

OPTICKS MOBILE POWERED BY ASKINGCANADIANS™ RELEASE NOTES

DATA VINTAGE

2018

SURVEY EDITION

2017

SURVEY SAMPLE SIZE

24,625

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

1,023

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

Opticks Mobile Powered by AskingCanadians™ helps companies and not-for-profits determine their customers' mobile behaviour for a range of media and marketing applications. This dataset is based on the AskingCanadians™ online survey, which asked 24,625 respondents about their ownership and usage of mobile devices, the appeal of various mobile technology features and their attitudes toward mobile marketing. The Opticks Mobile offers 1,023 variables on mobile behaviour.

With this dataset, marketers can more accurately profile customers and prospects by their mobile behaviour, including minutes spent texting, preferred apps and favourite tablet manufacturers. By evaluating mobile behaviour, brand preferences and usage, advertisers and ad agencies can design more powerful mobile marketing strategies to reach target audiences.

WHAT'S NEW

Due to methodological changes made by AskingCanadians around the administration of the Opticks Mobile survey, this year's roster of variables bears no relation to the previous year's roster, regardless of variable description similarities. Although previous vintages exist, Opticks Mobile 2018 should be considered a brand new product.

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensures that our clients are working with the best estimates available.

HOW IT'S USED



Telecommunication companies can use Opticks Mobile to analyze trade areas to determine which devices households are planning on purchasing in the next year. Opticks Mobile can also help telecoms develop product-specific promotions and target advertising campaigns



Opticks Mobile can benefit companies interested in app development by allowing them to analyze CRM data about their customers' likelihood to download and use mobile applications, as well as their willingness to pay for an app. These insights can help a company determine whether developing a mobile app is a worthwhile investment.

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Marketers looking to deploy a mobile marketing campaign can use Opticks Mobile to analyze PRIZM5 target groups of their best customers and determine which groups are more receptive to receiving mobile marketing messages.

SAMPLE QUESTIONS IT CAN ANSWER

- What are the most frequently used mobile phone functions among my customers?
- I'm looking into in-app advertising, based on my target groups, which categories of apps should I be considering?
- Where can I find neighbourhoods that score high as mobile influencers and technology advisors?
- How much do my trade areas tend to spend on mobile applications? Is mobile spending in these areas expected to increase or decrease in the future?
- Where are the people in my trade areas who most strongly influence mobile usage?