



PASSIVE METER

WE GET YOU BEHIND THE SCREENS.

What is Passive Metering?

Passive Metering collects reliable, high quality digital behavioural data of consumers.

Using a single-source panel, TEG Rewards passively collects cross-device user behavioural data and panelist demographics without the limitation of publishing networks.

Analyse and discover new insights such as:

- Usage and engagement
- Competitive intelligence
- Campaign lift
- Cross-device audience measurement
- Consumer interest profiling
- Discovery, acquisition, retention

What types of data does it collect?

Types of digital behavioural data collected includes:

- Device type, model and network
- URL visitation
- App usage
- Phone activity
- Desktop search terms
- Interests (Sports, Finance etc)

The software is available for devices that run Windows, Mac, iOS and Android across personal computers, smartphones and tablets.

WEBPAGES

Get the viewed webpages on personal computers, smartphones and tablets.

SEARCH TERMS

See the search behavior on personal computers and mobile Android devices.

MOBILE APPS

Know which applications are used on smartphones and tablets.



Don't guess. Know. Get in touch today.
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