DATA DIRECT

SEA OVERVIEW

PROFILED CONSUMER COVERAGE
SOUTH EAST ASIA

INDONESIA	VIETNAM	THAILAND	SINGAPORE	MALAYSIA
211 million	**20.2** million	**24** million	**1.5** million	**19.7** million

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INDONESIA
211 MILLION

General Personal Information

Data Attributes	Percentage Coverage of 122 Million Records
Unique ID	100
URN	100
Title	95
Forename	90
Other Name	80
Surname	100
PO Box	3
House/Flat No.	80
House/Flat name	80
Street 1	92
Street 2	93
Locality	90
City/Town	95
State/Province	98
Country	100
DOB	78
Email	42
Mobile Number 1	89
Mobile Number 2	78
Data Source	100

Financial Information

Data Attributes	Percentage Coverage of 122 Million Records
Home owner	19
Renter	15
Motor Vehicle	11
Motor Vehicle Finance	9
Credit Card	18
Credit Card Level	18
Bank Balance Range	31
Frequent Flyer status	6
Retail loyalty card	4
Retail loyalty card level	3
Monthly retail card spend	3
Employment Status	28
Job Title	21
Employer	18

Lifestyle Information

Data Attributes	Percentage Coverage of 122 Million Records
Lifestyle spend - Health	63
Lifestyle spend - Music	58
Lifestyle spend- Fashion	32
Lifestyle spend- Technology	37
Lifestyle spend- Arts	4
Lifestyle spend - Travel	21

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VIETNAM
20.2 MILLION

Data Attributes	Percentage
Unique ID	65
URN	100
SSN/ITN	0
Title	95
Forename	90
Other Name	80
Surname	100
Suffix	0
Previous Name	0
Name Changes	0
PO Box	3
House/Flat No.	80
House/Flat name	80
Street 1	92
Street 2	93
Locality	90
City/Town	95
State/Province	98
Post Code	11
Country	100
DPS (Delivery Point Suffix)	0
DOB	80
DOB Actual or Derived	14
Date at Address Start	17
Date at Address End	80
Previous Address	10
Email	45

Data Attributes	Percentage
Telephone Number	26
Telephone Mobile	95
Deceased Indicator	0
Data Source	100
Home owner	11
Renter	16
Motor Vehicle	7
MV Finance	5
Credit Card	4
Credit card level	2
Retail Card	14
Lifestyle spend - Health	10
Lifestyle spend - Music	15
Lifestyle spend- Fashion	17
Lifestyle spend- Technology	22
Lifestyle spend- Arts	6
Lifestyle spend - Pets	2
Lifestyle spend - Travel	23
Employment Status	24
Job Title	19
Employer	7
Monthly retail card spend	6
Passport Number	11
ID Card Number	9
Online Purchase Frequency	19
Device ID	4
Email	45

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THAILAND **24 MILLION**
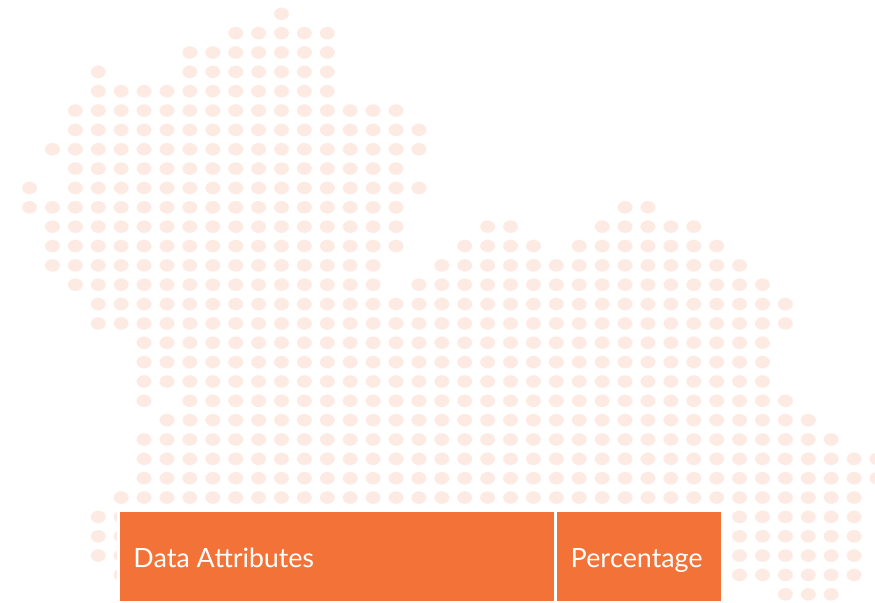
Data Attributes	Percentage
Title	100
Forename	100
Other Name	55
Surname	100
Suffix	65
PO Box	0
House/Flat No.	80
House/Flat name	80
Street 1	80
Street 2	80
Locality	80
City/Town	80
State/Province	64
Post Code	10
Country	100
DOB	35
Email	48
Telephone Number	15
Telephone Mobile	77
Passport Number	5
ID Card Number	12

ADDITIONAL FIELDS

Data Attributes	Percentage
Home owner	11
Renter	5
Number of people in household	13
Motor Vehicle	18
MV Finance	15
MV Finance Level	12
Credit Card - yes / no	22
Credit card level	15
Credit card type	5
Debit card holder	8
Type of debit card	4
Bank account yes /no	22
Bank account amount	4
Retail Card	0
Frequent Flyer Card holder	0
Frequent flyer level	0

Data Attributes	Percentage
Lifestyle spend - Health	65
Lifestyle spend - Music	73
Lifestyle spend- Fashion	35
Lifestyle spend- Technology	12
Lifestyle spend- Arts	7
Lifestyle spend - Pets	2
Lifestyle spend - Travel	28
Employment Status	22
Job Title	7
Employer	0
Income	15
Device ID	5
IP address	5
Type of device	9
Smartphone yes / no	18
Brand smartphone	6
Social Media account holder	33
Type of social media	0
Frequency of social media use	0

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SINGAPORE
1.5 MILLION

Data Attributes	Percentage	Data Attributes	Percentage
Unique ID	100	Telephone Mobile	88
URN	100	Data Source	100
SSN/ITN	0	Home owner	16
Title	95	Renter	22
Forename	100	Motor Vehicle	2
Other Name	32	MV Finance	1
Surname	100	Credit Card	12
Suffix	0	Credit card level	7
Previous Name	0	Retail Card	9
Name Changes	0	Lifestyle spend - Health	33
PO Box	3	Lifestyle spend - Music	21
House/Flat No.	75	Lifestyle spend- Fashion	28
House/Flat name	75	Lifestyle spend- Technology	17
Street 1	82	Lifestyle spend- Arts	9
Locality	92	Lifestyle spend - Pets	0
City/Town	92	Lifestyle spend - Travel	21
Post Code	88	Employment Status	34
Country	100	Job Title	20
DOB	67	Employer	11
Date at Address End		Monthly retail card spend	5
Previous Address	8	Online Purchase Frequency	14
Email	55	Device ID	11

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MALAYSIA
19.7 MILLION

Data Attributes	Percentage	Data Attributes	Percentage
Unique ID	100	MV Finance	6
URN	100	Credit Card	13
SSN/ITN	0	Credit card level	0
Title	100	Retail Card	19
Forename	94	Lifestyle spend - Health	26
Surname	94	Lifestyle spend - Music	27
PO Box	3	Lifestyle spend- Fashion	33
House/Flat No.	81	Lifestyle spend- Technology	12
House/Flat name	81	Lifestyle spend- Arts	8
Street 1	81	Lifestyle spend - Travel	31
Locality	92	Employment Status	44
City/Town	92	Monthly retail card spend	15
Post Code	88	Online Purchase Frequency	31
Country	100	Device ID	21
DOB	73		
Previous Address	11		
Email	84		
Telephone Mobile	91		
Data Source	100		
Home owner	21		
Renter	31		
Motor Vehicle	13		

ACTIVATION
CASE STUDIES

DATA DIRECT

SINGAPORE AIRLINES

Challenge:
Launch Singapore Airlines first ever online video campaign.

Brief:
Extend targeted reach to global viewership across social media platforms predominantly You Tube using database and online influencers.

Markets:
Singapore, Australia, Malaysia, South Korea, Japan

Across the World with the Singapore Girl

546,197 views

THE RESULTS - 5 VIDEOS
50 Million Edm Sent
12 Travel Bloggers Engaged
4,22,000 Video View

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JOHNNIE WALKER

Challenge:
Deliver superior targeted viewership across Malaysia to support a video campaign of JW F1 mini series.

Brief:
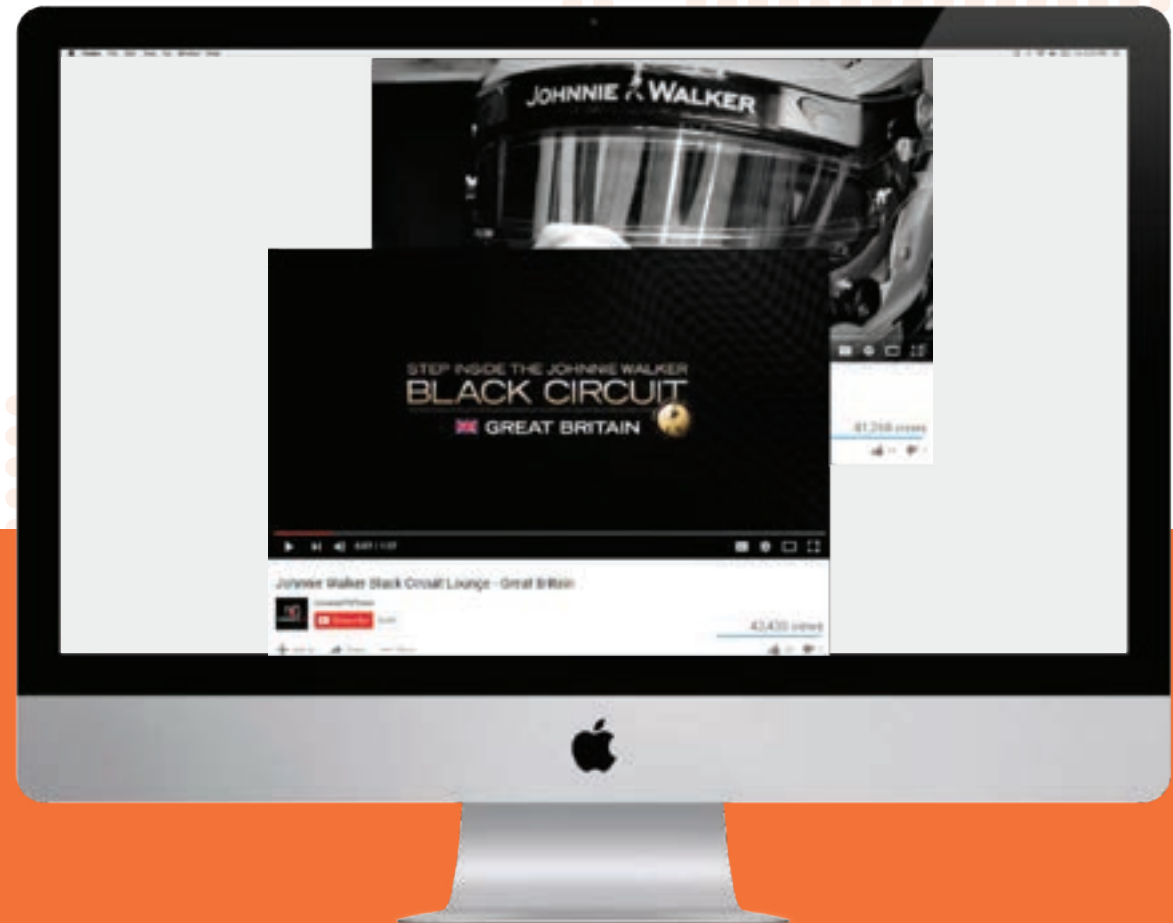To leverage the sponsorship of Johnny Walker and formula 1 GP in Malaysia.

Markets:
Malaysia, Singapore

THE RESULTS
110 Comments On Video
1,061,014 Views On Youtube
2,000,000 Edm Sent
340,000 Facebook Audience
100,000 Non Skippable Youtube Plays (Pre Rolls)

- ENGAGING DESIGN
- AUTOMATION
- SOCIAL MEDIA
- SERIES

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PRESIDENTIAL ELECTION

Challenge:
Prabowo Subianto – Gerindra Party

Brief:
The Gerindra party had an extensive around the clock social media team consisting of over 60 workers. There aim was to target viewers on You Tube as they were viewed as potential swinging voters due to the audience demographic.

Markets:
Indonesia

WHAT WE DELIVERED
Social media marketing and audience sourcing for videos produced by the Gerindra Party.
Managed audience feedback and online commentary around the content.
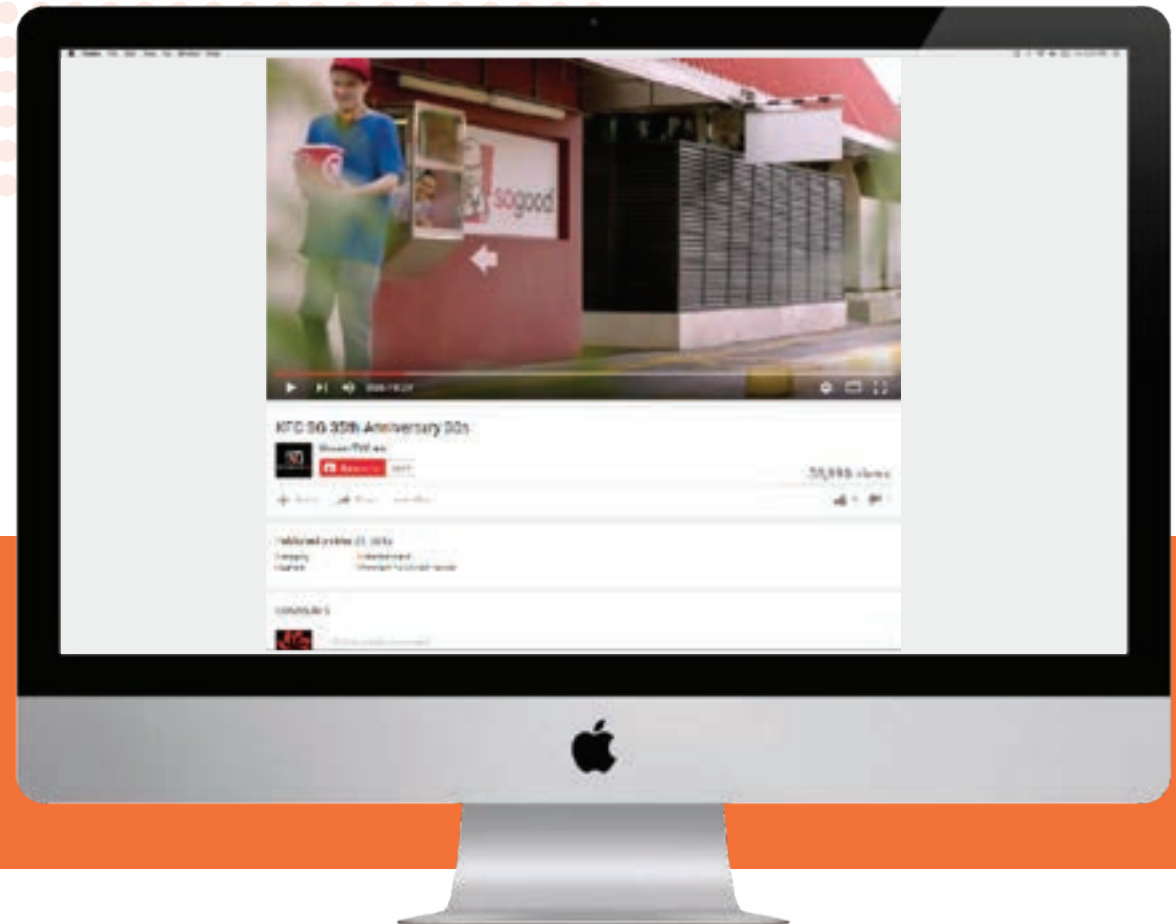Our local opt-in SMS and email database.
Total views – 60 million plus.

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KFC

Challenge:
Tightly targeted demo, custom audience

Brief:
Celebrating 35 years in Singapore.

Markets:
Singapore

THE RESULTS
100,000 EDM SENT
60,000 FACEBOOK AUDIENCE
54,000 NON SKIPPABLE YOUTUBE PLAYS
 (PRE ROLLS)

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SOME OF **OUR CLIENTS**