

A woman in a light-colored coat stands on the left, looking towards two children. One child, wearing a white jacket and a brown hat with pom-poms, is climbing a log. The other child, wearing a brown jacket and yellow pants, is standing on a log with one arm raised. The background is a field of dry grass and a line of evergreen trees under an overcast sky.

The Human Trace

We enrich the declarative information of the respondents of our panel: How do they behave?

Our THT App uses the most advanced measurement technology based on AI and Big Data, which allows to have a passive behavioral measurement of the panelists "people based research": digital activity, how they move, advertising exposure, geolocation ...



OBJETIVO

THE HUMAN TRACE

Understand people from as many facets
as possible



HOLISTIC KNOWLEDGE OF PEOPLE

Comportamiento & Impacto Publicitario Multimedia



APPS

Time spent and opening



QUESTIONS ADHOC
BY app/email



MICROPHONE
TV, radio y Own VoL. y
competence



GEOLOGALIZATION
Latitude Longitude



MOBILE NAVIGATION
Firefox



PC NAVIGATION
Extension for Firefox, Chrome

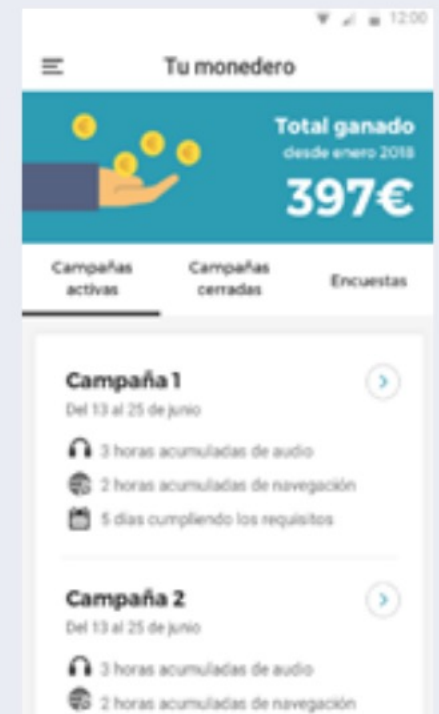
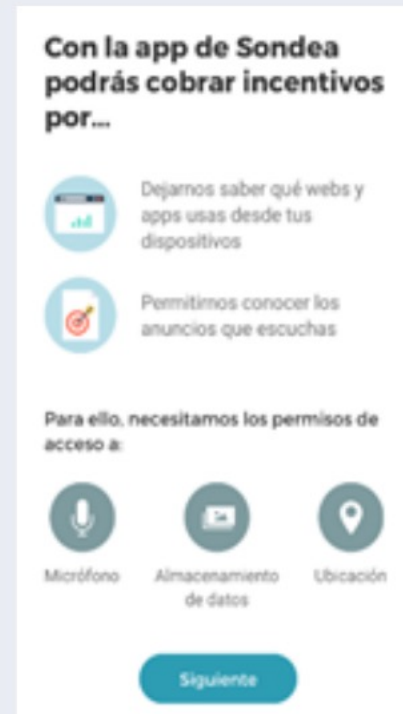
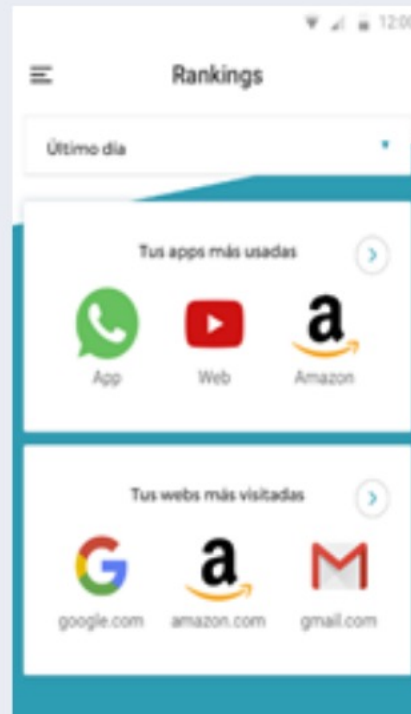


DIGITAL IMPRESSIONS
Measurement pixel
in the advertiser's campaigns

BUILDING THE TARGET FROM TRIGGERS

AD-HOC SAMPLE
FOR EACH
NEED
FROM THE
ADVERTISER

SONDEA INDIVIDUALS PANEL
(TENS OF THOUSANDS)



X-RAY OF THE PERSON

INTERESTS

CONCERNS

A DAY IN HIS LIFE

HOBBIES

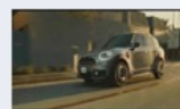
RELATED TERRITORIES

DIGITAL TYPE



CROSSMEDIA BEHAVIORAL ANALYSIS

TV



SITE

APP's

MAÑANA

SOBREMESA

TARDE

ACCESS TIME

PRIME TIME

MADRUGADA



RELATIONSHIP BETWEEN BEHAVIOR, ADVERTISING EXPOSURE AND KPIS

ADVERTISING EXHIBITION

SOCIAL

TV

RADIO

VOL

DIGITAL

77%
CONSIDERATION

74%
ACTION

62%
MEMORY

38%
RECOMMENDATION

UTILITIES



CONTINUOUS STUDIES OVER TIME



NICHE STUDIES



COMPETITION STUDIES



STUDIES OF OWN CAMPAIGNS

**THANK YOU SO
MUCH**