

## CASE STUDY

# Evaluating Digital Marketing Technologies to Empower a Tech Company to Monetize its Data Assets

The Client was a leading technology company based in Asia that was mainly focused on the research and development of digital hardware products.



### The Challenge:

The Client had built a large database of retail consumers from previous experiences with retail marketing companies. With additional access to more data, they came to PreScouter to assess:

- The potential of building in-house marketing capabilities
- The potential of selling data and data analysis services as a product to retailers

Specifically, the goal of this engagement was to understand the state of the art for predictive analytic technologies using telecommunication data for retail omnichannel marketing platforms. The key questions the Client needed answered were:

- How do companies monetize their data?
- Who are the major players?
- What kinds of data are useful?
- How much value can the Client generate from selling data and analytical services?



## Methodology:

To meet the Client's challenge, PreScouter recruited a multidisciplinary research team composed of PhDs, engineers, postdoctoral fellows, and PhD candidates from PreScouter's global network of Advanced Degree Researchers (ADRs).

PreScouter began with assessing the potentials by searching for players in the related market. The PreScouter team looked at three kinds of organizations: telecommunication companies, startups, and research institutes. For each organization, PreScouter focused on the technologies they used and the kind of data they had.

The PreScouter team then learned how these companies monetized their data and what value they generated, using both primary and secondary research to gather information from published reports and to reach out to key players.

Finally, PreScouter summarized the business models and provided an overview of the market, reviewing all data available and sketching out their findings, which included such factors as market segmentation, growth rate of each segment, key technology used, and pros and cons of each technology. By doing this, PreScouter was able to answer the Client's questions point by point.



## Results:

Following PreScouter's stage-gate process, 3 Intelligence Briefs were presented to the Client via 3 formal Client meetings. At the end of the project, all the findings were presented in 1 report of over 80 pages that included the following:

- 45+ companies and platforms along with their key technologies
- 10+ report and analysis research article summaries, giving the Client a market overview
- 36 technical leaders in different niche areas and their contact information, provided for the purpose of outreach

With the information collected, PreScouter did an in-depth analysis and presented the key insights about the digital market for retail consumers in **7 market segments**, including the revenue flow and market size, key technologies used, and sources of data for each segment. A trend analysis of the **top 3 segments**, with quantitative data and conceptual insights, was also presented in order to show potential opportunities to the Client.



# Impact of PreScouter work

PreScouter presented a comprehensive evaluation of digital marketing technologies and how to utilize big data. According to the Client, this project provided a solid foundation for them to make a strategic decision to monetize their data assets.



Explore how PreScouter can help solve your innovation challenges. Contact us [here](#) or email us at [solutions@prescouter.com](mailto:solutions@prescouter.com) directly.

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# Clients Rely On PreScouter For

✓ COMPETITIVE INTELLIGENCE

✓ TECHNOLOGY & PATENT LANDSCAPING

✓ TECHNOLOGY ROADMAPING

✓ MARKET RESEARCH & ANALYSIS

✓ TRENDS MAPPING

✓ REVIEW BEST PRACTICES

✓ PATENT COMMERCIALIZATION STRATEGY

✓ DATA ANALYSIS & RECOMMENDATIONS

✓ ACQUIRE NON-PUBLIC INFORMATION

✓ SUPPLIER OUTREACH & ANALYSIS

✓ CONSULT WITH INDUSTRY SUBJECT MATTER EXPERTS

✓ INTERVIEWING COMPANIES & EXPERTS

## WE CAN ALSO DO THE FOLLOWING

- ✓ **CONFERENCE SUPPORT:** Attend conferences of interest on your behalf.
- ✓ **WRITING ARTICLES:** Write technical or more public facing articles on your behalf.
- ✓ **WORKING WITH A CONTRACT RESEARCH ORGANIZATION:** Engage with a CRO to build a prototype, test equipment or any other related research service.

*For any requests, we welcome your additional questions and custom building a solution for you.*