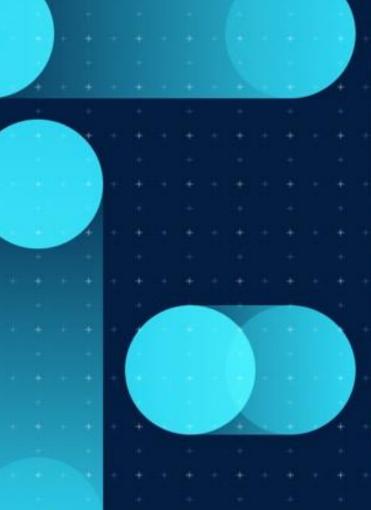ada

databricks

Databricks Marketplace

Market Place Listing Information

ADA XACT Sample Consumer Profile Insights

1. General Provider Information

About The Provider	ADA is Asia's largest independent Data and Digital Transformation company, enabling global enterprises to revolutionize their marketing and commerce strategies through the power of data. By leveraging advanced analytics, AI, and cutting-edge technology solutions, ADA transforms data into strategic action. Our comprehensive suite of services includes Data Engineering, Data Analytics, Customer Data Platforms (CDP), and innovative Marketing and Ecommerce solutions. Headquartered in Singapore and operating across 12 markets, ADA partners with leading brands to enhance their digital and data maturity, achieving their business objectives. Our strategic initiatives are supported by our shareholders Softbank, Sumitomo Corporation, Axiata Group, and Mitsui. One of ADA's key offerings is XACT, a robust repository featuring over 400 million unique profiles, 1 million points of interest, and data from 1 million unique apps. XACT provides businesses with unparalleled market penetration strategies through actionable insights derived from comprehensive demographic analysis, affluence measurement, and interest categorization, enabling hyper-targeted advertising and advanced consumer engagement.
Website Link	https://www.ada-asia.com/ai-copilots/customer-segmentation

2. General Listing Information

Support Link	marketplacesupport@ada-asia.com
Documentation Link	
Terms Of Service	https://www.ada-asia.com/hubfs/ada-database-licensing-general-terms-and-conditions-pdf
Privacy Policy	https://www.ada-asia.com/hubfs/ada-database-licensing-general-terms-and-conditions-pdf

3. Listing 1 Information

Listing Title	ADA XACT sample consumer profile insights for [Country/Region]
Listing Overview	Unlock the power of consumer insights with this ADA's exclusive sample dataset, derived from our proprietary XACT database. The data contains Non-Personally Identifiable Information (Non-PII) psychographic behaviors, interests, and mobility patterns. Dive into the most current and comprehensive view of consumer affluency levels, demographics, telco market shares, device brand preferences, personas, and brand affinities. Discover detailed distributions of places of interest within your chosen geographic area. ADA's XACT dataset empowers you with actionable insights, enabling precision targeting and sophisticated market strategies that elevate consumer engagement to new heights. Dataset fields: <table><tr><td>Attribute</td><td>Description</td><td>Data type</td><td>Sample Data</td></tr><tr><td>district</td><td>Administrative geographic area profiled in the dataset.</td><td>String</td><td>Subang Jaya</td></tr><tr><td>low_affluence</td><td rowspan="3">Level of affluence (Low, Mid, High) based on ADA proprietary model</td><td>Number (Percentage)</td><td></td></tr><tr><td>mid_affluence</td><td>Number (Percentage)</td><td></td></tr><tr><td>high_affluence</td><td>Number (Percentage)</td><td></td></tr><tr><td>18-24</td><td rowspan="2">Age group (18-24, 25-34, 35-49, 50+) based on ADA predictive model</td><td>Number (Percentage)</td><td></td></tr><tr><td>25-34</td><td>Number (Percentage)</td><td></td></tr></table>

	35-49		Number (Percentage)	
	50+		Number (Percentage)	
	M	Gender (M/F) based on ADA predictive model	Number (Percentage)	
	F		Number (Percentage)	
	Telco1	Telco market share observed in the coverage area. We list the top telcos in the market for each country. See Additional Insights for full list.	Number (Percentage)	
	Telco2		Number (Percentage)	
	Telco3		Number (Percentage)	
	Telco4		Number (Percentage)	
	Vivo	Device brand market share observed in the coverage area.	Number (Percentage)	
	Samsung		Number (Percentage)	
	Xiaomi		Number (Percentage)	
	Oppo		Number (Percentage)	
	Huawei		Number (Percentage)	

	Apple		Number (Percentage)	
	device$low	Device price distribution (across all brands) observed in the coverage area.	Number (Percentage)	
	device$mid		Number (Percentage)	
	device$high		Number (Percentage)	
	persona1	Percentage of consumers matching the (ADA defined) persona observed in the coverage area. See Additional Insights for full list.	Number (Percentage)	
	persona2		Number (Percentage)	
	persona3		Number (Percentage)	
	coffee1	Percentage of consumers observed at the coffee brand store location in the coverage area. We include top brands for each respective country dataset. See Additional Insights for full list.	Number (Percentage	
	coffee2		Number (Percentage	
	coffee3		Number (Percentage	
	convenience1	Percentage of consumers observed at the convenience store brand location in the coverage area. We include top brands for each respective country dataset. See Additional Insights for full list.	Number (Percentage	
	convenience2		Number (Percentage	
	convenience3		Number (Percentage	
	petrol1	Percentage of consumers observed at the petrol station brand location in the coverage area. We include top brands for each respective country dataset. See Additional Insights for full list.	Number (Percentage	
	petrol2		Number (Percentage	
	petrol3		Number (Percentage	

	home&work	Percentage of consumers observed who work and live in the coverage area.	Number (Percentage	
	home-work	Percentage of consumers observed who live but do not work in the coverage area.	Number (Percentage	
	work-home	Percentage of consumers observed who work but do not live in the coverage area.	Number (Percentage	
Listing Use Case 1	Consumer Profile Analysis • Analyze consumer psychographic behaviour and interests within a specific area. • Catchment Heatmaps – identify concentration areas of where users of specific personas have been seen. • Demographics – analyze age, gender, and affluency level of consumers. • App Categories – analyze the distribution of type of apps used by consumers. • Device Information – analyze network carriers and mobile devices used by consumers. • Optimize event marketing campaigns – Plan event campaigns around targeted consumer profiles, taking into consideration their demographics and brand preferences. • Leverage on Partnerships – Enable new business market penetration through geo-strategic partnerships frequented by your target consumer profiles.			
Product Details	What is XACT Data? XACT is ADA's proprietary database that provides insights into consumer's psychographic behaviour, interests, and mobility patterns. The data is strictly non-Personally Identifiable Information (non-PII) and cannot be traced back to an individual. The data is tracked at an IFA level. Where do you get your data? • Behaviour and interests are captured through ad-enabled apps. When an ad is about to pop in the app, the phone will relay a signal to ad exchanges that will in turn highlight the relevant ad. This relayed signal will also transmit non-PII data which is then acquired by ADA for our XACT database • Location data is captured by leveraging on apps that have location tracking features. • Additional attributes such as affluence are modelled by ADA using the attributes that were captured from the ad exchange data and additional third-party data such as device retail prices and property prices • Points of Interest (POI) data are coordinates data that is captured which requires ADA to clean and classify the locations.			

What is an IFA?

IFA can be considered as the identification number for each smart device that is unique to each for the purposes of advertising. IFA stands for Identification for Advertisers (which is also known as IDFA) which is used for Apple/ iOS devices whereas Android Advertising IDs (AAID) is used for Android devices.

What is the data update frequency?

Datasets are updated monthly. Data is primarily used observing historical trends rather than real-time insights.

How is audience data captured at a particular location?

We will geofence/ map the desired location and capture any IFAs that were seen within the geofenced area during the specified period. The geofence can either be done radially or polygonal. Radial geofence is for when we are assessing a wide area whereas polygonal geofence is for when we want to assess the audience within a specified outlet.

What is the accuracy of the location data?

Our location data leverages on GPS data. As such, our capabilities are to pinpoint the mall, but we are unable to assess the individual stores within the mall. As our data leverages on GPS data, it will not be 100% accurate. For Google Maps, the GPS data tracks users' location up to around twenty meters.

How is gender and age group derived?

The demographics details are initially obtained from those apps that require the users to declare their information. We then build a prediction model to categorise those without self-declaration information based on similar traits exhibited by those with self-declared information. An example of the logic would be users with period tracker app are likely to be a female.

How is affluency level derived?

The affluence model is derived from three main indicators – home location property price, frequented locations and the retail price of the device used. We split our affluence into low, medium, and high affluence by splitting them into percentiles (30:40:30). Our affluence is to be used to understand the spending power of the audience and not to be taken as their income level.

How is work and home locations derived?

Locations that audiences are seen during night-time will be their home location while locations that the audiences are seen at during working hours on weekdays are considered their work location.

How are personas derived?

Our standard ten personas are derived based on the apps that are used (e.g., Gamers are those that avidly spend their time on gaming apps).

Additional Insights	Our sample datasets includes coverage for the following geographies:

Country	Districts
Malaysia	Kerian, Kuala Kangsar, Larut dan Matang, Manjung, Perak Tengah
Thailand	Ban Bueng','Bang Bo','Ban Pho','Bang Pakong','Mueang Chachoengsao','Mueang Chon Buri','Mueang Rayong','Phan Thong','Phanat Nikhom','Ban Chang','Ban Khai','Nong Yai','Bang Lamung','Ko Si Chang','Nikhom Phatthana','Pluak Daeng','Sattahip','Si Racha','Bang Sao Thong'
Indonesia	Bandung, Bandung Barat, Cianjur, Garut, Kota Bandung, Purwakarta, Kota Cimahi, Subang, Sumedang, Sukabumi, Kota Sukabumi, Waduk Cirata, Kota Bandung
Philippines	Bataan, Bulacan, Nueva Ecija, Pampanga, Pangasinan, Tarlac, Zambales

The sample dataset includes consumer insights for the following brands.

Country	Coffee Brands	Convenience Store	Petrol Station	Telco
Malaysia	Starbucks, Coffee Bean, Zus Coffee, San Francisco Coffee	KK Mart, MyNews, 99 Speedmart, 7 Eleven, Family Mart	Petronas, Shell, Petron	CelcomDigi, Maxis, UMobile
Thailand	Starbucks, Café Amazon, True Coffee	CP Freshmart, 7 Eleven, Family Mart	PTT, Shell, Bangchak	TrueMove, AIS, TOT

Indonesia	Starbucks, Kopi Kenangan, Excelso	Indomaret, Alfamart, CircleK	Pertamina, Shell, SPBUvivo	Telkomsel, Indosat, XL, Smartfren
Philippines	Starbucks, Seattles Best, Coffee Beanery	AllDay, Ministop, 7 Eleven	Caltex, Shell, Petron	Smart, Globe, Dito

The sample dataset includes consumer insights for the following personas.

- Bookworks
- Budget Manager
- Creative Crowd
- Fitness Warrior
- Gamers
- Health Junkies
- Passive Entertainer
- Phone Enthusiast
- Social Butterfly
- Wealth Manager

Our standard ten personas are derived based on the apps that are used (e.g., Gamers are those that avidly spend their time on gaming apps).

Sales Information	In addition to the sample datasets listed here, we also provide paid full datasets and customization services to help you fully unlock the insights from our XACT data. Contact us to explore the following services: Consumer Profile Dashboard - The Consumer Profiler is a dashboard that deep dive into the psychographic behaviour, interest, and mobility patterns of consumers for a chosen area - Ability to customize dashboard specific to your business requirements and to add additional analysis reports. - Granular breakdown of location profiling from default 500m x 500m honeycombs to the smallest 100m x 100m honeycomb with customizable coverage area Location Planner - An interactive heatmap dashboard that highlights the footfall density of the desired target audience which will enable the client to identify hotspots of their target audience.

- Customizable filters (Time block of day, Weekday/ weekend, Affluence filter, POI filter, Persona filter)
- Custom upload of your business specific POI's (places of interests) for location analysis.

Data Enrichment

- We will enrich your first party data with our XACT data. We achieve this by matching IFAs from first party data and XACT data then go through an enrichment process based on our attributes
- Enriched data will provide a more holistic view of your customers which enable us to a deeper insight into online interests and offline interests as well as demographics.

XACT Segments

- We help you build segments of audiences using XACT data to use in digital targeting through social media platforms such as Facebook and Google etc. which allows for more precise targeting

Profile Insights

- A comprehensive report that deep dives into a customized personas for a particular industry. The personas are built using POI & App categories.
- The areas that will be covered within the report include peak time of app usage, socio-demographic profile, offline behaviour, and online behaviour.

IFA Targeted Surveys

- We can reach out to consumers through in-app ad survey or online panels to gauge consumer perception towards the areas interested by the clients

Our full datasets includes coverage for the following:

Country	Unique Profiles	Apps Tracked	POI's
Malaysia	25M	75K	132K
Indonesia	165M	53K	254K
Thailand	46M	78K	189K
Philippines	59M	41K	288K
Cambodia	6M	30K	19K

		Japan	76M	39K	354K	

4. Listing 2 Information

Listing Title	ADA XACT sample consumer location ping datasets for [Country/Region]
Listing Overview	These sample datasets contain consumer profile and location ping data derived from ADA's proprietary XACT database of non Personally Identifiable Information (Non-PII) of psychographic behaviours, interests, and mobility patterns.

The datasets includes the most up-to-date view of when and where a consumer was observed with information about their profile including affluency level, demographic, device brand and price tier, telco carrier, and derived personas for the dataset geographical coverage.

Dataset 1 (Consumer Profile) fields:

Attribute	Description	Data type	Sample Data
adaid	Anonymous unique consumer identifier, based on the device being used.	String	b9d4cf4ba65b
country	Country where the consumer is profiled	String	MY
affluency	Level of affluence (Low, Mid High) based on ADA proprietary model.	String	mid
age	Age group (18-24, 25-34, 35-49, 50+) based on ADA predictive model	String	35-49
gender	Gender (M/F) based on ADA predictive model	String	M
device_brand	Brand of smartphone for this consumer	String	OPPO
device_name	Model of smartphone for this consumer	String	OPPO A17k

	device_pricetier	Device price tier (Low, Mid, High)	String	low
	platform	Smartphone Operating System (Android / IOS)	String	Android
	carrier	Main cellular telco operator for this consumer	String	Webe Digital
	primary_persona	Calculated consumers match to one of ADA's custom persona definition.	String	Gamers
	persona_phone_phreak	Probability of consumers match to ADA's custom persona definition.	Number	1
	persona_creative_crowd	Probability of consumers match to ADA's custom persona definition.	Number	0
	persona_passive_entertainer	Probability of consumers match to ADA's custom persona definition.	Number	1
	persona_bookworm	Probability of consumers match to ADA's custom persona definition.	Number	0
	persona_health_junkie	Probability of consumers match to ADA's custom persona definition.	Number	1
	persona_fitness_junkie	Probability of consumers match to ADA's custom persona definition.	Number	0
	persona_social_butterfly	Probability of consumers match to ADA's custom persona definition.	Number	1
	persona_gamers	Probability of consumers match to ADA's custom persona definition.	Number	0
	persona_budget_manager	Probability of consumers match to ADA's custom persona definition.	Number	1

	persona_wealth_manager	Probability of consumers matching to ADA's custom persona definition.	Number	0
	home_lat	GPS latitude coordinate for consumers derived home location.	Number	5.03083
	home_lon	GPS longitude coordinate for consumers derived home location.	Number	119.7744
	work_lat	GPS latitude coordinate for consumers derived work location.	Number	5.03083
	work_lon	GPS longitude coordinate for consumers derived work location.	Number	119.7744

Dataset 2 (Consumer profile location pings) fields

Attribute	Description	Data type	Sample Data
adaid	Anonymous unique consumer identifier, based on the device being used.	String	b9d4cf4ba65b
device	Model of smartphone for this consumer	String	Pixel 7 Pro
device_category		String	SMART PHONE
platform	Smartphone Operating System (Android / IOS)	String	ANDROID
carrier	Main cellular telco operator for this consumer	String	GTT Communications
connection_type	Cellular network connection technology (2G, 3G, 4G, 5G).	Number	2
country	Country where the consumer is profiled	String	PH

	latitiude	GPS latitude coordinate for consumers location	Number	-33.8111037
	longitude	GPS longitude coordinate for consumers location	Number	151.1488224
	timestamp	UTC Unix timestamp of recorded consumer location	Number	1713747108
	bundle	Active mobile application unique identifier recorded for the consumer location	String	com.viber.voip
	asn	Active mobile application name recorded for the consumer location	String	Viber Messenger - Messages, Group Chats & Calls
	ip	IP address of device	String	103.162.171.158
	location_tag	Method of determining GPS coordinate of recorded consumer location (e.g from device internal location services or GeoIP)	String	gps_location
	partition_1	Date of recorded consumer location in YYYMMDD format.	Number	20240422
Listing Use Case 1	Consumer Profile Analysis • Analyze consumer psychographic behaviour, interest, and mobility patterns within a specific area. • Footfall Levels – analyze footfall traffic of consumers by time blocks of days, weeks, months at targeted areas of interest. • Catchment Heatmaps – identify concentration areas of where users of specific personas have been seen. • Demographics – analyze age, gender, and affluency level of consumers. • App Categories – analyze the distribution of type of apps used by consumers. • Device Information – analyze network carriers and mobile devices used by consumers. • Distance to POI's – analyze distances travelled by consumers to and from home and workplaces.			

Listing Use Case 2	Location Analysis & Planning • Discover underserviced 'hot' locations – identify potential business locations in neglected areas with high target audience footfall. • Identify relocation opportunities – Migrate underperforming businesses to locations with high target audience concentrations. • Optimize event marketing campaigns – Plan event campaigns around targeted consumer profiles, taking into consideration their mobility patterns and preferences. • Gain Competitive Intelligence – Identify consumer profile patterns at competitor locations to formulate better strategies. • Amplify OOH advertising reach – Identify OOH opportunities with optimal locations to maximize brand awareness and target audience reach. • Leverage on Partnerships – Enable new business market penetration through geo-strategic partnerships frequented by your target consumer profiles.
Product Details	What is XACT Data? XACT is ADA's proprietary database that provides insights into consumer's psychographic behaviour, interests, and mobility patterns. The data is strictly non-Personally Identifiable Information (non-PII) and cannot be traced back to an individual. The data is tracked at an IFA level. Where do you get your data? • Behaviour and interests are captured through ad-enabled apps. When an ad is about to pop in the app, the phone will relay a signal to ad exchanges that will in turn highlight the relevant ad. This relayed signal will also transmit non-PII data which is then acquired by ADA for our XACT database • Location data is captured by leveraging on apps that have location tracking features. • Additional attributes such as affluence are modelled by ADA using the attributes that were captured from the ad exchange data and additional third-party data such as device retail prices and property prices • Points of Interest (POI) data are coordinates data that is captured which requires ADA to clean and classify the locations. What is an IFA? IFA can be considered as the identification number for each smart device that is unique to each for the purposes of advertising. IFA stands for Identification for Advertisers (which is also known as IDFA) which is used for Apple/ iOS devices whereas Android Advertising IDs (AAID) is used for Android devices.

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Indonesia	Bandung, Bandung Barat, Cianjur, Garut, Kota Bandung, Purwakarta, Kota Cimahi, Subang, Sumedang, Sukabumi, Kota Sukabumi, Waduk Cirata, Kota Bandung
Philippines	Bataan, Bulacan, Nueva Ecija, Pampanga, Pangasinan, Tarlac, Zambales

The sample dataset includes consumer insights for the following personas.

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- By leveraging our XACT IFAs, we can reach out to consumers through in-app ad survey or online panels to gauge consumer perception towards the areas interested by the clients.

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