Depth
The Complete Journey
Accuracy

Observed Rather Than Stated
Granularity
Massive Sample Sizes That Can Be Broken Out
Behavioral Data @ Scale
Our Phones Are Getting Smarter

There are 10 – 14 sensors on most modern smartphones. This creates an unprecedented opportunity to truly understand user activity.
Sense360 technology works in the background capturing and processing anonymous data to understand where and what people do in the physical world.
The Sense360 Network

Our technology is on hundreds of apps, allowing us to observe the movement of over 2,000,000 devices, thereby creating a sensor-network of immense scale and fidelity.

- 50+ Apps
- 2,000,000 Phones
- 150,000,000 Visits / Month
N = 150M
Best Of Old & New

PASSIVE BEHAVIORAL DATA & ACTIVE QUESTIONS

Take the following 2-minute survey in order to earn 25 mPoints.

1. Which of the following was most important to you when choosing to go to McDonald's?
   - Nutritional value of the food
   - Taste of the food
   - Price of the food
   - Speed of the service
Exploring The Data
July-11 Promotion
Distribution of visits by hour on July 11th
Visitation by Hour on July 11th (by Frequency Band)
Customer & Competitive Data
Customer Loyalty

Visits to Wendy’s: 25%
Visits to other QSRs: 75%

QSR Industry Average Loyalty Is 24%
Customer Overlap

Visits to Wendy’s: 25%
- McDonald’s: 15%
- Starbucks: 6%
- Subway: 6%
- Others: 48%

McDonald’s, Starbucks, and Subway account for 27% of Wendy’s customer’s QSR visits
Brand Draw measures localized market share within different distances of each of a Brand’s locations.
Head To Head Brand Draw

Head to head measures the relative market share that two brands receive when they are within 0.5 miles of each other.

- Wendy's vs. McDonald's: 37% vs. 63%
- Wendy's vs. Burger King: 57% vs. 43%
- Wendy's vs. Subway: 64% vs. 36%
Contractors

Explaining our “contractor” methodology: We define contractors as customers visiting Lowe’s and Home Depot at least 4x per month.
Contractor Overlap

73% of Lowe’s contractor customers also visit Home Depot.

52% of Home Depot’s contractor customers also visit Lowe’s.
Brand Draw @ Equal Distance (Contractors Only)

36%  

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Brand Draw – Lowe’s Closer (Contractors Only)

53% Closer

47% Farther
Brand Draw – Home Depot Closer (Contractors Only)

17% Farther
83% Closer
Ways To Use Behavioral Data?

• Diagnose weaknesses & strengths
• Analyze lift & competitive promotions
• Discover growth opportunities
• Develop localized marketing plans
• Track emerging competitors
• Observe market fluctuations
• And much more
Thank you!

Call 310-845-6047 or email me eli@sense360.com
Privacy By Design

Safeguards to keep users data safe

• Sense360 only works with location data collected with user consent
• Sensor data is never combined with PII data
• Pro-active obfuscation of data that can be used to reverse engineer who the person is
• Reporting & Data shared is always anonymous and in aggregate