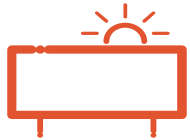


Location, Location, Location

Tom Pearman, Weve



Location marketing isn't new...



1800, first use of localised out door advertising



First local newspapers appear featuring local advertising



Local radio is born via the BBC, with independents branching out later



1956, regional advertising through ITV franchises



Location drives relevance



The rules have just changed...



The starting point for location was IP address



Mobile takes this
a step further



Learn from their behaviours



7am

Text into TV competition



8am

Commute to work



11am

Visited a coffee shop



1pm

Browse fashion website



6pm

Play game on train



6.30pm

Visited supermarket

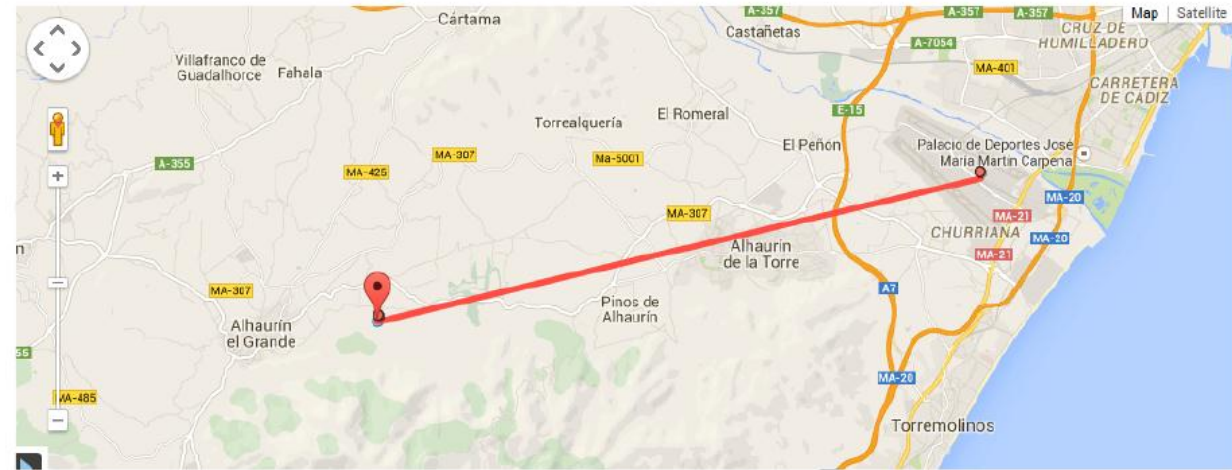
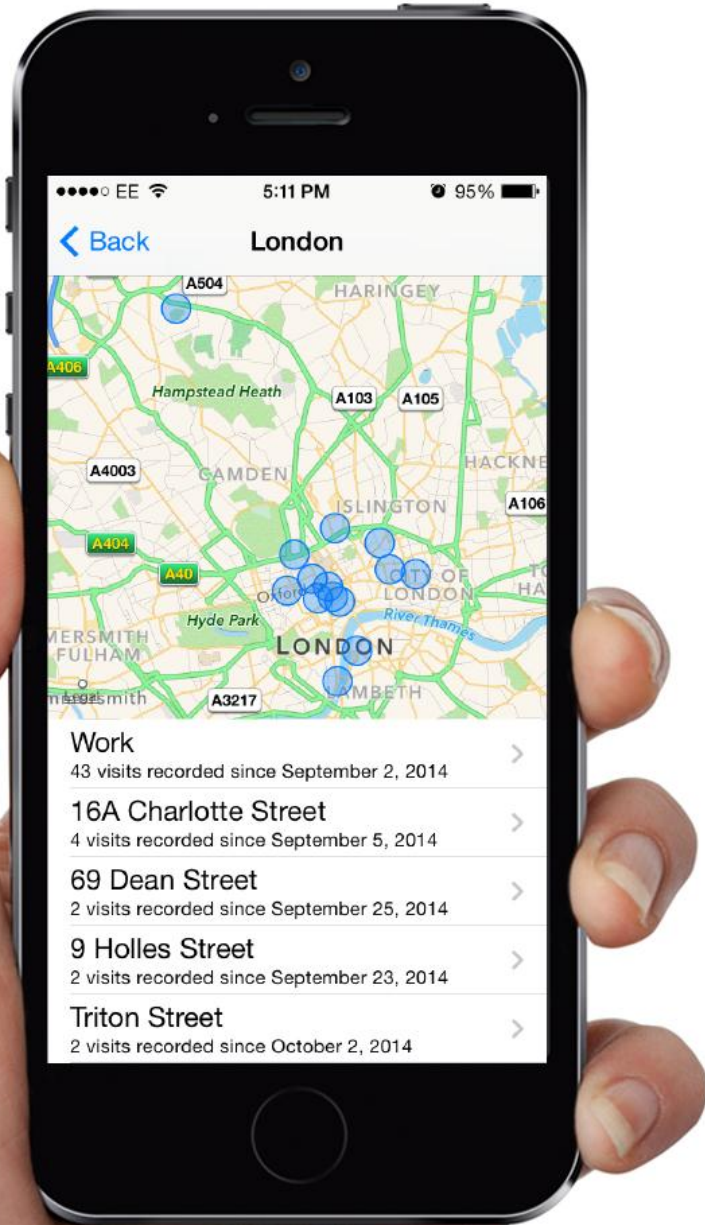


7.30pm

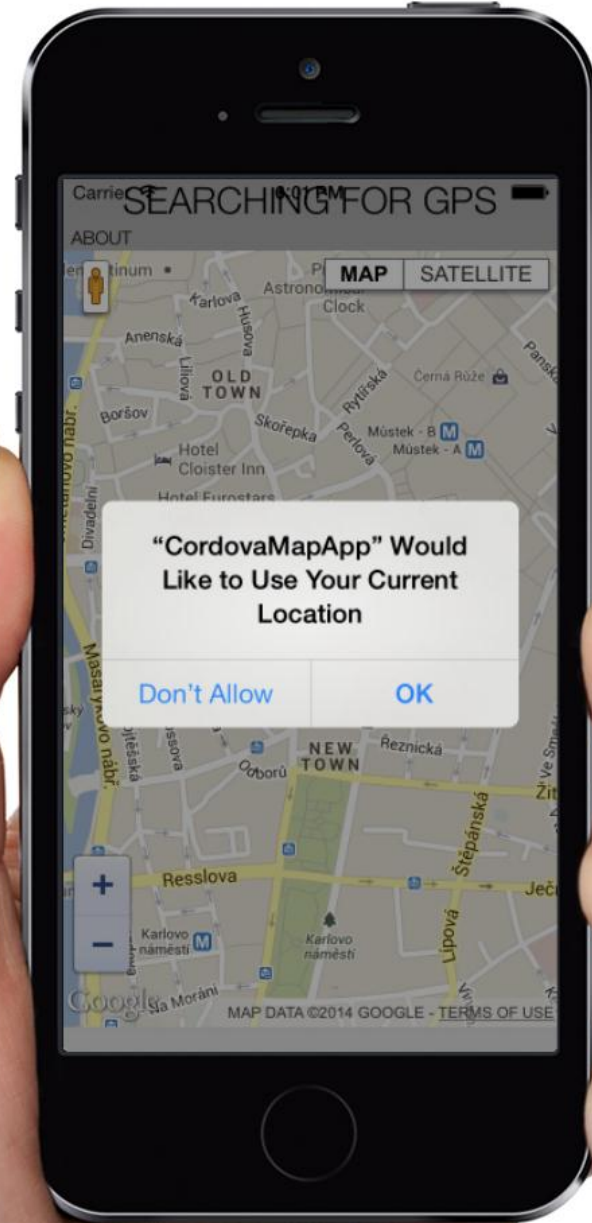
Searched for recipe on mobile at home

So how does this all work?

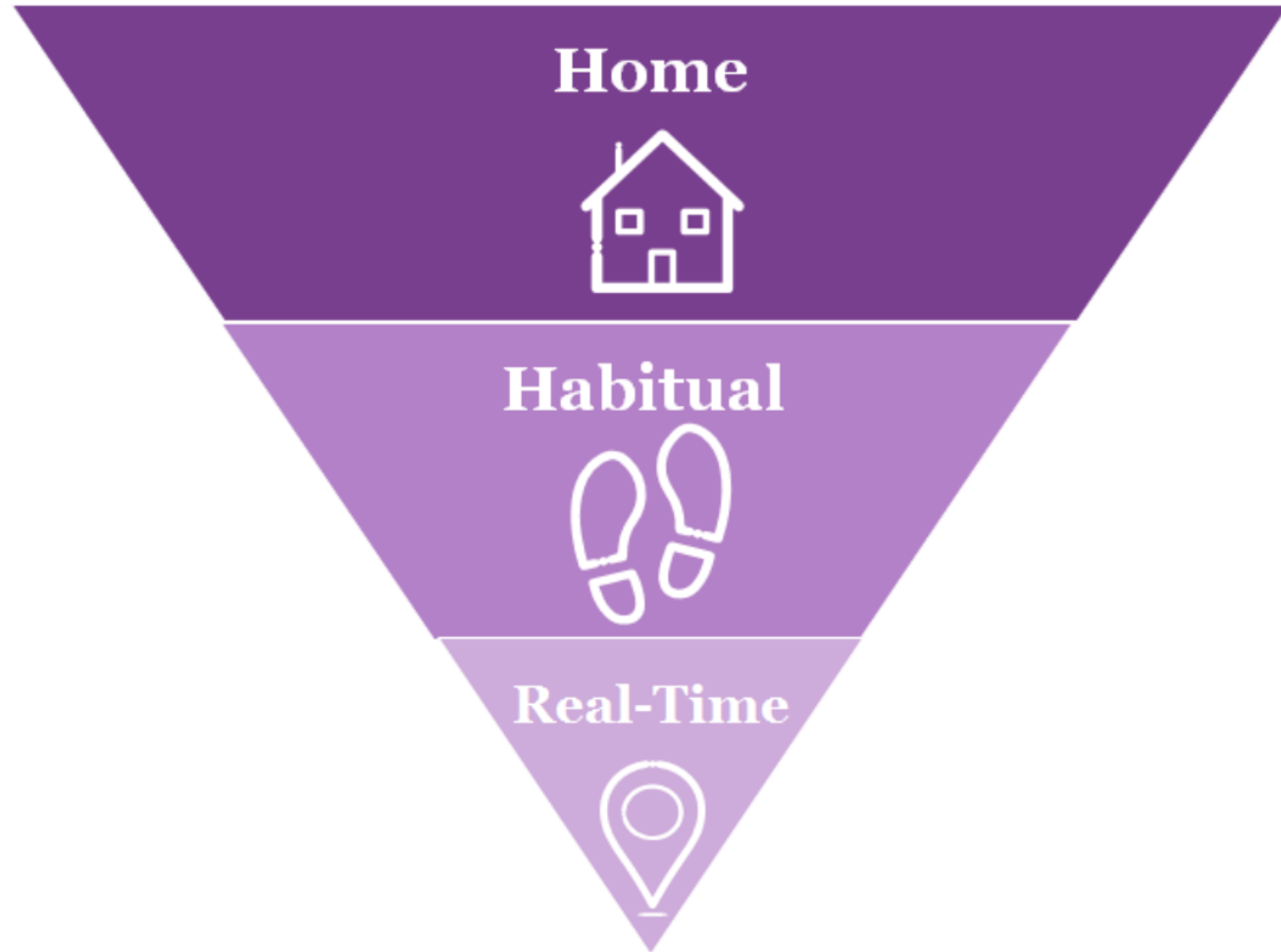




In App- based on permissions...



Marketing location services





Live



Used to deliver
brand messages
in **real time**



Lucozade Revive: Driving sales



Response



1 in 5
media driven sales came from
mobile messaging



40% more efficient than
other media channels in driving sales



Sales increased by +8%
when OOH ran in parallel



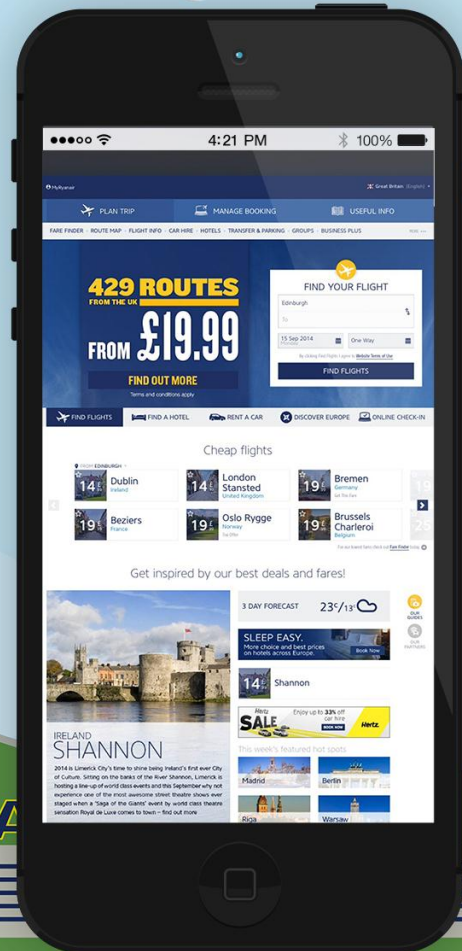
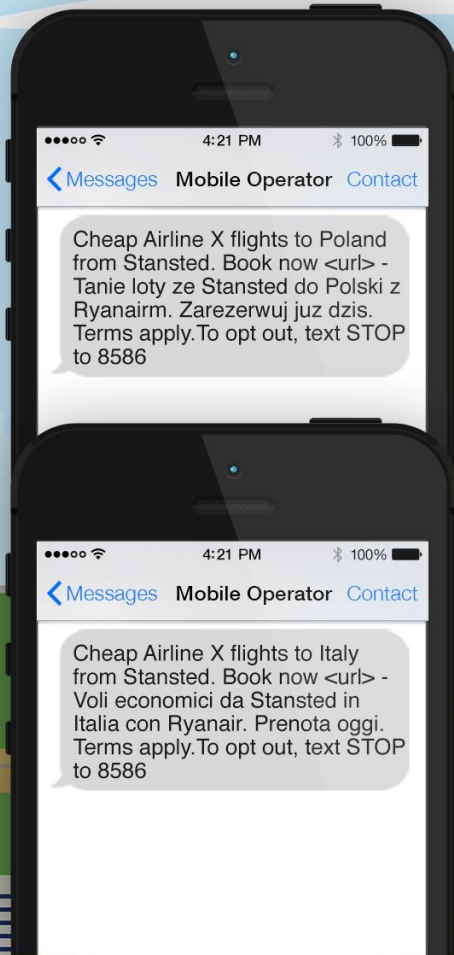
Habitual



Understanding where
people go helps us
understand more
about what they like



Airline X: Creating relevance through roaming & call data



Response

+700%
industry
performance



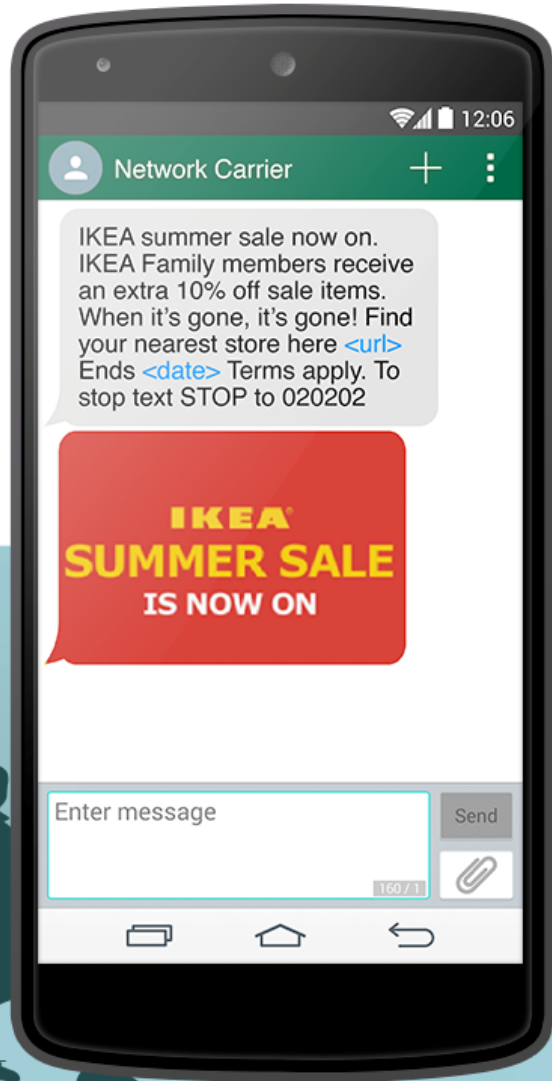
Home



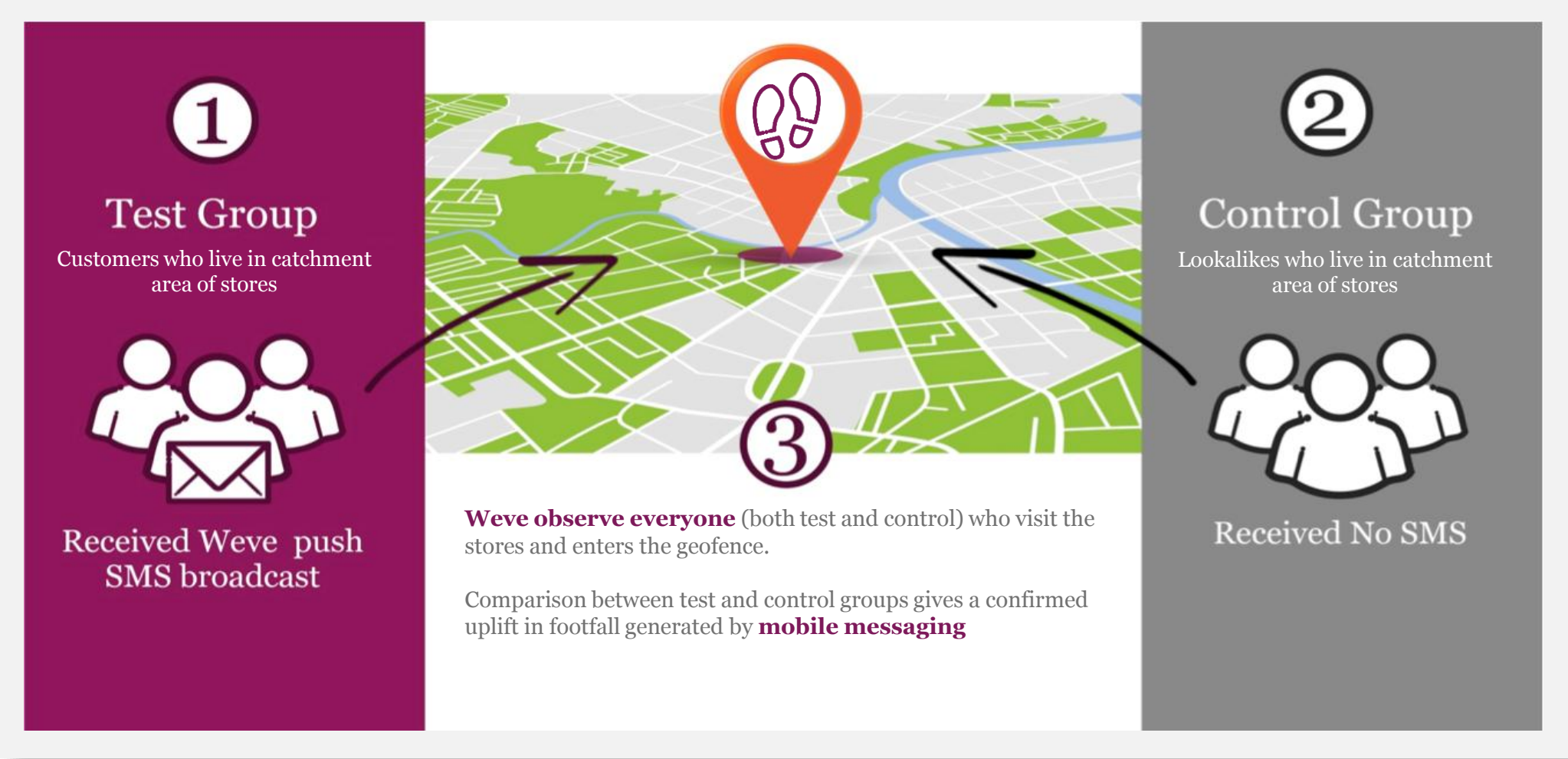
Unique, scaled
and verified

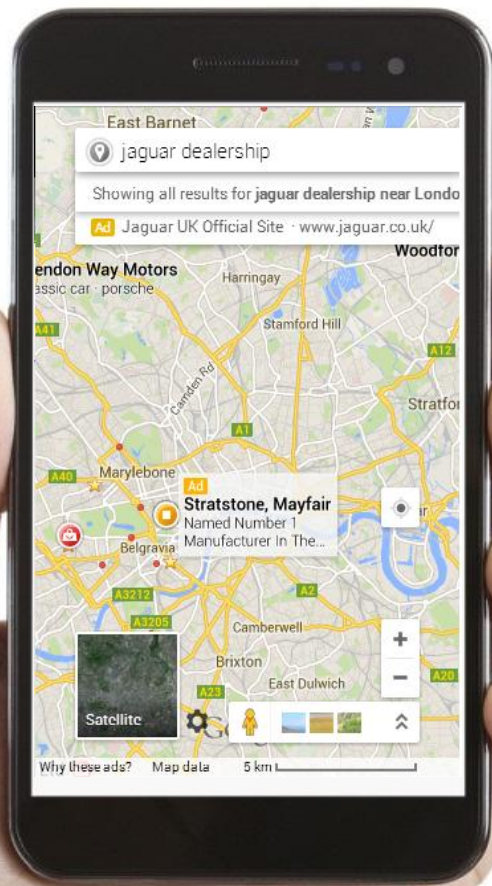


IKEA: Home location targeting



Using location to measure beyond the click





Mobile has **transformed** the way **location** services are used.

Location is **more than just live location.**

Use the **right channel** for the **right marketing** opportunity.



Thanks

Tom Pearman, Weve
@TomPearman

