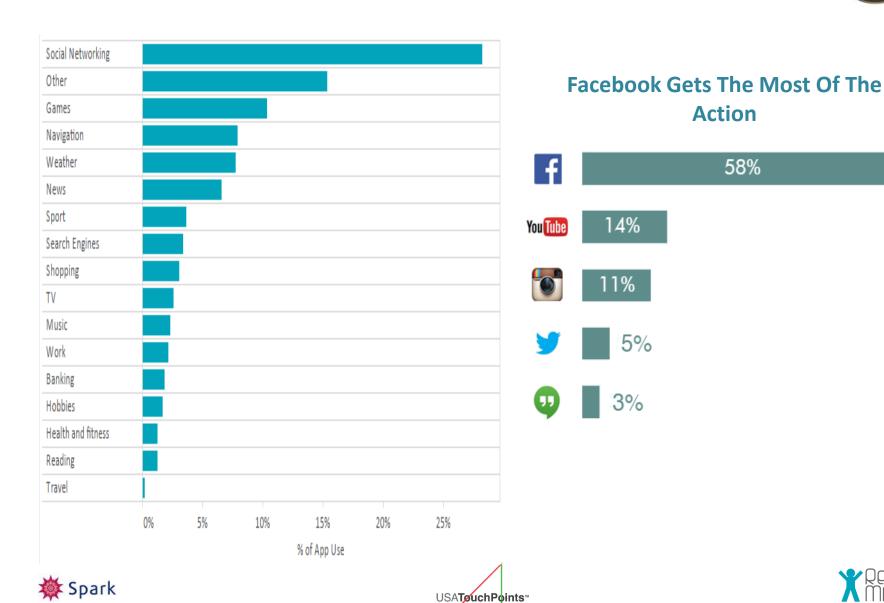






Social Networking Dominates Concurrent Mobile App Usage





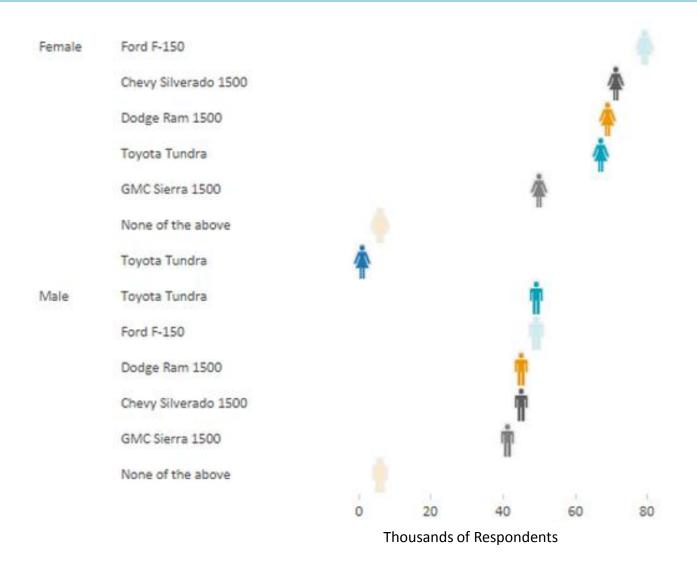


What's Next?

- 2014 Hispanic Test
- Path to purchase analysis based on passive measurement and custom survey questions post-purchase
- MRI based target setting for media exposure analysis
- Other fusions
- Sample expansion 5,000 in 2015 ... 20,000 by 2016
- New Path to Purchase Analysis:
 - Passive measurement + passive listening + location analytics + access to loyalty and card data + behaviortriggered surveys



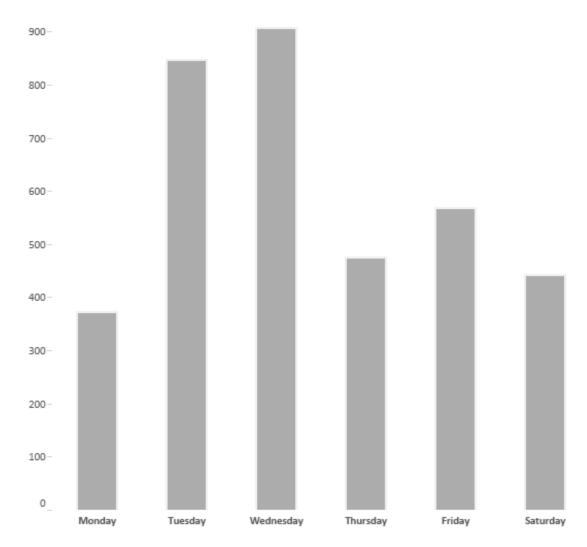
What Ads Are People Exposed at What Weight?





When Are They Being Exposed?

Media Recognition by day

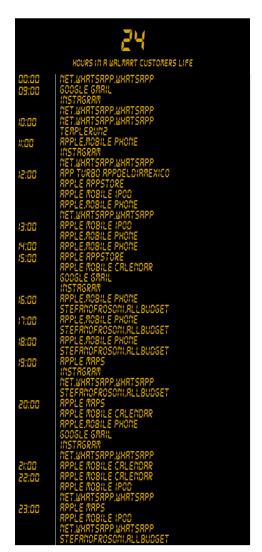


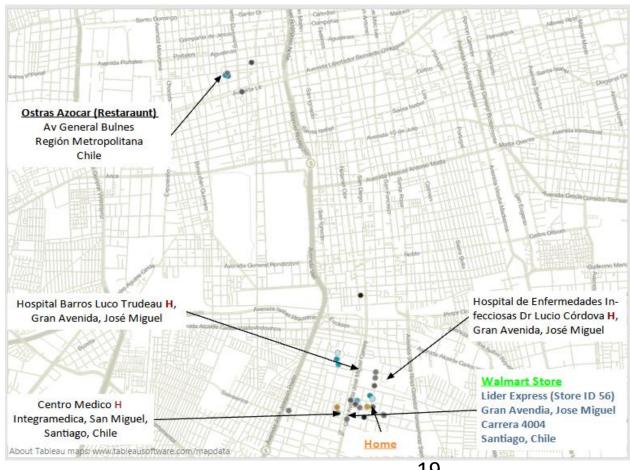


And How Does This and Other Touches *** Poolity Impact Paths to Purchase?



Who: ID 56977685893 Where: When: Santiago, Chile Saturday





Thank You!

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