

Lunar New Year Audience Segments

Mobilewalla combines the industry's most robust consumer data set with deep data science and artificial intelligence expertise helping brands make more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers. Our custom Lunar / Chinese New Year (CNY) audience segments are built specifically to ensure focused engagement with your best customers and prospects during this festive time.

Our Methodology

Mobilewalla CNY audience segments are created by combining relevant app usage data with location visitation data from January-February 2020 CNY holiday season - creating highly accurate and targeted segments. Further customization is available depending on your specific campaign requirements.








Activation

Mobilewalla CNY audience segments can be activated quickly across any DSP and DMP of your choice. You may also deploy these segments in social channels including Facebook, Twitter and Instagram.

Location Visitation Attribution

Understand the effectiveness of your campaign using Mobilewalla's Location Visitation Attribution (LVA) capability. Our LVA solution helps measure the effectiveness of your mobile advertising by analyzing offline conversion. By comparing the behavior of your exposed ad recipients with a lookalike (unexposed) control group, we can calculate uplift in footfall to your stores or specific points of interest proving the return on your marketing investment.

Segment	Description
 CNY Restaurant Goers	Foodies who were frequently observed in restaurants around Chinese restaurants, Family Restaurants and restaurants around the Chinatown area.
 CNY Shoppers - Grocery	Shoppers who frequently use eCommerce, shopping and digital wallet apps for food and groceries and were observed in physical stores (Giant, Alfamart, AEON, Indomart, Fair Price, Carrefour, Transmart, Tesco, Mydin, NSK Stores, Woolworths, IGAs, Coles, Harris Farms etc.). They also consume content on recipes and menu ideas.
 Luxury Car Enthusiasts	Car users frequently seen in luxury auto shops (BMW, Mercedes-Benz, Audi, etc.), car maintenance and dealerships, including users who consume auto-related content.
 CNY Shoppers - Home	Shoppers who frequently use eCommerce, shopping and digital wallet apps for home and furniture and were observed in large physical stores (Giant, IKEA, Tesco, Informa, NSK, Depo Bangunan, Kamdar Department Store, Harrolds, David Jones, etc.) and local mom and pop shops. They consume content on household items, spring cleaning, home makeover, gardening and tools.
 CNY Shoppers - Hair & Beauty	Shoppers frequently observed in hair, nail and beauty salons and major mall locations (Pavillion, Chinatown, Mid-Valley, ION Orchard, Paragon, Sogo, Matahari, Eden Spa, The Langham, Four Seasons, etc.). They consume content on skin care, hair, nail and make-up products.

 <p>CNY High-End Fashion Shoppers</p>	<p>Shoppers frequently seen at high-end retailers (Burberry, Gucci, Prada, Louis Vuitton, Ralph Lauren, Hermes, etc.) including shoppers who consume fashion content.</p>
 <p>CNY Holiday Women's Clothing Shoppers</p>	<p>Shoppers frequently seen at women's clothing stores (Uniqlo, H&M, Zara, Editor's Market, etc.) including shoppers who consume fashion content.</p>
 <p>CNY Holiday Mall & Department Store Shoppers</p>	<p>Shoppers frequently seen at shopping malls and department stores (ION Orchard, Paragon, Takashimaya, IMM, The Shoppes, Harrolds, David Jones, etc.) including shoppers who consume fashion content.</p>
 <p>CNY Holiday Jewelry Shoppers</p>	<p>Shoppers frequently seen at jewelry stores (Pandora, Tiffany & Co, Poh Kong, Tomei, Habib Jewel, Lee Hwa, Goldheart, etc.) including shoppers who consume fashion and jewelry content.</p>
 <p>CNY Holiday Shoes Shoppers</p>	<p>Shoppers who frequently use fashion apps and are observed at shoe stores (Charles & Keith, Pedro, Jimmy Choo, ECCO, etc.)</p>
 <p>CNY Homecomers</p>	<p>Travellers who were using travel apps during the 2020 Lunar New Year period and are seen at airports, train stations and bus depots two weeks prior to CNY.</p>
 <p>CNY Holiday Travelers</p>	<p>Travellers who frequently use travel apps and were observed at local and international resort destinations like Cameron Highlands, Langkawi, Bali, etc and airports, bus terminals, and ferry jetties during CNY 2020.</p>

Ready to drive better ROI this Lunar New Year?

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