MMA Industry Programs Overview Mid-Year 2016

SUPPORTING THE GROWTH OF MOBILE MARKETING

MMA programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership. The work of many of the programs results in guidelines and best practices.

Program Topics Include:

Attribution Analysis	Currency Measurement	Internet of Things	Location
Mobile Games	Mobile Messaging	Mobile Native Advertising	Mobile Programmatic
Mobile Shopper Marketing	Mobile Video	Privacy	Research Council *- In Development -*

Employees of member companies are eligible to participate in MMA Programs. If you would like to join a program, or if you'd like to start one to address a particular mobile initiative that is not currently being addressed, email **Leo Scullin** at **committees@mmaglobal.com** to learn how to build a strategically grounded initiative.

www.mmaglobal.com/programs

MMA Industry Programs Overview
Mid-Year 2016

ATTRIBUTION ANALYSIS

Topic Overview
Attribution analysis is probably the most important and challenging aspect of conducting mobile marketing campaigns. With numerous media paths within mobile itself, brands, agencies, analytics firms and sellers of all media, are all grappling with the question "how did my mobile spend work?"

MMA Program
Attribution Analysis Institute

Member Sponsors
Tune - MMA Strategic Partner

Program Leadership
Amit Shah - 1-800-Flowers, MMA NA Board Member and Co-Chair.

Current Projects
The MMA NA Board level Attribution Committee worked with Deloitte to help outline the roadmap for the development of the MMA Attribution Institute. Phase One of that effort is complete, so new plans are being formulated for Phase Two.

Future Direction
This is a multi-year endeavor that will spread to the rest of the MMA membership once the MMA NA Board plan is further along, sometime during Phase Two. We fully expect this initiative to become a repository of best practices and current thinking about various methodologies at work in mobile.

Member Participation
Members can join the Attribution Analysis Program and will be informed of kick-off efforts *after* the MMA NA Board Committee determines the direction of Phase Two, sometime in the second-half of 2016.

MMA Industry Programs Overview Mid-Year 2016

## ① CURRENCY MEASUREMENT

Topic Overview

Having accepted, standardized methods of counting advertising impressions on the web and in app seems like a forgone conclusion, since the guidelines were released in 2013. But, the ongoing challenges of brand safety, viewable ads, ad fraud and non-human traffic (bots) have the potential to undermine the entire ad tech eco-system unless industry addresses all of this.

MMA Program

MMA Currency Committee (Advertising Viewability). MMA members work across the industry, especially with the Media Rating Council (MRC) and other trades, to update and enhance industry standards and best practices so that mobile continues to offer the highest possible value to advertisers.

Current Projects

After the Media Rating Council issued the Guidelines for Public Comment on April 1, 2016, they have now released *Mobile Viewability Ad Impression Measurement Guidelines Final Version 1.0.* The criteria established in this document will provide a path by which organizations that do comply with the guidance noted herein can become accredited. Any organization that was granted accreditation by MRC for mobile viewability measurement prior to the final completion of these guidelines is required to substantially comply with the final mobile viewable impression measurement requirements within 90 days of final issuance of these guidelines or accreditation will be removed.
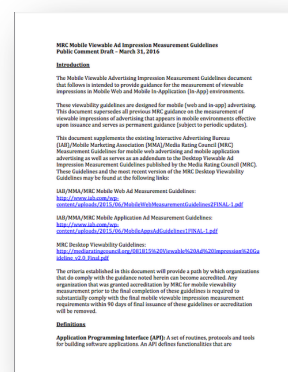
Future Direction

The MMA Viewability Working Group has been organized to work directly in conjunction with the MRC's larger working group. *The MMA is working with the MRC to clarify the value of a mobile viewable impression and how the criteria is applied in ad campaigns. For more details contact leo@mmaglobal.com.*

Member Participation

Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

INTERNET OF THINGS

Topic Overview

MMA Internet of Things (IoT) Incubation Council brings together various experts in the IoT, marketing and technology fields and will examine the impact that IoT technologies, such as wearables and connected products, will have on marketing and change the way brands create products and services to interact with consumers.

MMA Program

Internet of Things Incubation Council and the Connected Objects Working Group

Program Leadership

Richard Ting, EVP and Global Chief Experience Officer at R/GA, Committee Co-Chair

Current Projects

Connected Objects Working Group – Co-Chaired by Lauren Moores of Dstillery and Patty Britton of Thinfilm. Building on the Strategic Framework, outlining the goals and plans for this group, the group is focused on helping brands articulate and support a value proposition that both brands and consumers can relate to.

Using a "Why-What-How" framework that was circulated, the group agreed to prepare and send to MMA current use cases, with or without named brands, so we can discuss what is the value proposition, and what the implications are for both consumers and brands. This effort should result in a white paper and webinar later this year**.**

Future Direction

MMA members are welcome to join in this ongoing examination of the emerging consumer engagement opportunities inherent in the IoT space.

Member Participation

Join R/GA, Dstillery and Thinfilm and many others as we explore the new possibilities in mobile marketing that IoT enables.

LOCATION

Topic Overview

Location may be the single most important aspect of mobile marketing and the MMA has the strongest program of initiatives to support this notion. This committee is promoting, examining and assessing all aspects of location in mobile marketing, and the reception is phenomenal. Heavily downloaded papers and presentations, well-attended webinars, and a constant drumbeat of issues and efforts make this the most active MMA area by far.

MMA Program

Location Committee and Working Groups, including:

- **Advertising** (Co-chaired by Jonathan Lenaghan of PlaceIQ and Jeanette Jordan of Factual); preparing a white paper on the use of location data for customizing advertising content; due in early August.
- **In-Store Proximity** in mobile marketing (Co-chaired by Gary Singh of Zebra Technologies and Kevin Hunter of InMarket); preparing a white paper on how brands can work with retailers to envision and deploy mutually beneficial proximity approaches that help the consumer, the brand and the retailer
- **Location Data Accuracy** working to attain industry support for more transparency and smarter use of location data (Co-chaired by Michael Lieberman of tenthavenue and Monica Ho of xAd);
- **Location-Based Advertising Measurement** working group, along with the Media Rating Council, are developing guidelines that are intended to establish and document good practices of measurement; improve practices and disclosures used by practitioners; and also provide education to users of location-based measurement data from all segments of the Industry. This effort includes developing a standard methodology for **counting foot-traffic** generated in offline locations (led by Eddie Smith of PlaceIQ). Monthly meetings are now being held, and draft guidance should be issued by late 2016.

Member Sponsors

xAd – MMA Strategic Partner

Program Leadership

Monica Ho, xAd and Vikas Gupta, Factual

Current Projects

Location Research the MMA is facilitating a study to gather data on how marketers are currently using location data for mobile advertising, how they select data partners and how they plan to use it in the future. With Factual as the primary sponsor, 10 other member companies are co-sponsoring the study, and results are expected in early September.

In-Store Proximity Working Group This group developing a white paper that addresses *Mobile In-Store Proximity Strategies for Brands and Retailers*, which will discuss how brands can work with retailers to envision and deploy mutually beneficial proximity approaches that help the consumer, the brand and the retailer.

Advertising Working Group is creating compelling content on the timely topic of using of location data for customizing advertising content. This whitepaper will demonstrate how coupling creative with location data will drive better advertising ROI. It will also offer industry best practices and case studies from top brands in Finance, Retail, CPG and Technology.

Location Data Accuracy WG continues to explore how location data can be better evaluated in advance of advertising campaigns, particularly location data provide by publishers into the ad bid request. We also need to keep educating the market on how to best use the data.

Future Direction

Addressing the challenges facing brands when it comes to understanding and using location data to drive mobile marketing efforts is the primary driver of the MMA efforts. While the MMA is working with the MRC to develop **Location-Based Advertising Measurement Guidelines**, it is incumbent on all practitioners in this space to participate here. *Establishing advertising measurement guidelines is essential to a robust and successful mobile marketing ecosystem. The collaboration required ensures that these guidelines are fully informed as they will be applicable to all players in the space. Once the consensus is achieved, marketplace adoption of these guidelines will be critical in generating the trust and reliability that marketers demand from their partners.*

Member Participation

Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

▶ MOBILE GAMES

Topic Overview
The mission of the Mobile Games Program of the MMA is to explore how brands and marketers can best connect with consumers in this unique environment, keeping the attention on providing a positive consumer experience that adds value to the entire ecosystem. The program will focus on best practices for driving consumer engagement, conversions and brand uplift through sponsored content, native ads, value-exchange ads, contextual ads and more.

MMA Program – NEW June 2016 Launch
Mobile Games Committee

Program Leadership
Tapjoy (tbd) & TBD

Current Projects
The primary goals of the Mobile Games Program are twofold:
1) Educate brands, agencies and industry players on the true potential of mobile games to reach and connect with a broad array of consumer audiences; 2) Establish best practices for engaging mobile gamers in native, contextually relevant ways

Initial Issues to Confront
Today, the stigma around mobile games is beginning to fade, but there remain two critical issues we must still address education:
1) around the best practices for advertising within mobile games, because if done incorrectly advertising can have an adverse affect on campaign goals, and; 2) on who the mobile gaming audience is, including their demographics, psychographics and behavioral characteristics.

Future Direction
First 3 months: planning, building support, signing up key participants
Months 3 – 6: building content, executing first tactics
Months 6 – 9: Expanding content, continuing momentum

Member Participation
The initial outreach for members to join this program will include Marketers, Enablers, Sellers and Agencies. Any MMA member who wants to get involved with shaping and advancing the agenda should contact us at committees@mmaglobal.com.

MOBILE MESSAGING

Topic Overview
The MMA is refreshing this effort and we will make the renewed focus of the committee all about educating the marketers on all aspects of messaging. This guidance should be all encompassing and include text (SMS, MMS) as well as push messaging. The key learning agenda will be to educate marketers on the role and value of integrating mobile messaging components in the mix.

MMA Program
Mobile Messaging Committee

Program Leadership
Cheryl Sanders of Vibes Media & TBD

Current Projects
With the renewed focus, the first order of business will be to establish an updated Strategic Framework around the new learning agenda.

Future Direction
Mobile messaging is no longer a standalone as "the mobile strategy" but its success is best demonstrated within the mobile marketing mix, so we are seeking more and ongoing proof points for this story.

Member Participation
Any MMA member who wants to get involved with shaping and advancing the agenda should contact us at committees@mmaglobal.com

MOBILE NATIVE ADVERTISING

Topic Overview
Defined: "native advertising is a mobile advertising method in which the advertiser attempts to gain attention by providing content in the context of the user's experience. Native ad formats match both the form and function of the user experience in which it is placed." This effort is intended to make this ad format both viable and valuable to brand marketers.

MMA Program
MMA Mobile Native Advertising Committee

Member Sponsor
InMobi – MMA Strategic Partner

Program Leadership
Bob (Babak) Bahramipour, InMobi and Francis Larkin, Pinterest

Current Projects
With new leadership in place, the entire committee and industry is interested in how to be successful with mobile native video. A framework has been established outlining the 4-5 critical areas to be concerned with, including: Content, Distribution, User Experience/Execution Behavior and Measurement

Future Direction
We will probably produce the content on mobile native video in serialized fashion, starting with Content and User Experience, so as we begin to issue guidance we welcome additional inputs to the process.

Member Participation
Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

MOBILE PROGRAMMATIC

Topic Overview

The MMA and Committee leadership have an agenda that addresses targeting and transparency in mobile programmatic. The Committee created an interactive tool called the Programmatic Navigator, with versions for both Brand Marketers and Publishers, to help better understand the targeting techniques and supporting analytics in the mobile environments

MMA Program

Mobile Programmatic Committee

Member Sponsors

DataXu – MMA Strategic Partner

Program Leadership

Priti Ohri from DataXu, with co-chair support from Alysia Borsa and Chip Schenck of Meredith

Current Projects

Educating on cross-device tracking/methodologies and the associated value it provides to mobile programmatic through better mobile attribution and frequency management, etc. This will manifest itself as a short animation that neatly explains the subject. We will also prepare a short paper that summarized the story told in the animation.

Future Direction

While addressing targeting and transparency and data control challenges, the committee will then seek to address improving the value of mobile in the programmatic market and cross platform creative issues.

- Quality issues in mobile programmatic, e.g. fraud, viewability etc.
- Transparency issues in mobile programmatic, e.g. data sources and validation

Member Participation

Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

🛒 MOBILE SHOPPER MARKETING

Topic Overview
Shopper marketing has evolved from sales promotion, coupons and incentives to a data-driven embrace of consumer touchpoints along the path to purchase. Online behavior and eCommerce upped the ante, as consumers have come to expect personalization and custom attention form brands and retailers. Mobile is creating another paradigm shift as consumers manage all aspects of their lives via their mobile device. MMA launched this program with a March 10th webinar featuring Matthew Parry, Senior Director Shopper Marketing, at Walmart.

MMA Program
Mobile Shopper Marketing Committee

Program Leadership
Co-Chair, Sarah Calkin Ward, Senior Director of Marketing – Ubimo

Current Projects
Our first step is define what mobile shopper marketing means to us and have members validate what it means to them via a survey; we intend to present the findings of the survey at the MMA event at the end of Sept. In the meantime, Ubimo and the MMA will be working on a 6-month plan to organize the structure of the committee, the leadership, the agenda and the planned deliverables.

Future Direction
Coming out of the launch webinar, we are adopting the theme of "mobile moments of truth" that apply to consumers in their path to purchase, the goal is to define how mobile can improve path to purchase.

Member Participation
Please join over 25 companies as we develop guidance around shopper marketing in mobile. Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

🎞 MOBILE VIDEO

Topic Overview

The MMA continues to evaluate the needs of the market regarding video in mobile as we look for ways to help brand marketers better understand the high value that mobile video advertising brings to the mix. SMoX studies underscore this, and both our buy side and sell side members need to take advantage of this unique media path within mobile*.*

MMA Program

Mobile Video Committee

Program Leadership

TBD

Current Projects

With the mission of helping drive more marketing dollars into mobile video advertising, this committee needs to identify and rally around the best initiatives that can achieve this goal. At present, there is some interest in developing some research that would demonstrate the role and value of mobile video in the cross-screen world we live in.

Future Direction

The new insights from SMoX suggest that Mobile Video will need even more comprehensive research and case studies to make positive strides forward. If any company is interested in leading further SMoX studies in this area, please contact Vassilis Bakopoulos, MMA VP of Industry Research.

Member Participation

Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

MMA MOBILE MARKETING ASSOCIATION

PRIVACY

Topic Overview
Privacy in the digital world is increasingly important, and even more so in mobile because of the unique 1:1 relationship between consumers and their mobile devices. The MMA supports the Digital Advertising Alliance (DAA) initiatives as well as the new efforts emanating from the Trustworthy Accountability Group (TAG).

MMA Program
Privacy Committee

Program Leadership
Sheila Colclasure, Global Policy and Privacy Executive at Acxiom and Alan Chapell, President of Chapell & Associates.

Current Projects
Meets quarterly for global, regulatory and business updates delivered by the Co-Chairs and select member company CPOs, while providing members with ongoing insights and outlooks from pre-eminent industry experts.

Future Direction
The Committee leadership has been advising members on the FCC recent notice of proposed rule making, and the challenges of precise location and the impact on mobile marketing. The proposed rules regarding what constitutes private information (i.e., PII) look a lot like that out of the EU, and committee members are dismayed at this turn of events. Committee leadership recommends that industry PUSH HARD – not lobby – against the FCC proposal, by pointing to the effectiveness of the current regime of CLEAR NOTICE and EASY OPT-OUT. The simplistic regulator point of view on opt-in/opt-out needs to be countered with current self-regulatory efforts (via DAA) that already offer consumers robust choice.

Member Participation
Along with CPOs, CEOs and General Counsels from 60+ MMA mobile marketing member firms, we also have other privacy experts from FPF, NAI and the Council of Better Business Bureaus in the group.