



Smart Steps
from O₂

Media

Smart Steps from O₂ Media

Measure your audience engagement and increase the value of your media assets
by understanding real-time crowd behaviour

So you can:



Improve your audience
targeting when selling
advertising space



Serve ads in real-time based
on the profile of nearby
potential viewers



Measure advert
exposure to passers-by,
and solve the out-of-home
accountability challenge

Smart Steps from O₂ – Media, provides organisations with insight on the movement of millions of people. It reveals the demographics, lifestyle and behavioural patterns of individuals and audiences who you're targeting with your ad campaigns.

By analysing and acting on this data, you can enhance audience targeting and by providing precise, real-time location information via our Small Cell technology, you can unlock dynamic ad-serving and measure impressions.

Data



This level of insight is delivered via anonymous, aggregated data that is generated from billions of network events. Our rigorous processes ensure user privacy is maintained, and are continually reviewed by regulators and external experts in data privacy and security.



In the UK alone, we collect over two billion mobile data events per day. We can provide historical data beyond 12 months, revealing trends, changes and exceptions.



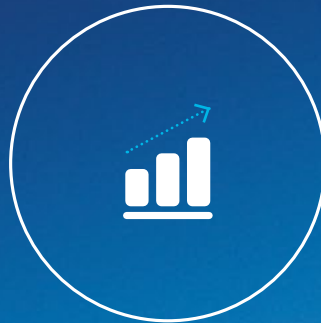
Smart Steps from O₂ Media in a nutshell

Whether unlocking dynamic ad-serving or measuring your audience engagement, our insights into demographics and behaviours can enhance your targeting, so you can achieve:



Accurate targeting

Target groups as easily as you would with online channels



Eliminate the guesswork from ad impression estimates

Accurately forecast reach and frequency of ads



Observe real behaviour

Provide accurate reporting on audience reach



Serve the right ads to the right people at the right time

Dynamically serve ads based on the real-time audience profiles

Our managed service is both collaborative and can be customised to your needs.
Our experienced team will work with you to provide data that responds to your specific challenges.



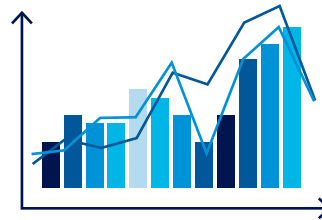
Smart Steps from O₂ Media key benefits

Use mobile data and small cell technology to deliver significant benefits when planning, forecasting and measuring campaigns.



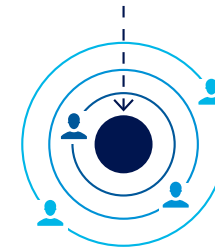
Increase the value of your owned media

Offer demographic and behavioural audience targeting to your advertisers.



Ubiquitous presence

Our highly flexible structure offers significantly large samples from a statistically-unbiased, continuous data stream, this gives you genuine behavioural insights.



Accurate forecasting

Predict the potential reach and frequency for a particular ad with greater precision.



Micro measurement

Determine the number of individuals in a particular demographic who were exposed to a specific ad, using our small cell technology.



Real-time profiling

Identify an individual's profile in real time and use those insights to adapt ads immediately to match your targeting.



Exterion Media and O₂ create ground breaking new partnership

O₂ Smart Steps recently partnered with Exterion Media to provide them with access to rich audience data, allowing them to provide powerful insights to advertisers looking to maximise their out-of-home campaigns.

The partnership was aimed at understanding the motives, the mission and the mindset of millions of London Underground passengers. By examining the anonymous data from O₂ devices, O₂ was able to report on where these customers live, work and visit; how they travel; as well as their mobile phone, app and web activity.

“Through our partnership with Telefónica UK, we are able to deliver on the vision that TfL has outlined by increasing our understanding of the LU audience even further, and setting new benchmarks for other metros around the world to follow. With a view of LU passengers and their movements across the network that cannot be accessed from anywhere else, we are strengthening our understanding of how best to engage consumers with immersive experiences.”

Jason Cotterrell

UK Managing Director of Exterion Media

Read the full story [here](#)

Why O₂?

We're part of Telefónica and that gives us:



Global reach and presence
with 317m customers



Access to networks
in 15 countries



Access to operations
in 44 countries



650 roaming
agreements worldwide

That allows us to capture data on an incredibly large sample of the world's population.
We use this insight to help businesses grow and societies improve.

We are experts in helping companies make better use of big data and have pioneered the use of mobile data analysis to provide insights that can be used immediately and tailored to your exact needs.

Get in touch

To find out more about Smart Steps from O₂ talk to your Account Manager,
call us on **01235 433 507** or visit **o2.co.uk/enterprise**

