COMMB Expands Insights Suite with the New Shoppers Dashboard

New free resource that helps users explore shopper audiences across retail, demographics, media consumption, place affinity and mobility

PRESS RELEASE

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COMMB has launched the Shoppers Dashboard, the second tool in the COMMB Insights Suite, a set of free resources designed to help advertisers, agencies, planners, buyers and media owners make more informed OOH (Out-of-Home) planning decisions.

Following the launch of the Media Insights Platform, the Shoppers Dashboard gives users another way to explore audience insights. Users can browse prebuilt audiences created by COMMB or build custom audiences using demographics, retail behaviour, media and mobility filters. They can then explore insights across retailers, retail habits, place affinity, media consumption and mobility. Alongside the breadth of views, users can also look at respondents' Out-of-Home habits, frame of mind when outside of the home, and more. The dashboard is designed to help users understand shopper audiences in greater depth and bring that context into OOH planning before entering COMMB's ROADMAP planning tool. Users can also save, export and share their findings.

Together, COMMB's Media Insights Platform and Shoppers Dashboard offer a broader view of how audiences engage with media and make purchasing decisions. The Media Insights Platform helps users understand how specific audiences engage with OOH alongside other channels, including their attention, actions and exposure to campaigns. The Shoppers Dashboard adds a closer look at Canadian consumers' shopping habits and attitudes. Used together, the tools can help advertisers, agencies and media planners connect audience and media insights with shopper behaviour—informing more relevant media strategies and helping identify where OOH can play a role in the path to purchase.

Lindsey Talbot, President of COMMB, says, “with the Shoppers Dashboard, we’re continuing to build the COMMB Insights Suite into a resource the entire industry can access at no cost. Shoppers are on the move, and OOH reaches them in the moments that matter most along the path to purchase. This tool helps advertisers and agencies connect those dots with data they can explore, save and shar

The Shoppers Dashboard draws on the BrandSpark Canadian Shopper Study, among Canadian residents aged 18 and older who had primary or shared responsibility for household shopping. Results were weighted by gender, age and region, with a total sample of 2,000 respondents. Additional waves of research are planned for 2027 and 2028 to make the dashboard even more robust.

To view the Shoppers Dashboard, click here.

About COMMB:
COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

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