EDM Webinar

Generating business value from new data sources and use cases

A conversation with

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Product Management Director
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EDM Council

Today's speakers

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Generating business value from new data sources and use cases

Human movement in a changed world

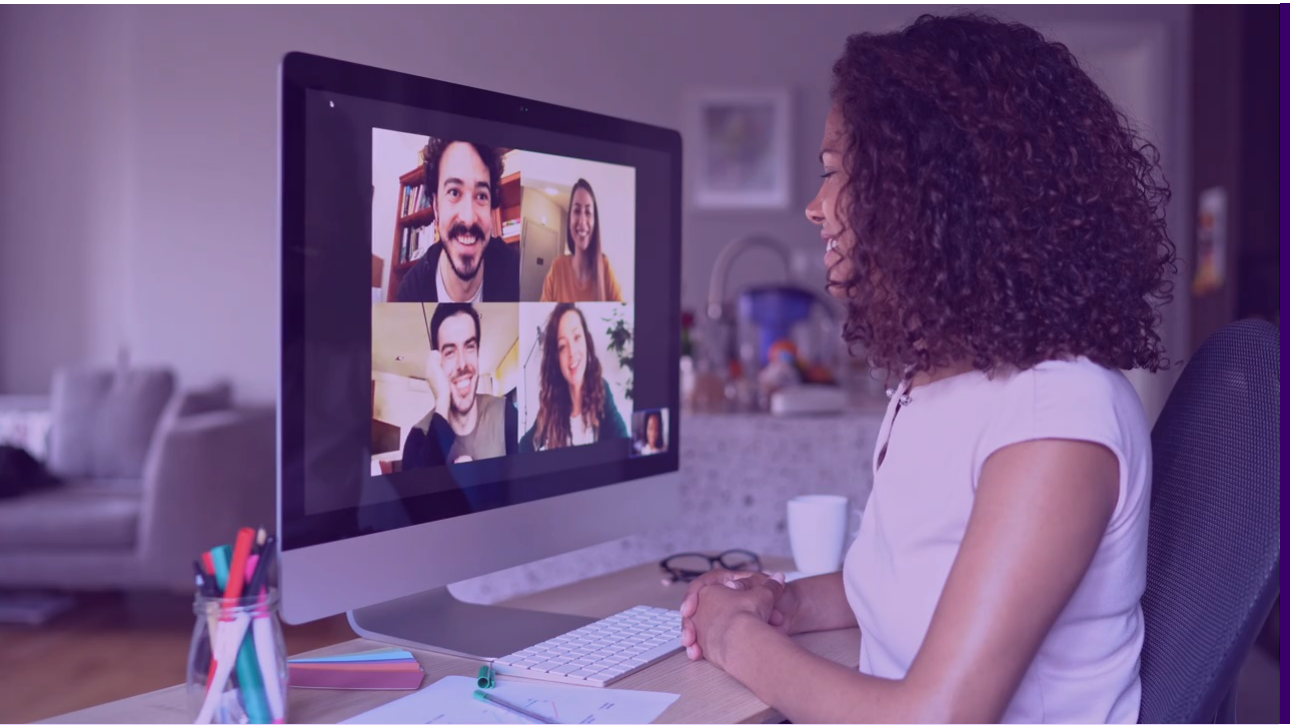
Andy Bell | VP Global Product Management
Andy Peloe | Product Management Director

The pandemic has transformed our way of
consuming
communicating
working
moving

Poll Question #1

Has your company returned to the office?

1. Yes
2. No
3. Hybrid work



37% vs 27%

of UK employees were teleworking in 2020 compared to 2019

More than 8 in 10 workers who had to work from home during the coronavirus pandemic said they planned to hybrid work [1]

Businesses today are challenged to understand how populations move

How has post-pandemic population movement changed?

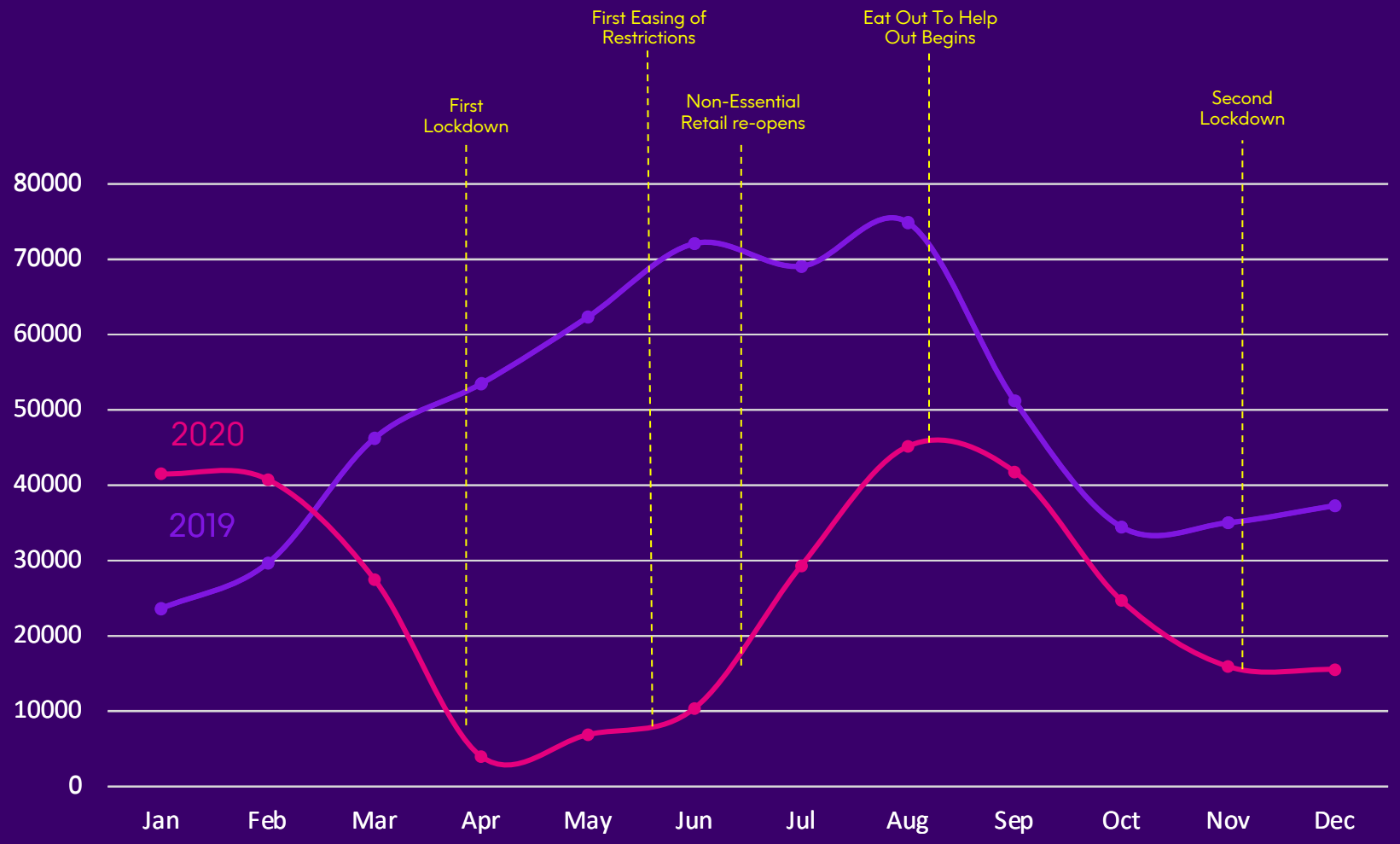
How does this impact business performance?

Poll Question #2

Has the importance of technology increased since the pandemic?

1. Yes, it's more important now
2. No, it's less important now
3. It's the same as before

Liverpool Central: Visitor Activity



COVID Impact

Drastic drop in visitors to city centre.
Eat Out To Help Out drives more in months after easing of restrictions

Human Movement Use Cases

RETAIL & FINANCIAL SERVICES

Site selection
- Understand popularity of a location and how it changes over time
- Demographic composition of visitors and impact on hours of operation and performance

Marketing and insight
- Identify the areas from which visitors are attracted
- Understand if the attraction is business or leisure

TELCO

Changing coverage demand
- Identify opportunities for expanding coverage based on knowledge of the types of people present at locations throughout the day
- Does the network cover the most popular destinations for customers?

GOVERNMENT SERVICES

Location and service provision
- Understand demographic composition of a location and how it changes over time for service demand planning
- Understand mobility to better allocate services and resources
- Forecast changes and plan service delivery earlier
- Understand economic development opportunities by examining who visits and how much they can spend

REAL ESTATE & PROPTECH

Residential home buyers
- Help understand popular neighbourhoods and whether it's a quiet or busy location
- What types of people they can expect to be in the community

Commercial
- Predict when tenants might not renew leases based on traffic in area
- Align rent to the popularity of a location and the demographics of visitors

INSURANCE

Location and policy price
- Understand the popularity of a location and the impact on claims, and therefore policy price

Visit types and risk
- Analyze complex risks associated with popular areas and the types of people that visit those locations, which may relate to vandalism, fire, and attacks.

MARKETING

Out of home advertising
- Types of people near digital billboards at different times
- What advertisements should be displayed

Campaign targeting
- Understand where customers visit and reside
- Promote specific events or products based on where customers originate from

“Understanding human mobility patterns is a key consideration for our business. Dynamic Demographics from Precisely helps to provide actionable intelligence about the demographics of consumers that visit particular locations.

With that data we can better understand and target key customer profiles via our displays and be of better service to our clients, while driving campaign impact, awareness, and innovation with our digital out-of-home (DOOH) advertising.”

Head of Marketing
Ocean Outdoor

OCEAN

Poll Question #3

Has movement (shopping, travel, work, leisure) changed since the pandemic?

1. Yes, it changed a lot
2. Yes, it changed a little
3. No, it's back to normal

Financial services

Insurance

Real Estate Proptech

Government Sector

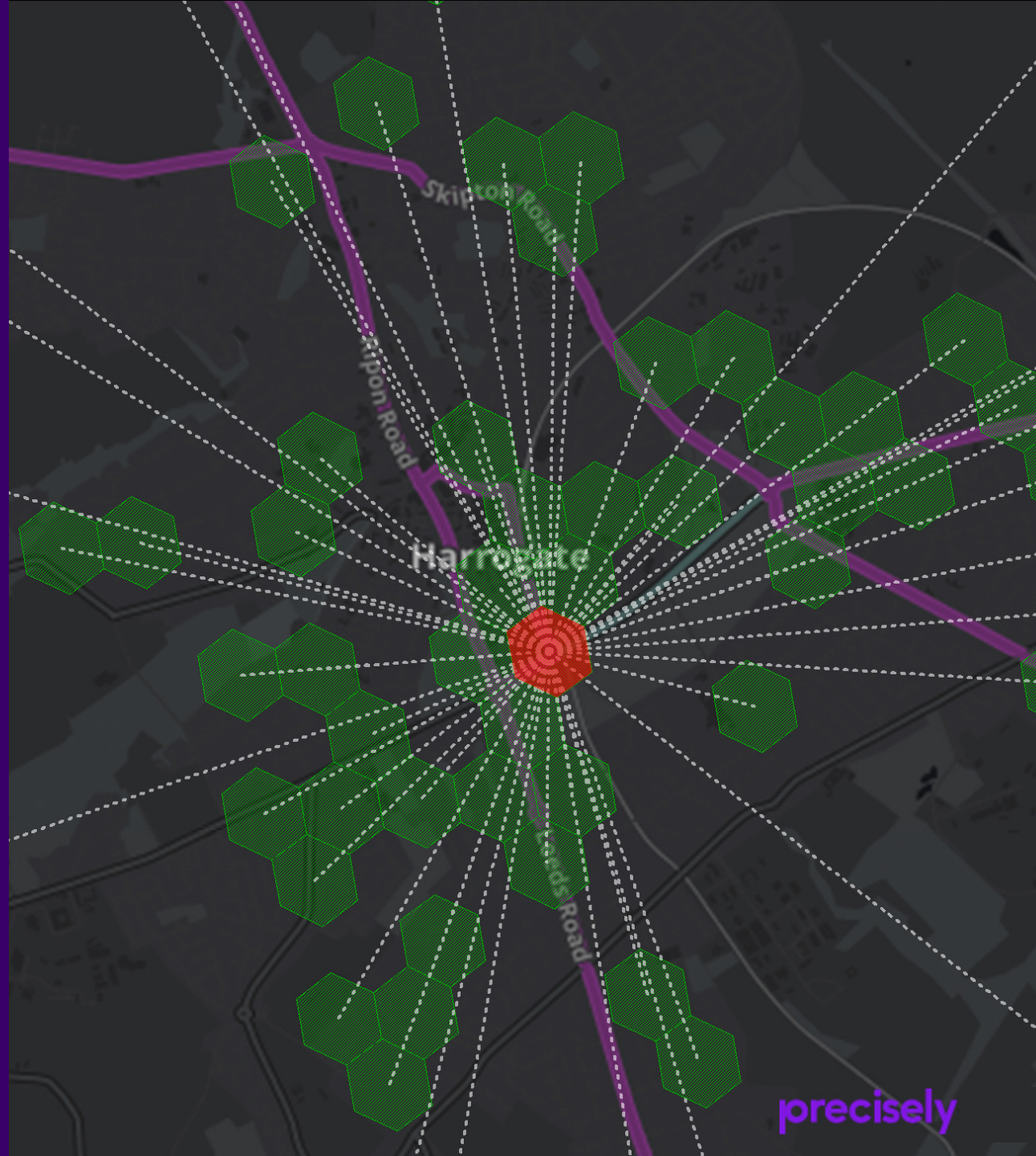
Retail

Telco

- You need to understand this change in how people work and live
- You need to know how it impacts your business
- Need to take action to manage your business to a post pandemic world

Consider This

- If you want to apply Human Movement data, consider this:
  - Ensure any solution is privacy led
  - Good quality input data that is maintained
  - Attention to detail from the supplier with clear methodologies
  - Ensure you understand the geography being used
    - Standard (Census Output Area) or artificial (Hex/Grid)



Human movement data is not a silver bullet

- Ensure you have good data quality processes, data governance practices and data integration
- Then it will be a valuable input to making smart strategic decisions

Dynamic Demographics:
An intelligent combination of data sources

Mobility Data
- Where people go
- How frequently they go there
- How long they stay
- Where they go next

Age & Gender
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

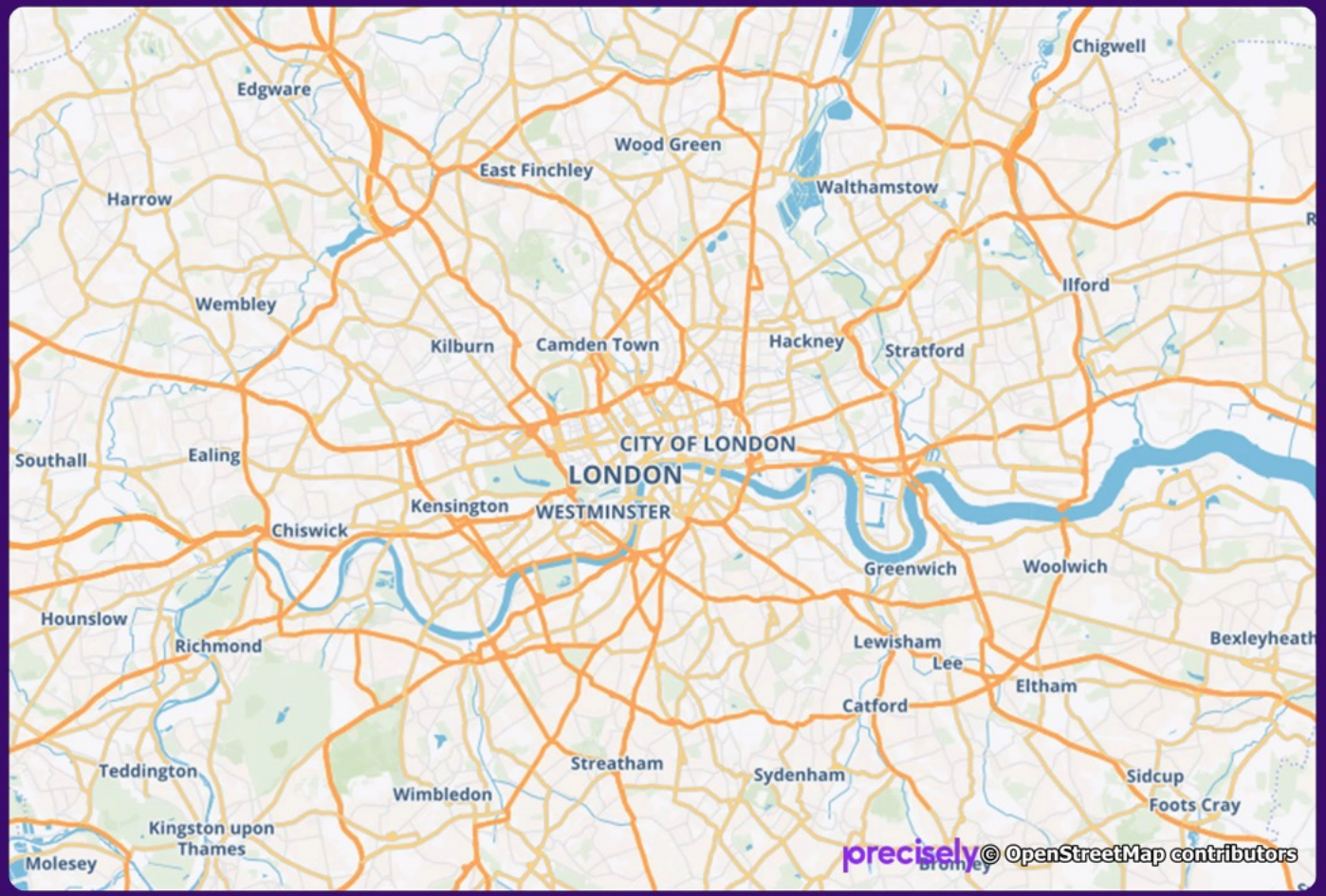
Purchasing Power
- Per-capita disposable income after the deduction of taxes and social contributions

Consumer Styles
- Alphas
- Self-Indulgers
- Rooted
- Rooted
- Safety-Seekers
- Caretakers
- Idealists
- Trend Surfers
- Easy Going

Boundaries
- Standard Geographies
- Uber Hex Level 9

Dynamic Demographics:

An intelligent combination of data sources



- High density
- Above average density
- Average density
- Below average density
- Low density

A highly relevant dataset for any organization interested in human populations, the way people move and how this impacts business performance

- Understand where people go
- Where specific demographic groups visit
- How the demographic profile of a place changes during the day and week
- **Maintains privacy using location profiles without personal information**

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Q&A

precisely

The leader in data integrity

Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000
customers

99
of the Fortune 100

100
countries

2,500
employees

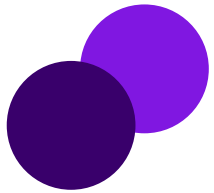
Brands you trust, trust us

amazon, RBS, New York Life, Kellogg's, Westpac, Barclays, ExxonMobil, Mercedes-Benz, VISA, Travelers, blue california, Fannie Mae, T-Mobile, Truist, Merck, Cigna, Costco Wholesale, Twitter, TD Bank, L'Occitane en Provence

Data leaders partner with us

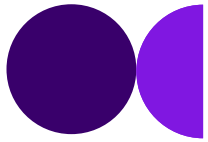
databricks, snowflake, aws, Cloudera, Google Cloud, splunk>, servicenow, IBM, Confluent, Microsoft, neo4j, TomTom, here, SAP, OpenShift

The Precisely Data Integrity Suite



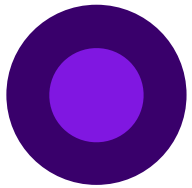
Integrate

- Change Data Capture
- ETL
- Machine Data Integration
- Process Automation



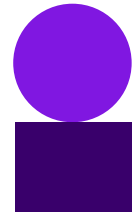
Verify

- Data Governance
- Data Catalog
- Data Quality
- Master Data Management
- Self-Service Analytics



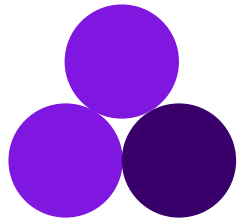
Locate

- Spatial Analysis
- Geocoding
- Routing
- Visualization



Enrich

- Geographic Data
- Business Data
- Industry-Specific Data



Engage

- Integrated Comms
- Personalized Video
- Chatbots
- Responsive Messaging
- Digital Self Service