Digital Strategy & Innovation.
Today I’m here to talk about …

- Our Story
- AskingCanadians™
- Data Collection Methods
OUR STORY
We were founded in 1998 as a Toronto-based digital strategy & innovation firm and home to AskingCanadians™.
1. Grow Digital in Canada

The Digi Awards (formally the CNMA)

Ryerson Digital Media Zone

Centre for e-Democracy
2. Think Innovation & Commercialization

Our Story

eReception / Lobby Management System

Online Media Testing Tool

AskingCanadians.com™
Our Story

3. Build a Great Team
4. Work with Great Organizations

Finance
- RBC Royal Bank
- Manulife Financial
- Scotiabank
- Foresters
- TD

Retail & CPG
- Target
- Hudson's Bay
- Corby
- SPC

Tech & Telecom
- Microsoft
- Samsung
- Rogers

Pharma
- Pfizer
- Baxter
- Abbvie

Government & Energy
- Suncor Energy
- Markham
- Guelph

Media
- CBC.ca
- Penguin Random House Canada
- The Globe and Mail
- WSJ

Market Research
- TNS
- GMI
- LSW
- criticalmix
- SickKids

Non-Profit
- St. Michael's
- Inspired Care, Inspiring Science.
- Plan

Non-Profit
- Ipsos
- SSI
- Lightspeed Research
- socialsphere
- Canadian Open Science
- The Princess Margaret Hospital Foundation
Online Research Panel

<table>
<thead>
<tr>
<th>Access opinions from 600,000+ Canadians</th>
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<tbody>
<tr>
<td>2,500+ studies / year</td>
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<tr>
<td>500+ variables</td>
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<td>30% response rate</td>
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Our Story
Member Profiles

CONSUMER PROFILING
- “Tombstone” demographics
- Household Income
- Ethnicity / Language
- Attitudes towards and ownership of technology
- Online & Mobile behaviour
- General attitudes
- Loyalty program membership(s)
- etc....

B2B PROFILING
- Industry
- Number of employees
- Annual revenue
- Decision-making influence such as: IT hardware, software, financial services, etc.)
- Title / role within company
- etc....
Member Profiles

MOBILE
- Phone / Tablet
- Currently Own
- Plan to Purchase
- Device Type
- Usage Habits
- Online purchase via mobile

CONSOLE
- PS vs XBOX vs Wii Owners
- Console Intenders by Type
- Usage Amounts and Habits (gaming, photos, streaming videos/music/movies, etc…)

DIGITAL
- 20,000+ Console Owners
- 10,000+ Console Intenders
- 40,000+ Harcore Gamers (40+ hrs/wk)
- 100,000+ Mobile Owners
- 50,000+ Paid app Users
- 35,000+ “Technology” Early Adopters
- ...and much more!
INNOVATIVE DATA COLLECTION METHODS.
Panel Segmentation
Data Collection Methods

Mobile Research

Now that you are at The Bay, imagine you are a mystery shopper! Your task is to take a picture of the display merchandise that particularly catches your eye during your shopping visit. Begin as soon as you enter the store and take the picture when you are ready.
PASSIVE DATA TRACKING

The ability to passively collect data through mobile. With this tool, and personal consent, you have access to and the ability to track search items, photos, social media and GPS data.
Data Collection Methods

**Online Research Tools**

Innovative data collection interactive survey platform

Innovative data collection validation & concept testing platform
Online Research Tools

Data Collection Methods

getCrowded™
idea generation platform

Workshops
innovation sessions
Data Collection Methods

AskingAnywhere

1. Alarm on my smartphone goes off. I check the weather and see if there’s any new road closures.
2. Grab a large double-double and sandwich at the drive-thru, and pay with a smartphone payment app.
3. Arrive at my desk and open my laptop. I just got here, how did my inbox get so full so early?
4. I check the weather for tomorrow on my smartphone. Oh no, looks like rain.
5. Off to grab a beer and relax with our friends. As we get seated an alert for an app special appears on the screen.
6. Following a recipe for a great spicy tomato sauce on my iPad.
7. Stop to pick up a few groceries to make pasta. I open the shopping list app to check off the items.
8. Starving, thanks to my Poutine finder app. I found somewhere close-by that can deliver.
Data-Driven Mapping

Data Collection Methods

CONSIDERATION
- Visited a brand’s social media profile: 13% (Smartphone), 12% (PC), 10% (Tablets)
- Visited a brand’s website: 64% (PC), 32% (Smartphone), 45% (Tablets)
- Visited a competitor’s site: 46% (PC), 18% (Smartphone), 45% (Tablets)
- Sought an opinion on social media: 12% (PC), 9% (Smartphone), 6% (Tablets)
- Browsed an Online store: 59% (PC), 29% (Smartphone), 37% (Tablets)
- Read ratings and reviews: 40% (PC), 16% (Smartphone), 29% (Tablets)
- Looked up a store location: 57% (PC), 36% (Smartphone), 36% (Tablets)

ACTION/PURCHASE
- Purchased a Product online: 48% (PC), 30% (Smartphone), 31% (Tablets)
- Purchased a Product in-person: 57% (PC), 36% (Smartphone), 36% (Tablets)

ADVOCACY
- Share what you bought on social media: 5% (PC), 6% (Smartphone), 4% (Tablets)
- Tell a friend what you purchased: 18% (PC), 14% (Smartphone), 9% (Tablets)
Data Collection Methods

Digital Journey Mapping
What does AskingCanadians™ look like in 3 years?
The opportunity is to design a truly user-centric research automation platform for marketers.
One-click/touch design
Mobile-first
Governance
Seamless Integration
Use of Proven Methods
Results in 48 hours
THANK YOU.

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