

Report On
ADA, translating data into actionable insights creating
groundbreaking way forward for digital marketing

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Name & Signature:

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Letter of Transmittal

Mr. Imtiaz Alam Nayeem
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

Here I am submitting my Internship Report titled “**ADA, translating data into actionable insights creating groundbreaking way forward for digital marketing**”, as required for the completion of the course BUS400.

All through my internship period in ADA as an Intern in Digital Strategy, I have gained an in-depth knowledge on crafting strategies and analyzing data. It is my honor to work for a leading organization of Advertising Industry. Throughout the study, I aimed to accommodate as much information and relevant subjects while following the instructions as you have suggested.

I keenly look forward to you finding this paper worth studying and acknowledging the effort that I have executed for successfully completing this project under your dynamic supervision.

I am enormously thankful for the guidance and your cooperation.

Sincerely yours,

Omar Iqbal Reazi
15304027
BRAC Business School
BRAC University
Date: January 6th, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between ADA (Analytics. Data. Advertising) and Omar Iqbal Reazi, the undersigned student of BRAC University for the assurance of evading the unapproved divulgence of confidential data and information of the organization.

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ADA (Analytics. Data. Advertising)

.....

Omar Iqbal Reazi

Acknowledgement

First of all, I would like to thank the almighty Allah who has awarded me the forte and capability to complete this report within the given time.

I would like to thank my advisor, Mr. Imtiaz Alam Nayeem. He has always directed and helped me to craft the write-up in the most embellished way and kept track of my actions which stimulated me to deliver the best efforts.

Next, I would like to commend and thank, Ms. Raisa Tarannum Hashib (Manager of Digital Strategy, ADA) who has aided me immeasurably during the internship period and facilitated the preparation of writing the report thoroughly.

I would also like convey my sincere gratitude to Mr. Munaf Mojib Chowdhury (Director of Client Leadership, ADA) and all the other employees of ADA who have helped me throughout my work tenure and made my experience of working in ADA an extraordinary one.

Executive Summary

Marketing has always been the most striking cannon among all the integrals since it makes individuals aware of the offerings the most. Meanwhile, with the glorious advancement of internet and technology, advertising changed its traditional shape to a more digitalized frame as people getting access to online platforms, at the same time getting driven by the contents that are presented there. The way this world of marketing has turned around, consumers nowadays are not satisfied with just the offerings that they are purchasing rather they want something more with it.

ADA works with a core belief of facilitating the both end of this particular affair. Being one of the prime companies in Asia that integrates data, content, insights and media to come across constructive business outcomes shaped by providing digital solutions by ensuring 3-dimensional services Data Lab, Consultancy and Agency with the sole motive of emerging their customers and clients as winners.

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List of Acronyms

ADA	Analytics. Data. Advertising
DMP	Data Management Platform
FGD	Focus Group Discussion
CPR	Cost Per Revenue
TG	Target Group
AI	Artificial Intelligence
BI	Business Insights
ARPU	Average Revenue Per User
SERP	Search Engine Results Pages
SEO	Search Engine Optimization
B2B	Business-to-Business
B2C	Business-to-Consumer

Chapter 1

1.1 Industry Overview

Marketing has evolved a lot in last few decades, likewise, consumers' perception has been changing rapidly in every passing time. People has become more watchful about the products they consume and purchase. Customers trying to be better and more efficient regarding their consumption habit, and they aspire to be facilitated by the companies that they go to while making purchase or getting any services. On the other hand, companies who manufactures or deliver the product to the consumers; always looking for renovated solutions to enable consumers participation to a preponderant extent.

From another dynamic, Marketing firms and Agencies work along with the companies at the time of launching a new product or enabling new campaigns, also conducts and operates marketing plans and strategies. Marketing firms or agencies generally assist businesses to create, implement and sustain in the market. Companies from diverse industries and different magnitude can hire them to ensure sustainability and make their marketing efforts more impactful.

In Bangladesh, there are numerous agencies working at the present time along with many companies in order to bring successive outcome for several businesses. Some of the agencies are doing tremendous job as they have been creating multiple way forward with their competencies on research, analysis and strategy, also coming up with disruptive market trends to give a significant exposure to particular products and services among audiences. The leading marketing firms and agencies that are operating currently in Bangladesh are, Aisatic, Magnito Digital, Analyzen, ADA (Analytics. Data. Advertising), GREY Advertising Bangladesh, WebAble Digital etc. Asiatic and Bitopi are noticeably the oldest and largest communication

agencies in Bangladesh. There are around 300 advertising agencies operating in this country and almost all of them are highly focused on upgrading themselves with digitally integrated components to compete with uprising trends of digital marketing all over the world.

1.2 Company Overview

ADA (Analytics. Data. Advertising), a part of Axiata Group that was born out of most powerful telco roots, and aims to be a digital champion in a disruptive world of market where change is one true constant. ADA is a firm that incorporate part- marketing consultancy, part data science, part marketing consultancy; designed to break boundaries in this stereotypical market through utilizing its wide-ranging and infallible data hub, later on, turning those data into useful insights to build strategies and adequate business plans to win at the market. It is Asia's largest company that amalgamate data, insights, contents and media to takeout epic business outcomes.

ADA is speedily growing across Asian region. It is a rebrand of different go-to-market brands (AdReach, AdParlor and Digital Reach). The two prime shareholders of ADA are Axiata Group Berhad and Sumitomo Corporation. It has been operating in 9 business centric countries in APAC regions. Having their main office in Malaysia, ADA has full-fledged offices functioning in other countries like Singapore, Indonesia, Korea, Philippines, Thailand, Cambodia, Sri Lanka and Bangladesh. This organization has amazing clients in its basket, some of them are globally recognizable while others are equally competitive in their particular field of market. Few greatest companies of the world, such as, Microsoft, Samsung, Unilever, LG, Timberland, Tropicana etc. are getting facilitated as customers of ADA. Few other clients of ADA are considered as highly successful telecommunication companies in APAC region. E.g. Dialog, Celcom, Robi etc.

In Bangladesh, ADA initially started its journey as AdParlor, later reformed with the title ADA (Analytics. Data. Advertising).

In Bangladeshi market it has already been serving several companies from various industries. One of the prime clients they serve is Robi, one of the largest telecommunication companies, ADA handles Robi's digital marketing plans and campaigns. Besides, it handles the marketing plans and business strategies of a growing e-commerce store "Robi Shop", also work as the digital marketing planner of another growing e-commerce grocery store "Meena Click". ADA stands on its 3 service pillars, which are, Consultancy, Agency and Data Lab.



1.3 Vision and Values

ADA believes in making its customers and people win. They believe in breaking boundaries through continuously reinventing and refining themselves and always prone to build something newfangled that does exist yet in the stereotypical market practices.

1.4 Organizational Manifesto

In ADA, the operational chain starts with Data, in particular, numbers. These numbers depict the behavioral characteristics of people, as in, how they work, travel, play and spend their time. All these information lead to numerous reasonable insights. Upon those insights, a precise customer portrait has been prepared. Moreover, due to having the capability to seamlessly fuse data, media and creative, it gets easier to deliver and plan persuasive and compelling campaigns. This entire chain of operations helps to bring out disproportionate business outcomes rather than fluffy and vague results. Sequentially, clients' success is measured through few elements, such as, leads, acquisitions, conversions and sales. Because, the operational chain ends with data too.

1.5 Core Values

Powered entirely by data instead of conventional guesswork, combined with excellent creatives, machine learning, cutting edge technologies and artificial intelligence; ADA has successfully formed the decisive context that navigate marketing conversion to attain constructive business results. This distinctive operational framework is built upon the core values that are deep-rooted in ADA's culture and affair.

- Act Now
- Shape Industries
- Disrupt the Status Quo
- Win-Win
- Driven by Data
- Stay Humble Stay Hungry

1.6 Workplace Culture

ADA is an assemblage of talented and diverse people who are brought together with vision of see-through and employing their unique specialties in order to attain better business outcome, besides, enabling them to learn and grow with the nurturements of highly skilled colleagues and supervisors. ADA celebrates the passion of learning; and they believe in doing that as a team. ADA has employees of different nationalities with different set of interest points and expertise. As a multinational organization, it aims to look beyond the differences and find laughter as a common denominator. They uphold this diverse and fun ethos because they strongly believe that these practices signal harmony, inspire creativity and help them achieve a lot beyond usual.



Chapter 2

2.1 Rationale of The Study

Over the past number of years, the advertisement industry continues to grow in an unprecedented way, to fuel up the pace, data-driven digitalization has also been increasing with utmost haste. The effects of this upgradation are highly noticeable right now across every industry including advertising industry specially through their recent media operations.

The key problem which companies has been facing lately is that consumers have become more attentive about the products they purchase or consume. Nowadays consumers stopped picking their bets upon emotion driven contents, rather they are more onto knowing and estimating the functional use of the products. As a result, it has become a lot tougher to convince consumers to purchase any particular product or service with traditional approach as this method has turned primitive for both consumers and marketers.

As coming times of the industries are merely dependent on analytical and digital solutions, data is the strongest way forward to grasp the fortune for both the advertising industries and companies whose product cycle ends with consumers' consumption. Upon data analysis, it becomes a lot easier to interpret consumers traits and deliver the right content to the right population on the right platform at the precise time. Data analytical tools and data scientists are the mainstay of this whole new process of Data-driven marketing.

This report intends to show how ADA (Analytics. Data. Advertising) function through translating data into insights to make actionable strategies to penetrate the market and building way forward to the objective of the company with acting on research and analyzing the findings backed by one of the largest data-hub named "XACT" and many other tools.

2.2 Objective of The Report

The intrinsic objective of the report is to depict ADA's operational method to break traditional boundary with the purpose of creating new path in advertising industry through its innovative and plausible strategies and digital solutions with their huge data source and data analytical tools.

2.3 Significance of The Study

This study hopes to facilitate the marketers, the consumers and anybody who reads this report to get the idea of how industries are interpreting their target customers interest points and taking actions on the basis of those traits. This report helps the marketers to know how uses of data can bring more fruitful outcome to win at the business and taking over clients. It also gives an in-depth understanding of how market places are getting dependent on digitalized solutions to the problems regarding customer acquisition and retention. Moreover, utilizing data precisely can help putting the right piece on the right frame of the puzzle to create an appropriate picture of the whole plan.

The future

Through this highly collaborative partnership **Kalbe** plans to continue to extend the integration of **ADA's** capabilities to further improve production and stock management. We will continue to help **Kalbe** reach a specific set of customers with a very crucial need - all with the power of data.

“ Thank you **ADA** for being our partner in implementing this CRM platform and helping us contact customers that we could not reach otherwise. With their help, we were able to significantly optimise operations, communications and other parts of the business. But most importantly we used technology and data to help people in need. - Erwin Suyanto, Creative Digital Officer at PT Kalbe Farma, Tbk. ”

3 | CASE STUDY



Chapter 3

3.1 Literature Review

People are inclined to use digital and social media more than earlier, one-third of the global advertising investments is planned to be spent in digital channels and social medias. The author in the article “The Role of Digital and Social Media Marketing in Consumer Behavior” shed lights on the way of digital marketing methods casting consumer behaviors towards a particular product, likewise how customers are valuing the product (Oliver, 2013).

Moving on, the urgency of data-driven business solutions has also been given attention in the article of Hananoa. The author in this article “Integration of business intelligence with corporate strategic management” enlightened the importance of utilizing business intelligence in strategic management operations. This article also comes with BSC-BI framework to implement in the process of decision making for the organizations (Hananoa, 2016).

A lot of companies are struggling to rationalize data and provide value for the audience with their big data investments, however, to compensate this constraint, the promise of actionable insights sounds wonderful. In the article “Actionable Insights: The Missing Link Between Data And Business Value” the author mentioned that in a data pyramid, actionable insights parks at the peak. Insights that trigger consumers to drive out actions from them is naturally more essential than one that simply answers a question; particularly when an insight pushes one to rethink of something and points to a new direction (Brent Dykes).

In another scenario, author Traore compares producing insights to a value chain model. He in his article “How to turn your data into actionable insights [Framework]” reported that the richer the context, the higher the value of your insight will be to your key stakeholders. Each activity of the process of translating data into insights plays an important role in the final output (Moulaye Traore).

Chapter 4

4.1 Data-driven approaches of ADA

Just a couple of years back, the only process that was available to know your customers' perception was asking them questions face to face. Whereas, in today's time, internet makes a wealth of information and delivers it right in your hand. As the markets have been thoroughly changing their trends and relationship between customers and sellers has become more dependable on functional propositions, marketers have been adapting new techniques to approach the customers every once in a while. In the past, there were few methods, such as, FGD, on-ground surveys to conduct a market research and know consumers pain points and interest points. Just asking questions to the customers about some limited subjects is not enough to know their traits or to judge their habit of consumptions any more. There were still a lot of things that the markets were still missing out, as a result, most of the marketing campaigns and product positioning were going wrong. Marketers now have to look much deeper to evaluate and segment consumers behavior. From tracking their Device ID to frequently monitoring their app usage behavior, marketers have come a long way in last few years. Through all of this, they keep gathering data; Data answers questions which marketers won't be able to find while doing a research on-ground. Data gives an in-depth understanding of consumers' interest points, daily internet usage pattern, things they search, products they like, places they visit, products they look for, even the time they are more prone to buy from online. These data altogether make it easier to segment the target group and push the product positioning plan in the precise dimension and provide a rational reason to decide the right approach to persuade the audience. This overall process makes it far more effective to target them through digital platforms, and at the same time gives digital solutions. Moreover, putting both online and offline data in the same basket craft out a far more advanced digital solution to maximize results

is the ultimate benefit of walking in this trail. According to ITU's up-to-date profile of Bangladesh demonstrates inhabitants of 88.1 percent are already subscribed to mobile phones while 30 percent of populations are linked to mobile broadband services. e-Cab's 2017 report indicates that Bangladesh has been holding incredible portion of 99 percent coverage in voice and data connectivity geographically.

4.2 ADA's approach to Location-based Marketing

Among multiple maneuvers that ADA undertakes, one of the majors is the data conversion process. One of the major things that initiate this process is uses of multiple tools. Tools that gather data about the target group based upon a certain brief. XACT, their largest data management platform that collects data through tracking Device ID of the users of a certain age group or a group of people from a particular area that visits the buyer-seller point or in a place where there is a scope of doing trade or business. This sort of data gives the strategy a team a detailed knowledge about the place their potential target group visit and to what extent of area those target audience roam around. Which further makes it easier to position the products or its advertisements to them at those particular places so that they come to know about the product and its offerings which increases the probability of driving the audience interest to buy the products. Also, gives solutions to the advertisers to decide where to promote the products at different levels. This also gives an overall number of the footfalls of the audience which eventually represents the participation, growth and scope of the business. Some other advantages that comes with location-based marketing, those are:

1. Easier Segmentation- This activity includes lining up customers based on shared interest points, attributes and activities. So, if marketers can determine a person's

presence in a place at a given time frame, they can craft a message that is tailored to that particular area making it more plausible to the audience as well.

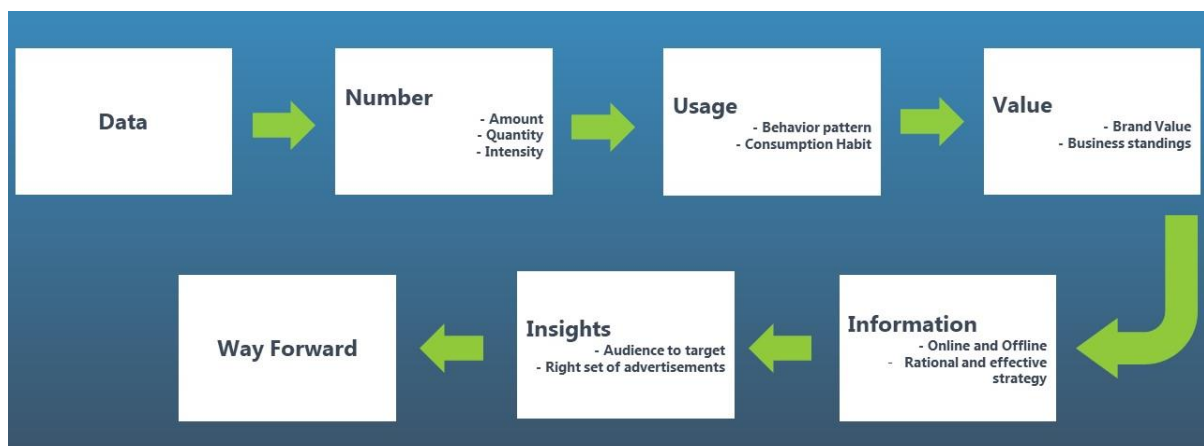
2. Ensures Better Return- Using location data and analyzing them to specify promotional activities generate more engagement and improve better return on investments.
3. SEO Optimization- Audience always look for the places around them which provides better quality products or services. So, optimizing SEO and enabling location specific contents on your platforms or pages encourages consumers to engage. This process is quite helpful for the business with small marketing spending as location-specific contents and operating on a particular location saves a lot of money from investing.



4.3 Audience Predictions and Targeted Advertising

In media industry, advertising has been crucial, and in previous years it was solely done on the basis of making assumptions and predictions. However, harnessing data has turned into one of the major operations of the companies these days in order to get the in-depth understanding of the consumers consumption habit. Streaming media, online contents, digital channels, subscription habit, and most importantly users' behavior on social media platforms allowing

advertisers to gather, analyze and interpret data and place their advertisements at a specific time to get higher conversion rates. While data ensures understanding on digital media consumption, combining behavioral traits with traditional demographic data can work together to carry out personalized advertising. Since audience are frequently getting involved in multiple devices due having easy access, campaigns are also optimizable. By gathering all the data, Digital Strategy department in ADA analyze them and come up with specific and effective approaches to get into the top of the consumers' mind and later trigger them to make the purchase. The hierarchy that is followed during the whole process is depicted in the section below.



4.4 Traditional Approach

Although ADA is highly emphasized on data-driven marketing, some corner of the box still remains unfinished in few cases without some insights that only comes from the traditional methods of researching the market. Fitting these data with the data that comes from DMP and get extracted from the data analytical tools help to craft the marketing strategy successfully. Some of effective traditional approaches that ADA takes into consideration for some particular

cases are Personal Interviews, Focus Group Discussion, Survey Questionnaires, Ethnography or Direct observations.

Interviews are extremely effective when it comes to know the core thought process of a particular person, Interviews shed lights on the portions that remain indiscernible due to not asking questions or not having an analysis on that particular case. However, interviews as a form of earning data sometimes turn into an unproductive due to asking unspecific and irrational questions, also come out as an expensive form of data collecting form.

Focus Group Discussion, also known by the term FGD, is another prime method of harnessing data. This technique stands on the ground of observing interactions and conflict conversations amongst people or few participants to evaluate the differences and similarities of thoughts and perceptions. This method used to be a very beneficial as participants were asked similar set of questions and responses were happen to be diverse which point outs solutions to the problem from different dimensions.

Survey Questionnaires are basically a set of questions that are constructed on the basis of a particular problem or situation for digging out answers with the purpose of shaping and modifying particular products or campaigns. In this form of data collection method, consumers pick the best options among the given ones, which further helps marketers to craft strategy or make a way forward to resolve or enabling new campaigns and business idea. This method can be performed in both online and offline. Nevertheless, this technique has turned into a differed one as people have become more productive and they are very unmoved when it comes to fill out a form as it takes time.

Ethnography basically refers to the system of perceiving people directly in explicit settings or area to understand their unreported behavioral pattern and unconscious qualities to predict market and understanding the behavior of the target group.

4.5 Tools ADA uses to draw out data

XACT, the data management platform ADA, consisting data of 280 million unique devices across regions, besides having the opportunity to use 20,000 monthly active apps per market ADA has been able to capture a humongous amount of mobile-first data. The data covers over 200 attributes including millions of devices, multiple telco providers, numerous operating system, apps and location information. ADA has always been focused on constantly harvesting data to enlarging their limit of their data sources. As of this time, they have spent a lot of money to keep their operations on for filling their inventories with every type of unique data that can be used to provide digital solutions. Which is why they have over 250 of data scientists, data engineers, programmers and machine learning experts across Southeast and South Asia. In Bangladesh market, they frequently track around 50 million unique Device IDs, most of them backed by the telco provider. This tool shows when a device is online, also shows its movement, also identifies unique character traits. This also sheds light on other information such as Demographics, Internet Usage Propensity, Segmented Network Users, Location and Proclivity.

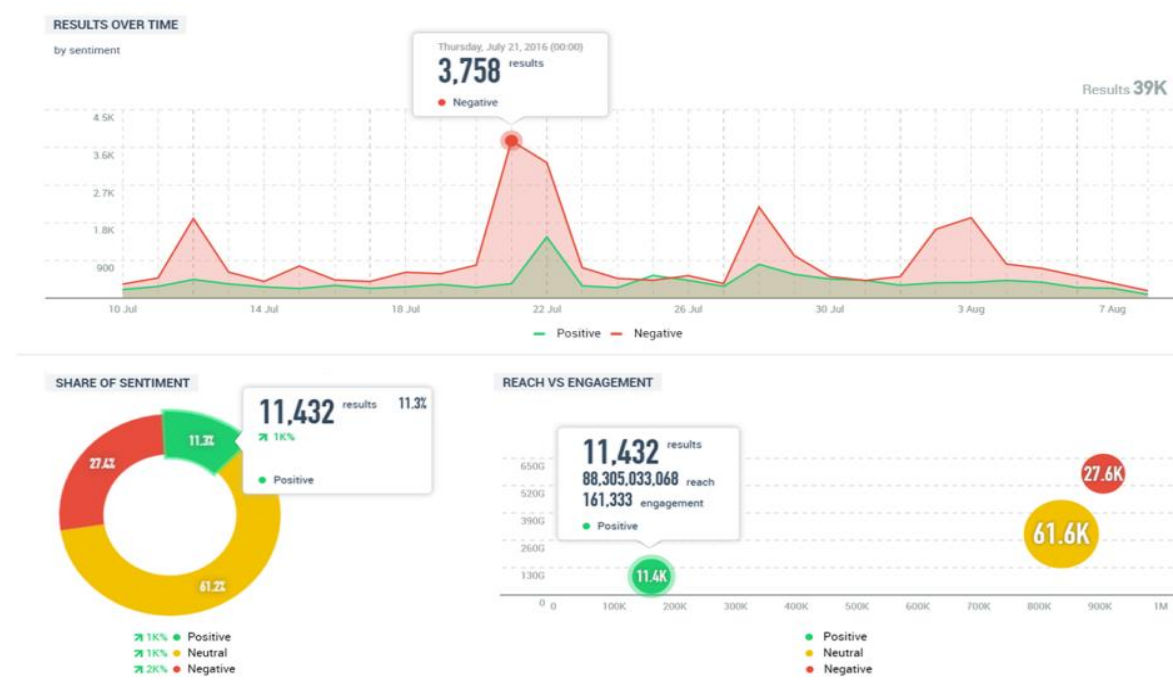


There are few interesting findings that came out from investigation on particular personas through interpreting their digital footprints, tracking their digital behaviors, monitoring footfalls on preferred locations and several other aspects that draws a picture of those buyers' journey.

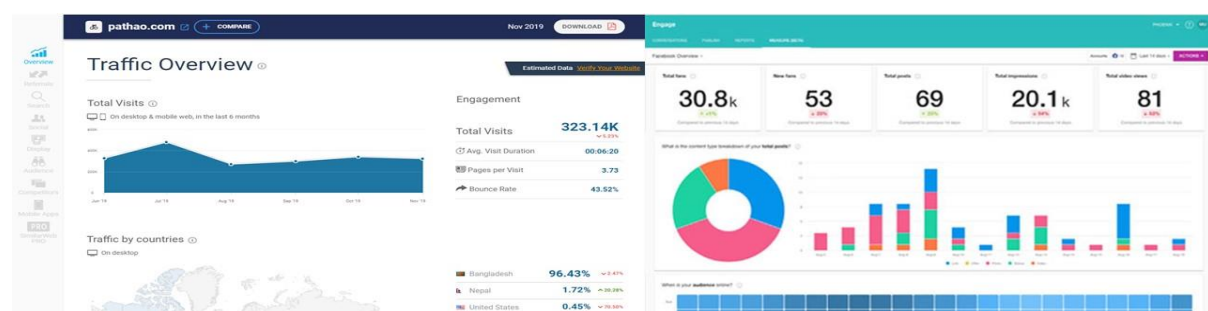
- The number of shoppers that are up for travelling more than 5km for groceries are less than 40%; and only 50% are tend to travel up to 3km.
- While making big financial purchase decisions such as buying a car at the dealership or occurring financial investments in banks, around 80% people are ready to travel up to 11km considering brand trust a key role.
- Business of food and beverages could put an impact on capturing groups to the extent of 16km, especially in Malaysia, where food culture is paramount.

Talkwalker, an online and social analytical tool that is specialized in listening, reporting and analyzing. This platform can solely analyze online participations, social media usage pattern, print and TV or Radio content in one customized dashboard. By having a global coverage of owned and earned media in 187 languages it provides results and alerts in to time and gives instant access to 2 years of historic data. They use a highly impactful advanced AI; besides it has the ability to track over 30,000 brand images using proprietary image recognition technology. It ensures one centralized data platform with data integrity. Its catch to the social media insights seamlessly facilitates the BI solutions along with creating personalized data intelligence solution by promptly including own data sets into Talkwalker platform. Most importantly it uses Social Media analytics that helps optimizing efforts through the Hootsuite Integration.

ADA utilizes this tool to track and monitor Hashtags and Campaign tracking (engagement, mention, share and reach), Sentiment analysis (Negativity and Positivity pouring factors), Image Recognition (strong reputation and secured trademark), Talkwalker combined with Google Analytics for interpreting ROI in social medias, Virality (reach of contents across web and social media platforms), Influencer Marketing (Acknowledging influencers and brand ambassadors as per industry).



Apart from these tools, ADA, on the process of calculating traffic overview and audience participation, take help from some other external tools like SimilarWeb, Likealyzer, Cruchbase etc. These tools are highly effective while calculating and evaluating Organic Traffic, Trends, SERP, ARPU and other crucial elements.



Chapter 5

5.1 Limitations of the study

Although this report highly emphasizes on the story and uses of data-driven trends in advertisement industry, not having the authority of using more intrinsic data worked as the biggest restraint while writing this report. Data, in particular, numbers for few cases could have made this report more constructive and plausible. However, using those data were against the company policy as those were confidential, and was only accessible to the employees and clients.

Apart from this, this report is highly dependent on its descriptive write-up to fulfill its purpose, and written on the basis of practical experience of advertising industry followed by some industry experts' declarations, it did not get along with any quintessential survey method and other form of research.

5.2 Learnings

It is very perceptible throughout this report that translating insights from data helps this modern setting of market trend from both clients' and marketers' end. The way this data-driven philosophy is helping shaping industries is unimaginable and pace it puts among the marketers to go an extra mile to make fulfill their consumers perceptions while facilitating them as per their interest point is somewhat incredible. In Bangladesh, ADA has been the only organization that is born from core data centric background, and operates combinedly by providing 3 services. Bangladesh holds a population of 160 million of people, and everyday internet penetration is increasing in a significant amount. So, it's not far when this all market places of this country will be tremendously dependent on digital marketing and solutions. And nothing

can be more action-packed than using data to drive conversions through ensuring groundbreaking scopes for companies and advertisers.

5.3 Conclusion

In Bangladesh, people connecting to internet is growing every minute. Access in multiple devices and participants in social media platforms are increasing in significant numbers. Nowadays, people started spending more time on the contents they see online rather than spending time on newspapers or television. Elements that used to drive consumers' purchasing decision are changing. So, the only thing that can navigate with this change is data-driven marketing approach. Triggering consumers through online contents, keeping track of their go to places, identifying their underlying interest points, then placing the advertisements upon their activities will enable them to respond more effectively. Similarly, this approach will benefit the advertisers to generate more conversions and companies to generate more revenues with ensuring a reduction in customer churn. Garnering data and utilizing them to create an ecosystem to put both customers and sellers in the winning funnel.

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