

# O<sub>2</sub> Motion – Audience Insights

Tailor your advertising and media buying to specific audiences for maximum impact



## What we do

O2 Motion uses aggregated, anonymised data on movement, profiles and preferences generated by 35% of the UK's population from billions of daily network events.



Audience Insights turns this data into insights about how people actually behave. You'll be able to see which postcodes or areas have the highest concentration of your target audience. If you're an advertiser or media agency, you can use this information, improve personalisation, increase the accuracy of your campaigns, optimise marketing spend and enhance ROMI. If you're a retailer, you can use the information to make a more informed decision about opening new stores or local promotions.



## What's involved?

Audience Insights uses a suite of APIs and network data so you can understand who dwells in an area and what their interests are. There are two types of API. 'Audience at location' allows you to select a set of interests, demographics and home/work locations to identify where an audience can be found. 'Profile at location' lets you specify a location to understand who spends time there and then tailor your advertising accordingly.

### Covering outdoor, digital and traditional formats, you can:

- Query engagement at different times of day
- Correlate media placements to sales
- Analyse data across the year to understand how audiences vary

## The benefits

### Easy to purchase

You can buy licences to the APIs and then use them however best suits you

### Scalable

Data covers the whole of the UK, with web- based access from anywhere for end users

### Reliable

The APIs reside on cloud-hosted architecture with ongoing security updates and support

### Simple to integrate

The data is easy to access with an API that can link into existing media planning tools and support

## Get in touch

Visit our [website](#) or call us on **0800 955 5590**