



Unlocking and Monetizing Mobile Data for Better Consumer Insight



The Best-Run Businesses Run SAP™

Summary

The proliferation of smart devices has significantly changed the behavior of mobile-enabled consumers, and how they interact with the brands and the world around them. The SAP® Consumer Insight 365 mobile service provides an open environment allowing operational analytics and reporting on consumer data acquired via mobile networks. Business users gain new ways to analyze operational data to build their own reports and documents, based on analytical views.

Objectives

- Gather market data to demonstrate effectiveness of mobile advertising and marketing
- Enable organizations to justify increasing marketing spend
- Stay ahead of consumer-to-brand interactions

Solution

- Innovative cloud-based analytics solution, powered by the SAP HANA® platform
- Access through a smart searchable portal, changing the way organizations currently acquire mobile consumer intelligence

Benefits

- A new empirical source of consumer behavior, insights, and market intelligence
- Delivery of population scale as well as high-definition detail
- Faster access to data with no apps to install, customer panels, or surveys
- Ability to monetize consumer data
- Fully anonymous and aggregated data containing no personal information

Learn more

To discover more about this innovative service, and how your business can benefit, please go to www.sap.com/sapmobileservices.



Many organizations are still working with traditional methods, including consumer panels, surveys, and mobile apps to monitor and measure the behavior of mobile-enabled consumers, out-of-home consumption and sharing of information, consumer-to-brand interactions, and rich media content. Yet all along, mobile operators have within their networks a remarkable empirical data source of consumer insights and market intelligence.

By sourcing this data from major mobile operators worldwide, SAP Mobile Services, a division of SAP, is able to provide our customers with a rich, reliable consumer behavior and insight analytics service. The SAP® Consumer Insight 365 mobile service enables operational analytics and reporting on consumer data acquired via mobile networks. Business users

gain new ways to analyze operational data to build their own reports and documents, based on analytical views.

SAP Consumer Insight 365 has access to a significant proportion of the population, bringing big-picture scale as well as high-definition detail. The service significantly augments current traditional methods of panels, focus groups, market research, and app tagging.

SAP Consumer Insight 365 offers a number of essential business opportunities to mobile operators by helping monetize the powerful potential of mobile network consumer data, unlocking new revenues. Mobile operators can also derive significant benefits by using the service to contribute and support their own initiatives in mobile marketing and advertising.

A new source of empirical consumer insight **enabling brands to better communicate** with their customers.



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