



**THE HUMAN INTELLIGENCE NETWORK**

# Weve and Fiat: The Digital Dealership

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# Strategy

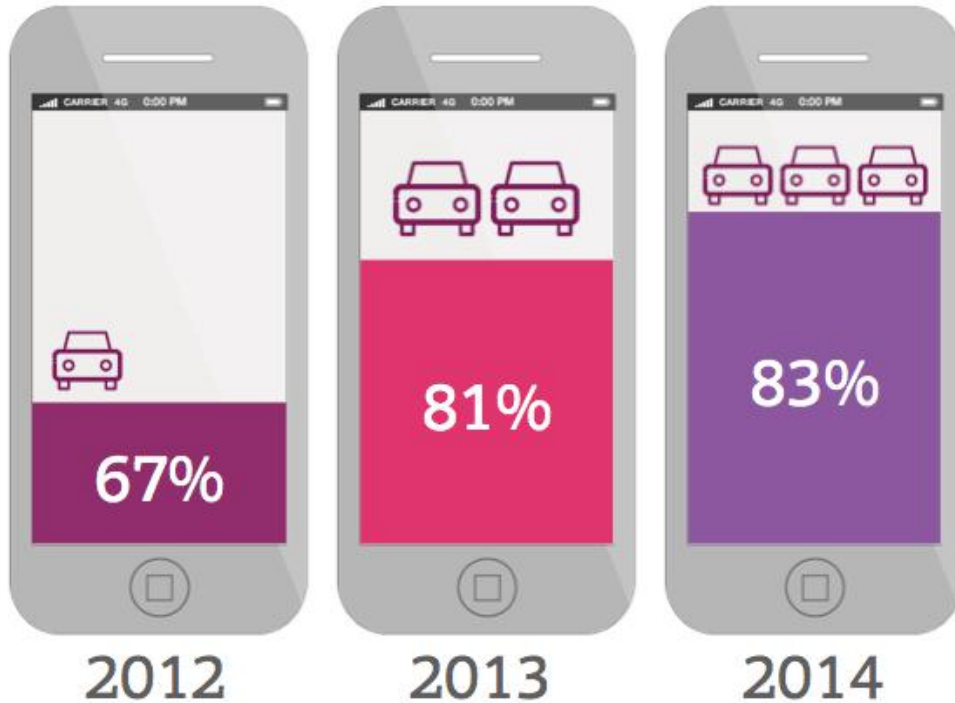


# Introducing the Fiat 500X

An SUV with bold spirit



# The use of mobile in the car buying process



**83%** of consumers  
**use their mobile** in  
the car buying  
process  
vs. **81%** in 2013

In your car researching/buying process have you used your mobile phone?

71% spend less than a month  
researching before purchase



**71%**

Less than a  
month



How long did you research before buying the car?

# Execution



# Weve

The Human Intelligence Network

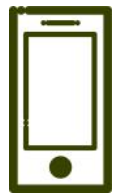
We are the most accurate window into individual consumers in the UK today.

**Powered by 16.5million real people.**





# O2's UK Digital Touchpoints



**100%+**  
data growth  
per year

**1m** hrs  
video per day



**250m**  
minutes per day

**24m**  
customers



**2 Billion**  
network events per day.



**13k**  
hotspots



**60.1%**  
indoor pop.



**72.5%**  
outdoor pop.



# Weve's Data Foundation is built using unique, verified data

Phone Contract	Call network	Behaviour	3 <sup>rd</sup> party data integration		
Demographic	Age	Gender	Social grade	Life stage	HH composition
Handset	Make/ model	3G/ 4G	Handset history	Contract type	Handset age
Home location	Postal district	Catchment	Drive time	Barb region	Suburban/ rural
Preferences	Sport	Travel	Entertainment	Fashion	Music
Behaviour	Web		Phone use		Campaign engagement
Location	Habitual		Real-time		Roaming
Data integration	Data Partnerships				
Data match	Match		Mirror		Minus

# Smart Segments: Always refreshed, constantly creating...

**WEVE SEGMENTS**

Talking to **Supermarket Shoppers**

**WEVE SEGMENTS**

Talking to **Pet Owners**

**WEVE SEGMENTS**

Talking to **Coffee Drinkers**

**WEVE SEGMENTS**

Talking to **Families**

**WEVE SEGMENTS**

Talking to **Technology Enthusiasts**

**DATA POINTS USED**

Location, Device, Behaviour

Our ability to observe handset and device changes provides us with a unique view of technology adoption. We can spot the early adopters in the latest phone, as well as emerging behavioural data that is highly predictive. For instance, our technology enthusiasts segment would exclude low-end smartphone users who rarely browse the internet. Against this base segment, we also score users on their propensity to visit technology-related publishers.

**WEVE SEGMENTS**

Talking to **Fast Food Enthusiasts**

**WEVE SEGMENTS**

Talking to **In-market Travellers**

**WEVE SEGMENTS**

Talking to **Car Owners**

**WEVE SEGMENTS**

Talking to **Film Fans**

**WEVE SEGMENTS**

Talking to **London Zone 1 Commuters**

**DATA POINTS USED**

Location, Device, Behaviour

To identify commuters who work in Zone 1, we combine our verified address data (typically supplied when you take out your mobile phone contract) with a sophisticated analysis of movement patterns during key commuting windows (8am-9am and 4pm-5pm). Crucially, this allows brands to draw a distinction between the message they want to provide to commuters when they are at work and when they are at home.

**WEVE SEGMENTS**

Talking to **Short Haul Travellers**

**WEVE SEGMENTS**

Talking to **Deal Seekers**

**WEVE SEGMENTS**

Talking to **Mums with Pre-school Children**

**WEVE SEGMENTS**

Talking to **Mums**

**WEVE SEGMENTS**

Talking to **Mobile TV Consumers**

**DATA POINTS USED**

Location, Device, Behaviour

The rise of catch up TV and the ease of downloading content for watching on the commute have shifted TV consumption from the sofa. Our core demographic data has been augmented with BARB TV figures to allow you to extend your broadcast campaign to mobile TV viewers - the highly valuable and increasingly hard to find millennial audience.

**WEVE SEGMENTS**

Talking to **Sport Fans**

**WEVE SEGMENTS**

Talking to **Betting Fans**

**WEVE SEGMENTS**

Talking to **Social Addicts**

**WEVE SEGMENTS**

Talking to **Gamers**

**WEVE SEGMENTS**

Talking to **Long Haul Travellers**

**DATA POINTS USED**

Location, Device, Behaviour

Our Long Haul Travellers segment has been created from people who have recently visited far flung destinations like the USA, Caribbean, Asia and Australia. They have a higher propensity to spend more time in the decision making process in order to make their purchase decision.

**WEVE SEGMENTS**

Talking to **In-market Home Movers**

**WEVE SEGMENTS**

Talking to **Entertainment Lovers**

**WEVE SEGMENTS**

Talking to **Music Fans**

**WEVE SEGMENTS**

Talking to **Music Festival Goers**

**WEVE SEGMENTS**

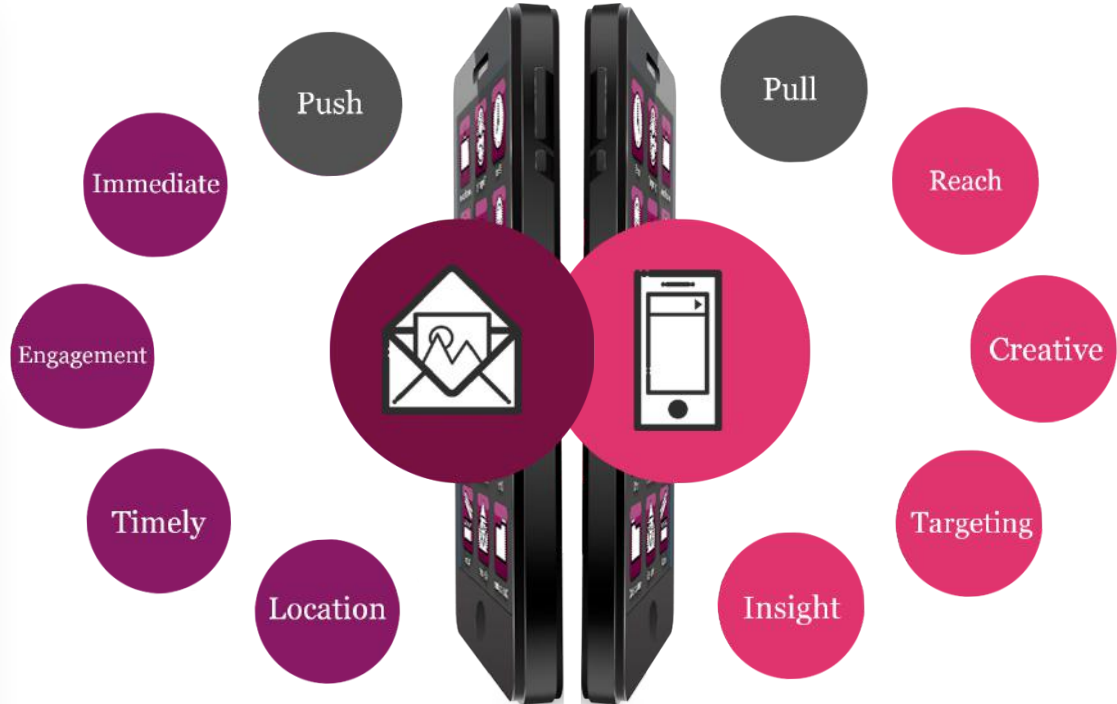
Talking to **Football Fans**

**DATA POINTS USED**

Location, Device, Behaviour

The foundation of our Football Fans segment are the people who visit sports websites, visit sports websites or using sports apps - and third party data sources such as future lists. We are able to offer one of the most robust, at scale football segments in the market.

# Building awareness and consideration of the Fiat 500X



Creative



# Using mobile-first creative to captivate Fiat's audience



Keep your content short and 'snackable'.

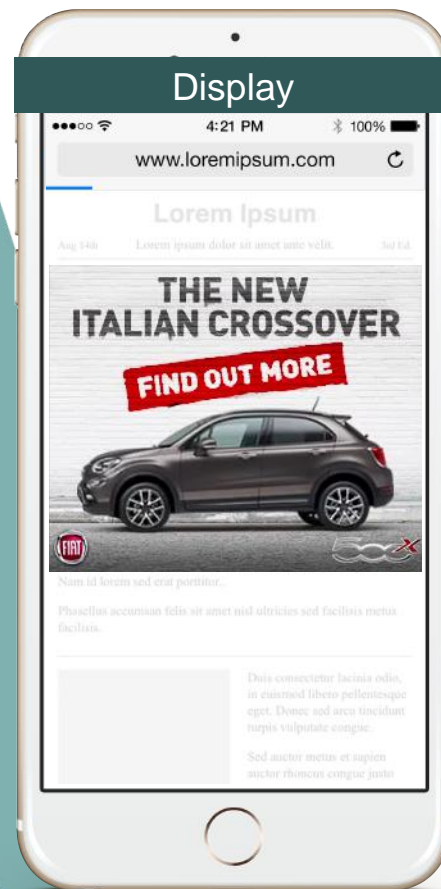
Use the unique power of touch.

Harness the unique capabilities of the phone.

Clicks aren't the only measurement of success.

Be relevant.

**WEVE**

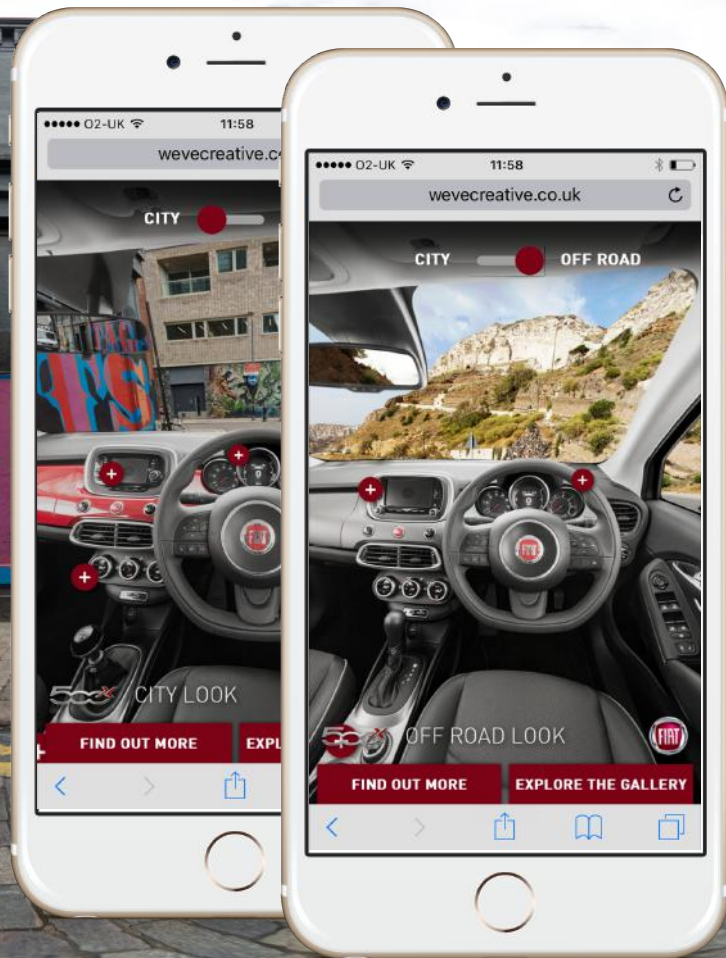




# Effectiveness







Campaign Effectiveness

10,000 customers  
visited the digital dealership.

70 seconds  
average time spent on unit.  
7x higher than Celtra benchmark.

77%  
explored both models of the car.

# Next steps...gaining deeper insight into the Fiat customer

In order to enable Smart Steps to detect people in a store, Telefonica Dynamic Insights supply a **simple plug in device (Small Cell)** that can be remotely ranged depending upon the store. The data captured by these devices is matched back to users allowing us to provide rich insights matched to your in venue footfall.

- ✓ Verified in location footfall
- ✓ Dynamic Audience insights
- ✓ Simple to setup
- ✓ Verified footfall attribution
- ✓ Ability to link a verified customer with a verified location



small cell

Telefonica Dynamic Insights enable retailers to evaluate much more than traditional footfall.

# What makes for an award winning mobile campaign?

1. Target the right audience at the right time.
2. Build mobile-first creative.
3. Make sure you measure it right.





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