

MMA Industry Programs Overview











Q4 2015



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 Native Advertising
 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video Advertising	 Privacy	 Text Marketing

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

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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 has issued a Request for Proposal (RFP) to a few professional services firms seeking guidance on the development of the MMA Attribution Institute.

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 in place. 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 in early 2016.

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CURRENCY MEASUREMENT

Topic Overview

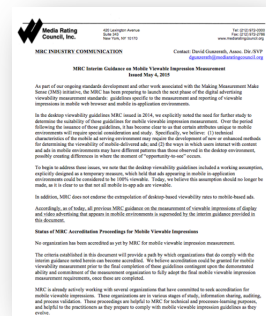
Having accepted, standardized methods of counting advertising impressions on the web and in app seems like a forgone conclusion, since the guidelines were released in 2013. But, the ongoing challenges of brand safety, viewable ads, ad fraud and non-human traffic (bots) have the potential to undermine 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 be a safe place to advertise.

Current Projects

In support of the Media Rating Council's evolving understanding and examination of the extant issues surrounding advertising viewability on mobile devices, the MMA supports the [*Mobile Viewability Interim Guidance*](#) issued by the MRC Staff on May 4, 2015 (the MRC has withdrawn previous guidance on in-app ad measurement).



Future Direction

While the MRC is conducting its careful examination of the vendors and methodologies used in measuring and reporting mobile viewability, MMA members, who are not also MRC members, often feel left in the dark. Media buyers are already insisting on sellers being compliant with prevailing (interim) viewability standards, yet no viewability vendors are fully compliant.

Member Participation

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

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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 the connected car, will have on marketing and change the way brands create products and services to interact with consumers.

MMA Program

Internet of Things Incubation Council

Program Leadership

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

Current Projects

Lauren Moores of Dstillery is leading the Working Group as they explore IoT use cases that could be mapped out with prototype phases and budgets to share with MMA members. The first case would involve weather data, combined with digital out-of-home signage and then connected with consumer wearables. Expected outcomes: better targeting followed by more relevant personalization of messaging.

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, AccuWeather, Blue Bite, Cancer Treatment Centers of America, Clear Channel Outdoor, Dstillery, Fiksu, Immersion, NTENT, Reveal, The Coca-Cola Company and Zebra Technologies in the current Working Group.

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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** (led by Jonathan Lenaghan of PlacelQ);
- **In-store and Beacons** in mobile marketing (led by Gary Singh of Zebra Technologies);
- **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);
- **Foot Traffic Guidelines** group who, along with the Media Rating Council, is focused on developing a standard methodology for counting foot-traffic generated in offline locations (led by a team from PlacelQ, including Niladri Batabyal, Olga Eskinazi, Natalie Dollinger and Shawn Curran). This effort should produce, in early 2016, a base-line method of counting that all industry participants can abide by and build upon.

Member Sponsors

xAd – MMA Strategic Partner

Program Leadership

Monica Ho, xAd and Vikas Gupta, Factual

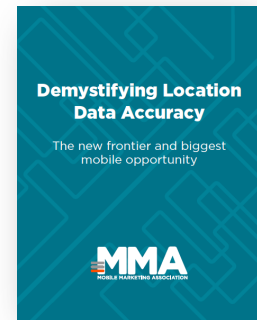
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Current Projects

The Location Data Accuracy WG just released a white paper, “[Demystifying Location Data Accuracy](#)” with a companion infographic. The paper explains some of the drivers of location data quality, demonstrates how data quality impacts various mobile marketing use cases, and describes how the industry is working together to improve location data quality and transparency.



The In-Store/Beacon Working Group is about to release a white paper that addresses the opportunities and challenges this area faces with Brands, Publishers, Retailers and Consumers.

The **Advertising** group is seeking to produce a paper and webinar on the creative best practices for Entertainment, Business & Finance, Travel and CPG.

Regarding **Foot Traffic**, any company that creates and uses a method to calculate foot traffic should raise their hand (if not done so already) so that the MRC can contact you and conduct a **thorough and completely confidential review of you methodology so that they can arrive at a recommended guideline**. Contact [Leo](#) if you need to know more.

Future Direction

We will continue to promote the MMA’s cross marketing effectiveness research (SMoX) results that underscore the power and value of location-targeted advertising. A seminar ([November 11 in NYC](#)) and a webinar ([November 23](#)) are being held to promote the Location Data Accuracy paper.

Member Participation

Join the nearly 75 companies that populate the Location Committee and its various Working Groups. Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

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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 Sponsors

InMobi – MMA Strategic Partner

Program Leadership

Bob (Babak) Bahramipour, InMobi



Current Projects

The group is in the midst of producing three important guides to the market: 1) [mobile native ad formats](#) (June 2015 release); [mobile native ad effectiveness](#) (July 2015 release), and; 3) [mobile native advertising best practices](#) (November 2015 release).

Future Direction

We will be issuing the entire 2015 set of releases under the heading of “MMA Guidance Report for Mobile Native Advertising” in December 2015. The Committee is preparing a panel session and supporting webinar on Mobile Native Advertising Best Practices, to be scheduled for early 2016. Also, initial SMOX results show a pronounced measure of effectiveness with mobile native advertising and we will bake the insights into ongoing best practices.

Member Participation

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

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1 MOBILE PROGRAMMATIC

Topic Overview

Adoption of programmatic and RTB enabled marketplaces is happening rapidly in all digital media, and mobile is showing its unique challenges. The MMA has structured an agenda that will take shape in step-wise fashion: targeting and transparency; data control challenges; improving the value of mobile in the programmatic market; and, cross platform creative issues.

MMA Program

Mobile Programmatic Committee

Member Sponsors

DataXu – MMA Strategic Partner

Program Leadership

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

Current Projects

The Committee has completed an important interactive tool, called the [Programmatic Navigator](#), for Brand Marketers and their partners to better understand the targeting techniques and supporting analytics in the mobile environments.

Future Direction

A new version of the Navigator for Publishers is in development to help this market segment adjust and create product offerings that connect better with branding and performance KPIs. Also, the second phase of the agenda, around data control challenges, will get underway in December 2015

Member Participation

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

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MOBILE SHOPPER MARKETING

Topic Overview

Originally focused on mobile coupons, this re-cast program will take a closer look at the data, behaviors and best practices that drive successful shopper marketing programs in mobile.

MMA Program

Mobile Shopper Marketing Committee

Program Leadership

John Caron, Linkable Networks, Co-Chair

Current Projects

The MMA is working with member Walmart to prepare an introductory webinar on “What is Mobile Shopper Marketing and What Could it Be” that will be scheduled before the end of 2015. This will only be for MMA members and invited guests, so please contact committees@mmaglobal.com to learn more.

Future Direction

Coming out of the launch webinar, an additional Committee Co-Chair will be designated to lead the development of the Strategic Framework and Working Agenda for the Committee going forward. Once this is developed, we will recruit more members and begin conducting regular meetings in 2016.

Member Participation

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

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MOBILE VIDEO

Topic Overview

We conducted the first-of-its-kind-in-digital-media a true benchmark study, first released in early 2014. These operational benchmarks help brands understand how to use mobile video, and helps publishers better monetize their mobile video platform. 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, which will be more widely released during 2015, 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 Head of Industry Research.

Member Participation

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

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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

Led by two renowned privacy professionals, Jennifer Barrett Glasgow, Global Policy and Privacy Executive at Acxiom and Alan Chapell, President of Chapell & Associates, the MMA has unrivaled leadership from both the big data and the 3rd party data perspectives.

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

As privacy issues continue to be at center stage in mobile, this committee will help guide the mobile marketing industry through the challenges ahead. New agenda items may well arise after the [16 November 2015 FTC Workshop on Cross-Device Tracking](#).

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.



TEXT MARKETING (SMS/MMS MESSAGING)

Topic Overview

Text Marketing – marketing via the messaging channel – provides the connective tissue between the physical, digital and traditional experiences a consumer has with a brand. Without a defined mobile messaging strategy in place, the brand’s ability to engage with the connected customer will take significantly longer to mature.

MMA Program

Text Marketing Committee

Program Leadership

Matt Silk of Waterfall and Cheryl Sanders of Vibes Media

Current Projects

The dozens of messaging practitioners that populate this program would like to find the best ways to grow and maintain interest in the ongoing effectiveness of SMS in the mobile marketing mix.

Future Direction

Text marketing is no longer “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.