

Persona Views™

See app, web + location journeys.

The first omnichannel consumer insights platform. Use it for:

- ad planning • product strategy • competitive intelligence.



Female.
Age 18-24.
Uses Recipes.com while she shops in Whole Foods.

1 Ranks.

Watch trending and before + after visits. Plan partnerships, messaging, & protect share of attention.

10 min visit duration 1 hour before **McDonalds**

2 Profiles.

Dig into app, site + visit behaviors, by demos. Build better ads and messaging.

Filters

Behaviors

Consumers who visited "Televen" venue at least 1 time per month

All Venue App Web

Televen

Number of Visits: 1

Per: Month Week

Demographics

Locations

Personas

Date

Operating System

Cancel Apply

STUDIO Home Consumer Explorer **Persona Views** Tips Log Out

Views

Welcome, John

Behaviors All Behavior Search Value All Number of Visits 1 Per Month Age Range All Gender All Ethnicity All Education All

Region All State All DMA All Persona All Operating System Android

OmniTraffic Rankings

Month Over Month

Venues				Apps				Websites			
Trending Rank	Venue	MuM	Rank Change	Trending Rank	App	MuM	Rank Change	Trending Rank	Website	MuM	Rank Change
1	Dave And Butters	29%		1	Starz Play	95%		1	insights-toda...	196%	
2	Smoothis King	21%		2	Piano - Magic White Ties 2	73%		2	imgurio	121%	
3	Holiday Inn	20%		3	Coin Dealer	50%		3	vans.com	75%	
4	Espresso Cold Stone Creamery	16%		4	A&T Call Protect	44%		4	itswherebe.com	63%	
5	Cinemark	12%		5	Roblox	43%		5	wired.com	61%	
6	Comfort Inn	11%		6	Coribase Wallet - Crypto Wall, Minerva	40%		6	thegovernme...	59%	
7	Ymca	14%		7	Pocket Edition Vals - Analyse Die Produkte	39%		7	regmovies.co...	59%	
8	Chipotle Mexican Grill	11%		8	Trulia	35%		8	zampila.com	57%	
9	Geigo	9%		9		35%		9	affordablecon...	57%	

Methodology Tooltips FAQ

3 Trends.

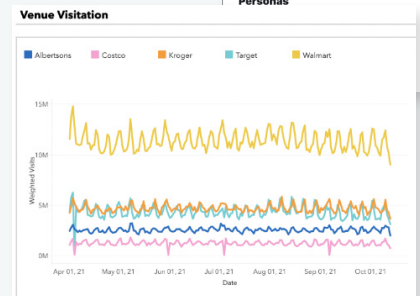
Track visit volumes over time for attribution, then survey to understand why.

Persona Breakdown

Most Popular States

Texas	9.75%
California	9.30%
Florida	6.97%
New York	5.35%
Georgia	4.39%
Ohio	4.05%
Illinois	2.81%
Pennsylvania	3.55%
North Carolina	3.54%
Virginia	2.78%

View All 50 States



Demographics

Age Range: All

Gender: Female Male

Ethnicity: All

Education: All

Locations

Personas

START YOUR 7-DAY FREE TRIAL

