Help Me...Help You
Inclusive Usage Collection for True Usage Insights
Do you actually know the answer?

If you and I are sharing a pizza, how many slices are you going to have?

How many cups of coffee did you have this morning?

When we delay the collection of information + rely on recall, our data integrity falters.
You’re at a wedding. Who is the real you?

Smiling, ever so politely, while the camera is around?

Breaking it down and partying on the dance floor?

The more “intrusion” we add, the less “honesty” we see.
Disconnect between Consumer Usage & Brand Insights

Inaccurate Usage Data -> Wrong Assumptions -> Wrong Decisions
Discrete, Passive Data Collection, Immediate, Simple Reasoning

Unique Sensing Technology Captures Accurate Product Usage

Customized Data and Communication Dashboard with Back-end Analytics
Bringing IoT to Anything and Everything

Customer receives product with Ad-rich tag and instructions

Customer Enables Bluetooth

Data is transmitted to personal devices

Collected in the Cloud

You Receive Real-Time Consumer Usage Data in your Customized Dashboard

And Communicate with your Consumer at the point of consumption with our Communication Dashboard
<table>
<thead>
<tr>
<th>User Experience:</th>
<th>Adrich Smart Tracker</th>
<th>Current Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓ Lifestyle Inclusive, Integration of Usage and Data Collection</td>
<td>Lifestyle Intrusive, Separation of Usage and Data Collection</td>
</tr>
<tr>
<td>Collection Method:</td>
<td>✓ Passive collection during use</td>
<td>Self-report after use, Watchful observation during use</td>
</tr>
<tr>
<td>Data Type:</td>
<td>✓ Analysis-ready Quantitative data paired with real-time Qualitative data for full surround</td>
<td>Collected Qualitative data, coded for analysis</td>
</tr>
</tbody>
</table>
The Loop to Fully Understand Consumer Behavior

**Qualitative Insights**
- Live Collection at Point of Use
- Tie Reasoning to Consumption
  - Explore Hypotheses Live
  - Verify Quant Findings

**Quantitative Data**
- True Usage
- Real-Time Collection
  - One-Time Effort
  - Comparison without Conversion