

AI²

d3con, Hamburg, April 2019

Rascasse

RASCASSE ANALYZES THE TRACES PEOPLE LEAVE ONLINE, AND AGGREGATES THEM INTO DETAILED AUDIENCE PROFILES

Inputs

facebook.

Google

Instagram

Spotify

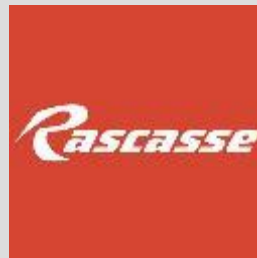
Bing

twitter

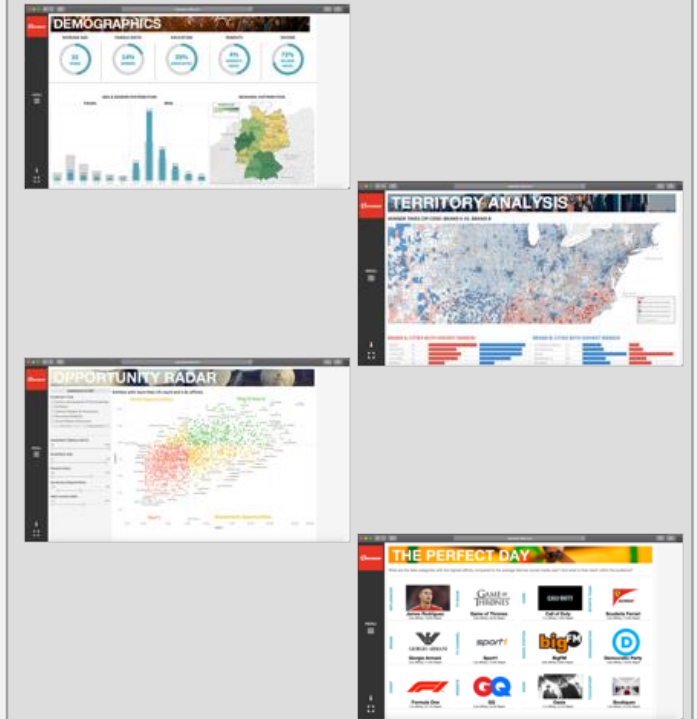
WIKIPEDIA

Proprietary Dataset

- 25 billion datapoints analyzed per day
- Machine learning algorithms uncover audience patterns
- Cross-validation with existing data



Client Interface



OUR PROMISE: THE BEST CUSTOMER INSIGHTS IN THE MARKETPLACE.

You will know more about your customers
than you do now –
even more than they know themselves.

WHAT MAKES RASCASSE UNIQUE?

GLOBAL

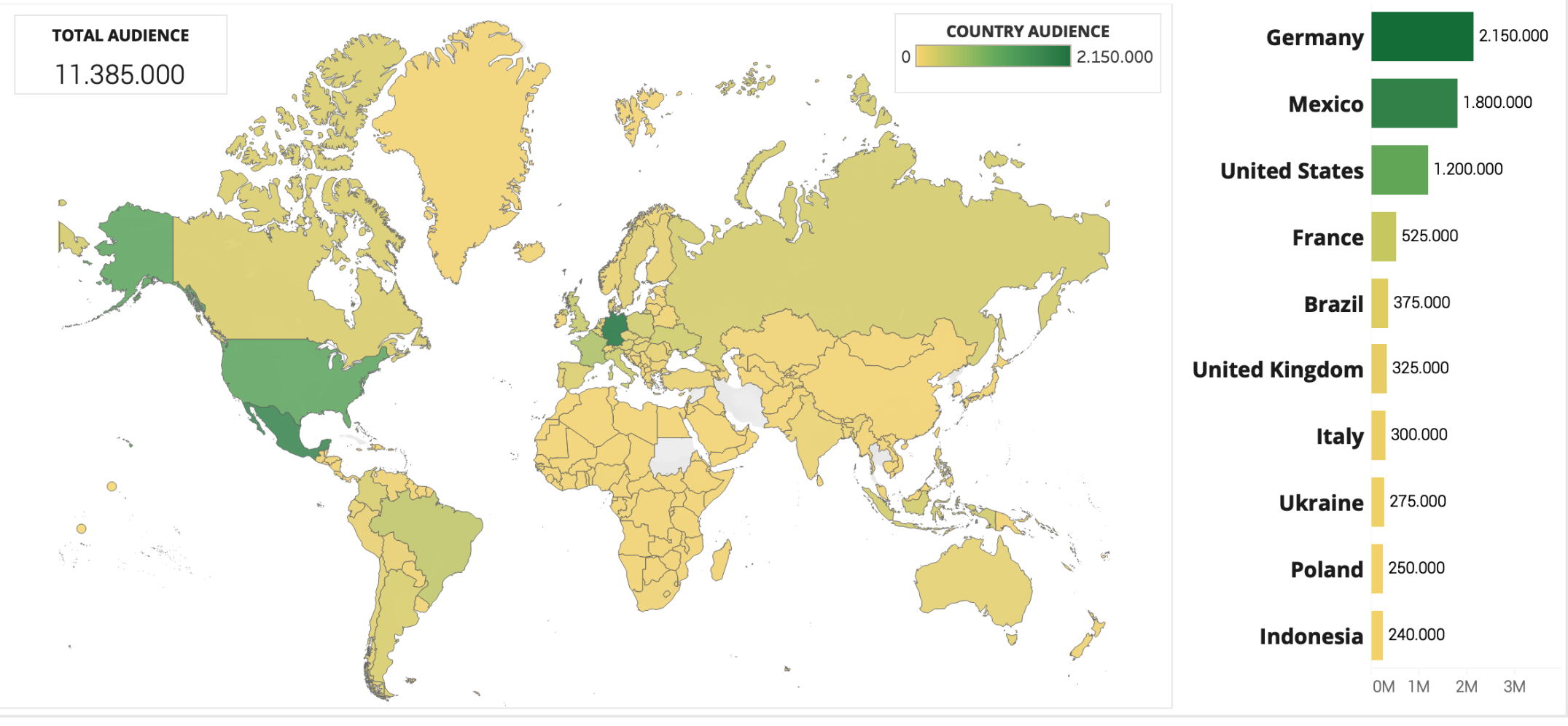
- 245 countries
- 3200+ states
- 30,000+ cities
- 150,000+ postal codes

Deutschland

RAMMSTEIN

REACH OF RAMMSTEIN // GLOBAL

Rammstein > Countries > Worldwide Total Audience



TOTAL AUDIENCE
1,229.100

STATE AUDIENCE
2.800 120.000

State	Audience
Alabama	14.800
Alaska	3.500
Arizona	35.000
Arkansas	11.300
California	120.000
Colorado	32.500
Connecticut	11.000
Delaware	4.300
Florida	62.500
Georgia	15.300
Hawaii	1.000
Idaho	9.000
Illinois	55.000
Indiana	32.500
Iowa	16.500
Kansas	14.300
Kentucky	20.000
Louisiana	14.000
Maine	3.000
Massachusetts	22.000
Michigan	42.500
Minnesota	24.000
Mississippi	7.500
Missouri	27.500
Montana	5.800
Nebraska	9.300
Nevada	15.800
New Hampshire	7.300
New Jersey	25.000
New Mexico	14.500
New York	62.500
North Carolina	32.500
North Dakota	5.300
Ohio	55.000
Oklahoma	19.000
Oregon	20.800
Pennsylvania	55.000
Rhode Island	2.500
South Carolina	15.300
South Dakota	4.500
Tennessee	27.500
Texas	110.000
Utah	14.000
Vermont	2.000
Virginia	11.000
Washington	33.000
West Virginia	9.500
Wisconsin	30.000
Wyoming	4.300

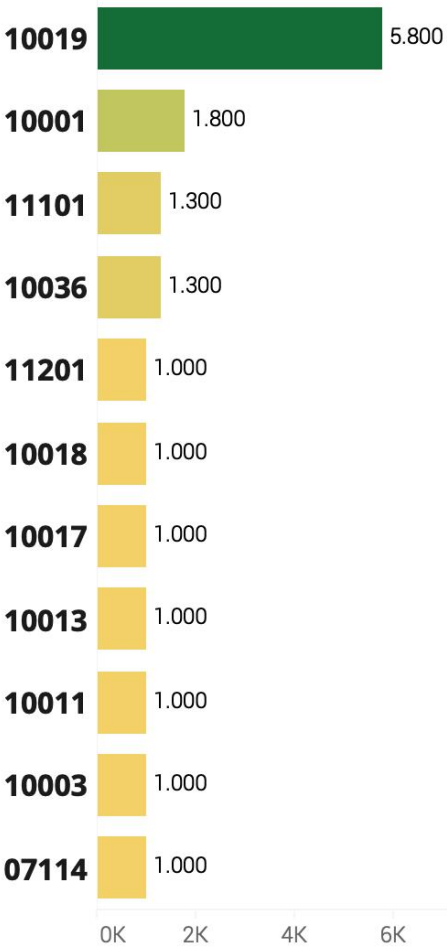
State	Number of People
California	120.000
Texas	110.000
New York	62.500
Florida	62.500
Pennsylvania	55.000
Ohio	55.000
Illinois	55.000
Michigan	42.500
Washington	37.500
Arizona	35.000

REACH OF RAMMSTEIN // NEW YORK

Rammstein > USA > New York City > Zip Codes Total Audience



Top10 Total Audience



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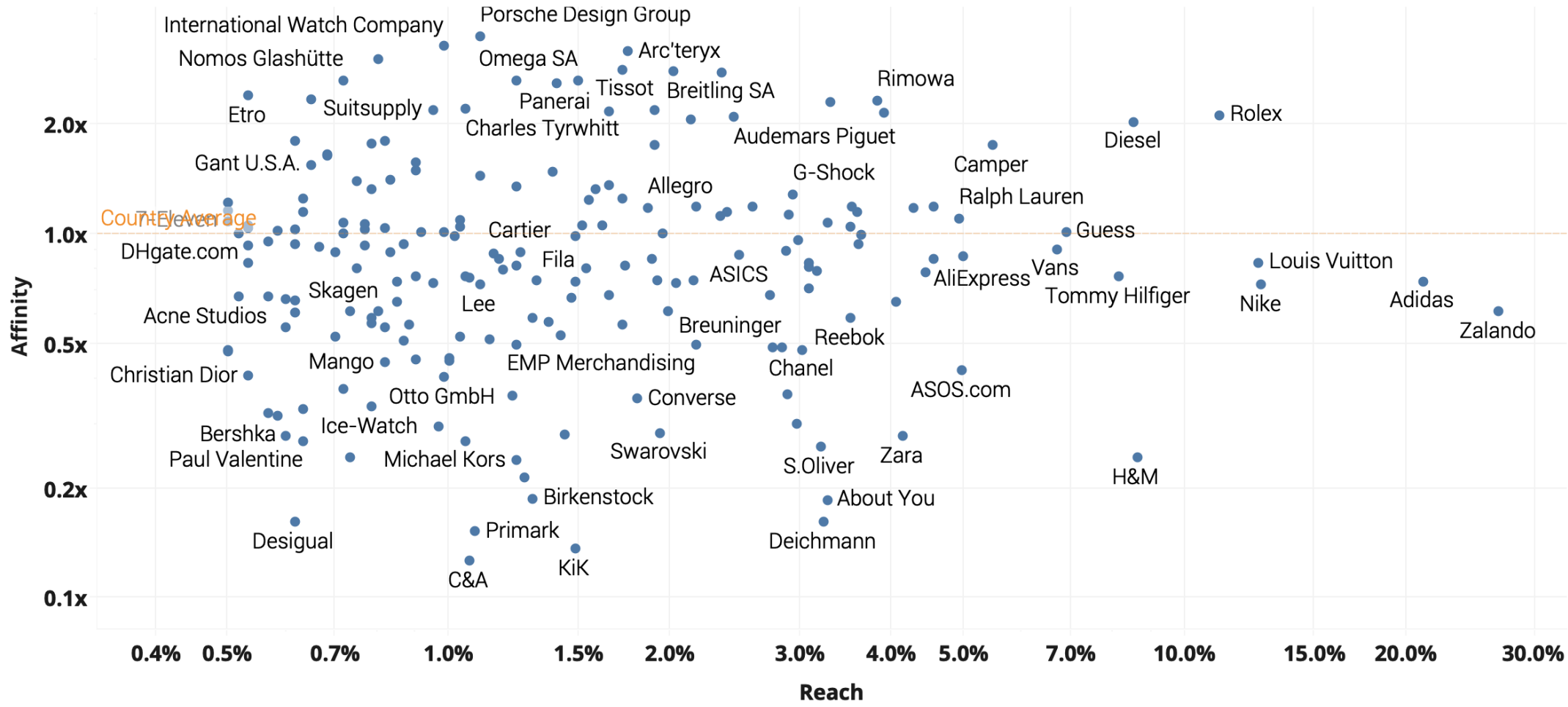
HOLISTIC

- Multiple sources
- >250,000 entities
- 25 billion data points analyzed daily
- Regular cross-validation with traditional research



TESLA MOTORS // FASHION BRANDS

Tesla Motors > Consumer Sphere > Fashion Brands



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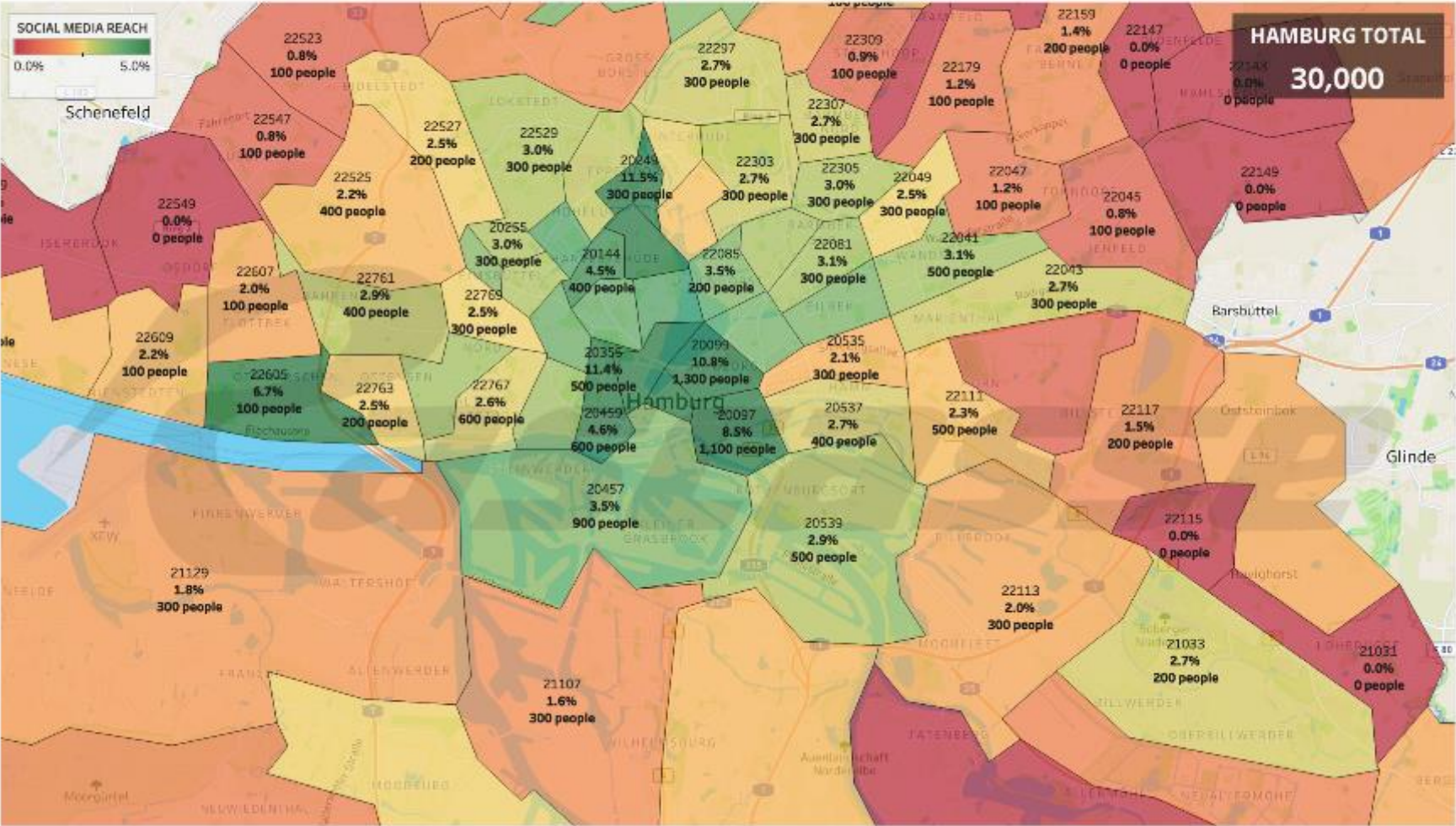
CONVENIENT

- No field time, results within days
- No restrictions in terms of "questionnaire length"
- Insights available in web-based tool, no research reports

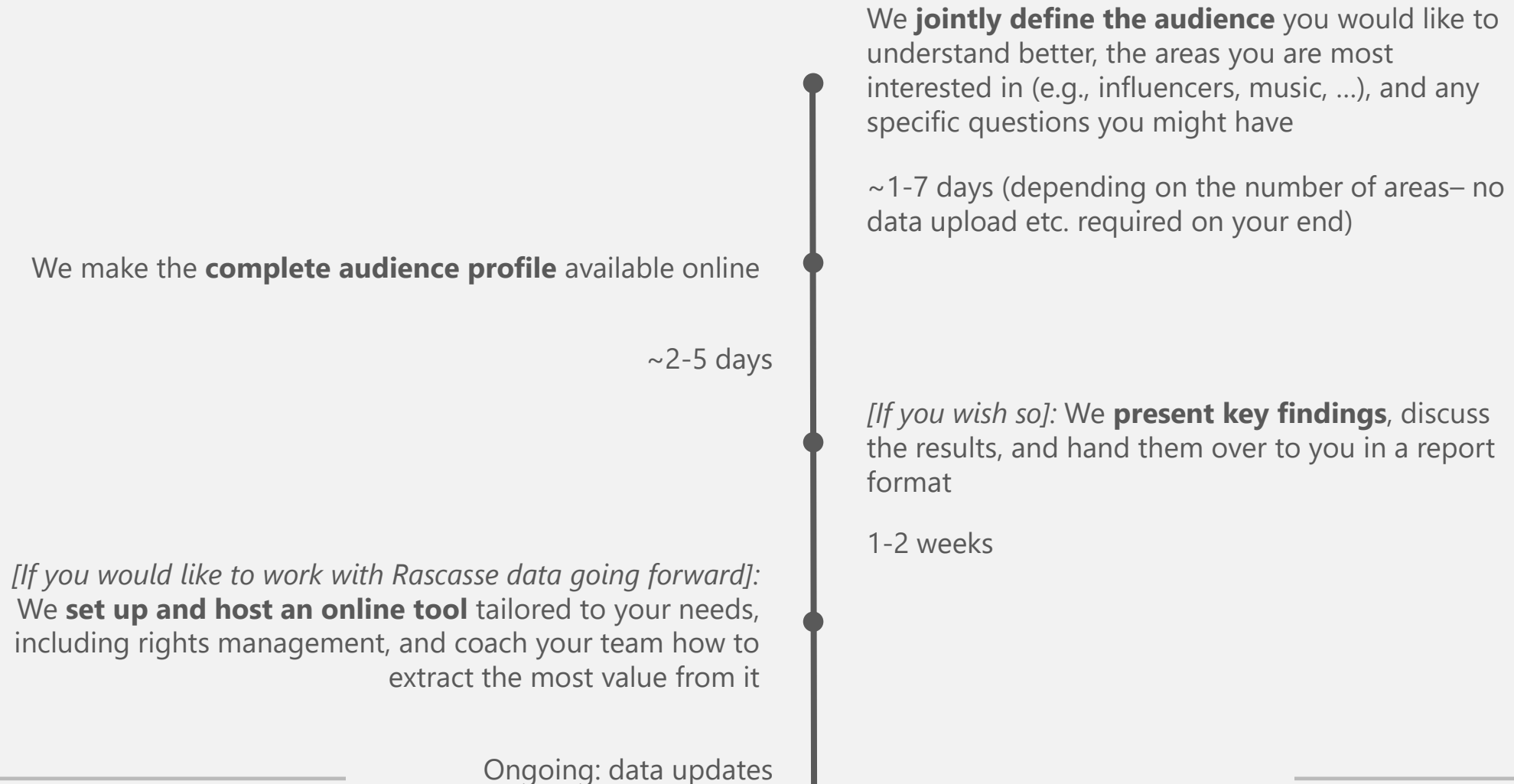


APPLE PAY // INTEREST IN HAMBURG

Interest in Apple Pay among social media users in Hamburg
HAMBURG HEATMAP: SOCIAL MEDIA REACH BY ZIP CODE



RASCASSE PROJECT FLOW: RAPID AND STRAIGHTFORWARD



WORKING WITH INSIGHTS IMPROVES DECISIONS AND OUTCOMES ALONG THE MARKETING VALUE CHAIN



THANK YOU!

Rascasse