

# ***PayPal***<sup>™</sup> | Media Network

Location-Based  
Mobile Advertising:  
Q2 Highlights

# Highlights from the PayPal Media Network Location Based Mobile Advertising Q2 Report include:



Geo-fencing increases mobile ad campaign CTR performance. The biggest increase was in the convenience & gas vertical which saw a 68% lift.



40% of all geo-fenced campaigns are from apparel retailers and big box retailers.



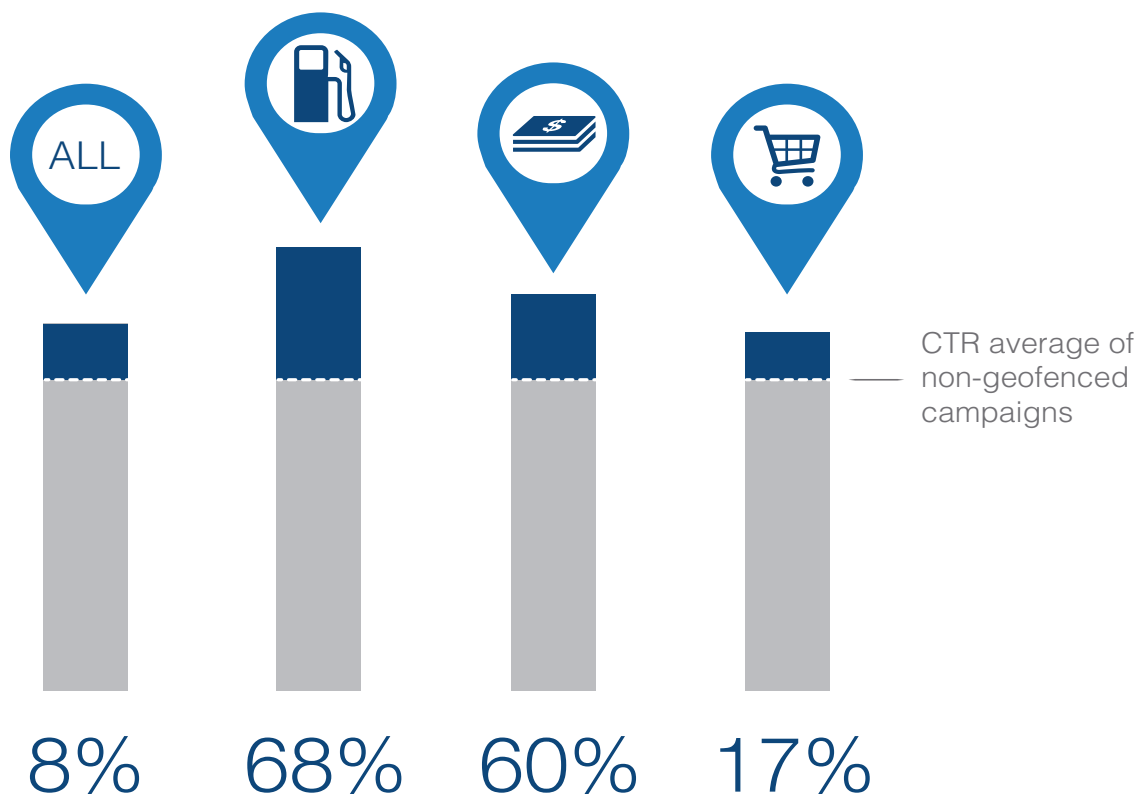
57% of landing page clicks were comprised of lower-funnel actions such as click to map and click to call.

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PayPal Media Network provides targeted advertising solutions enabling retailers and brands to drive commerce.

# Geo-Fencing Boosts Performance

Geo-fencing provided an 8% lift in CTR on average compared to campaigns that didn't utilize location-based targeting. The Convenience & Gas vertical saw the greatest boost, with a 68% lift in CTR from geo-fencing. Financial Services and Big Box Retailers rounded out the top three.



Source: PayPal Media Network, Q2 2013

## Competitive Conquesting Boosts CTR

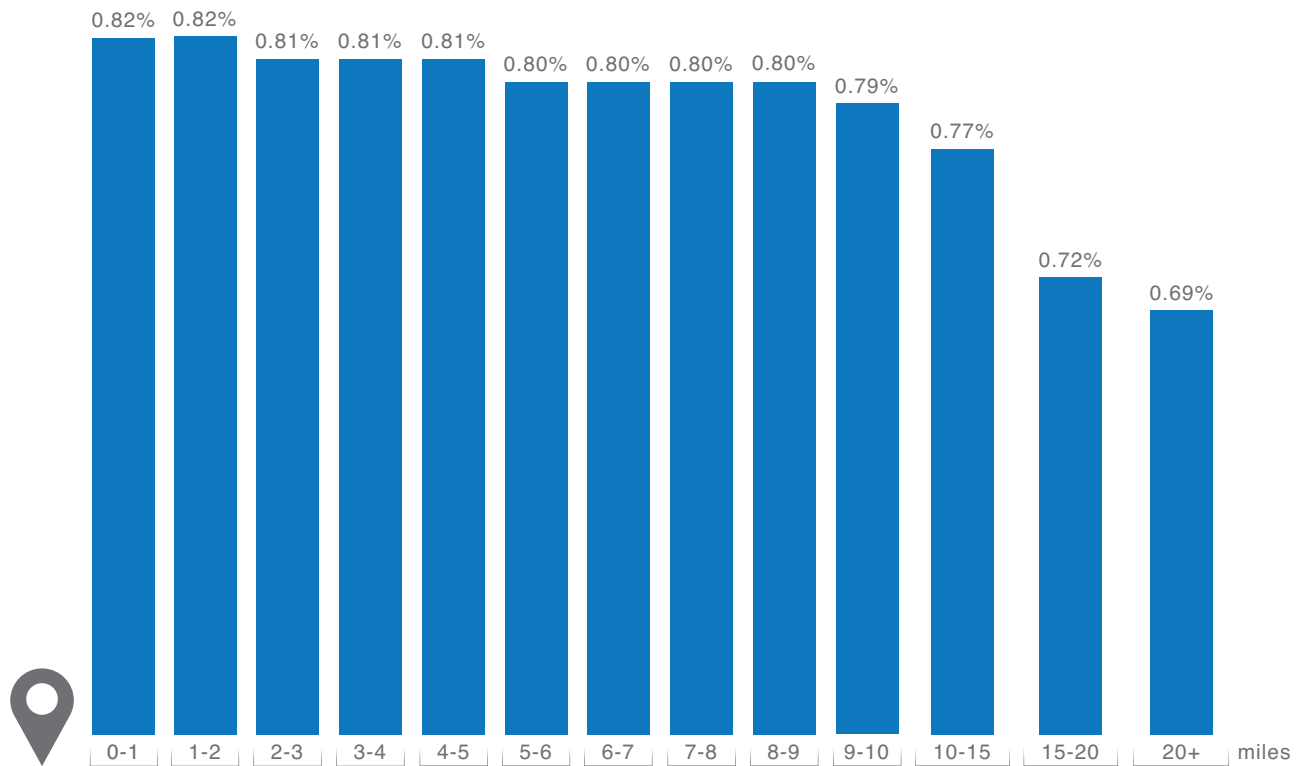
Competitive conquesting is when advertisers geo-fence their competitors' locations.

# 12%

Average performance lift for campaigns that utilize competitive conquesting

# Proximity Matters

Mobile users who were located within 1-10 miles of an advertised location were most likely to engage with an ad.



Source: PayPal Media Network, Q2 2013

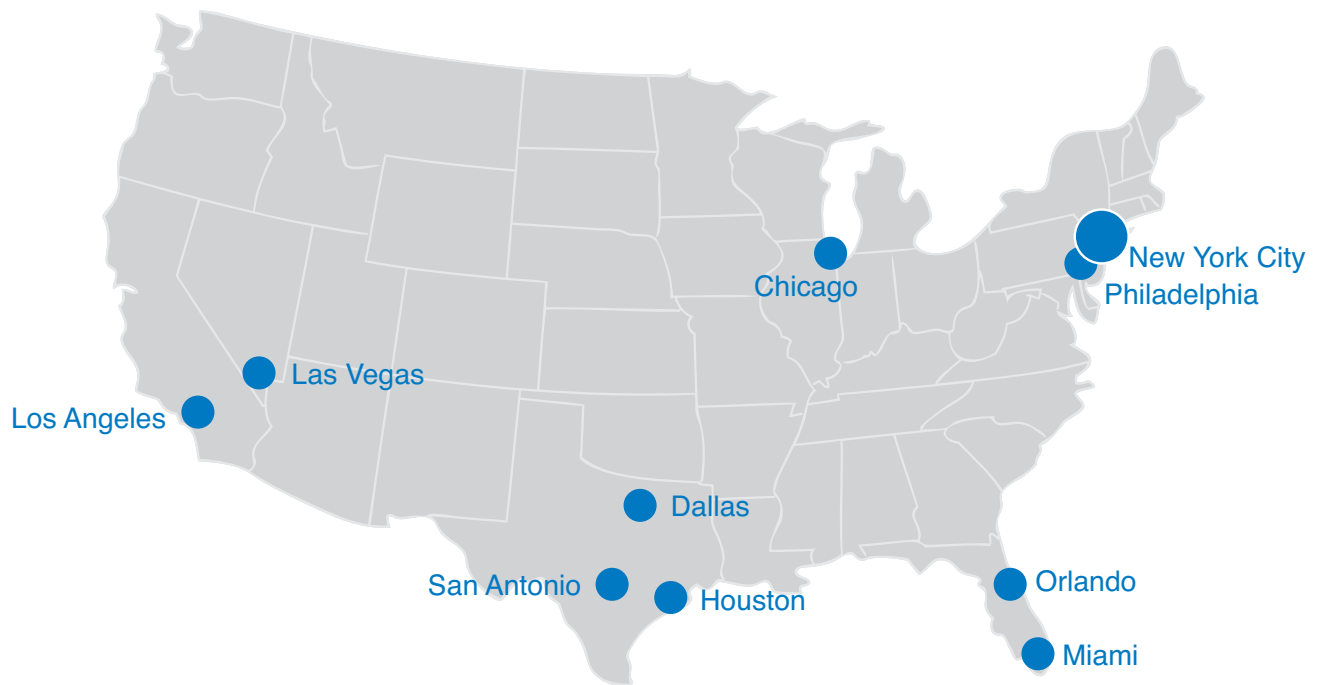


## Insight

Proximity is key in the Financial Services vertical, which had its best performance in the 1-4 mile distance band.

# Top 10 Geo-Fenced Cities

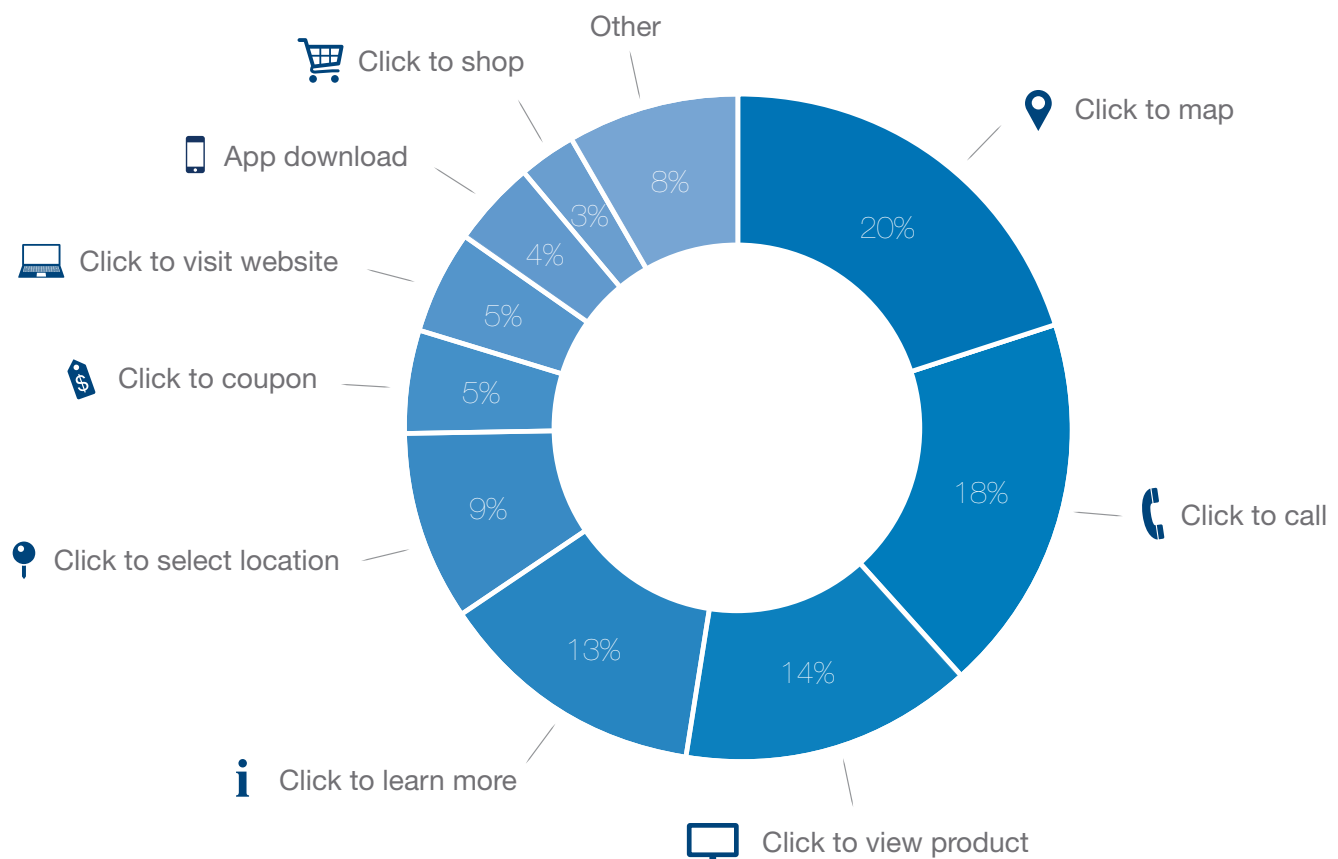
New York was the most targeted city on our network, with almost twice as many geo-fenced impressions as Los Angeles, the second most targeted city on our network.



Source: PayPal Media Network, Q2 2013

# Mobile Advertising Drives Lower-Funnel Actions

Geo-targeted campaigns showed a strong effect on actions associated with purchase intent, with over half (57%) of landing page clicks comprised of lower-funnel actions – Click to Map, Click to Call, Click to View Product, or Click to Coupon.

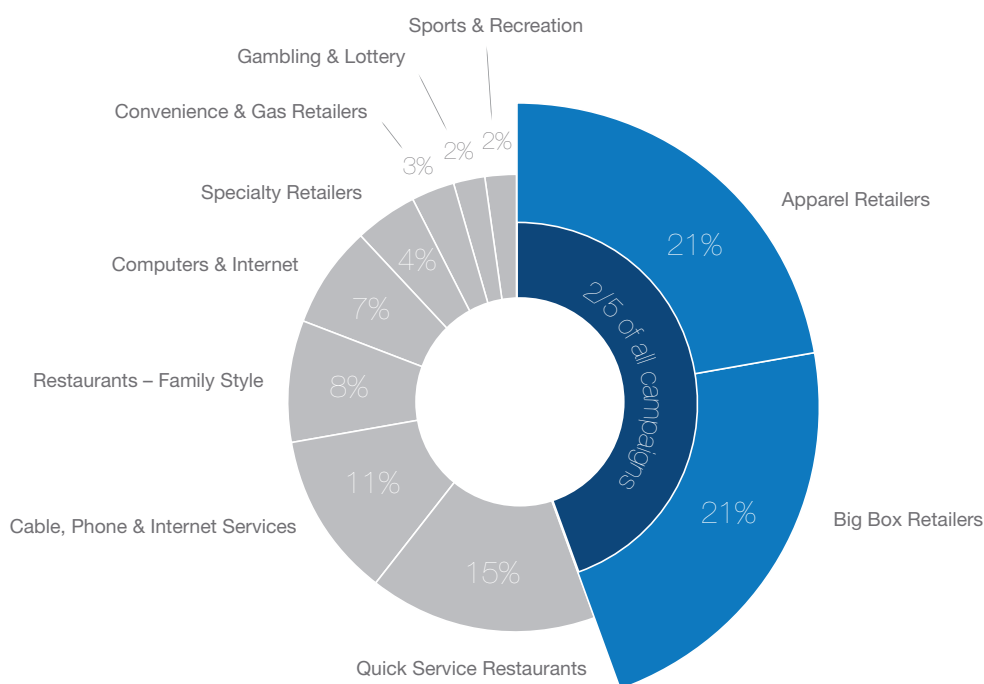


Source: PayPal Media Network, Q2 2013

# Who is Leveraging Geo-Targeting?

## Top 10 Verticals Ranked by Number of Geo-fenced Impressions

1. Apparel Retailers
2. Big Box Retailers
3. Quick Service Restaurants
4. Cable, Phone, & Internet Services
5. Family Style Restaurants
6. Computers & Internet
7. Specialty Retailers
8. Convenience & Gas Retailers
9. Gambling & Lottery
10. Sports & Recreation



Source: PayPal Media Network, Q2 2013

## Apparel & Big Box Dominate Q2

Apparel and Big Box retailers were the top verticals leveraging geo-fencing on our network last quarter, together comprising two-fifths of location-based impressions.



Travel & Transportation were the most likely to leverage location-based targeting. 1/2 of Travel & Transportation campaigns utilized geo-fencing.

# Case Study: Best Western WA

**OBJECTIVE** Increase traffic to Best Western's one-click access reservation booking engine

**SOLUTION** Geo-fence around Best Western and its top 3 competitors as well as airports in Washington. PPMN's location-dynamic technology automatically populated the user's proximity to the nearest Best Western



**RESULTS** **.95%** Overall CTR  
**2.3%** CTR on highest engagement day

[Read more about this campaign in Mobile Commerce Daily](#)