

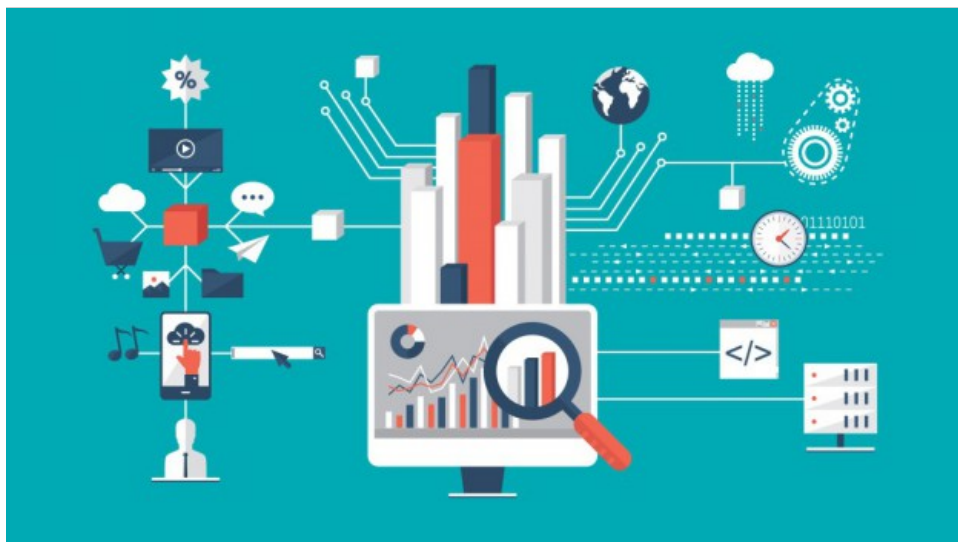
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## Environics, Vividata launch new database of digital behaviour

Opticks Digital provides a view of activity across 1,100 apps and websites for creating and optimizing campaign plans.

By Patti Summerfield

2 hours ago



Environics Analytics has unveiled a new database that aims to provide a multi-channel view of online Canadian consumers and insights for local marketing, tailored messaging and media planning.

Created in partnership with Vividata, Opticks Digital measures over 1,100 apps and websites with privacy-compliant data collected by Vividata. This enables analysis of web and app behaviour linked to over 500 variables from Vividata's Study of the Canadian Consumer. All of the Opticks databases are delivered at the segment and postal code level, so analysis can be done for custom audiences down to local trade areas. Marketers will also be able to view the usage patterns through the lens of Environics Analytics' PRIZM segmentation.

"Canadian consumers' digital behaviour is constantly evolving," says Jan Kestle, president and founder of Environics Analytics. "Combining Vividata's SCCI with EA's segmentation and demographic capabilities to create Opticks Digital means that organizations will now have the insights they need to make local, data-driven decision-making and, ultimately, better serve their customers."

As an example of what this combination could do, Environics offered things like creating cross-channel media plans and getting a view on time spent on certain apps, but also more advanced tasks like tailoring messaging by cross-tabulating visit data and psychographics. Opticks Digital can also link to other Environics Analytics databases to inform broader campaign and media strategies.

The database will be updated annually and can be accessed through Environics' Envision platform.

**TAGS:**

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