RASCASSE ANALYZES THE TRACES PEOPLE LEAVE ONLINE, AND AGGREGATES THEM INTO DETAILED AUDIENCE PROFILES

**Inputs**
- facebook
- Google
- Instagram
- Spotify
- Bing
- twitter
- WIKIPEDIA

**Proprietary Dataset**
- 25 billion datapoints analyzed per day
- Machine learning algorithms uncover audience patterns
- Cross-validation with existing data

**Client Interface**
OUR PROMISE: THE BEST CUSTOMER INSIGHTS IN THE MARKETPLACE.

You will know more about your customers than you do now – even more than they know themselves.
WHAT MAKES RASCASSE UNIQUE?

GLOBAL

• 245 countries
• 3200+ states
• 30,000+ cities
• 150,000+ postal codes
Deutschland
REACH OF RAMMSTEIN // GLOBAL

Rammstein > Countries > Worldwide Total Audience

Top 10 Total Audience

- Germany: 2,150,000
- Mexico: 1,800,000
- United States: 1,200,000
- France: 525,000
- Brazil: 375,000
- United Kingdom: 325,000
- Italy: 300,000
- Ukraine: 275,000
- Poland: 250,000
- Indonesia: 240,000

TOTAL AUDIENCE: 11,385,000
REACH OF RAMMSTEIN // USA

Rammstein > USA > States Total Audience

Top10 Total Audience

- California: 120,000
- Texas: 110,000
- New York: 62,500
- Florida: 62,500
- Pennsylvania: 55,000
- Ohio: 55,000
- Illinois: 55,000
- Michigan: 42,500
- Washington: 37,500
- Arizona: 35,000
REACH OF RAMMSTEIN // NEW YORK
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HOLISTIC
- Multiple sources
- >250,000 entities
- 25 billion data points analyzed daily
- Regular cross-validation with traditional research
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CONVENIENT

- No field time, results within days
- No restrictions in terms of “questionnaire length”
- Insights available in web-based tool, no research reports
Interest in Apple Pay among social media users in Hamburg

HAMBURG HEATMAP: SOCIAL MEDIA REACH BY ZIP CODE
RASCASSE PROJECT FLOW: RAPID AND STRAIGHTFORWARD

We jointly define the audience you would like to understand better, the areas you are most interested in (e.g., influencers, music, ...), and any specific questions you might have.

~2-5 days

We present key findings, discuss the results, and hand them over to you in a report format.

~1-7 days (depending on the number of areas– no data upload etc. required on your end)

[If you wish so]: We present key findings, discuss the results, and hand them over to you in a report format.

1-2 weeks

[If you would like to work with Rascasse data going forward]: We set up and host an online tool tailored to your needs, including rights management, and coach your team how to extract the most value from it.

~2-5 days

We make the complete audience profile available online.

[If you would like to work with Rascasse data going forward]: We set up and host an online tool tailored to your needs, including rights management, and coach your team how to extract the most value from it.

Ongoing: data updates
WORKING WITH INSIGHTS IMPROVES DECISIONS AND OUTCOMES ALONG THE MARKETING VALUE CHAIN
THANK YOU!