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RealityMine
real life, revealed

RealityMine enables the world's leading market research organizations to monitor real consumers across all devices and on all major operating systems. This permission-based data collection provides unique insights into the behavior of consumers and is integrated by agencies into syndicated products, audience measurement currencies and custom research globally.

## Overview

When RealityMine was launched in 2012, the iPhone was five years old and the PC was still the device of choice for internet access. By 2015, the smartphone had surpassed the PC for share of digital time in the United States, United Kingdom, and other developed markets. It is now the most popular way to access the internet globally. So, what are people doing on their mobile devices?

In order to achieve the most complete view of what a person is actually doing on their digital device, we have to meter them—passively, with their permission, across their smartphones, tablets and PCs.

RealityMine is trusted to provide first-party, respondent-level device usage data at industry standard levels. This trust comes from RealityMeter being the most comprehensive and consistent data collection tool available across global markets and all major operating systems.

# RealityMeter

RealityMeter does exactly what the name suggests: it meters reality. It doesn't rely on recall, ascribed behaviors, or inference from the combination of disparate data sets.

RealityMeter reveals:

- online browsing and search behavior;
- application usage;
- digital media and video-on-demand consumption habits;
- online user journeys and their path to purchase;
- user behavior and activity within retailer websites and apps;
- brand advertising within social media apps; and
- location, device and network statistics.

The list of applications that can be addressed by RealityMeter are endless. Start collecting real life consumer behavior data once you've installed the RealityMeter technology. Choose from one of the following RealLife data products to assist you in your journey to integrating behavioral data within your projects, products and panels.

# 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.

# RealLife Shopper

## Uncover browsing and shopping activity within retailer websites and apps

RealLife Shopper opens up the walled-gardens that retailers' online properties have traditionally been viewed as. The RealLife Shopper report unlocks previously inaccessible metrics within retailer properties such as product page views, internal search queries, add to cart, and purchase confirmation events. As opposed to relying on recall, researchers are now able to gain a new perspective on the journeys that users take within retailers' websites and apps (including Amazon and Walmart) to understand behavior at a level previously impossible to achieve.

Use cases for RealLife Shopper include:

- Optimize brand performance across online channels.
- Leverage accurate e-commerce browsing and purchasing data to support purchase panels, competitive intelligence and category insights.
- Contextualize purchase activity amongst wider internet usage.
- Determine consumer journey pathways and purchase triggers.

# RealLife Social

## A consolidated view of the ads that panelists are exposed to on social media

RealLife Social provides unparalleled visibility into the advertisements and sponsored content that users are exposed to within today's most popular social media platforms. Gain access to data including name of the advertiser, their domain, time on screen that the advertisement was viewed, copy within the advertisement, and text associated with call to action messaging.

Use cases for RealLife Social include:

- Develop a deep understanding of the advertisements that panelists are exposed to.
- Build more advanced advertising intelligence products.
- Provide clients with a comprehensive view of the competitive advertising landscape within walled-garden platforms.
- Understand the impact of social media advertising on brand recall, brand preference, and behavioral changes following exposure.
- Close a significant gap in the understanding of the influences that panelists are exposed to in their digital lives.


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