RealLife Websites

Measure panelist browsing behavior session-by-session

RealLife Websites is a daily report that provides a comprehensive view of panelists' online browsing behavior across mobile and desktop devices. The feed provides a session-by-session view of the domains, URLs and search queries generated by the user to provide a clear view of their actual browsing behavior. Non-human traffic and background network are cleansed from the feed to ensure that what was viewed on screen is all that is reported.

Use cases for RealLife Websites include:

- Keyword research
- Competitive intelligence
- Single source, cross-device browsing behavior
- User journey mapping and path to purchase measurement.

RealLife Apps

Which apps are installed and how often are they used?

The RealLife Apps report reveals the applications that panelists have installed on their device, when they are used and for how long. The report is event based and a record is provided for every app session — RealityMine classifies this as every time an application comes into the foreground of the device screen. As a result, applications running in the background will not contaminate the data with unwanted noise.

Use cases for RealLife Apps include:

- Measure app usage alongside browsing activity
- Identify how various installed apps impact brand loyalty
- Reveal how many apps are used regularly by respondents
- Determine where apps feature in the purchase journey and what role they play

RealLife Media Players

Detailed measurement of streamed media consumption across any device

The RealLife Media Players report supplies clients with a consolidated feed that provides a granular view of streamed media consumption (audio and video) across major platforms and on any device. Clients can then uncover the viewing habits of the panelists being studied: which programs and movies are being viewed on Netflix and Amazon Prime Video, for how long, and how frequently.

Use cases for RealLife Media Players include:

- Determine whether product placement within programming impacts online behavior
- Access viewing behavior across browser and applications

- Identify content preferences across the entire ecosystem
- Learn from competitor services.