

Koala Metrics

How our technology provides in depth
analysis on user's offline behavioral patterns



KOALA METRICS is technology which profile users based on their offline habits. Thanks to partnerships with leading mobile apps and use of our native technology to determine where people go offline and what does it say about them.

This is how we do it...

1 Implement SDK (Software Development Kit) in partner's mobile apps



2 Data about wi-fi networks in range of users and their signal strength

3 We build user offline profile based on multiple data analysis



Names of networks (SSID) & their unique numbers (BSSID)



Analysis of Point-of-Interest associated with the network



Analysis of strength of particular WiFi network



Analysis of GPS position of the network

4 Requirements for apps to work with us (GDPR approach)



Permission for GEO location (only once)



GDPR consent to profile users and send data to third party trusted partners

Limitations of commonly used geo-location targeting services and competitors landscape

GPS



The most commonly used method is GPS from apps. It's inaccuracy is based on the fact that it cannot pin point an user inside of advertiser's store. It gives information if the user entered a building (for example: shopping mall) but it cannot indentify with certainty on which floor and store the user has visited.

Limitations: inability to allocate users to specific store

Beacon



Beacons provide an accurate user location because they are installed in advertiser's store. However, the process of installing the beacon requires hardware investment. Also, it requires that the user's bluetooth is turned on which creates multiple limitations on the data set.

Limitations: hardware investment & bluetooth enabled

BTS & MS



Base Transceiver Station (BTS) and Mobile Stations (MS) are devices used by telcos to improve the accuracy of their geo-location services. It detects user's phone activities (for example: phone call) and phone actions are transmitted via to the nearest station. Mobile stations are installed in advertiser's store to better pin point where the actions are coming from.

Limitations: hardware investment, third party data permission and difficult scalability

Competitors



Companies such as AdSquare or Groundtruth are data aggregators rather data owners. They are acquiring location data from companies with similar profile to KOALA and resell it media agencies. That said, KOALA can be considered as a partner of them because our technology would increase their data inventory.

Limitations: data aggregators, non-exclusive and expensive

We are completely open to any suggestions on your side, and specifically how you would like to use our technology. 3 suggestions: run campaigns together (segments defined by us), purchase report about your entire campaign portfolio performance (+ offline footfall performance), purchase detailed analysis report about offline behavioral patterns (+ preferred stores, purchase categories and more).

How working with us look like?

