

Singapore invests in tools to help marketers zoom in on shoppers

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Shoppers seen inside Raffles City Shopping Centre on May 1, 2012. It is now possible to pin shoppers down to the minute detail like the fact that Canadians visiting Singapore tend to congregate in Tanglin Mall. --ST PHOTO: NEO XIAOBIN

By Grace Chng, Senior Correspondent, News Analysis

Welcome to the new world of marketing, in which it is now possible to pin shoppers down to the minute detail.

Like the fact that Canadians visiting Singapore tend to congregate in Tanglin Mall.

This is made possible as a result of information mined from customers' use of smartphones, pay TV, broadband and fixed phone lines.

The information is generated from data collected and analysed in two major research projects that was launched today by Deputy Prime Minister Teo Chee Hean at the Singapore Management University.

Mr Teo, who is also the chairman of National Research Foundation, said that the data collected will help companies generate insights to refine their marketing strategies and product development.

The two projects, LiveLabs and SmartHub, will receive an investment of \$50 million from StarHub, SMU and the National REsearch Foundation.

SMU will undertake the five-year LiveLabs research that focuses on building the technologies to collect efficiently and accurately mobile subscriber technology.

StarHub will lead the three-year SmartHub research to help companies analyse data collected from its subscribers.

All data collected by SMU and StarHub will be kept anonymous to preserve customer privacy.