

## Connect Plus

### Connect consumers across the entire media ecosystem

Simmons Connect Plus is a consumer profiling and media planning tool that links over 60,000 consumer elements to detailed insights on consumers' use of 11 traditional and digital media platforms. Reach, time spent, and activity measures, including smartphone/tablet apps and website usage, are integrated with consumer brand preferences, shopping habits, opinions, lifestyles, media consumption, language preferences, and more, to provide a single-source view of your target consumers.



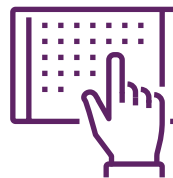
### Features



Consistent and uniform measures across activities, time spent, and reach for each of the 11 traditional, digital, and mobile platforms measured.



Easy-to-use tools and visual reports, empowering quick and efficient data analyses.



Measures app and website usage at the category and title level for smartphones, tablets, and PCs.



Links media device usage with over 60,000 rich consumer insights, including demographics, brand usage, and psychographics.

## Benefits



Develop extensive profiles of consumers' digital behavior, including smartphones, tablets, and PC-based home internet usage.



Simplify cross-platform measurement to better understand how to reach and engage consumers across all major media.



Enhance mobile and digital media planning strategies, and optimize resource allocation for precise consumer targeting.



Identify emerging digital-first apps on smartphones and tablets and profile the users of these up-and-coming apps.

## Methodology

Simmons Connect Plus is powered by a state-of-the-art digital and mobile media panel that collects online and mobile activities of opt-in panelists, such as the use of mobile apps and web behaviors, through a passive measurement app that panelists install on their smartphones, tablets, and home computers.

Because Simmons Connect Plus fuses the mobile and digital media panel with the trusted Simmons National Consumer Survey, Simmons Connect Plus delivers marketers the most complete and vivid profiles available for understanding today's mobile and digital consumer.



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