



Mobile Centric World

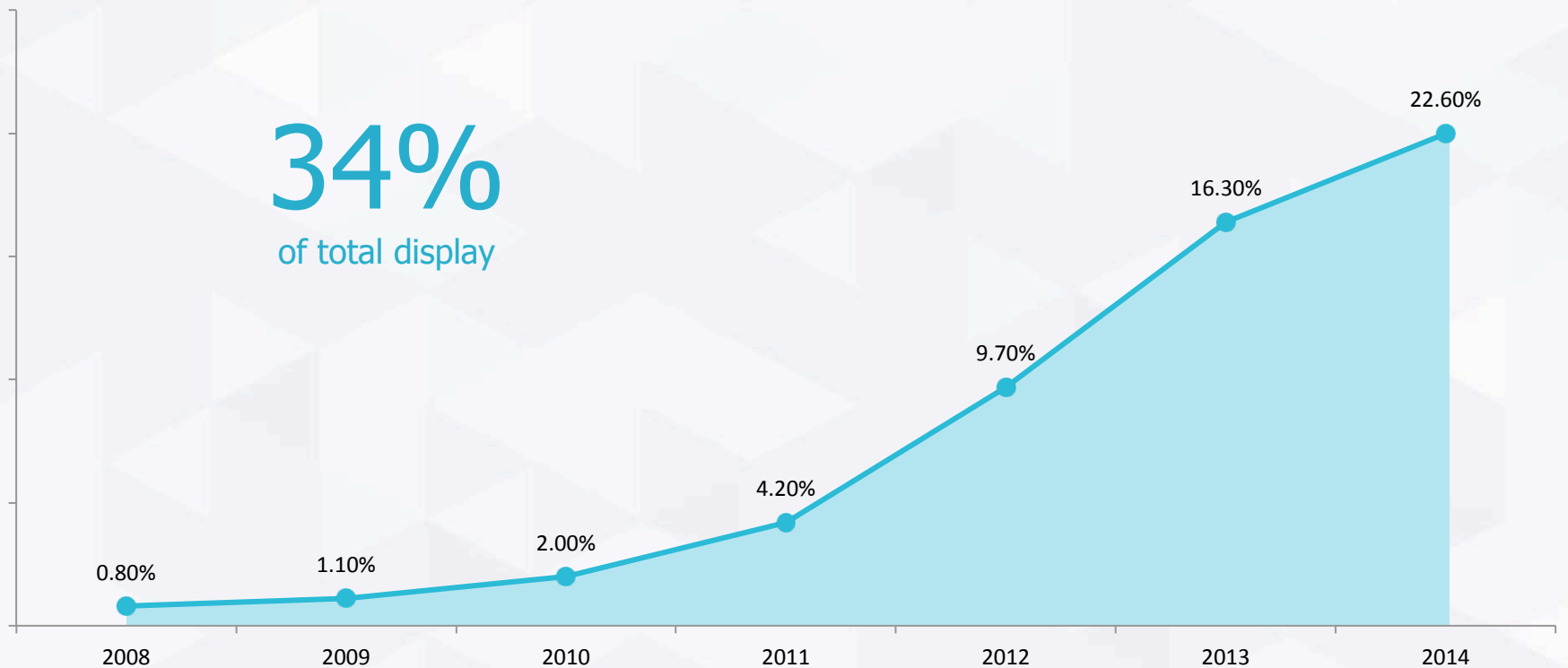
Jay Fowdar – Chief Product Officer

Byyd connect brands with their audiences

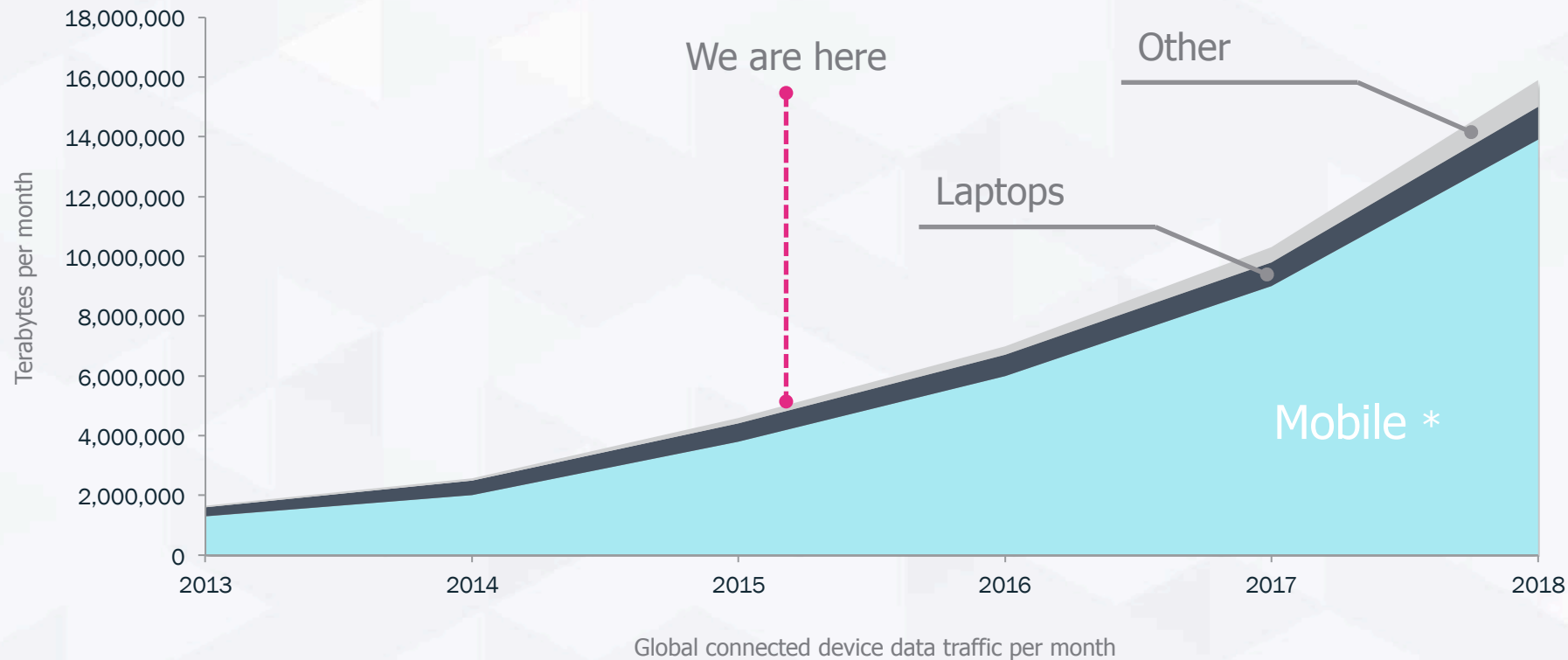
Programmatically delivering relevant adverts to the **right user** at the **right time** in the **right place**



Mobile Share of Digital Spend is Increasing



Mobile dominates usage

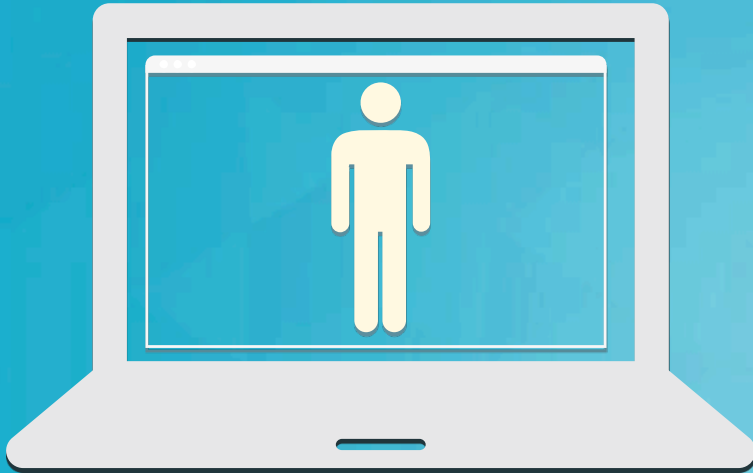


Smart Devices Vs Desktop

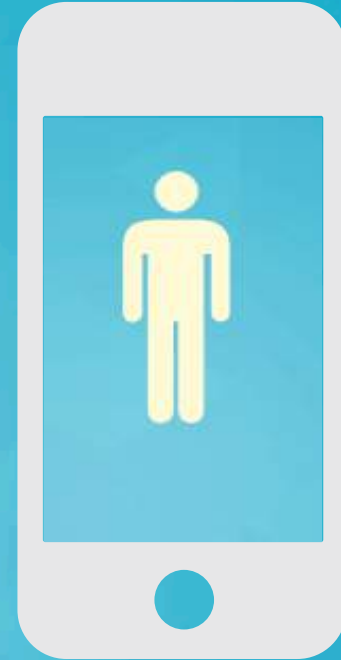


The Future of Devices

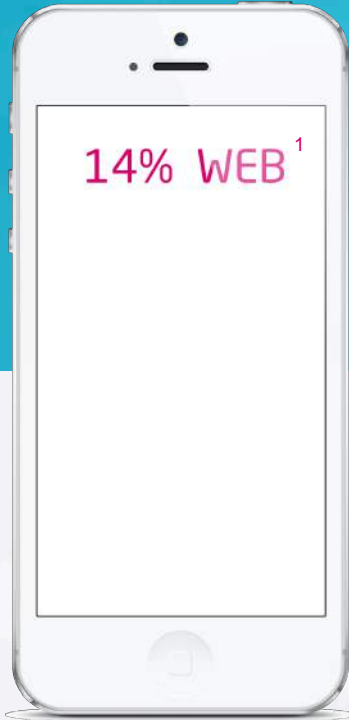




PC device – users use a single browser to surf the internet, in an environment where cookies work

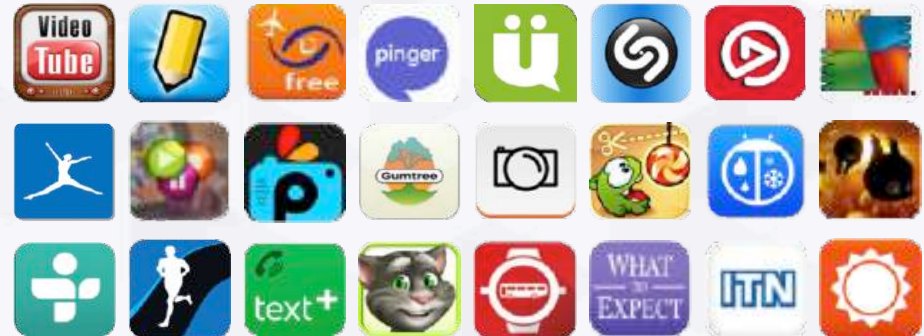


Mobile Device – Each App is considered to have its own unique browser. One device can be considered as many users



20%² of apps are used only once

Mobile app publishers



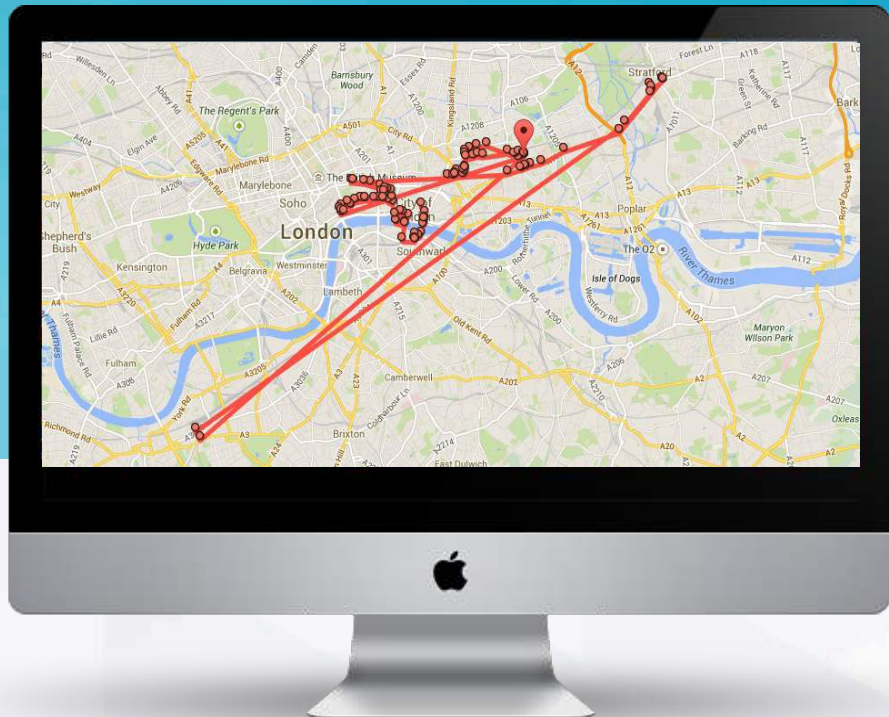
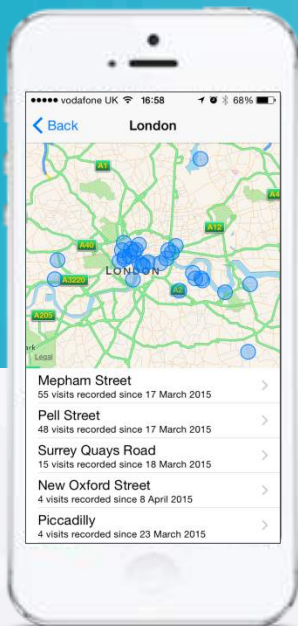
¹ Source: Flurry Analytics, comScore, NetMarketShare - 2014. ² Source: <http://info.localytics.com/blog/app-retention-improves> localytics 2014

- Over 14,000 difference devices
- Infer interests from in App activity
- Information about the user from the App
- Data on users location

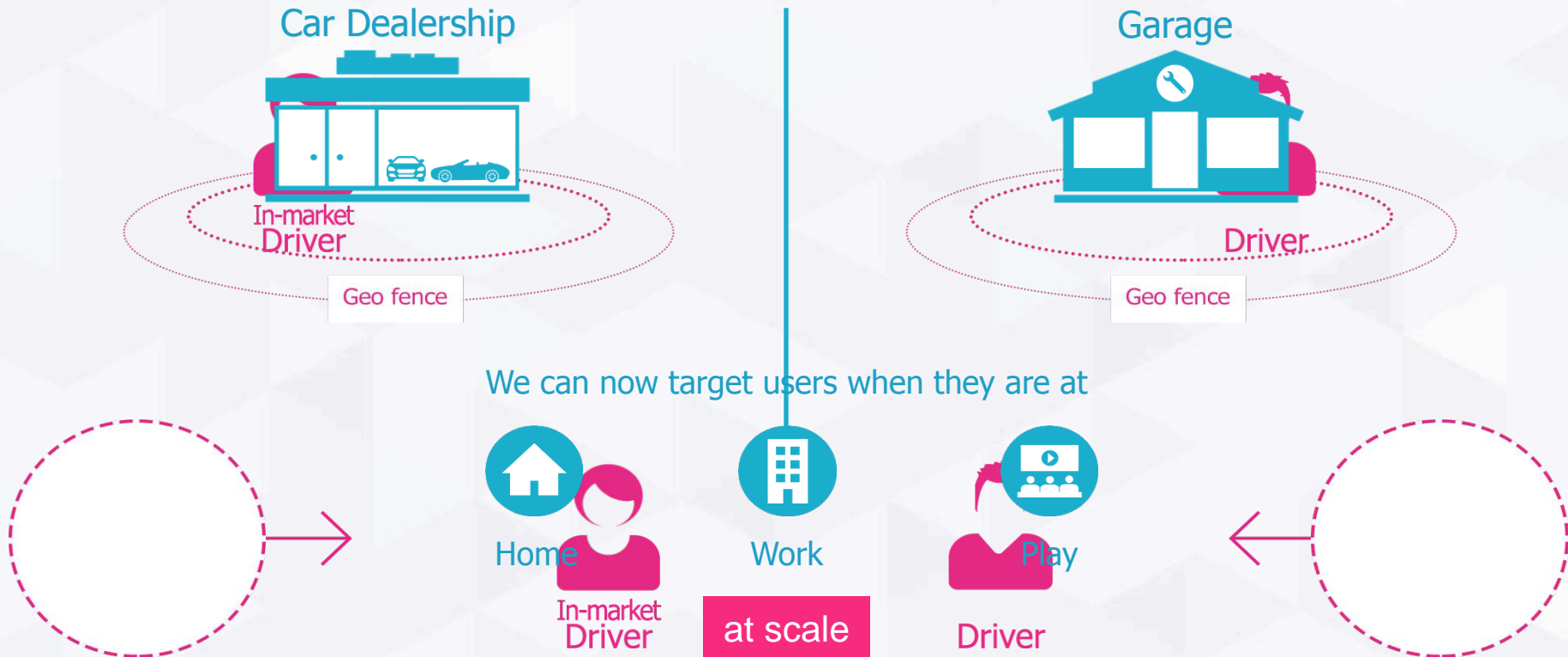


SETTINGS > PRIVACY > LOCATION SERVICES >
SYSTEM SERVICES > FREQUENT LOCATIONS

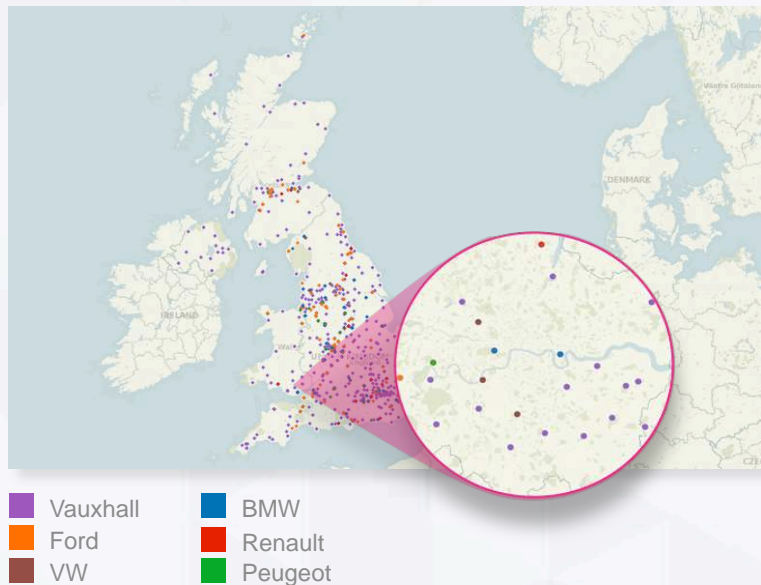
<https://maps.google.com/locationhistory/b/0>



Segment audiences that have been to physical locations



Target audiences using showroom locations & users who have visited them



	# of POI's	Audience devices
VAUXHALL	403	39,380
Ford	107	12,410
VW	53	10,902
BMW	49	14,716
RENAULT	30	6,440
PEUGEOT	29	9,284
Total	671	93,132

* Figures correct as of Q1 2015, Byyd-Tech.



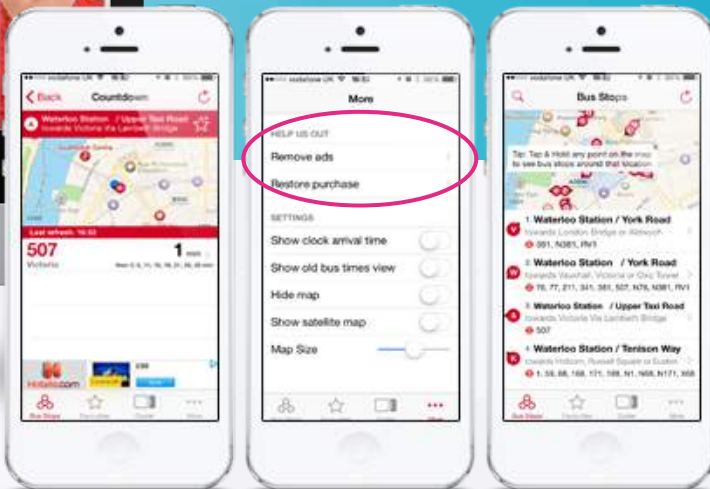
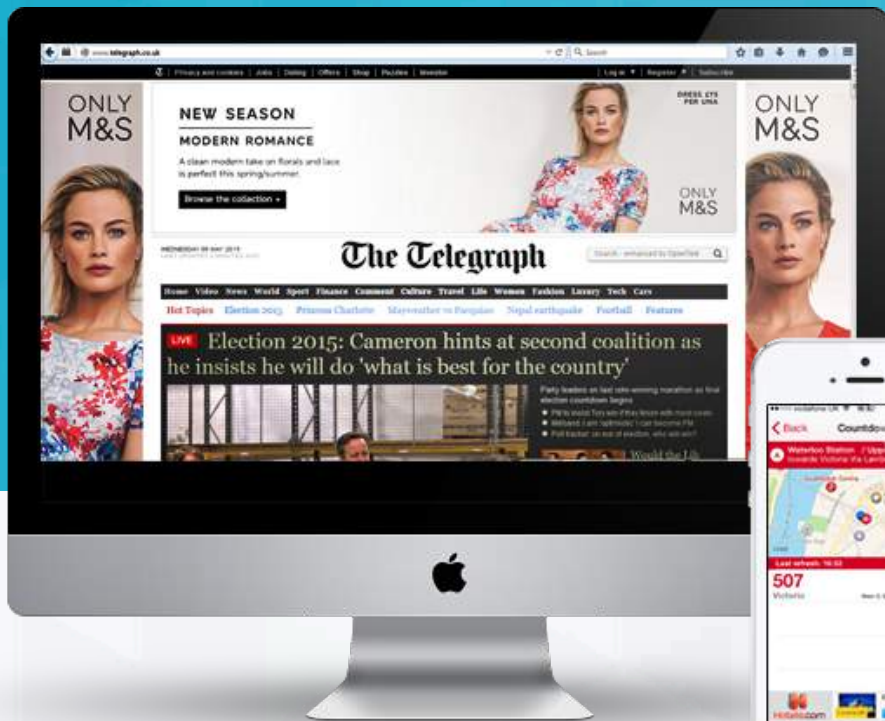
Humans love to touch and feel with their hands

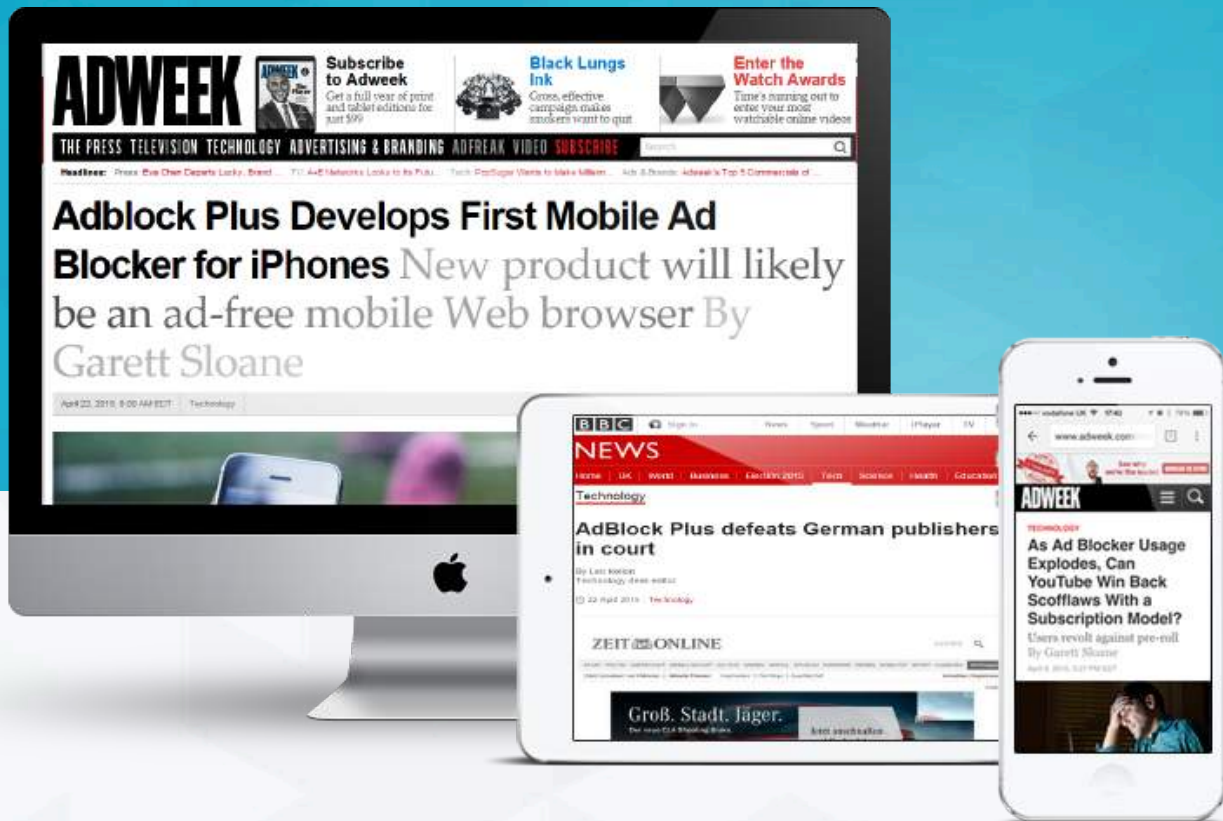


Mobile ads that bring high engagement, interaction and brand awareness



- Gyroscope
- Accelerometer
- Location enabled
- Haptics / vibration
- Social integrations
- Wi-Fi aware
- Voice interaction
- Multi-touch
- Camera





- 144m active adblock users
- Peak usage is with 18-29's
- 45% of blockers just don't want to see adverts
- 20% say they would pay for ad free content



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