

## RealityMeter by RealityMine



RealityMine enables the world's leading brands, institutions and agencies to monitor real consumers across all devices and on all major operating systems. This permission-based data collection provides unique insights into the behaviour of consumers and is integrated into syndicated measurement & insight products 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 the end of the decade the smartphone had fundamentally changed the way people access information, engage with each other, and interact with businesses and institutions.

Consumer data is now at the heart of decision making as companies and organisation orientate themselves around online experiences and direct-to-consumer models. How are you keeping pace with the mobile connected consumer?

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.

## What Types of Data Does The RealityMeter Capture?

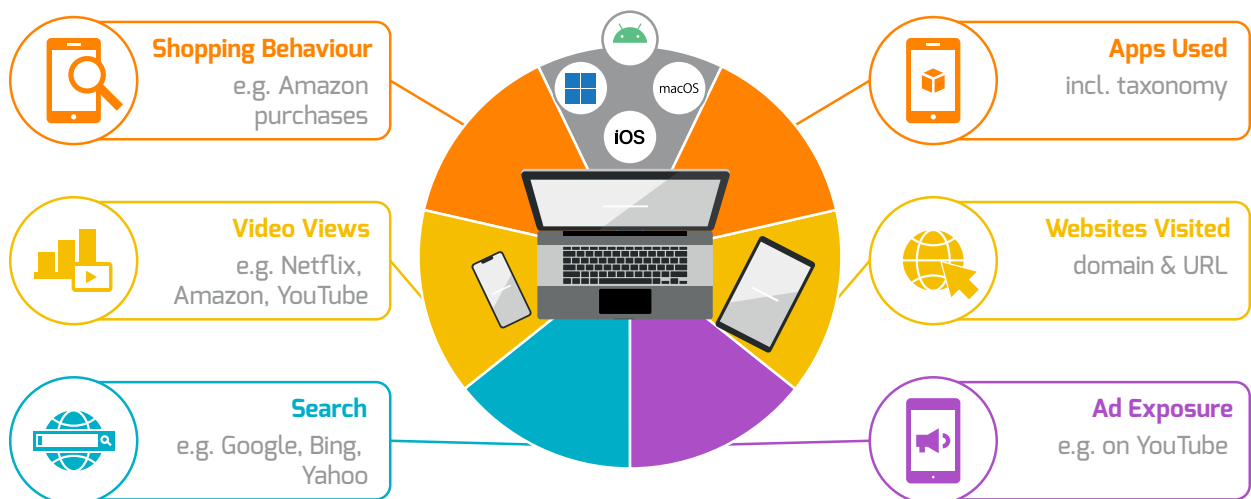
RealityMeter does exactly what the name suggests: it meters reality. It doesn't rely on recall, ascribed behaviours, or inference from the combination of disparate data sets.

RealityMeter reveals:

- online browsing and search behaviour;
- application usage;
- digital media and video-on-demand consumption habits;
- online user journeys and their path to purchase;
- user behaviour 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 is endless.

Start collecting real life consumer behaviour data once you've installed the RealityMeter technology.



## Data Privacy by Design

- Data collected only with the explicit permission and consent of the user
- Data collection limited to meet client aims and objectives only
- All data encrypt in storage and in transit
- Certified ISO 9001 (Quality Management) and ISO 27001 (Information Security)

### Contact Us:

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