NOVUS

Real-tale.
It’s all in the details.

RETAIL COUNCIL OF CANADA
RETAIL FLYER FORUM 2019

A few words about NOVUS and our mission.

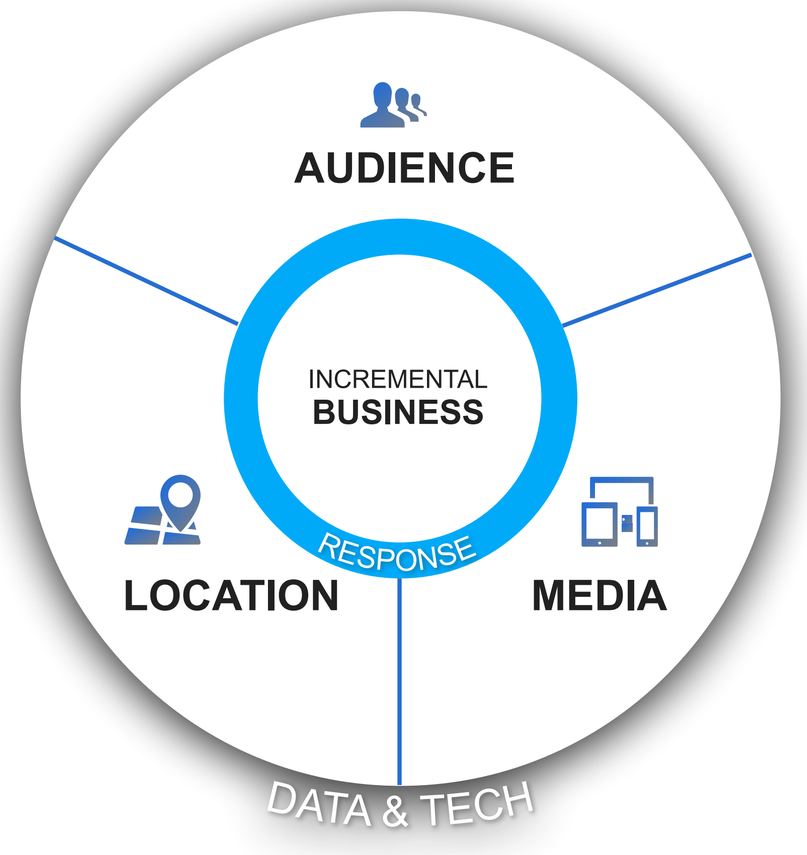
Debbie Drutz
President

A few words about NOVUS and our mission.

Bringing brands to where people live their lives.

- Geo-first approach
- Audience-centric
- Proprietary audience science
- Spatio-temporal insights
- Omni-channel activation

GPS NOVUS



Three Step Approach: (1) Plan (2) Activate (3) Measure

Step 1: Planning

- Analysis of huge data sets
- Journey-based analysis
- Home-origin analysis
- Behavioral targeting
- Spending patterns

Step 2: Omni-Activation

- Spatio-temporal programmatic DOOH & mobile
- Flyer & eFlyer
- Newspapers
- Digital
- Social

Step 3: Measurement

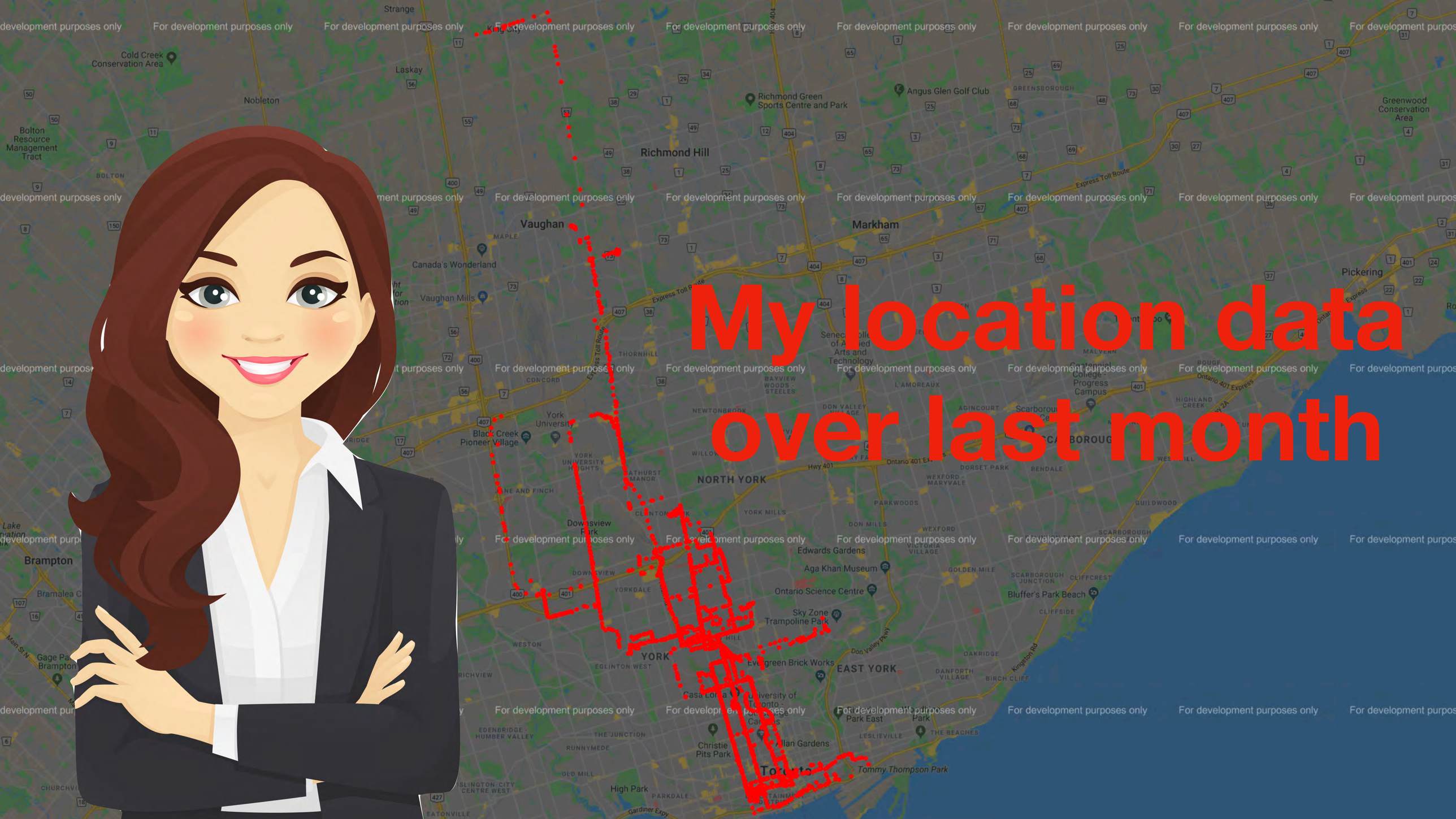
- Understand lift to in-store visitation attributed to each activation strategy
- Test and control methodology
- Prove sales incrementally

“A day in the Life of Debbie”

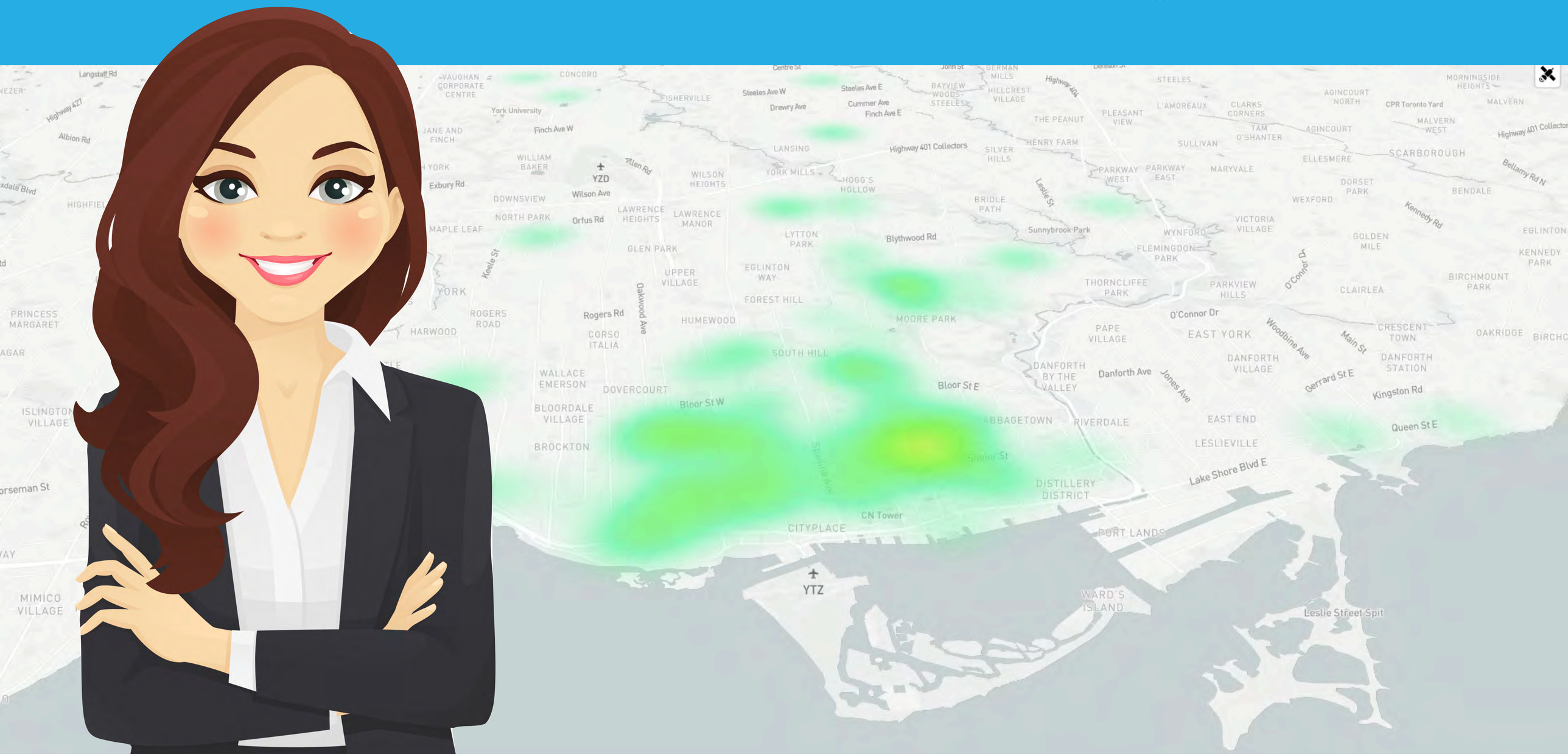
NOVUS

“A day in the Life of Debbie”

NOVUS


My location data
over last month
For development purposes only
Richmond Hill
Vaughan
Markham
Pickering
NORTH YORK
YORK
EAST YORK
Brampton
Toronto
Canada's Wonderland
Vaughan Mills
Black Creek Pioneer Village
York University
Downsview Park
Edwards Gardens
Aga Khan Museum
Ontario Science Centre
Sky Zone Trampoline Park
Evergreen Brick Works
Bluffer's Park Beach
Tommy Thompson Park
Christie Pits Park
High Park
Richmond Green Sports Centre and Park
Angus Glen Golf Club
Cold Creek Conservation Area
Nobleton
Laskay
Bolton Resource Management Tract
Greenwood Conservation Area
Express Toll Route
Hwy 401
Ontario 401 Express

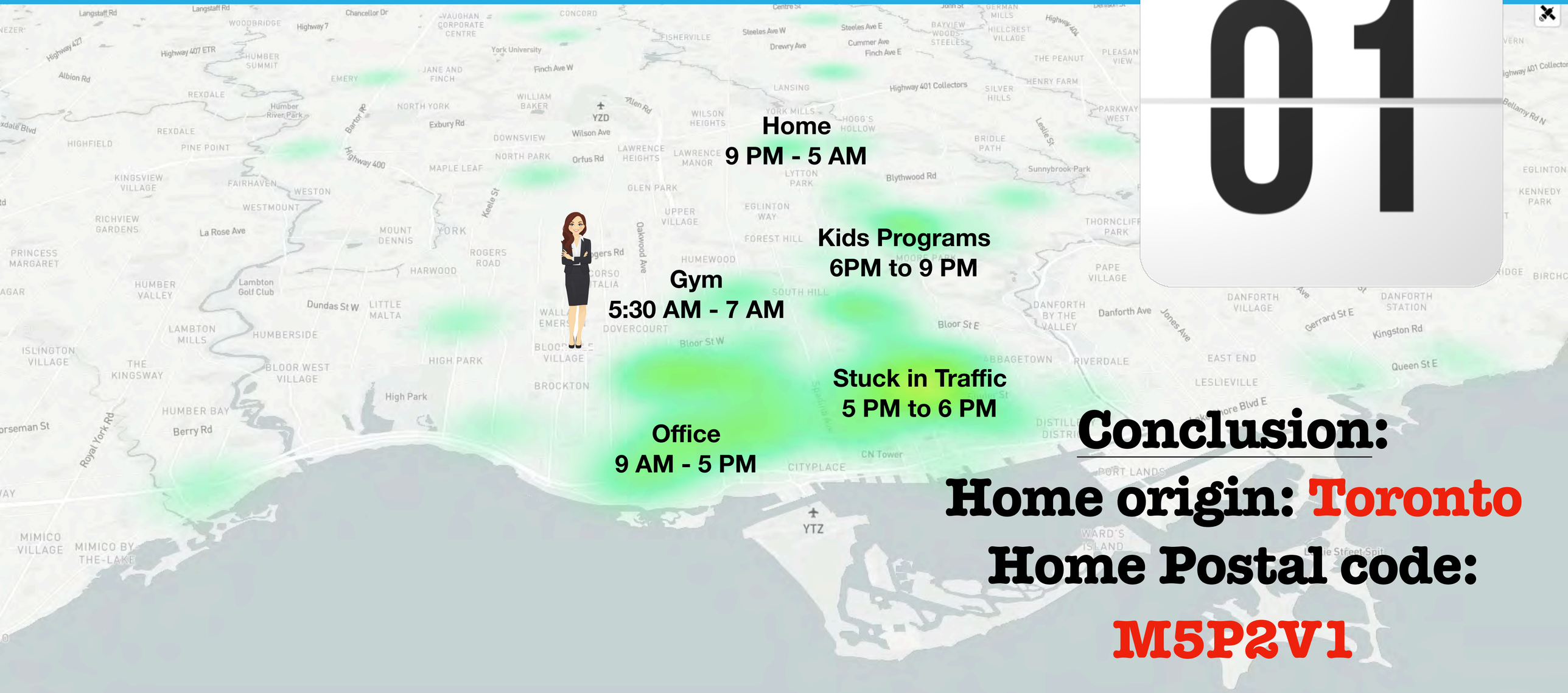
Journey Analysis and Home Origin



Journey Analysis and Home Origin

Day of Month

01



Conclusion:

Home origin: Toronto

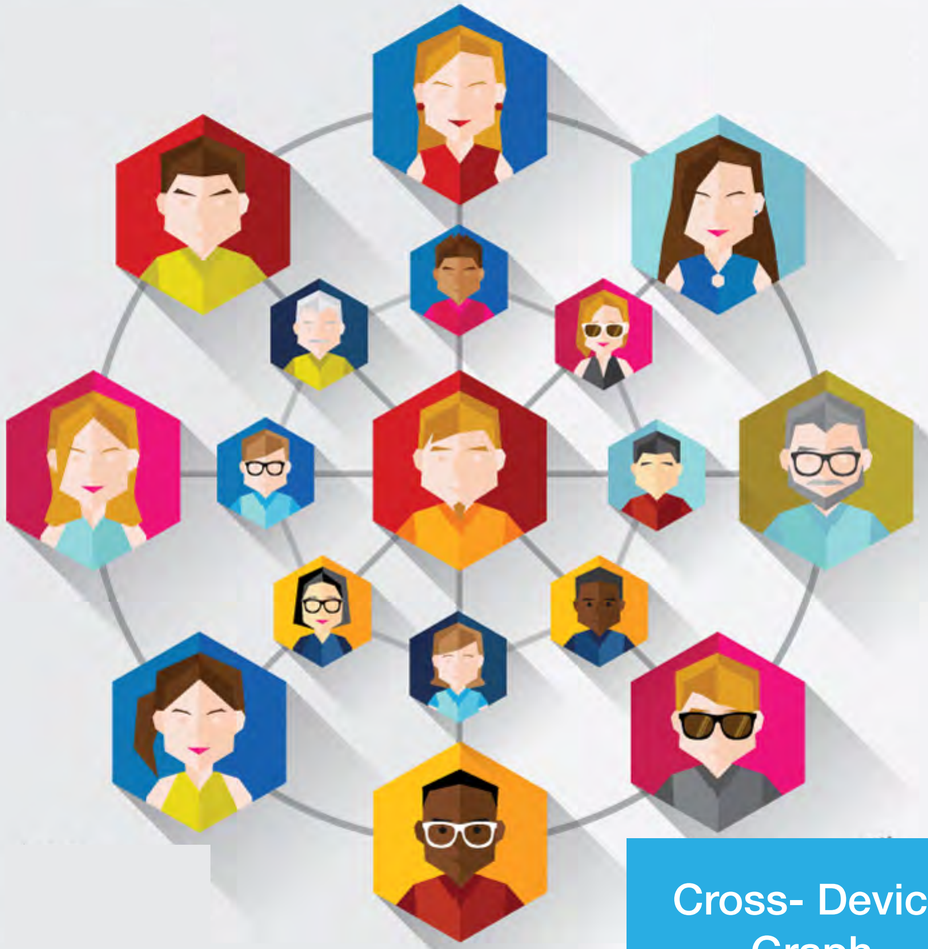
Home Postal code:

M5P2V1

From Home Postal Code to PRIZM Segments

360 View of Debbie's Behaviors

Matching Debbie to Other “Look-Alike Audiences” Via Device Graphs



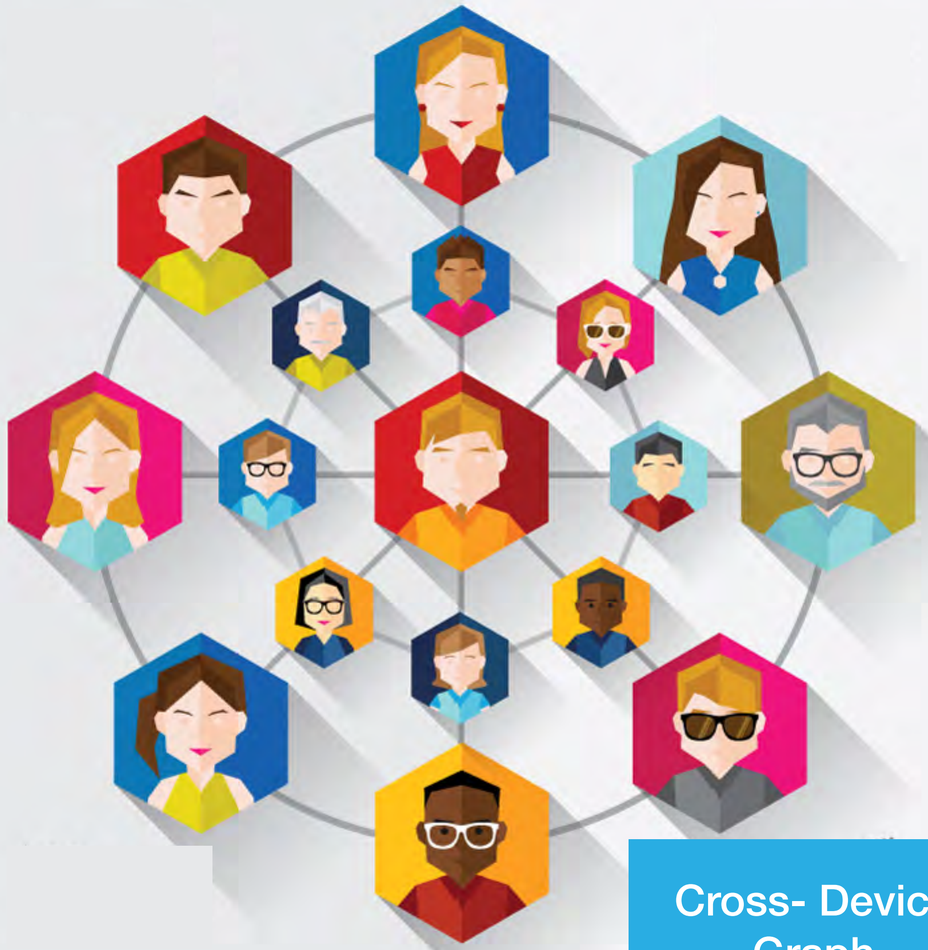
Cross- Device Graph

Similar Behaviours

Similar journeys

Similar device

Recommend Engine: Media Mix



Cross- Device Graph

GPS NOVUS

- DOOH
- Mobile
- Flyers
- E-flyers
- Digital
- Social

NOVUS

Bringing brands to where people live their lives.

NOVUS

Thank You!

debbie.drutz@novuscanada.com

RETAIL COUNCIL OF CANADA
RETAIL FLYER FORUM 2019