

IAB | REPORT ON DATA 2024

The Future of Information

Turning Data into Outcomes

Pat Pellegrini,
President & CEO



SCC | Study of the Canadian Consumer

KEY CHARACTERISTICS

50,000+

Annual Respondents

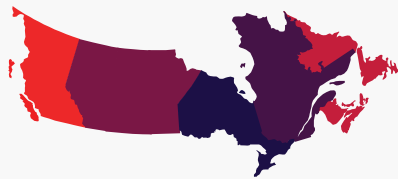
60,000+

Variables

4,000+

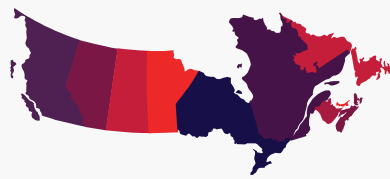
Brands

REGIONS AND MARKETS



5

Regions



10

Provinces



50+

Markets

TODAY'S COMPLICATED ENVIRONMENT

Media investments need to work harder than ever to deliver outcomes



Fragmentation of media consumption



Multi-screen Competition for consumer attention



Migration from Linear to streaming TV



The shift to streaming leads to **fewer impressions**



Technologies for **commercial avoidance**



Advanced audiences require precision targeting

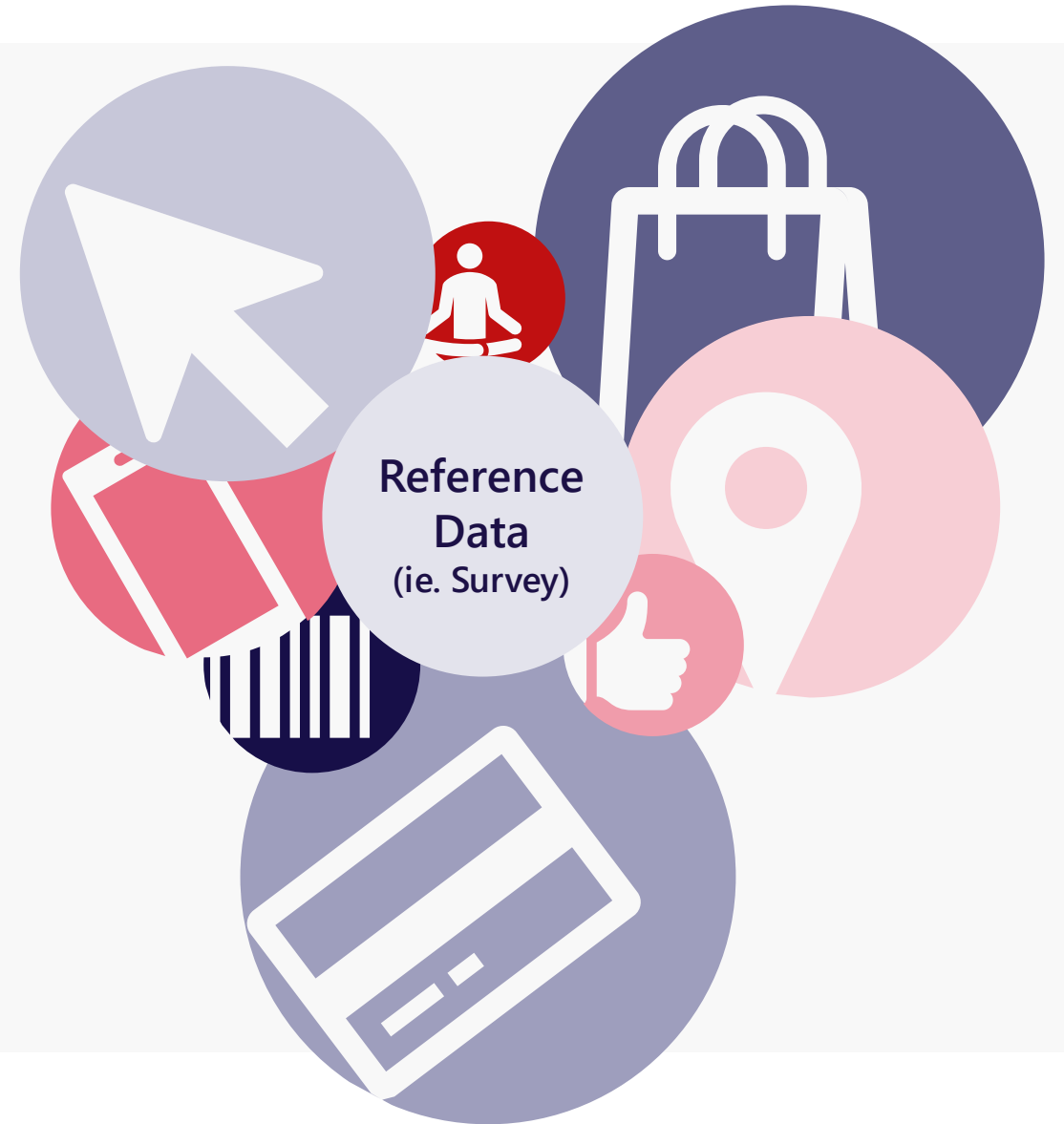
*Data is the new oil...
It's valuable, but if
unrefined it cannot
really be used.*

- Clive Humby



SURVEY + BEHAVIOURAL DATA

Combining data sources can help address the challenges of today's audience targeting and measurement.



VIVIDATA + CONSUMER ORBIT

The SCC | Study of the Canadian Consumer can be used as the Rosetta Stone to enrich data, beyond demographics.



New, Enriched Audience Dataset
Modelled to the Household level

A FIRST LOOK

Vividata Spatial

Powered by Consumer Orbit



VIVIDATA + CONSUMER ORBIT

Merging survey
and behavioural
data **gives**
advertisers ...



More **accurate** and **granular** insights by giving **added dimension** to target households



Leverage the most **up-to-date data**, from brand use, intention, media behaviour, and more



The ability to create **truer shopper segments** within **retailer neighbourhoods**



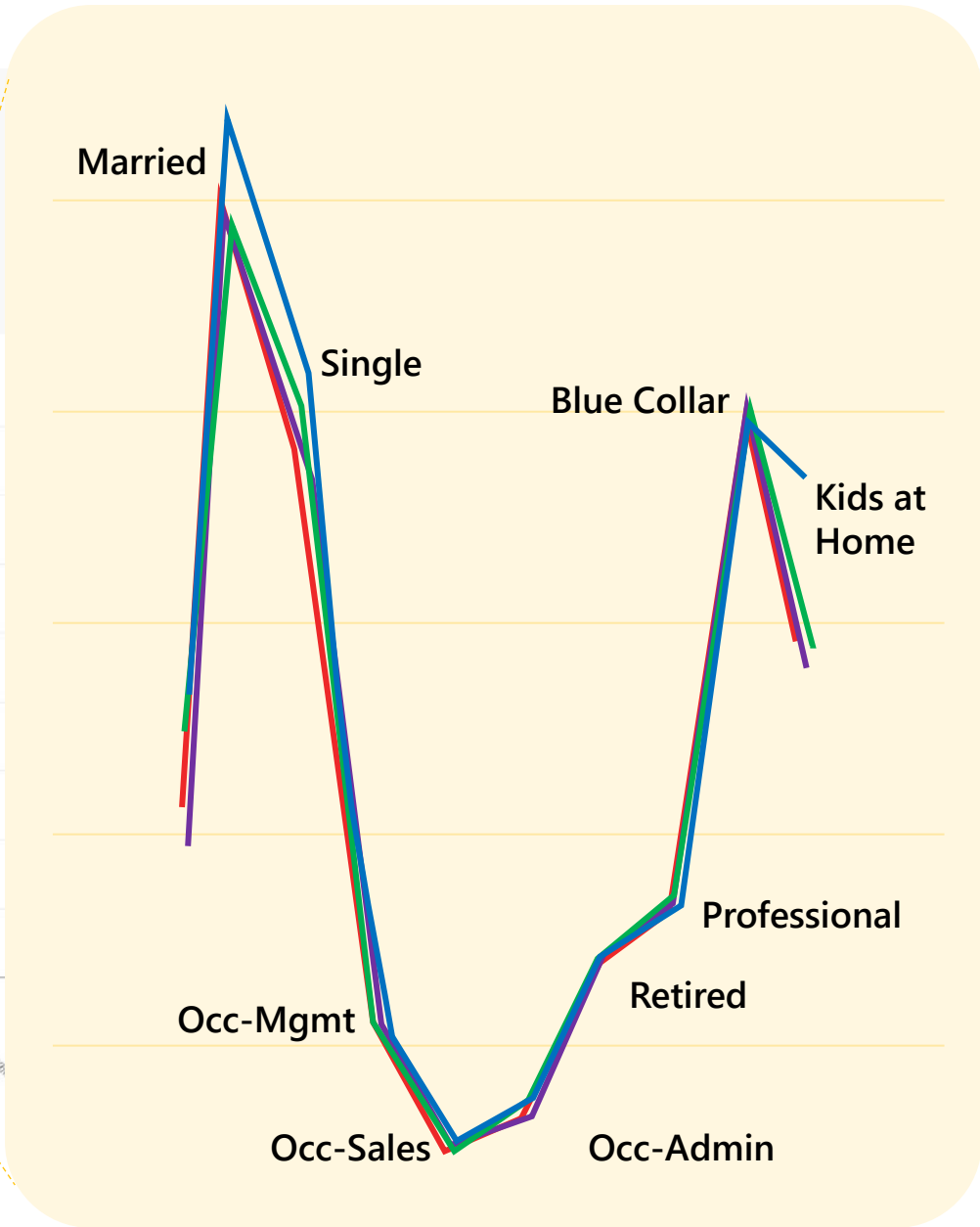
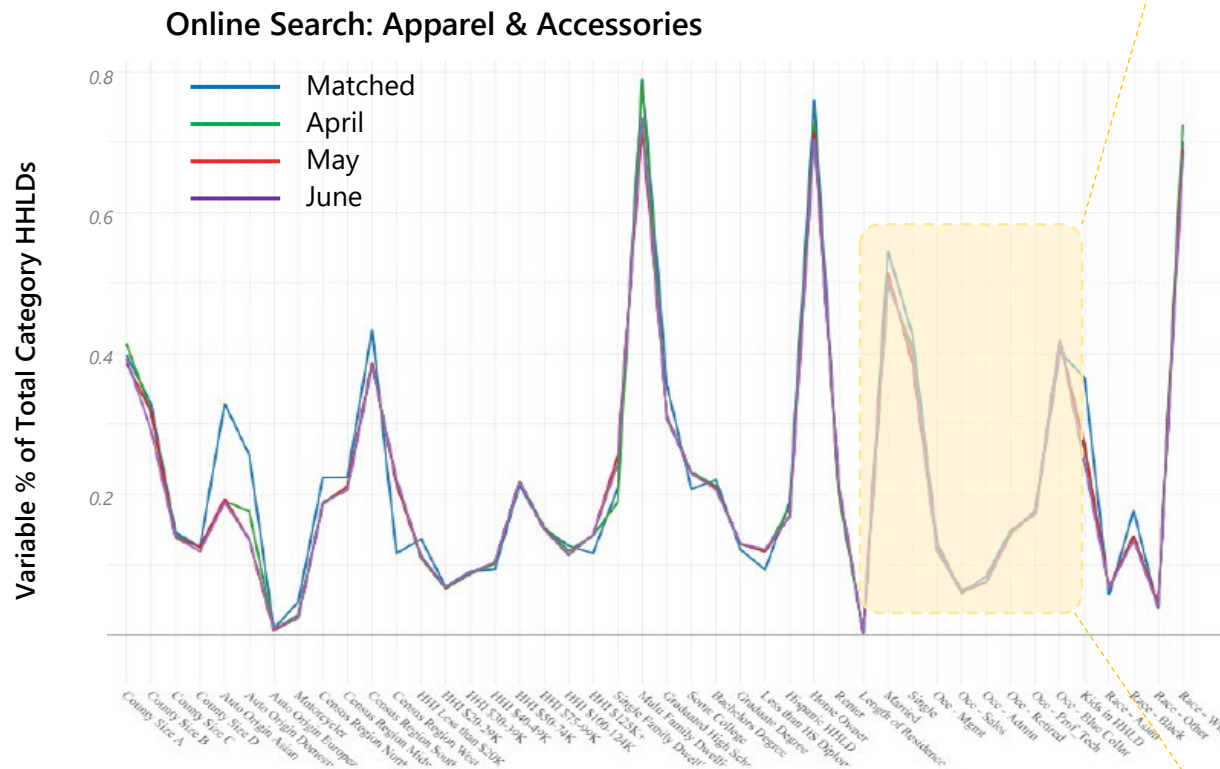
Greater precision in **measuring** marketing strategies **across media platforms**



Cost **efficiency**

VIVIDATA + CONSUMER ORBIT | IN ACTION

Modelling a near perfect match.



VIVIDATA + CONSUMER ORBIT | IN ACTION

Drive effective reach by aligning media with in-market audiences.

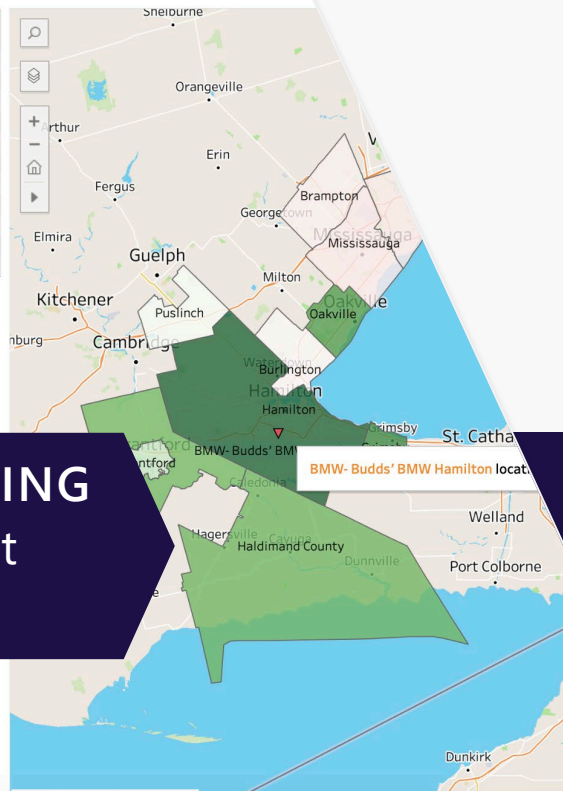
Mobile Retail

Subcategory: Dealerships | Venue: BMW- Budds' BMW ... | Division: (All) | Subdivision: (All)

BMW Hamilton Subdivision Index

Venue	Subdivision	Shopper Index	Subcategory Index	Category Index	Avg Visits per Month
BMW- Budds' BMW Hamilton	Hamilton	1,548	681	681	1.9
	Grimsby	1,226	391	391	1.3
	Oakville	1,063	259	259	5.2
	Haldimand County	802	636	636	1.2
	Brant	784	954	954	1.3
	Brantford	299	156	156	1.3
	Puslinch	128	318	318	1.3
	Burlington	62	27	27	1.3
	Brampton	32	43	43	2.7
	Mississauga	4	2	2	1.3
	Toronto	0	1	1	1.3

BMW- Budds' BMW Hamilton k



TV Programs

Programs Viewed Frequently Last Month

Program Type	Program Genre	Rank	TV Index	Demo Percent	Cume	Re
Genre	Gaming	1	104	5.8%	114,552	2,22
	Stand-Up/Sketch Comedy	2	104	5.5%	108,499	2,418
	Influencers/YouTubers/Bl..	3	102	10.3%	202,436	3,919
	Reviews	4	102	2.9%	57,197	1,236
	Music	5	102	13.4%	263,282	5,786
	Children's Cartoons	6	102	6.9%	135,349	3,093
	Paranormal	7	101	4.4%	85,781	1,895
	Entertainment News	8	101	6.6%	130,399	2,624
	Animated Series for Adults	9	101	6.7%	131,776	2,931
	Young Adult/Teen Dramas	10	101	5.6%	109,134	2,320
	Talk Shows-Late Night	11	101	5.3%	104,994	2,456
	Science Fiction/Fantasy D..	12	101	16.7%	328,249	7,113
	Documentaries/Biographi..	13	100	16.5%	324,335	7,282
	ams (Situation Comed..	14	100	23.2%	454,896	10,041
		15	100	35.8%	703,796	16,136
		16	100	2.0%	39,452	916
	's/Talk	17	100	6.3%	123,149	2,756
		18	100	16.1%	315,169	6,758
					80,653	2,037
					663,315	15,188
					483,374	10,948
					384,191	9,466
					233,886	4,454
					750,551	17,622
					167,387	4,260
					254,444	5,834
					116,154	2,715
					188,237	4,392
					256,731	5,806
					207,084	5,005
					54,735	1,698

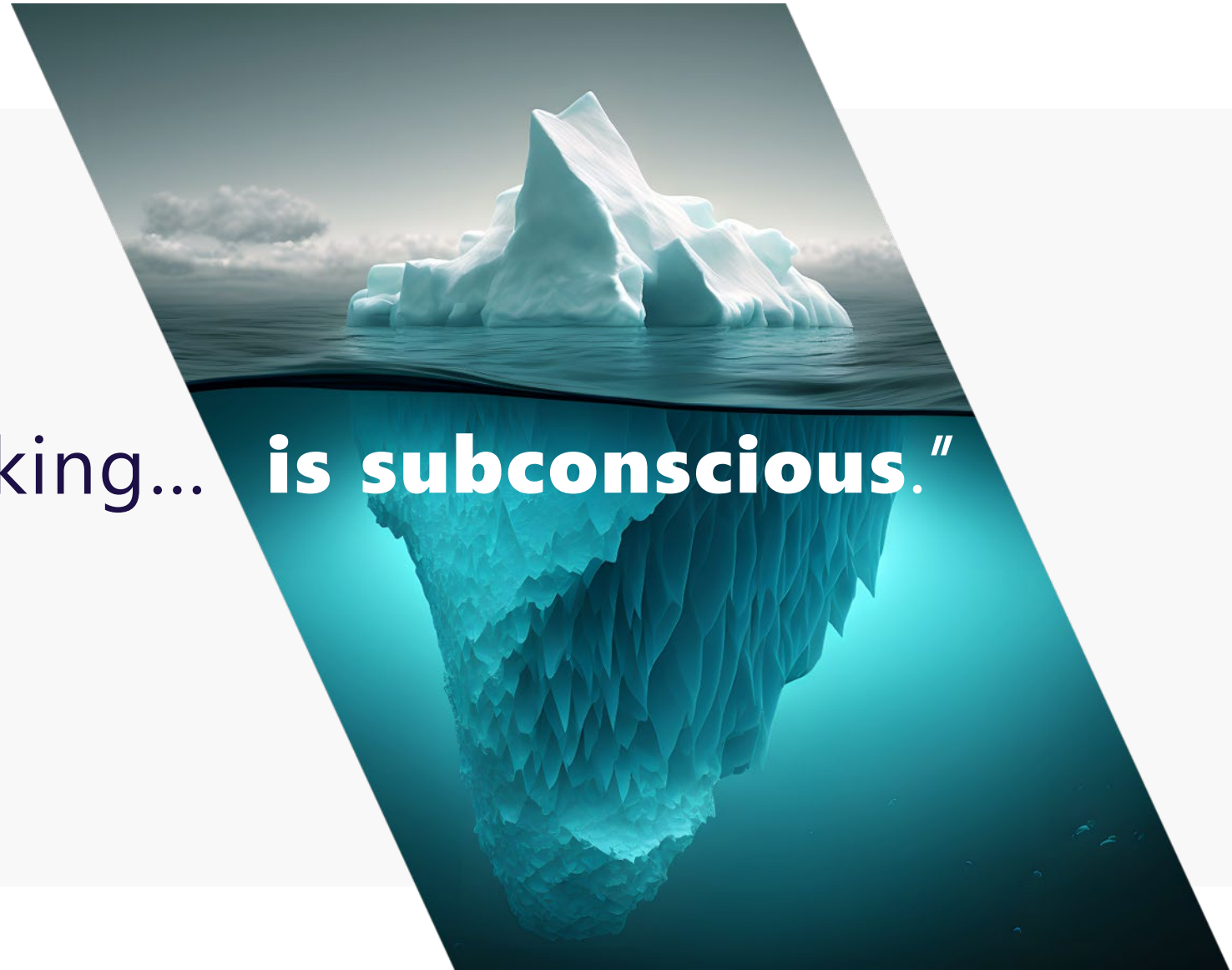
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(Al
Popu.
Full- Fu.
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GRANULAR PROSPECTING
Align GEOs with in-market consumers

ALIGNMENT
Focus on where audiences are active



"95% of decision making... **is subconscious.**"





People resonate with content based on their motivations, or **psychological drivers**



Study: SCC - Spring 2024

Tables: Drivers by Target

Variables My Targets

Search...

- Motivational States - Resonance with TV Content-High Resonance (Index 120+)
- Belonging
- Self-Knowledge
- Creativity
- Love
- Power
- Achievement
- Competency
- ness
- th/Success
- od Life
- 'Leadership
- ie
- nce/Enlightenment
- sonance with TV al State

Base: 14+		Totals Spring 2024	Target
Totals	% Col	100.0	100.
	% Row	100.0	30.4
	Index	100	100
Belonging	% Col	5.2	6.6
	% Row	100.0	38.6
	Index	100	127
Self-Knowledge	% Col	9.8	9.8
	% Row	100.0	30.5
	Index	100	100
Creativity	% Col	19.3	18.9
	% Row	100.0	29.8
	Index	100	98
Love	% Col	23.5	26.3
	% Row	100.0	34.0
	Index	100	112
Power	% Col	19.0	15.8
	% Row	100.0	25.3
	Index	100	83
Achievement	% Col	18.9	16.2
	% Row	100.0	26.1
	Index	100	127

VIVIDATA + RMT

Using Vividata Drivers to align Media to Canadian Consumers

EASY TO USE

DIY in Vividata's SCC with motivations tagged to every respondent

MOTIVATIONS + GRANULARITY

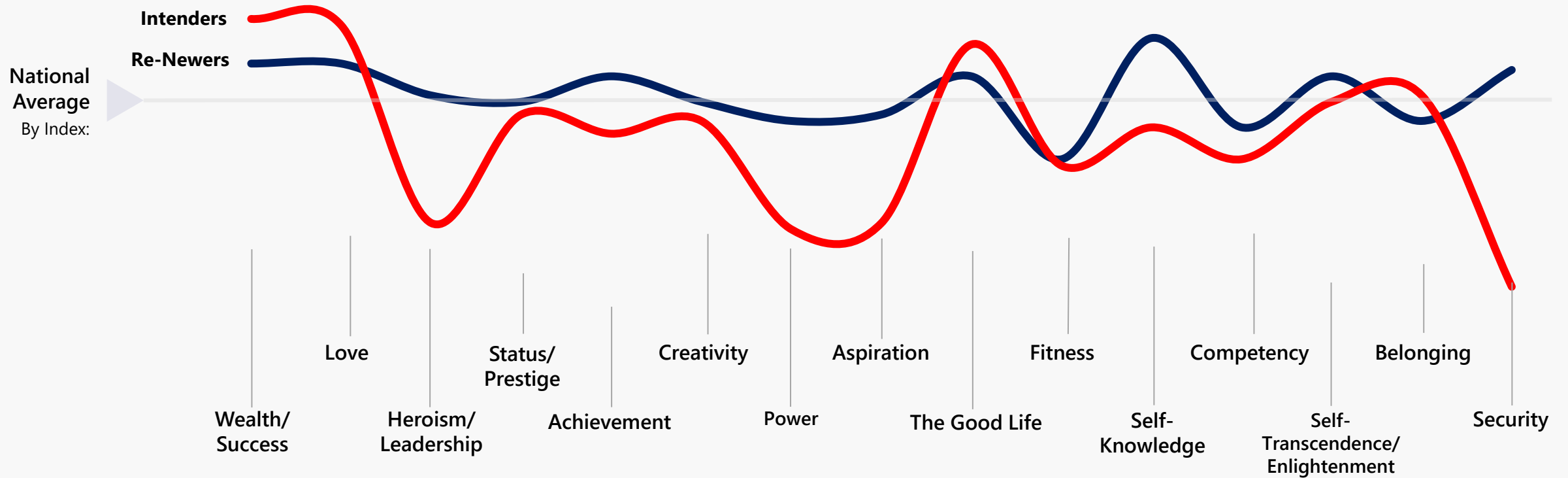
Create complete audience and consumer profiles using 60K+ variables



Drivers where Institution Considered for Next Mortgage

Proportion of **high resonance individuals** for each driver among RBC Mortgage Target Audience:

● Mortgage Re-Newers ● Mortgage Intenders



Top Shows by Largest Motivational States



**Top English Shows for
'Wealth/Success'** (Reach %):

FBI

Dragon's Den

Shark Tank



**Top English Shows for
'Love'** (Reach %):

Young Sheldon

Hallmark Movies

**The Bachelor/
Bachelorette**

A photograph of three young women sitting in the back of a car, laughing joyfully. The woman on the left is wearing a yellow turtleneck sweater and has her mouth wide open in a hearty laugh. The woman in the middle is wearing a light blue sweater and is also laughing. The woman on the right is wearing a white sweater and is laughing with her eyes closed. The car's interior is visible, including the seats and windows.

Gives marketers a **more wholistic view**
of consumers, **beyond demographics.**



vividata.ca



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