

REPORT ON DATA 2025

The Future of Information

Towards a Connected Media &
Consumer Measurement Ecosystem





Unmatched insights.
Smarter decisions.

CORE STUDIES

SCC | Study of the
Canadian Consumer



SCC/Digital



MOTIVATIONS Vividata Drivers



SYNDICATED STUDIES Vividata | Multicultural SCC/Sports



ON-THE-GROUND Vividata | Spatial Vividata | Relevance



CONSUMER LOYALTY Vividata | Brand Affinity



DATA ANALYSIS Vivintel

Base: Canada 35-49		Total	Men	Women	...
	2019	2019	2019	2019	2019
Market Index	100	100	100	100	100
Market Index	100	100	100	100	100
Market Index	100	100	100	100	100
Market Index	100	100	100	100	100
Market Index	100	100	100	100	100

ABOUT

SCC/Digital By The Numbers

KEY CHARACTERISTICS

75,000+

Sample

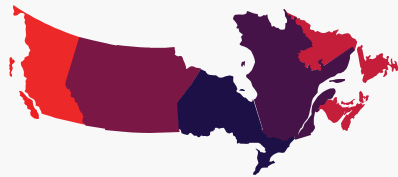
100,000+

Variables + **4,000 Website and Apps**

4,000+

Brands

REGIONS AND MARKETS



5

Regions



10

Provinces



50+

Urban Markets

WHY BUILD VIVIDATA SPATIAL

Data is fragmented, forcing media planners to use multiple sources and sometimes contradictory information.

Tech Giants

Lack consumer insights
+ reasons "why"



Syndicated

Limited depth
+ high latency



First-Party

Transactional but
lacks context

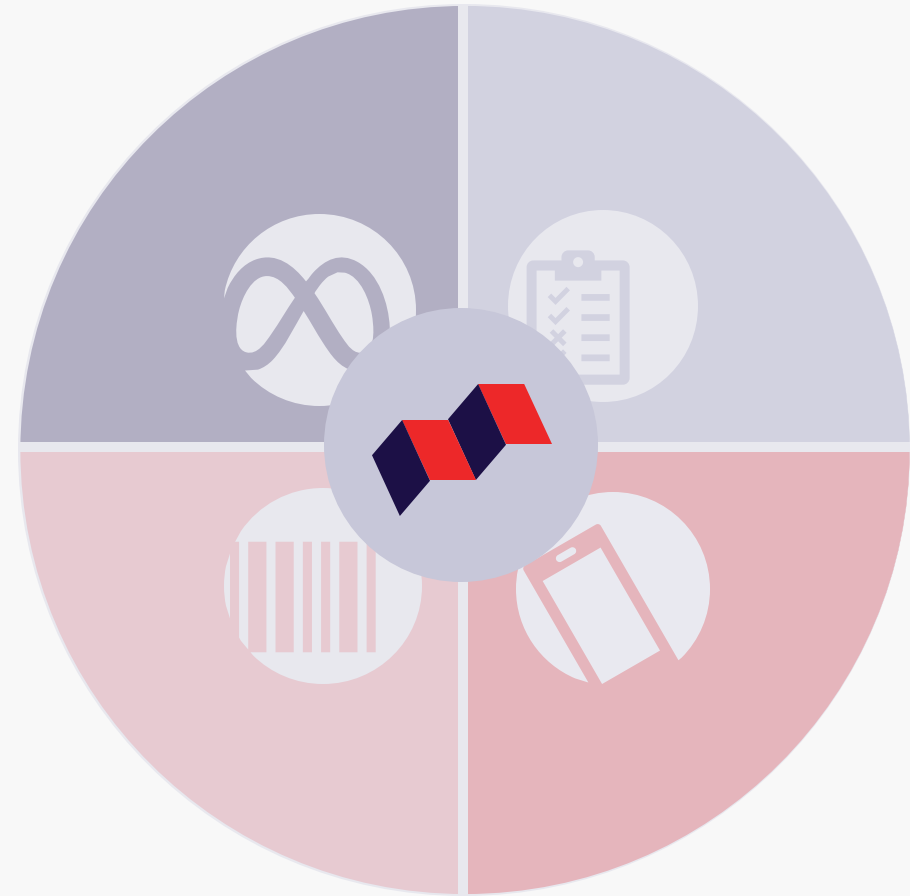


Device Data

Massive but not
user-centric

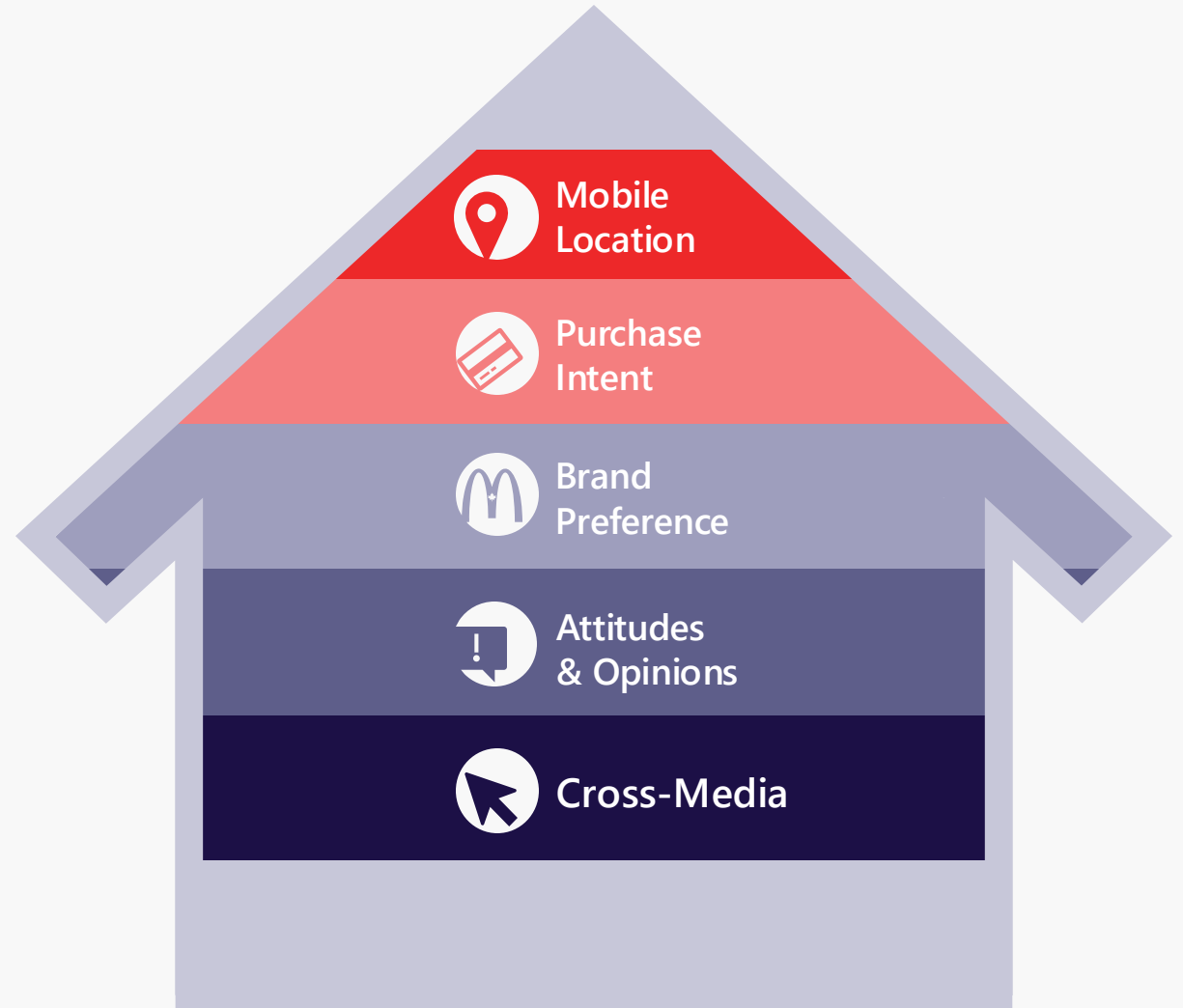
WHY BUILD VIVIDATA SPATIAL

With Vividata Spatial, we move from a fragmented data environment to a connected ecosystem where Spatial is the truth set.



ABOUT VIVIDATA SPATIAL

A fully representative database describing 17M households, that can be enhanced with full cross-media and consumer data.



PROOF OF CONCEPT

Can we successfully integrate massive scale data with Spatial?



Integrating Footfall Data

Geofencing via Mobile Data

- Users captured by dwell time within areas of retail brands
- Postal codes of users identified and mapped



Quality Verification

Data Aligns with the Expected

- Captured targets indexed high against use of QSR Brands in geofenced areas



Expanded Profiling

Using Spatial Variables to Profile

- Media preferences
- Ad awareness
- Consumer profiling and preferences
- Psychographics



PROOF OF CONCEPT, LONDON, ONTARIO
Adding deterministic,
massive scale mobile
data to Vividata Spatial

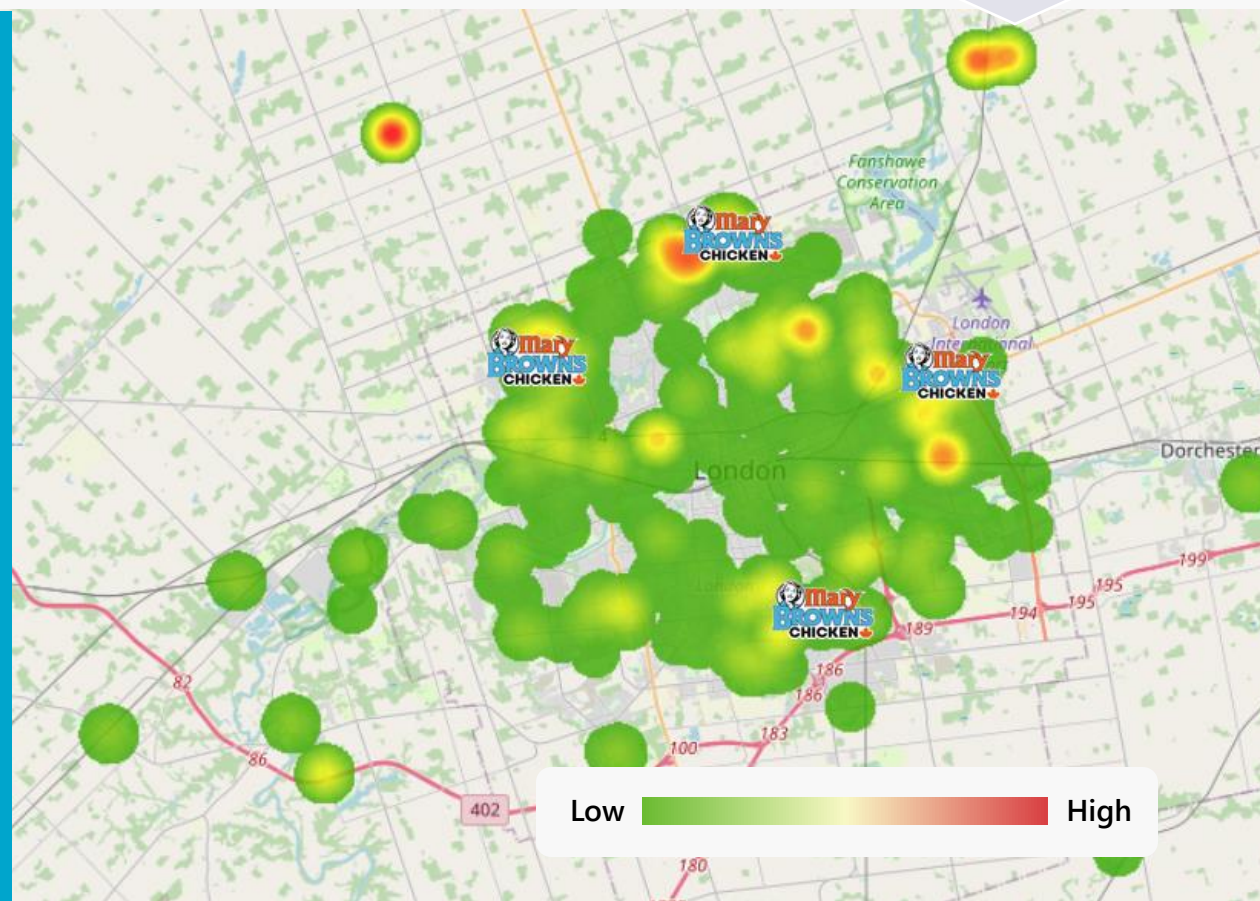




VIVIDATA SPATIAL

Profiling Visitors
to Mary Brown's
Captured by
Geofencing

- ~25,000 Londoners
- Mostly <50y
- Blue collar workers or students
- Below average HH Income





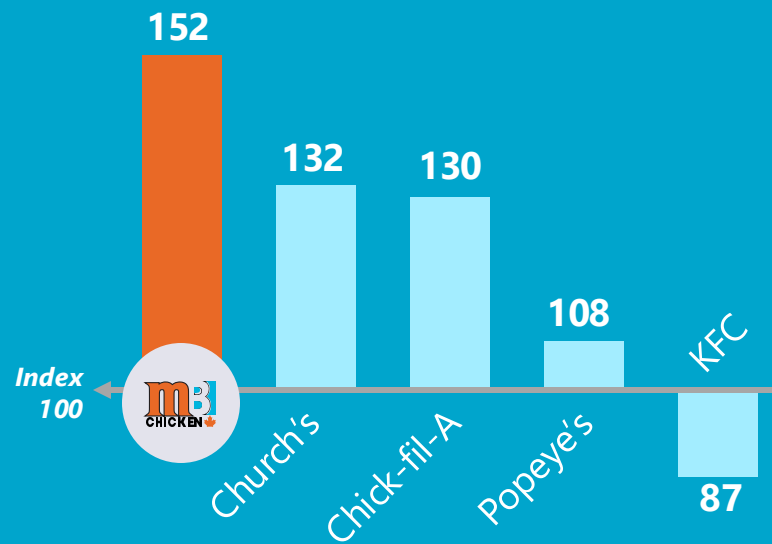
VIVIDATA SPATIAL

Profiling Visitors to Mary Brown's Captured by Geofencing



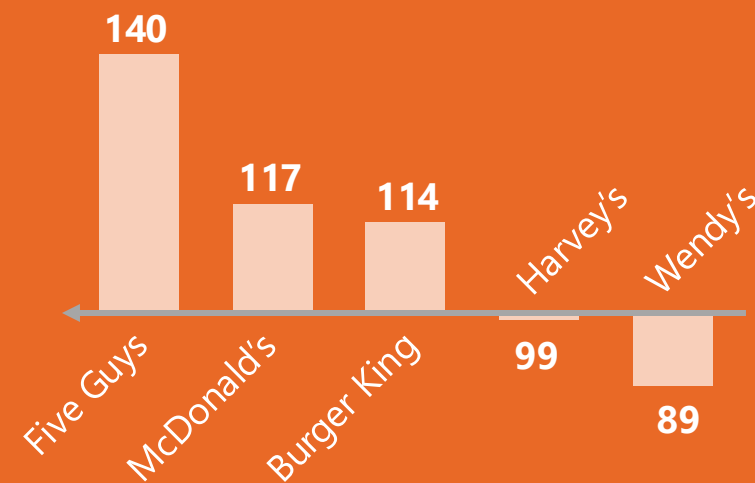
Chicken QSR

2.3x more likely to visit 5+ times/month



Burger QSR

1.9x more likely to visit 5+ times/month





VIVIDATA SPATIAL

Media Profile
of Visitors to
Mary Brown's
Captured by
Geofencing



Notice Ads
Daily on
Social Media

13%
more likely

Use Social Media
to Watch Fun
Content

17%
more likely

Top Social
Platforms
by index

Snapchat
TikTok
Instagram



Weekly
Radio/Audio
Listener

67%

Visited a Store
or Restaurant

38%
more likely

Top Content
& Platforms

Classic/Alt Rock
Urban/Rap
Sirius XM
Spotify

VIVIDATA SPATIAL

Profiling Visitors to Mary Brown's Captured by Geofencing



Grocery Shopping Profile



Below Average Grocery Spend

52%
<\$100/week



Grocery Store Priorities
by index

Convenience
Low Prices
Loyalty Program



Where Shop Most Often
by index

Walmart
Food Basics
Loblaws



VIVIDATA SPATIAL

Profiling Visitors to Mary Brown's Captured by Geofencing



Automotive Consumer Profile



Affordable or practical ownership

- Compact Car
- Light Truck
- Mid-Low Price



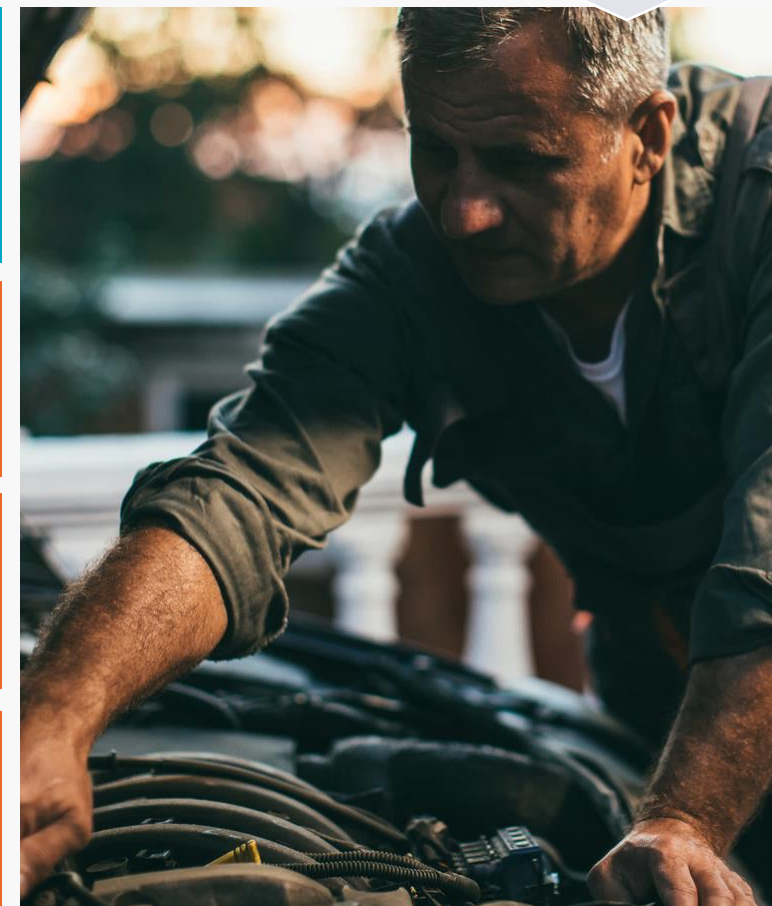
Can Get Their Hands Greasy

- 1 in 3 are Gearheads
- DIY Service



Where buy Auto Supplies
by index

- Walmart
- Costco
- Kal Tire



THE WRAP UP

Advantages of Vividata Spatial



Combines disparate databases
using a household-level Identigraph



Ability to link attitudinal, lifestyle, deep demographic and cross media data with any transactional or first-party data



Removes need for Data Collaboration Rooms, removes bias from 1P, transactional data



Places digital, TV, and other media on equal footing for media planning and buying



Direct activation the Trade Desk, Meta, Google, Connected TV platforms and more



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