

Making People's Lives Better Through Transformative Data and Analytics

What's New and Coming Soon at EA



Teresa Sinopoli

Chief Innovation Officer

Environics Analytics

EA Data and Analytics by the Numbers – so Far in 2024

- 715 organizations served:
 - 607 Advertisers
 - 32 Agencies
 - 37 Non-media reseller partners
 - 39 Media/publishers/platforms
- 150 data releases
- 1,000 projects delivered
- 1,000 ENVISION users ran 500,000 reports:
 - 100,000 DemoStats
 - 100,000 PRIZM
 - 15,000 SocialValues
 - 22,000 WealthScapes/HouseholdSpend
 - 133,000 Opticks Behavioural Databases
 - 23,000 MobileScapes

Environics Analytics Customer Advisory Board



Andrew Tziatis
GroupM
SVP Audience, Data and Technology



Eric Miller
Destination Canada
Manager, Market Insights



Arnaud Granoux
British Columbia Lottery Corporation
Team Lead Enterprise Business Intelligence



Heather Ullman
University of Toronto
Senior Lead, Special Projects and Innovation



Lavanya Bakshi
Samsung Electronics
Consumer Insights & Data Analytics Lead



Bryce Aguiton
Metro Inc.
Director, Customer Intelligence & Analytics



Jim Driscoll
Carlton Cards
Director of Category Management and FSO Support



Lee Beech
Nestlé
Senior Director of Consumer Experience?Data ' Transformation



Danyal Syed Ali
IKEA
Head of Consumer and Customer Insights



Joseph Ottorino
Audi Canada
Head of Marketing



Lesley Hawkins
adidas
Vice President, Retail



Darryl McWilliam
Town of Oakville
Manager, Support Services



Kan Zhu
Mattamy Asset Management
VP Analytics, Governance and CyberSecurity



Lisa Beharry
Cadillac Fairview
Market Insights Manager

Environics Analytics Customer Advisory Board



Liz Corson
Toronto Parks, Forestry & Recreation
Manager (A), Research and Analytics



Paul Riese
GoodLife Fitness
*Senior Manager Marketing Analytics,
Intelligence, and Financial Analysis*



Marva Carter
Toronto Police Service
Manager, Analytics & Innovation



Poya Kherghehpoush
United Way Centraide Canada
Vice President, Strategy and Transformation



Kevin Kirk
Tyndale University
SVP External Relations



Matthew Seagrim
Meridian Credit Union
Chief Digital and Marketing Officer



Puja Sharma-Chugh
Direct Energy
Director, Product Management & Growth



Shoshana Fruitman
CAA Club Group
SVP Marketing



Mike Delorme
Manulife
Associate Vice President Advanced Analytics



Rishie Singh
SickKids Foundation
Head of BI & Data Science



Taylor Cayen
Canadian Tire Corporation
Manager, Geospatial Data & Analytics



Nick Nelson
Aviva
Manager Support Services



Scott Morrison
RBC
*Senior Director, Data Partnerships, Acquisitions
& Enterprise Client Data*

PRIZM: The Common Thread



Our Chief Analytics Officer



Danny Heuman

Chief Analytics Officer

Environics Analytics

Similar Demographics



Very wealthy cosmopolitan families and couples

Language: English

Cultural Diversity: Low

Income: **Very Wealthy vs. Wealthy**

Age: Older

Family Status: **Families and Couples**

Education: **University**

Job Type: **White Collar**

Age of Children: **10 – 24 vs. 15+**

Dwelling Type: **Single Detached**

Housing Tenure: **Own**



Wealthy, older city sophisticates

Different Values



Very wealthy cosmopolitan families and couples

✓ Personal Creativity ✗

✓ Rejection of Inequality ✗

✓ Legacy ✓

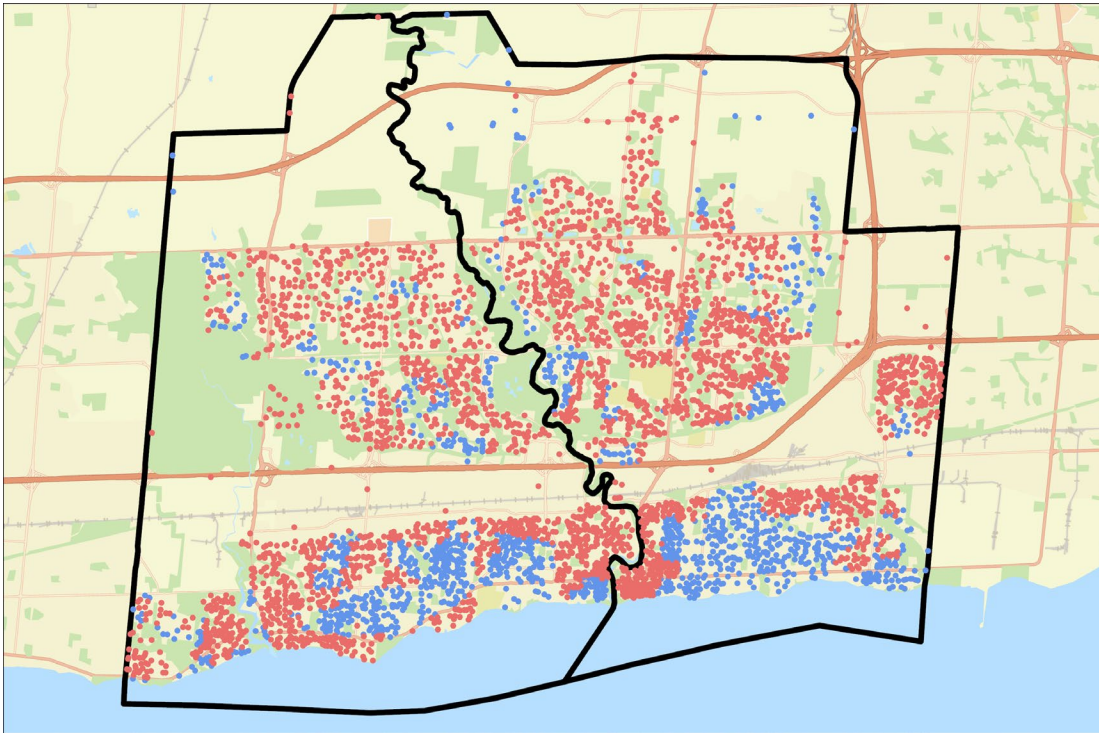


Wealthy, older city sophisticates

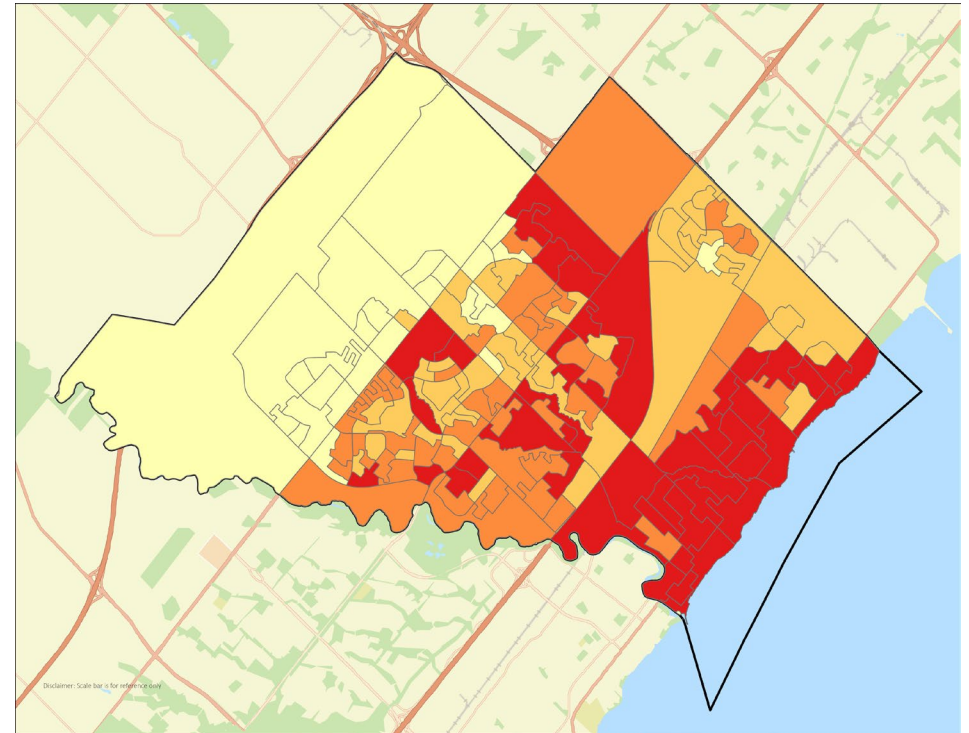
Understand, Reach and Persuade Canadians



Liberal/Conservative Vote - Oakville



Primacy of Environmental Protection





MobileScapes

Visitation Summary

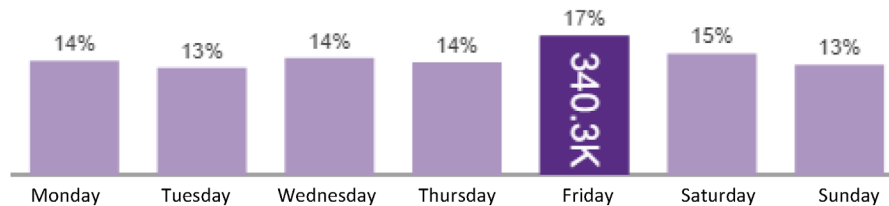
192.7K	2.0M	10.4
Unique Visitors	Visits	Avg Visits per Visitor
17.5K	182.6K	72%
Avg Visitors per Month	Avg Visits per Month	are weekday visits
		are weekend visits

553 workers made 53K visits. Workers are those commonly seen during the day.

*As a result of exceeding the risk of reidentification and/or risk of attribute disclosure thresholds, the estimates of visits and visitors made by residents have been suppressed for this extract.

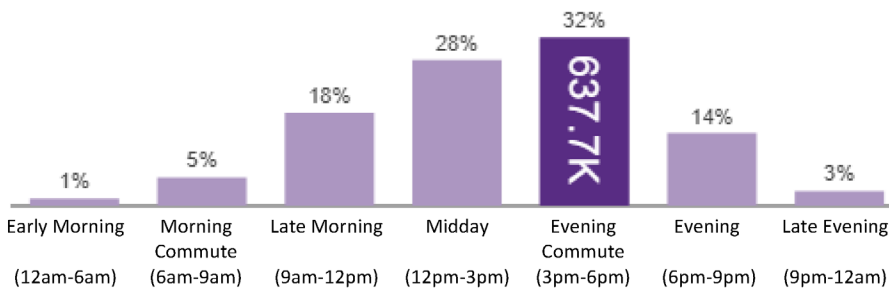
Visit Summary by Day of Week

% of Visits by Unique Visitors

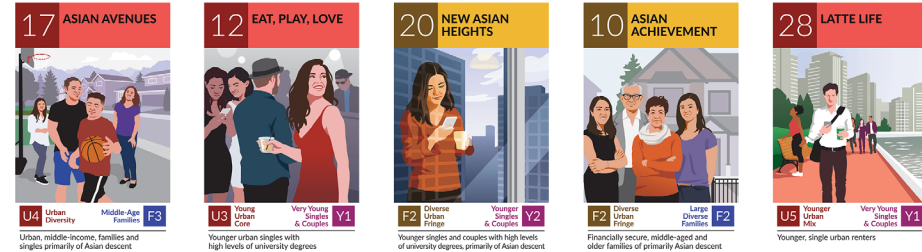


Visit Summary by Daypart

% of Visits by Unique Visitors



Top PRIZM® Segments by Volume of Visits



Top PRIZM®
Segments Represent:

46%
of unique visitors

56%
of visits

12.8
Visitation Rate

Demographic Summary of Unique Visitors

\$125K	Under 35	32%
Average Household Income	Maintainer Age	Households with Children
1 Person	University	High
Household Size	Education	Cultural Diversity

Demographics determined from customer weighted summary of unique visitors. Displayed metrics based on highest index and represent the highest likelihood of being held among visitors compared to the Canadian population

Highest Privacy Designation



ISO 31700-1 Privacy by Design

- ISO ensures a much higher privacy protection level than the Privacy by Design framework
- EA is one of first in the world to achieve
- Covers lifecycle of development
- Principles-based approach that gets to the core of protecting privacy

Specialized Security Audits



SOC1 Type 2

Internal controls audit



HIPAA Type 1

Secure data handling audit



SOC2 Type 2

Data protection audit



TRUSTe Data Collection
Certification

Secure data collection audit

Our Chief Innovation Officer & Team



Peter Miron

Chief Innovative
Officer

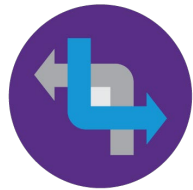
Environics Analytics



Derived Products from Mobile Movement Data



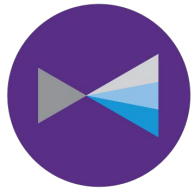
MobileScapes



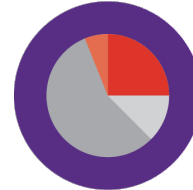
FootFall™



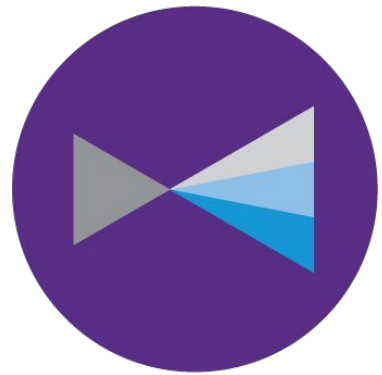
WorkplaceNow



VisitorView



MoverStats

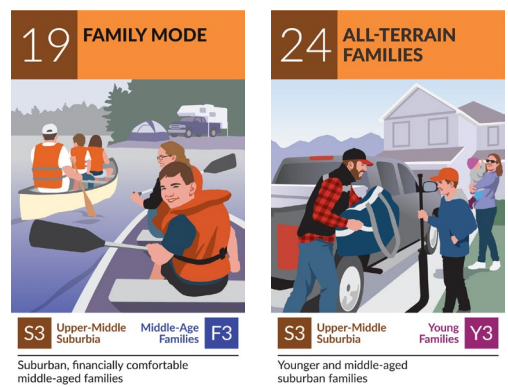
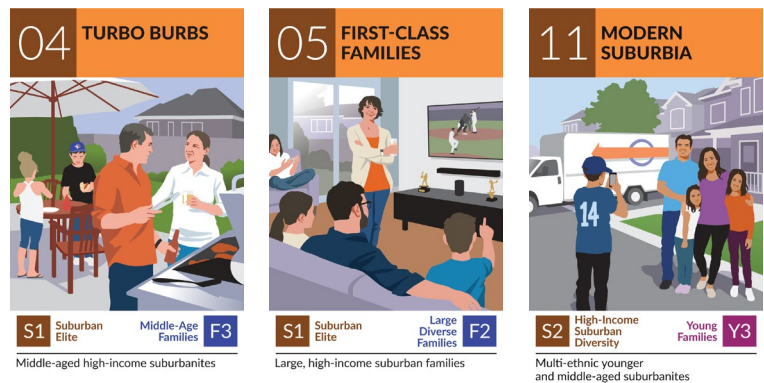


ClickScapes

ClickScapes linked to Demographics and Values

Website Category: Remodeling and Construction

Top PRIZM® Segments by Volume of Visit Days



Demographic Summary of Site Visitors

\$170K Average Household Income	35 - 54 Maintainer Age	56% Households with Children
3+ People Household Size	University Education	Moderate Cultural Diversity

Social Values of Site Visitors

Strong	Weak
Personal Optimism	Attraction to Nature
Status Via Home	Brand Apathy
Financial Security	Intuition & Impulse

Coming in 2025 – Deeper Web Visitation Insights

ENVIRONICS
ANALYTICS



ClickScapes



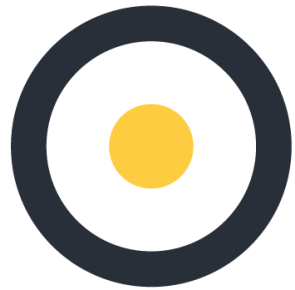
 **vividata**

 **metrica**

Coming soon...

Reimagining ENVISION

Legacy Platform



ENVISION



Future Platform



ENVISION

Composable & Cloud Native

Database & Infrastructure



Snowflake



Azure SQL



ArcGIS
Enterprise

Microsoft
Azure



TomTom



ArcGIS
Platform

External
Connections

API Services



Data



Reporting



Analysis



Geospatial &
Mapping



Media
Activation

Applications



ENVISION



SPOTLIGHT



EAVault



Power BI



Tableau



LiveRamp / Habu

Our Chief Technology Officer



Andrew Schuster

Chief Technology Officer

Environics Analytics

Our Product Management Leadership Team



Teresa Sinopoli

Chief Product Officer
Environics Analytics



Lefty Papachristoforou

VP, Product Management
Environics Analytics



Andrew Komaromy

VP, Software Product Management
Environics Analytics

Our Project Management Office (PMO) Leader



Stephanie Brown

SVP, PMO & QA

Environics Analytics

Platform of the Future

