

Opticks Digital

Powered by Vividata

Release Notes

What is it?

Opticks Digital Powered by Vividata provides rich profile data on users of over 1,100 apps and websites. The data are modeled from Vividata's opt-in mobile panel and their Study of Canadian Consumers (SCC). This powerful combination of granular online activity with broad profiling is available annually and will drive greater insights into marketing messaging, media planning and execution, and online shopping behaviour.

Opticks Digital captures digital behaviour using privacy-compliant, opted-in, metering technology embedded in the mobile devices of a digital panel of Canadians aged 18+. Opticks Digital provides estimates down to the postal code level across 825 websites and 292 apps. For each website or app, it provides five measures based on a modelled 28-day cycle. The measures include unique visitors, visit days, minutes, average visit days per visitors, and average minutes per visit day. Opticks Digital is available in most ENVISION tools.

The Opticks DigitalPlus database extends the insights of the Opticks Digital websites and apps by linking them to Vividata's SCC behaviours. There are over 30 categories of behaviours across advertising, media, online shopping, and psychographic themes. Within ENVISION, you can select an Opticks Digital website or app and link them to over 500 SCC behaviours. You can then dive deeper into one of the variables to understand which PRIZM® segments are likely to show that behaviour.

Opticks Digital powered by Vividata databases are available in the ENVISION platform with associated Vividata memberships. ENVISION profiling and segmentation tools require an additional PRIZM® license. The Opticks Digital database is available in most ENVISION tools. The Opticks DigitalPlus database is available in ENVISION under the following tools:

- Mapping - Variable
- Ranking Variables - Trade Area
- Ranking Variables - Customers
- Ranking Variables - Target Group
- Ranking Areas - Variable
- Consumption Profile - Variable

Opticks DigitalPlus database is not available for flat file delivery.

Data Vintage
2022

Survey Edition
Spring 2022

Update Frequency
Annually

Base
Household Population 18+

Base level Geography
Postal Code

Variables
Opticks Digital 5,585 variables - 1,117 (825 websites, 292 Apps) by 5 measures)

Opticks DigitalPlus - 2.8M variables (Opticks Digital linked to 510 SCC Behavioural Variables)

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables



How it's Used?

- Create a media plan across channels.
- Tailor messaging for ads using cross-tabulations of visit data and psychographics.
- Understand which PRIZM segments are frequent vs. occasional visitors.
- Get a view of time typically spent on websites or apps.
- Link to other EA databases to inform campaigns and media strategy.

Sample Questions it Can Answer

- What are the online and in-store buying preferences for grocery websites or apps?
- Is there a difference in usage or associated behaviour for companies with both website and app?
- What PRIZM® segments use food delivery service apps and are looking for the lowest prices?
- Can we reach automotive website users through digital magazines?
- How concerned are fitness tracking app users about their personal appearance?
- Which segments will likely spend the longest on vacation travel booking sites?
- What form of out-of-home advertising do video streaming site users seem to prefer?