

# Plan product strategy.

With app, web and venue OmniTraffic™ behaviors.

Use Persona Views™ the nation's leading omnichannel consumer intelligence platform to shape product strategy, inform retailer pitches, and identify partnerships. Get the app, web, and venue behaviors of 100,000 demographically balanced consumers.



Female.  
Age 25-34.  
Using Amazon while shopping in Kroger.

## 1 Pitching retailers.

Bring data about your retail partner's customers, and competitors, to your next line review. Use it to strategize SKU assortment, maximize revenue and inform distribution.

## 2 Promotions.

Learn OmniTraffic™ consumer behaviors, then use those profiles to plan targeted messaging and placement in an IDFA and cookie-less world.

## 3 Partnerships.

Cinemark and Buffalo Wild Wings. See before, during, and after a consumer's journey to any brand. For example, on the right, Buffalo Wild Wings is the sixth most visited location before consumers see movies at Cinemark, and the most visited after their flick. Candy with your wings?

1+ Hour Visit Duration 0-30 Minutes After **Cinemark**

| Rank | Venue              |
|------|--------------------|
| 1    | Buffalo Wild Wings |
| 2    | Target             |
| 3    | Dillards           |
| 4    | Jack In The Box    |
| 5    | Cvs                |
| 6    | Kroger             |
| 7    | Starbucks          |
| 8    | Sams Club          |

MFour Studio clients:



**START YOUR 7-DAY FREE TRIAL**

