

Find New Customers and Markets by Analyzing Mobile Network Operator Data



The Best-Run Businesses Run SAP®

Mobile data – a paradigm shift in connected consumer analytics

Mobile data – a paradigm shift in connected consumer analytics

Increase your intelligence and insights, and get a **deeper and more accurate understanding of consumer behavior** with the SAP® Consumer Insight 365 mobile service. Know where your consumers are, who they are (their demographics), what they are doing, and how their behavior varies over time by analyzing billions of anonymized mobile usage records captured by mobile network operators.

The proliferation of smart devices has seen mobile develop into a significant media channel. It has altered consumer behavior and significantly changed the way consumers communicate with brands, services, and each other.

For any organization that has people or consumers at the strategic heart of its business, keeping pace with consumers and understanding their behavior presents a significant challenge.

Data collected from mobile networks will have a significant impact on supporting informed decision making on mobile app and mobile ad creation, mobile media planning, buying, mobile customer relationship management, and customer loyalty, for example. It also brings new methods of measuring channel effectiveness and ROI through clickstream and Web log analysis. However, it has a much wider impact when applied to delivering new consumer insights into the digital path to purchase and the crucial role mobile plays in the overall cross-channel digital journey.



Unlock connected consumer insights from millions of mobile devices

Unlock connected consumer insights from millions of mobile devices

What is SAP Consumer Insight 365?

Powerful new insights help achieve crucial business objectives

Location finds a new place in mobile

To SAP, consumer insight should provide a deeper and more thorough understanding of how to counter the problems that organizations face due to sociological changes brought about by mobile devices. Good consumer insights can transform assumptions and hunches into validated understanding of customer behavior. It is against this background that SAP developed SAP Consumer Insight 365.

SAP Consumer Insight 365 for the first time offers marketers, brand managers, media planners, retailers, local governments – or any organization that works with people – a remarkable new empirical source of consumer data to aid better planning and realize goals.



Get consumer insights based on an unprecedented scale and frequency of data collection.



Unlock connected consumer insights from millions of mobile devices

What is SAP Consumer Insight 365?

Powerful new insights help achieve crucial business objectives

Location finds a new place in mobile

What is SAP Consumer Insight 365?

SAP Consumer Insight 365 is an intuitive, Web-based information and analytics service that analyzes anonymized mobile operator data and aggregates it in a way that delivers insights from billions of anonymized activities of millions of consumers. It is highly flexible, customizable, and capable of delivering valuable insights in near-real time. It supplements established methods such as focus groups, panels, and surveys, overcoming statistical scale as well as frequency of data collection.

The service provides 24x7 access to information on where consumers are, who they are (that is, their demographics), what they are doing, and how their behavior varies over time and place and on a local, regional, national, or global scale.

Security and privacy are a critical part of SAP Consumer Insight 365. Data that could identify an individual mobile subscriber never leaves the mobile operators' systems. SAP Consumer Insight 365 complies with all relevant data and privacy laws and regulations.

SAP Consumer Insight 365 is powered by the SAP HANA® platform. The result? It extracts consumer insights from Big Data at an unprecedented speed.



Powerful new insights help achieve crucial business objectives

Unlock connected consumer insights from millions of mobile devices

What is SAP Consumer Insight 365?

Powerful new insights help achieve crucial business objectives

Location finds a new place in mobile

SAP Consumer Insight 365 is capable of delivering a remarkably wide range of market intelligence and consumer insights. The ability to make better-informed decisions and recommendations to drive strategic growth and customer retention is at the heart of the service.

There are a number of critical areas that will be the focus of initiatives over the next five years: digital channel marketing, customer experience, and market analytics, for example. SAP Consumer Insight 365 provides a new source of insights into these and many other initiatives essential to managing operational, strategic, and transformational changes, including:

- Justifying the value of digital marketing investments
- Redressing the balance from finding customers to being found
- Sharpening brand awareness – hiding the gaps between channels and experiences
- Significantly improving targeting and effectiveness measurement
- Revisiting and challenging existing business model assumptions
- Competitive analysis – share of consumer, share of wallet



Discover new and relevant cohorts that were not known to exist.



Location finds a new place in mobile

Unlock connected consumer insights from millions of mobile devices

What is SAP Consumer Insight 365?

Powerful new insights help achieve crucial business objectives

Location finds a new place in mobile

Crowd sourcing, catchment, and footfall will all benefit from the ability of mobile data to bring new levels of sample size and frequency of data capture. For example, irrespective of type of location, point of interest, public place, or space, the footfall functionality of SAP Consumer Insight 365 deepens intelligence around:

- When people arrive or leave (entry or exit times) and how long they stay (dwell time)
- Their demographics based on the town or city where they live
- How many are present at a destination or in close proximity
- What they were doing: making calls, sending SMS or MMS messages, browsing the Web, or using a Web-enabled app

By aggregating footfall data, you can also:

- Determine how often people visit or return to a location – once a day, once a week, and so on
- Discover if your marketing initiatives deliver more traffic to a location
- Identify and target days and times with the worst conversion rates
- Reveal the changes or new stores that have the greatest potential for or impact on your business
- Find out how one location compares with another – either your own or a competitor's

Know exactly who is visiting your “place” – whether it’s a shopping mall, sports stadium, or town.



Justify the effectiveness and value of digital investments

Justify the effectiveness and value of digital investments

Understanding mobile Web browsing and Web-connected app behavior is critical. For example, a brand manager may want to know who is viewing the company's Web site – and whether the right consumers are getting the right message at the right time. Or maybe a media buyer wants to measure the effectiveness of a mobile advertising or marketing campaign.

SAP Consumer Insight 365 analyzes anonymized Web browsing and mobile app activity to determine:

- What consumer groups with a shared interest are using a Web site or app
- How the use of a Web site or app varies over time
- How often consumers visit one page versus another

- Which Web sites consumers go to before (or after) they visit yours
- How all of the above varies by demographic

With this analytic capability, you can:

- Assess Web site effectiveness – and see if the right people are using your site in the right way
- Match ads to your target demographics and to the time when they are clicked
- Check which advertisements are being clicked – and if it is on purpose or by accident
- Measure your Web site performance against internal goals
- Compare and rank the performance of your Web site against your competitors'



Improve Web site and advertisement effectiveness by understanding what works and what does not.



Objectives

Summary

The SAP® Consumer Insight 365 mobile service enables brand managers, marketers, media planners, and retailers – and any organization that works with people – to get an accurate and deep understanding of consumer behavior. From assessing footfall and identifying relevant consumer groups to measuring Web site and ad effectiveness, the service analyzes mobile user activity at the local, regional, national, and global level.

Objectives

- Improve insight into where consumers are, who they are, what they are doing, and how their behavior varies over time and place
- Perform detailed comparisons of consumer behaviors and demographics
- Create more effective and measurable advertising, marketing, and communication plans

Solution

Benefits

Quick Facts

Solution

- Web-based service for analyzing and reporting on consumer behavior based on billions of anonymized mobile operator records
- Smart, searchable, fast, and intuitive portal for accessing insightful reports, including heat maps, charts, and graphs
- Full compliance with relevant data and privacy laws and regulations

Benefits

- Gain a deep understanding of the “who, what, where, and when” of consumer behavior
- Identify and analyze relevant consumer groupings
- Measure and improve your Web site, mobile apps, advertising, and marketing effectiveness

Learn more

For more information on how you can benefit from SAP Consumer Insight 365, visit www.sap.com/consumer-insights.



© 2014 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.



The Best-Run Businesses Run SAP™