



DIGITRACK



24/7 MOBILE PASSIVE TRACKING

BE AT EVERY TOUCHPOINT

Nielsen's upcoming Passive Tracking solution – DigiTrack – enables you to see the world through your consumers' lens by subscribing to ongoing tracking of what local consumers search, click, scroll, and view on their mobile devices 24 hours a day for a full year:



Passive Tracking



Post-Tracking Consumer Survey

SEARCH BEHAVIOR

- Differentiate how your customers search for your category
- Invest your search and ad spend where you get the greatest return

TOUCHPOINTS & PATH TO PURCHASE

- Streamline your consumer journey for a better experience
- Activate key touchpoints that will convert to purchase
- Invest where it will generate the greatest awareness, recall and consideration

DEVICE & APP USAGE TIMING, INTENSITY AND FREQUENCY

- Identify where is their greatest share of attention
- Know when to target your consumers – weekends, weekdays, morning, night

WEB BROWSING ACTIVITY

- Know what content they are consuming and how they browse
- Feed the right content to drive conversion

TARGET SEGMENT ANALYSIS

- Compare path to purchase between different customer segments to inform your targeted marketing

HOW IT WORKS



Customize your recruitment sample



Recruit respondents



Install passive metering application in respondents' phones



Monthly automatic data collection & tracking via phone app



Respondents fill out Post-tracking Consumer Survey



Data processing - cleaning and analysis



Monthly Dashboard Reporting

WHY PASSIVE TRACKING?

1

COMPARE ACTUAL BEHAVIOUR VS. CLAIMED

Passive tracking technology records actual search, scroll and click behaviour, not claimed. We pair this with a post-tracking survey so we understand both how they search and why.

2

OPTIMIZE YOUR PATH TO PURCHASE

Know how your customers are searching and shopping for your brand – streamline the customer journey for a more seamless experience

SEGMENT YOUR CONSUMERS

Differentiate how your segments use their devices and engage with your brand so you can target them uniquely



INVEST IN THE RIGHT TOUCHPOINTS

Identify major touchpoints for campaigns, marketing, and engagement so you can be where it matters most.

3

4

TRACKER DESIGN

SAMPLE SIZE

TARGET CRITERIA

CUSTOMIZATION OPTIONS

	Monthly	Yearly
Singapore	n=100	n=1200
Malaysia	n=200	n=2400
Indonesia	n=200	n=2400
Thailand	n=200	n=2400



GENERAL POPULATION

Soft quotas on device owned | cities | those with children | ecommerce & social commerce shoppers

SPECIFY TARGET SEGMENT BOOSTERS

e.g. mothers, travellers, phone brand users, household income, age, etc.

ANNUAL SUBSCRIPTION PLAN

**“ALWAYS ON”
Minimum Base Subscription**

1st Level Top up

Additional Top Ups

- 12-months Subscription
- Select the countries in your base plan
- Selected your target audience to deep dive (e.g. mothers, travellers boosters)
- Full PowerPoint report
- Or other customization options!

For more information or submit your expression of interest, please contact connie.lee@nielsen.com or your Nielsen representative.

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