



# Mobile Measurement: The Future is People

27<sup>th</sup> April 2016



# Andy Mihalop

UK Head - Atlas by Facebook





Identity is at  
the core of ad  
tech  
businesses.

Terry Kawaja  
LUMA Partners

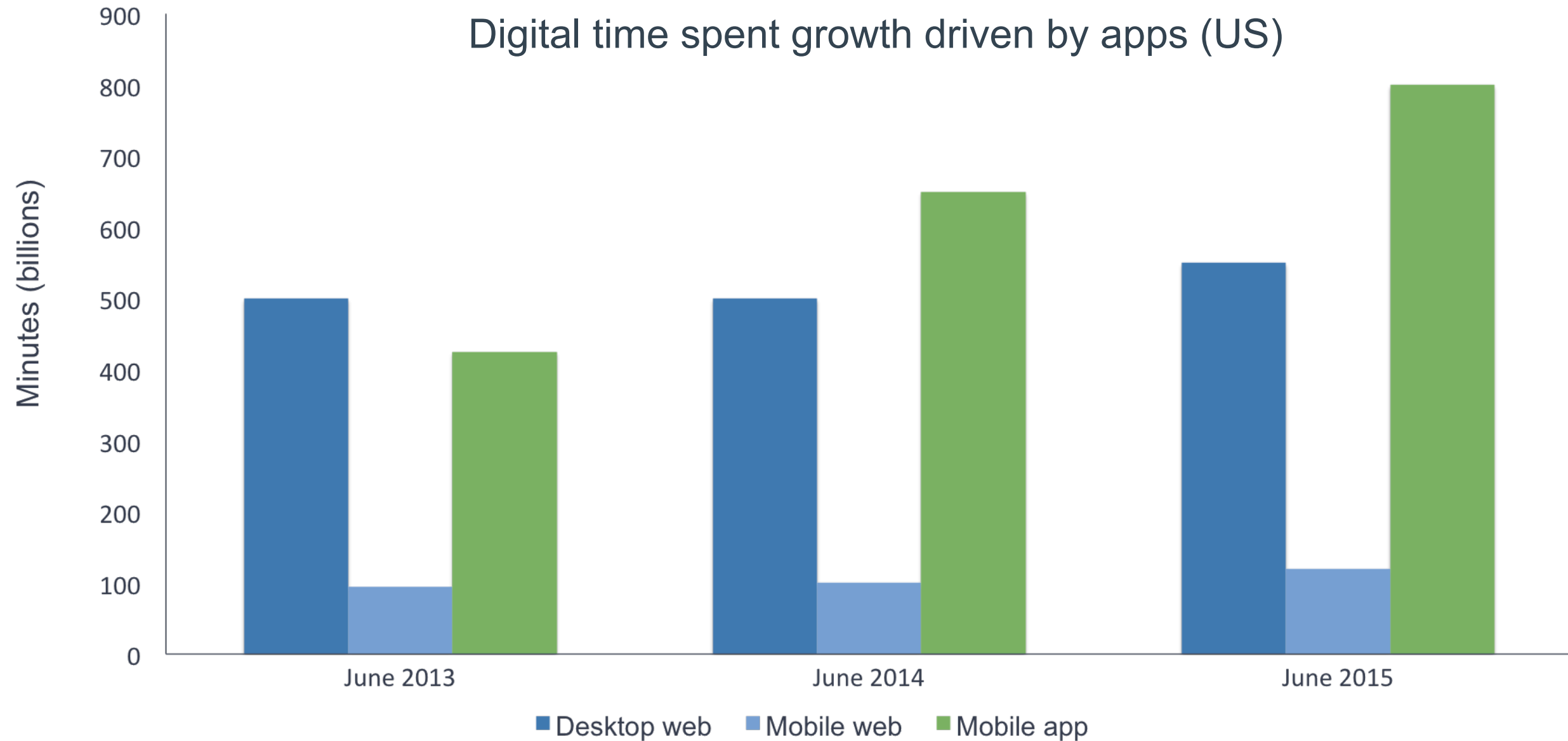


People spend **3 hours a day on mobile**<sup>1</sup> and **50% use 3+ devices**<sup>2</sup>



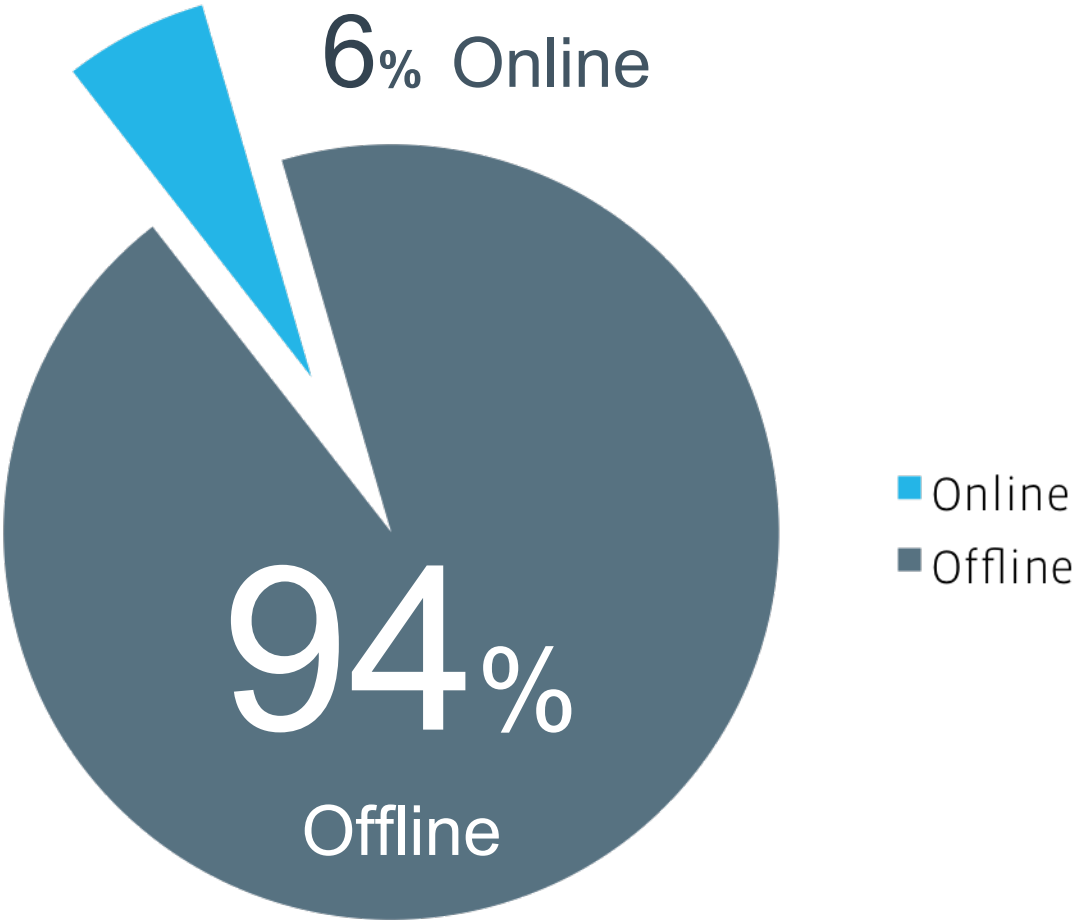
41% start an activity on one device and finish on another<sup>3</sup>

# Mobile apps are taking centre stage





# E-commerce is growing, but the vast majority of sales happen in-store



Source: US Census, 2014

The background is a solid blue color with a semi-transparent image of a laptop, a keyboard, and a pair of scissors. The laptop is open and positioned diagonally across the upper half. The keyboard is visible below the laptop. A pair of scissors is positioned in the lower-left corner. The text is centered in the middle of the image.

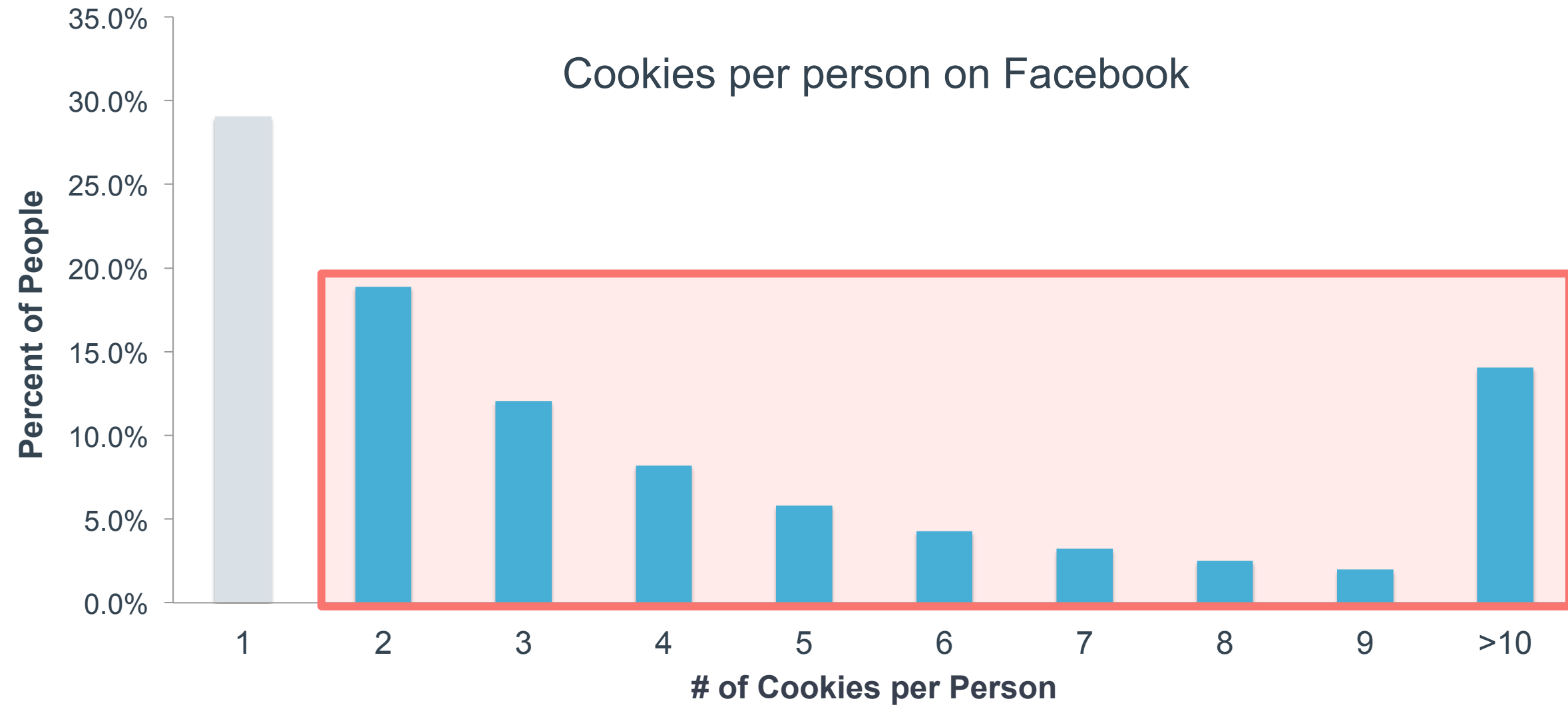
# Mobile Broke Marketers' Instrumentation



Cookies don't work in a cross-device  
world



# Cookies don't = people





...not just on Facebook

**24%** of all impressions  
are served to new  
cookies.

**60%** of all cookies are  
seen once, then  
disappear.

# People, Not Cookies



# What Does People-Based Mean?

Atlas is more than *Cross-Device*, Atlas is *People-Based*. People-based is built into our entire platform allowing us to deliver accurate *cross-everything* measurement and ad serving that leads to the creation and understanding of real business value.



Accurate Measurement



Accurate Ad Serving



Real Business Value

People-Based is our Foundation

Atlas As The Truth Serum For  
Advertising:  
A Year On - What We're Seeing

Wrong ad to the wrong person

46%

inaccuracy in broad age and gender targeting



Were online ads for MAC Cosmetics' new eye shadow line reaching the target audience across devices?

For digital agency, NetBooster, Atlas found that men represented

**UP TO 1/3**

of campaign impressions and reach.

**That's 18% of spend!**





# Reaching less than you thought

# 58%

overstatement of reach

# Annoyance, Not Engagement

# 141%

understatement of frequency

# Conversions Missed

# 12%

of conversions not captured



With Atlas' cross-device measurement, KLM discovered

24%

more conversions using Atlas' people-based measurement than with cookies alone.

Most KLM customers bought their airline tickets on desktop, but 25% were influenced by mobile ads.





YOOX  
NET-A-PORTER NET-A-PORTER MR PORTER  
GROUP

## Proving the value of mobile

**60%** increase in sales attributed to mobile

**29%** increase in TOTAL sales attribution due to Atlas' cross-device measurement

With Atlas' people-based measurement, major mobile publishers finally proved their full value.

T O M M Y  H I L F I G E R

With Atlas, Tommy Hilfiger  
discovered that

13%

of in-store sales were  
influenced by online ads

And people reached on both desktop  
and mobile converted at more than  
twice the rate of those reached on just  
one device.



# Our People-Based Differentiators

Atlas is the only platform built from the ground-up with insights from Facebook's vast community of real people



## Accuracy

1.59B monthly logins and 1.44B monthly mobile-only logins\*



## Persistence

1B daily re-authentication\*



## Scale

950M+ cross-device users\*



## Depth

High-fidelity age, gender & geographic information

# Ad Tech by Facebook





# Thank You

[andymihalop@fb.com](mailto:andymihalop@fb.com)