

# MOBILE LOCATION AND THE TALE OF RETAIL ROI

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**in**market



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REVEAL MOBILE



CAMERON VAN PEEBLES

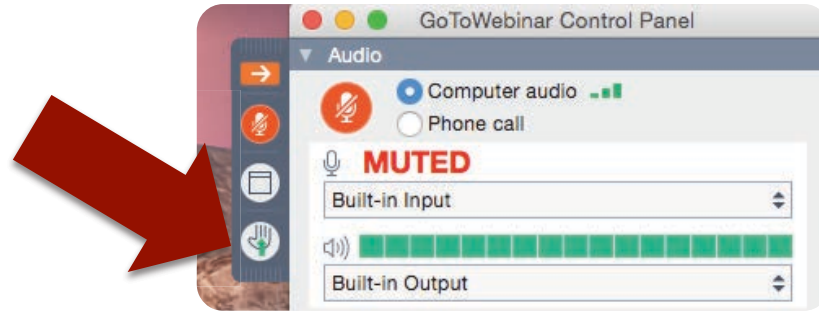
CMO

cameron@inmarket.com



## THE RISE OF MOBILE LOCATION RETAIL DATA STUDIES USE CASES & CASE STUDIES

Presentation available after the webinar



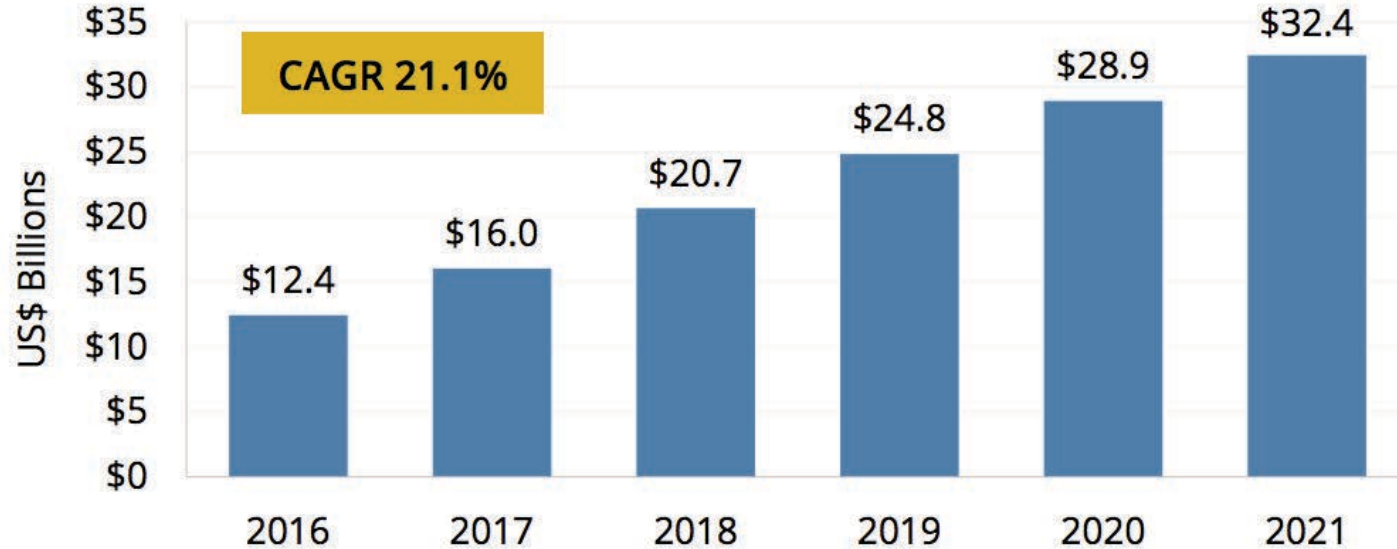


# RISE OF MOBILE LOCATION



**Figure 1 - Location-Targeted Mobile Ad Spend**

Five-Year Forecast



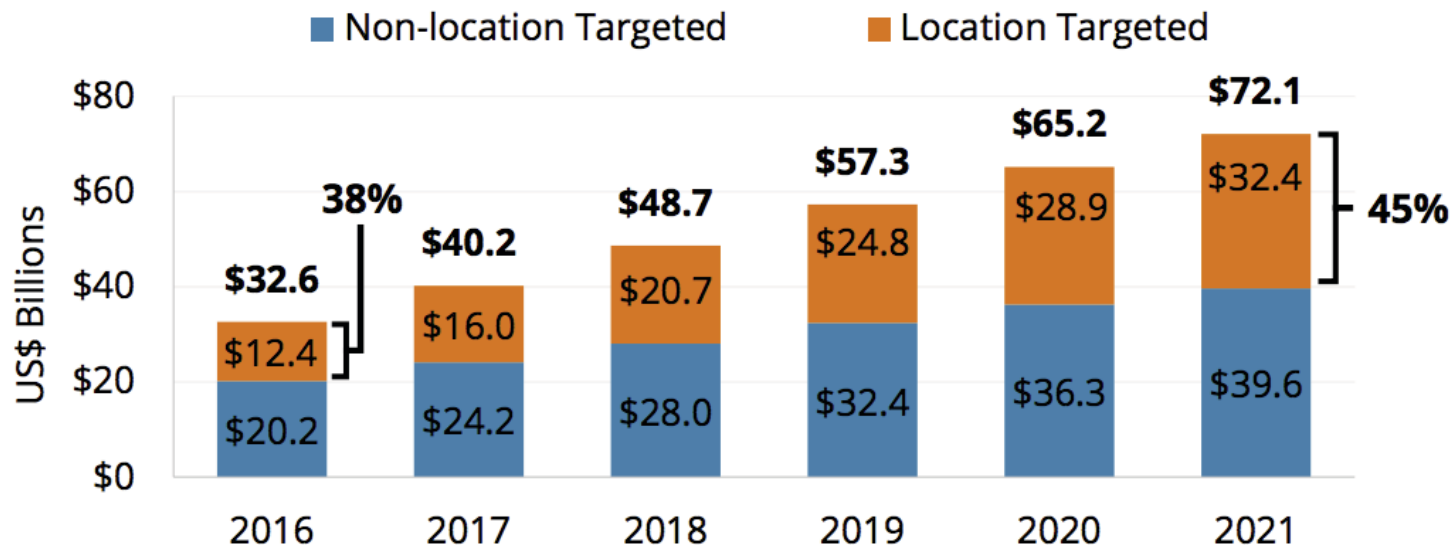
Note: Numbers are rounded.

Source: BIA/Kelsey, 2017

# MOBILE LOCATION AND THE TALE OF RETAIL ROI

Figure 3 - Location-Targeted vs. Non-location-Targeted

Smartphones versus non-smartphones



Note: Numbers are rounded.

Source: BIA/Kelsey, 2017

## LOCATION DATA

SOURCE	TRAITS	USE CASES
Beacons	Very accurate & precise. Growing in scale and adoption	Proximity marketing, retargeting, attribution
GPS	Accurate and precise under right conditions, 0-100M	Same as above
Wifi	Accurate and precise under right conditions, 10-100M	Same as above
Cell Triangulation	Accurate to zip code level	DMA, zip, region targeting
IP	Not reliably accurate or precise	Not relevant for real-time
Registration	Relevant to user's home zip	DMA, zip, region targeting

Adapted from 2016 MMA whitepaper "Demystifying Location Data Accuracy"

500,000,000\*

\* By 2021, ABI Research

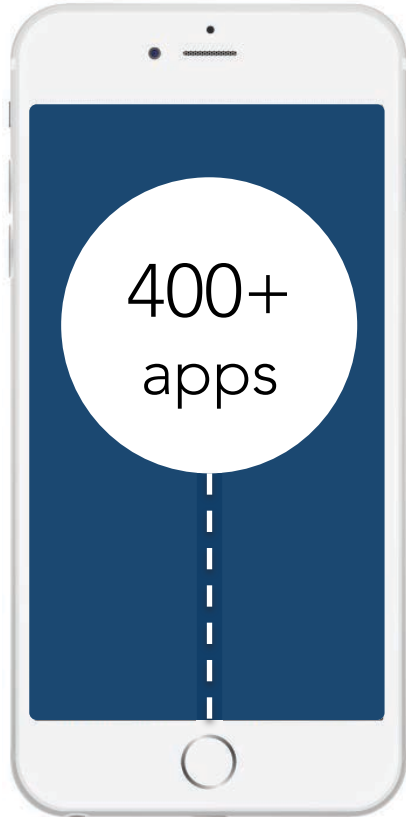


JEANS WITH A BIG PLUS . . . RIBBED TOPS



# DATA STUDIES

Pairing mobile, beacons, and retail



## HOW REVEAL MOBILE SOURCES THE DATA

SDK

"Listen Only" for iBeacon & Eddystone + Partnerships

We also use GPS & Wi-Fi data

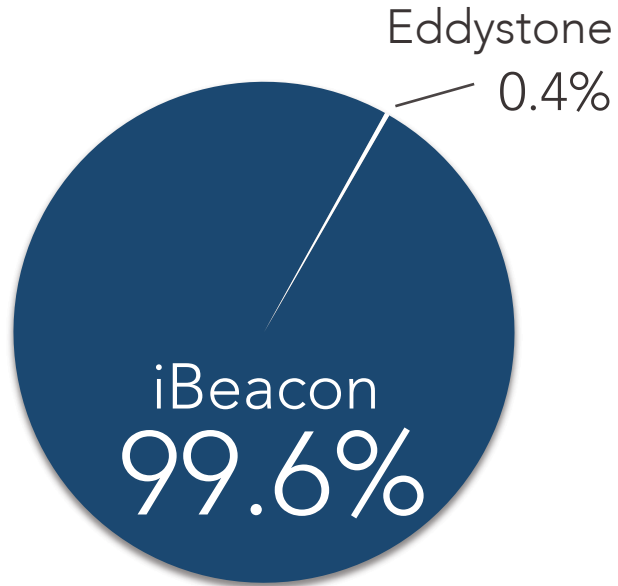
Some places more represented – Beacons increase data

Data collected over 30 days

881,684 Devices in seen at "Retail"

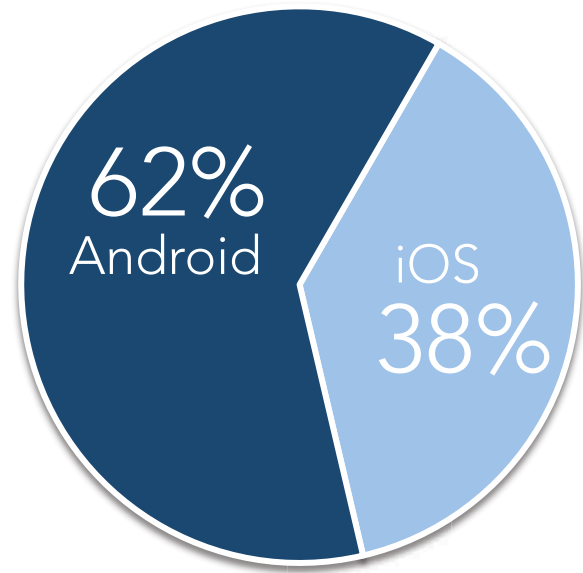
# MOBILE LOCATION AND THE TALE OF RETAIL ROI

WHICH OPEN BEACON STANDARD  
HAS THE MOST ADOPTION?



Source: Reveal Mobile, Feb 2017  
n = 2,510,535 devices

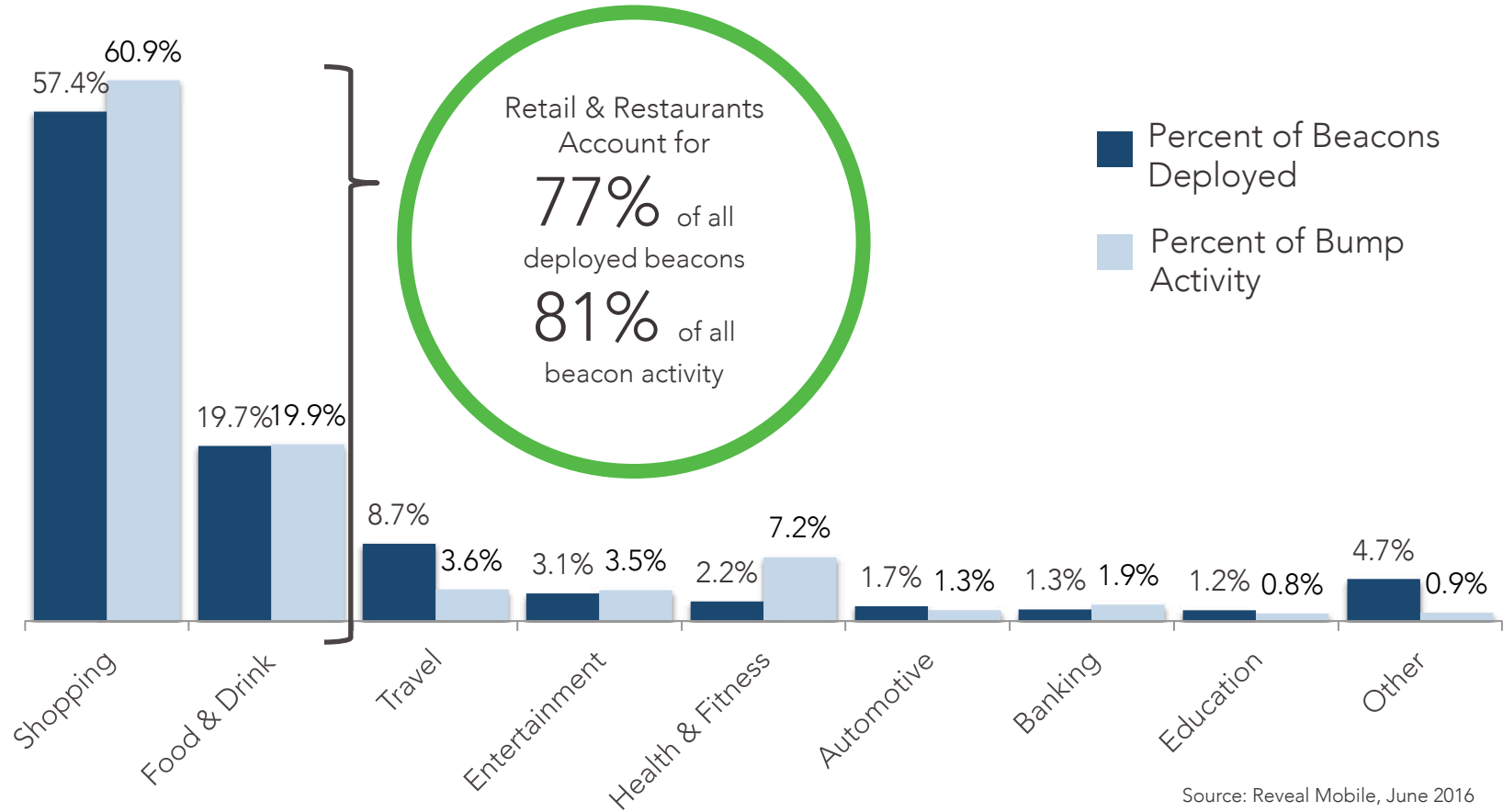
OS BEACON DETECTION



Source: Reveal Mobile, Sep 2016

# MOBILE LOCATION AND THE TALE OF RETAIL ROI

## WHICH CATEGORIES DEPLOY BEACONS?



# MOBILE LOCATION AND THE TALE OF RETAIL ROI

841,261

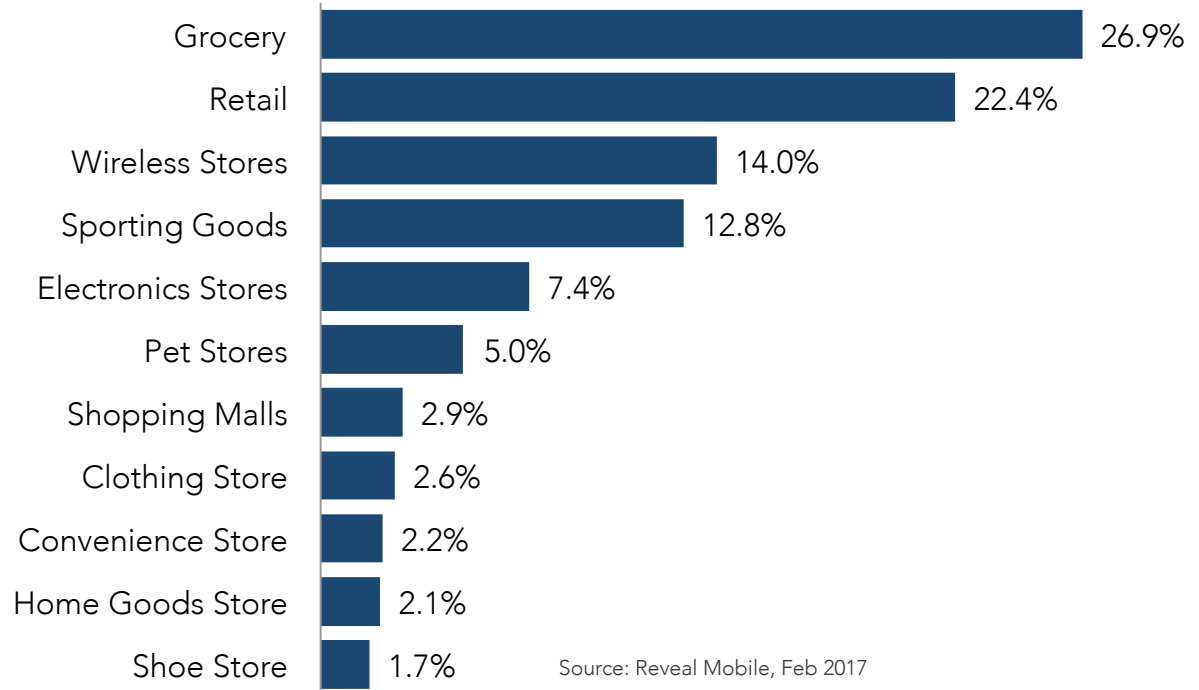
Seen via GPS  
95.4%

198,530

Seen via  
beacon  
22.5%

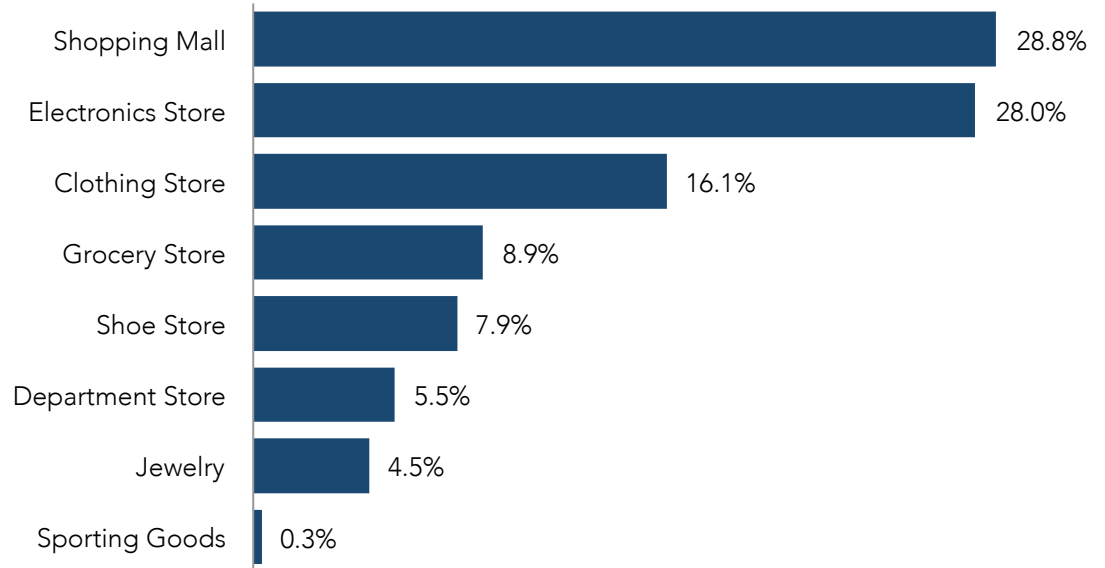
Source: Reveal Mobile, Feb 2017

## TOTAL ACTIVITY IN RETAIL



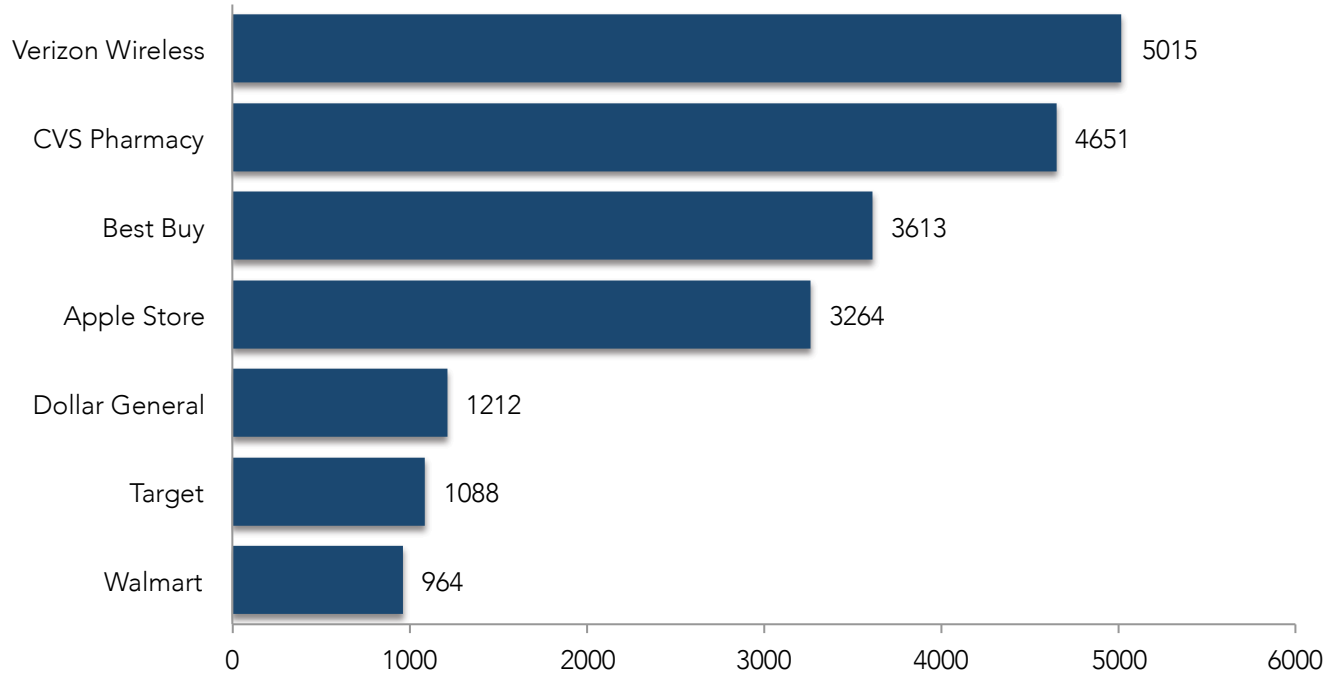
# BEACONS IN RETAIL

29,120  
beacons  
evaluated



Source: Reveal Mobile, Feb 2017

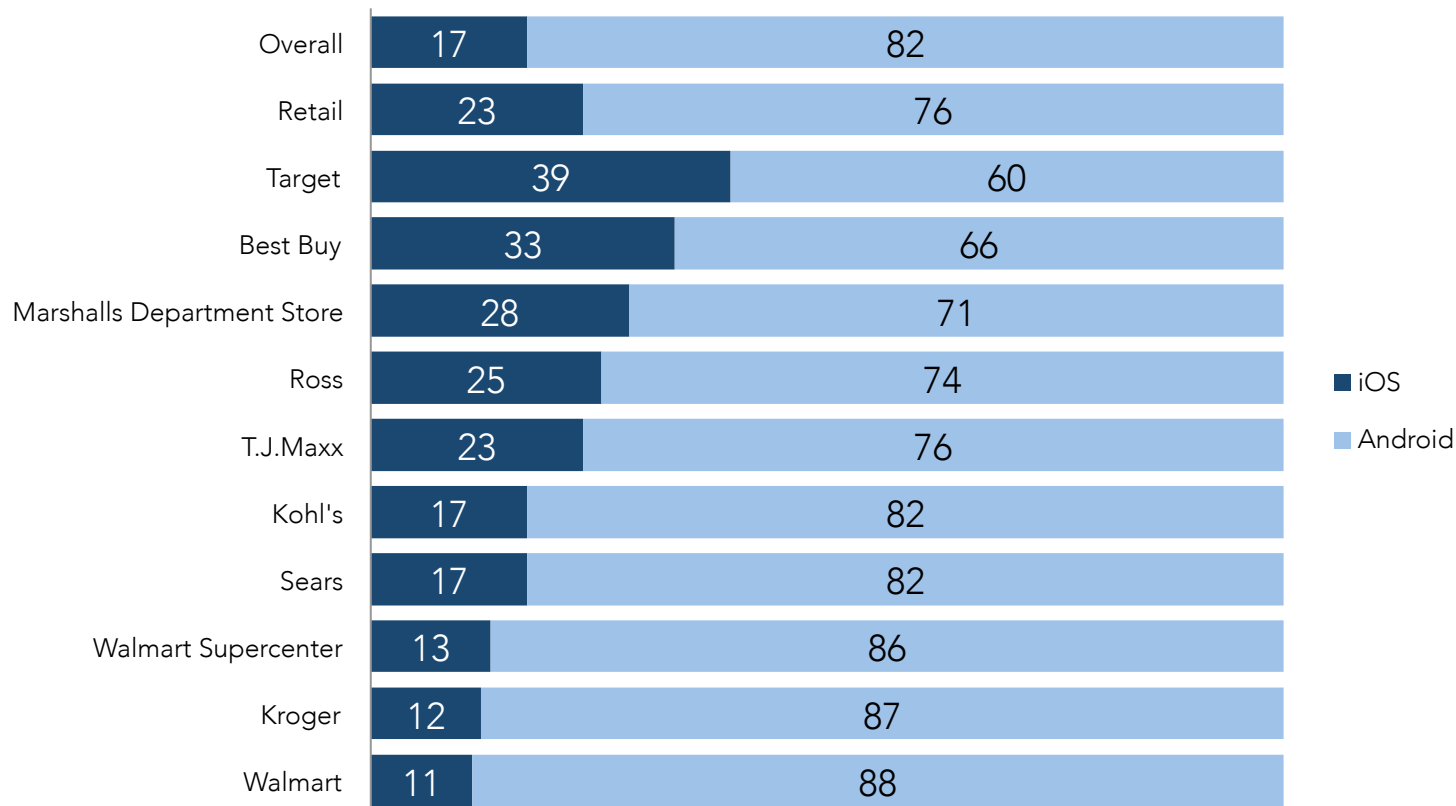
## WHO DEPLOYS?



Source: Reveal Mobile, Feb 2017



# OPERATING SYSTEM OF DEVICES VISITING



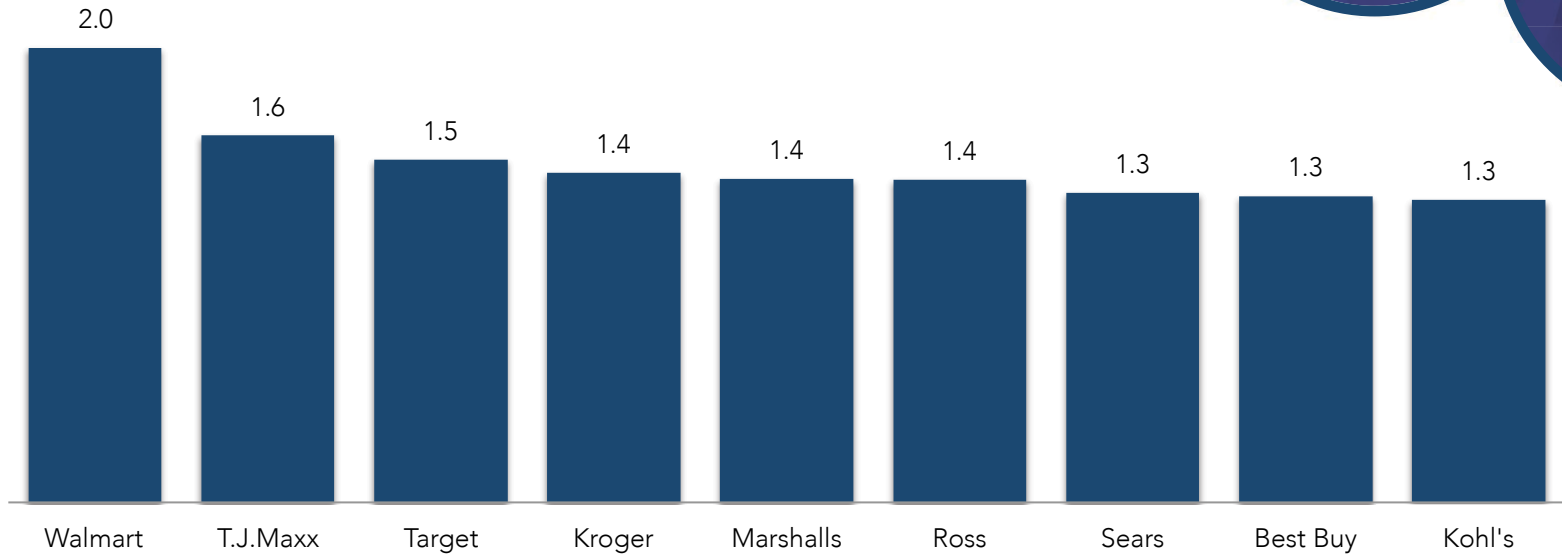
Source: Reveal Mobile, Feb 2017

## VISITS PER DEVICE

Over 30 Days

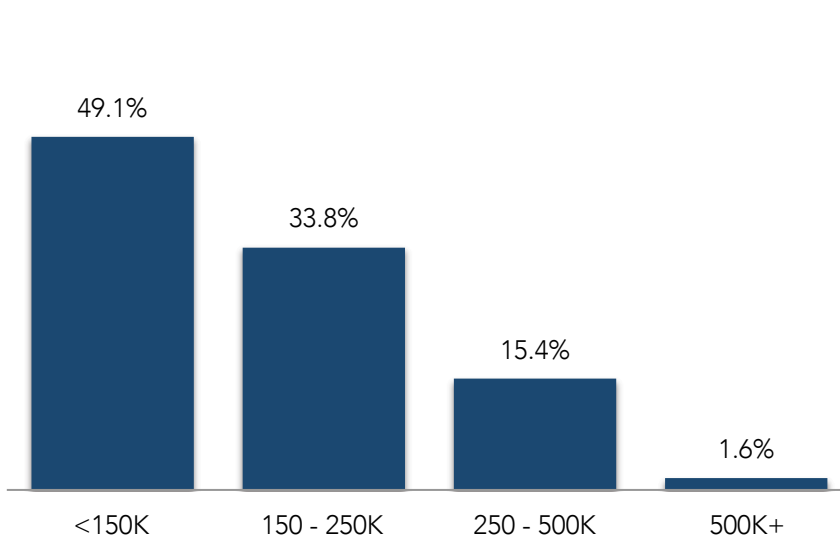
RETAIL  
7.2  
visits/device

OVERALL  
25.2  
visits/device



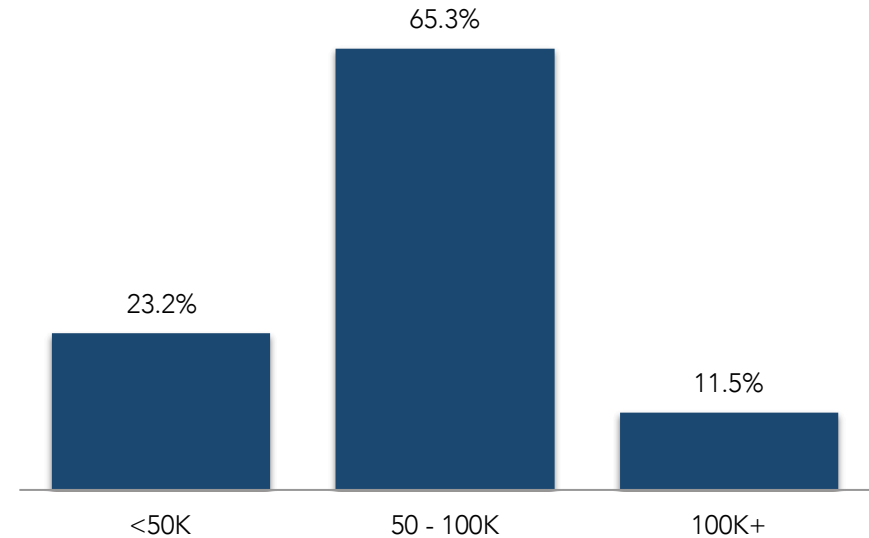
Source: Reveal Mobile, Feb 2017

## HOME VALUES



Source: Reveal Mobile, Feb 2017 | n=431,536 devices

## INCOME



Source: Reveal Mobile, Feb 2017 | n=433,351 devices



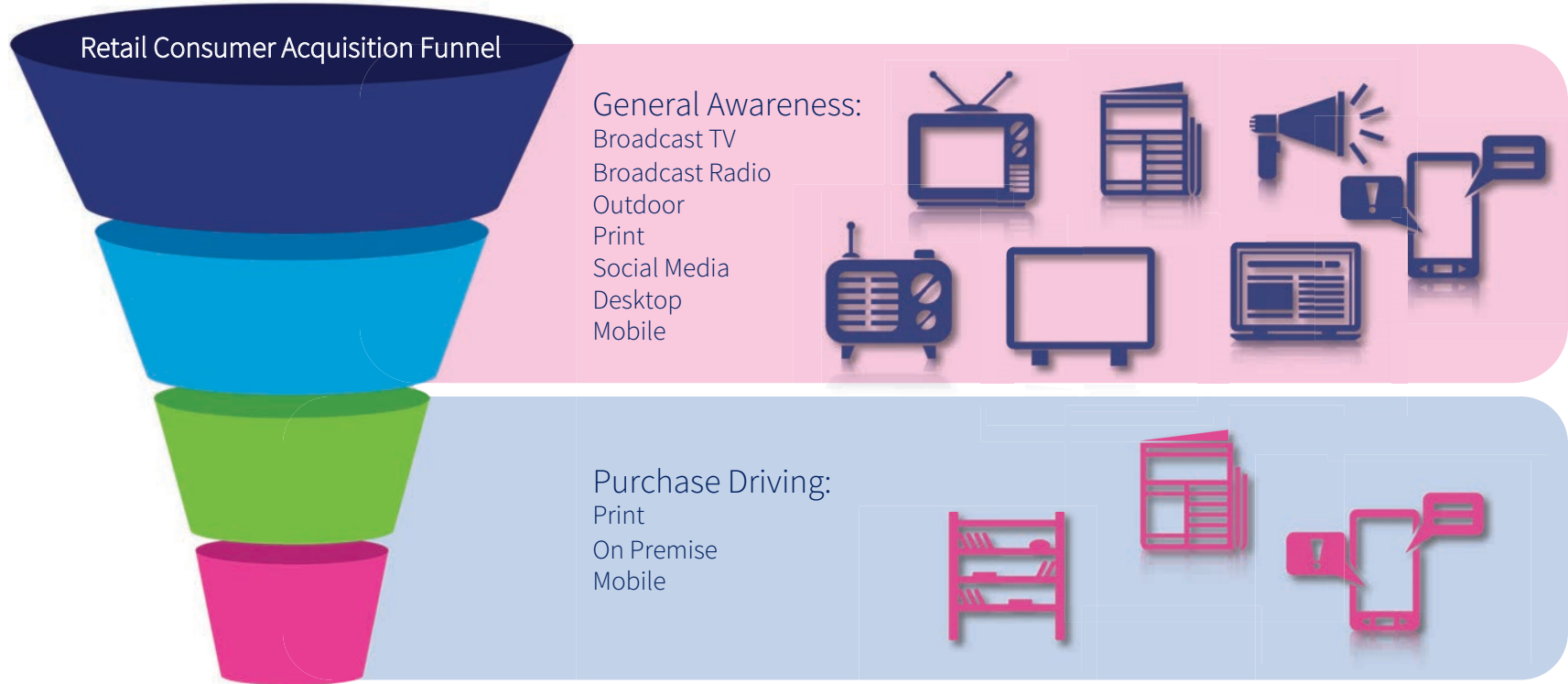
**REVEAL MOBILE**

We Turn Location Signals Into Valuable Audience Data

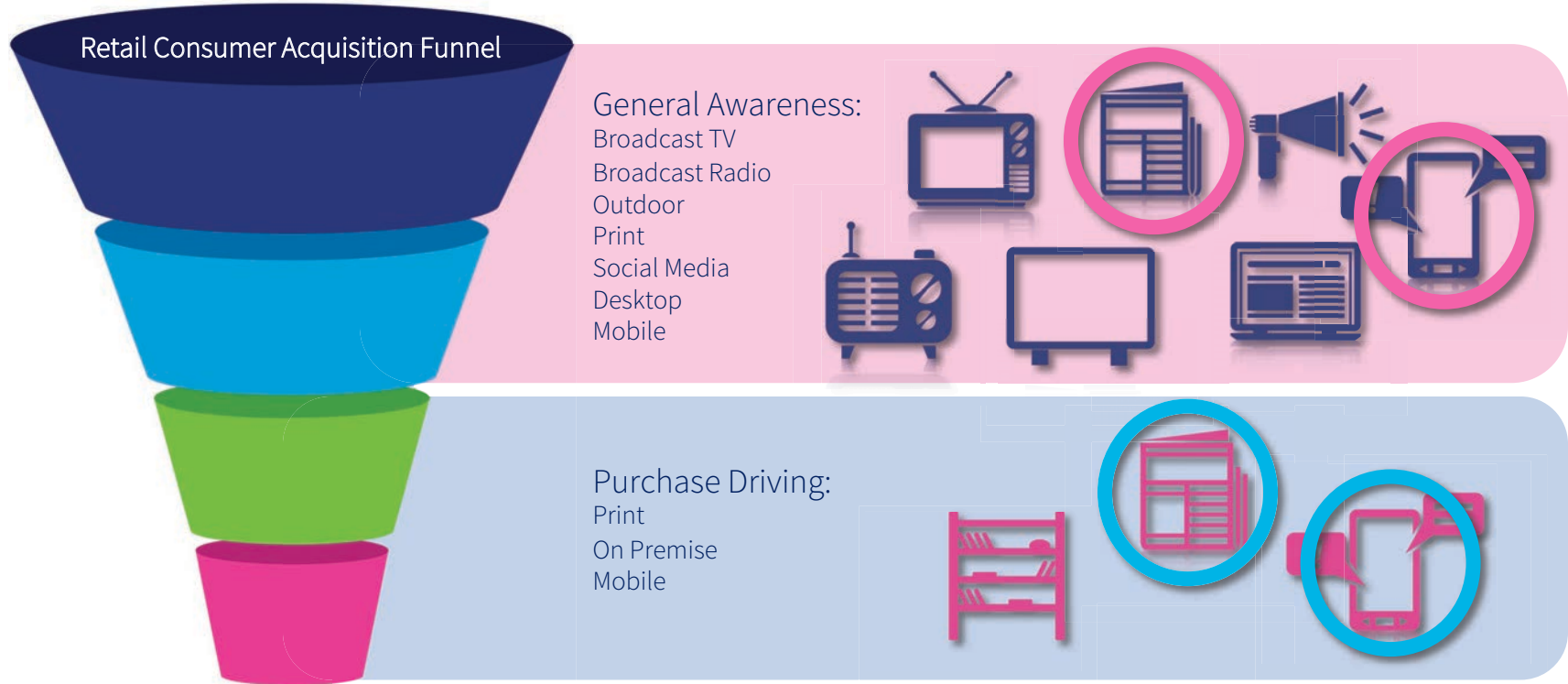
# Retail ROI – A Gameplan

# Strategy Tip 1 – Mapping to the Customer Acquisition Funnel

# RETAIL CUSTOMER ACQUISITION FUNNEL



# RETAIL CUSTOMER ACQUISITION FUNNEL





# Shoppers: Mobile and in the Moment

90%

Use mobile for  
pre-shopping



Shopper Marketing Council

84%

Use mobile in store to  
help make shopping  
decisions



Google

70%

Influenced by mobile  
advertising to try a  
new brand or product



NinthDecimal

# Gameplan Takeaway:



DO

Segment strategy into general awareness and purchase driving.

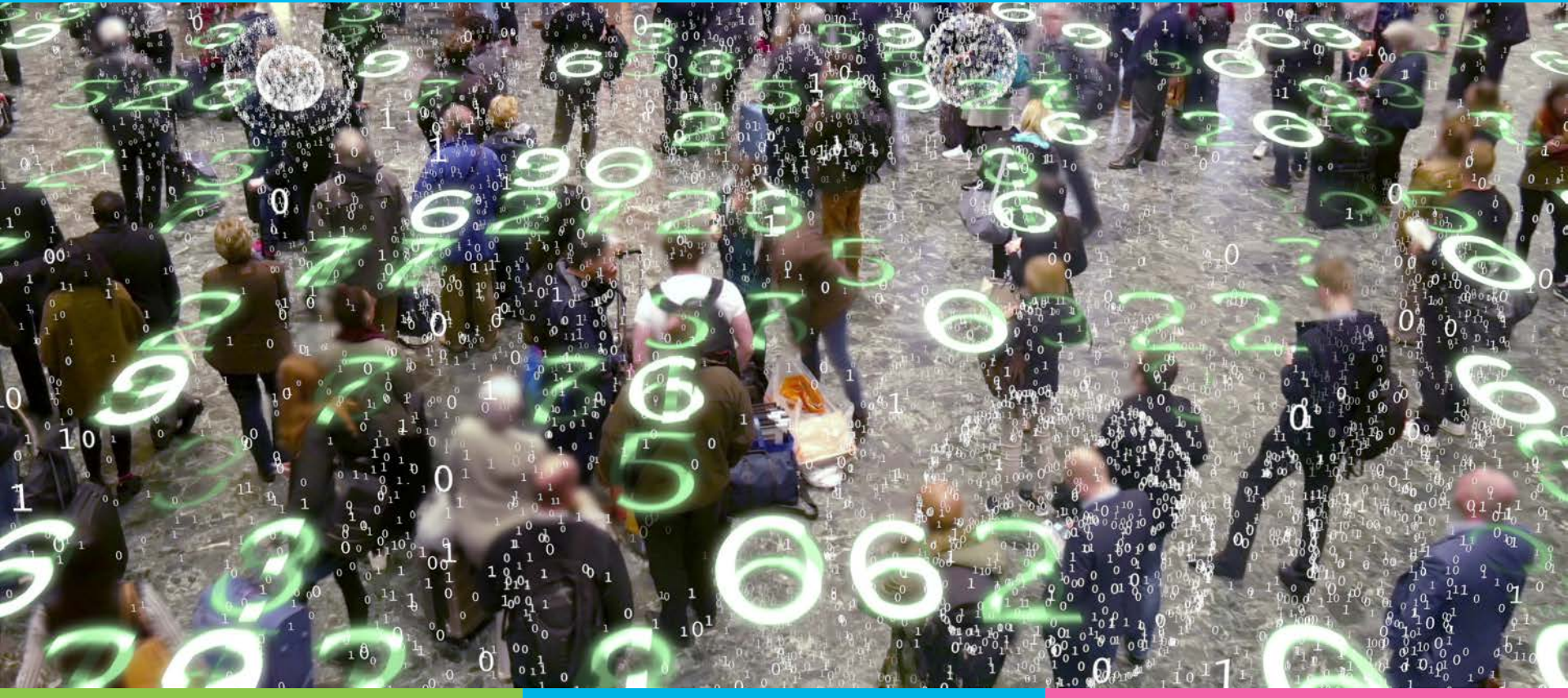


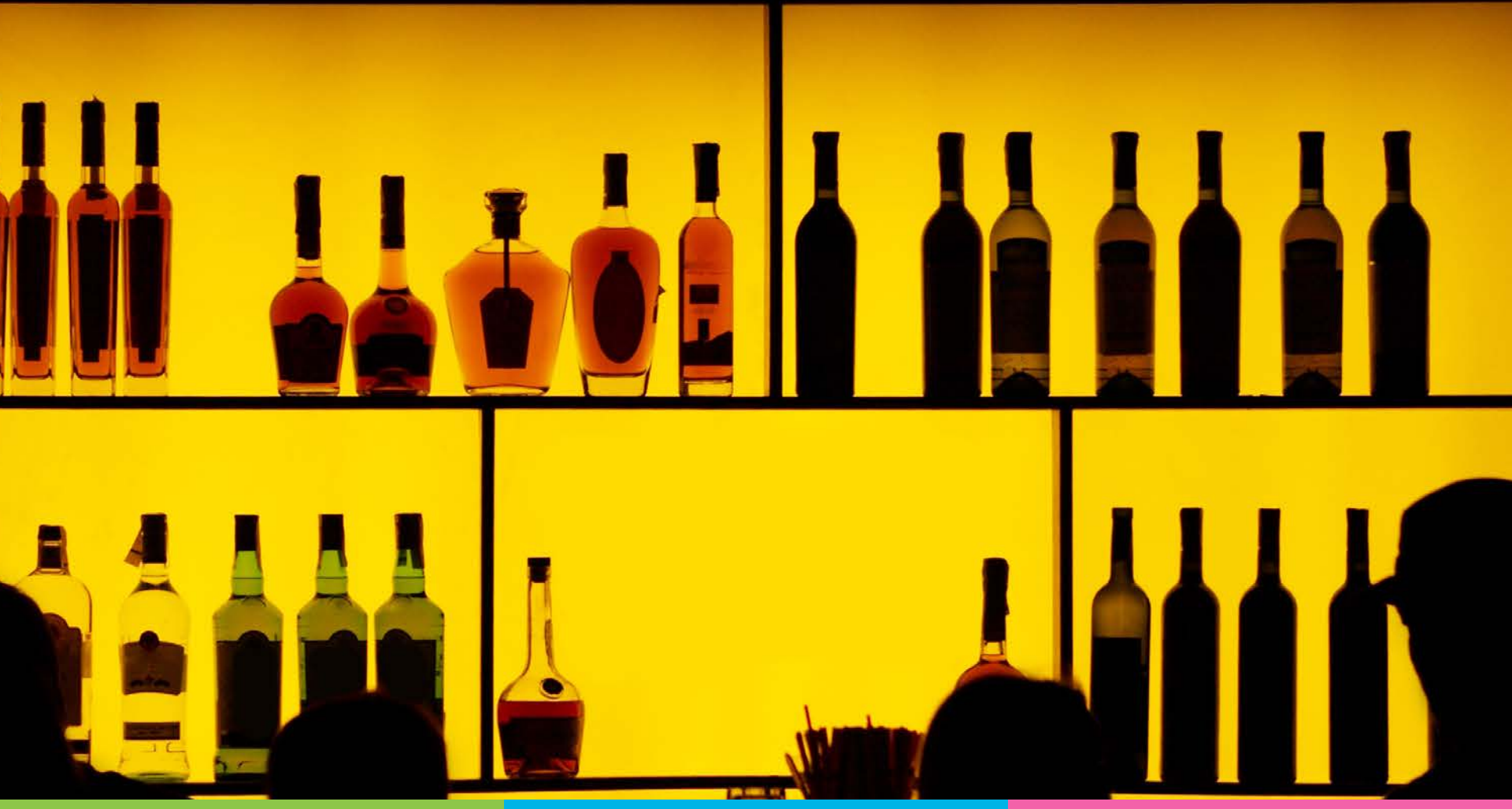
DON'T

Rely too heavily on one level of the funnel. A balance is key.

## Strategy Tip 2 – The Elements of Your Campaign

# ELEMENTS – DATA





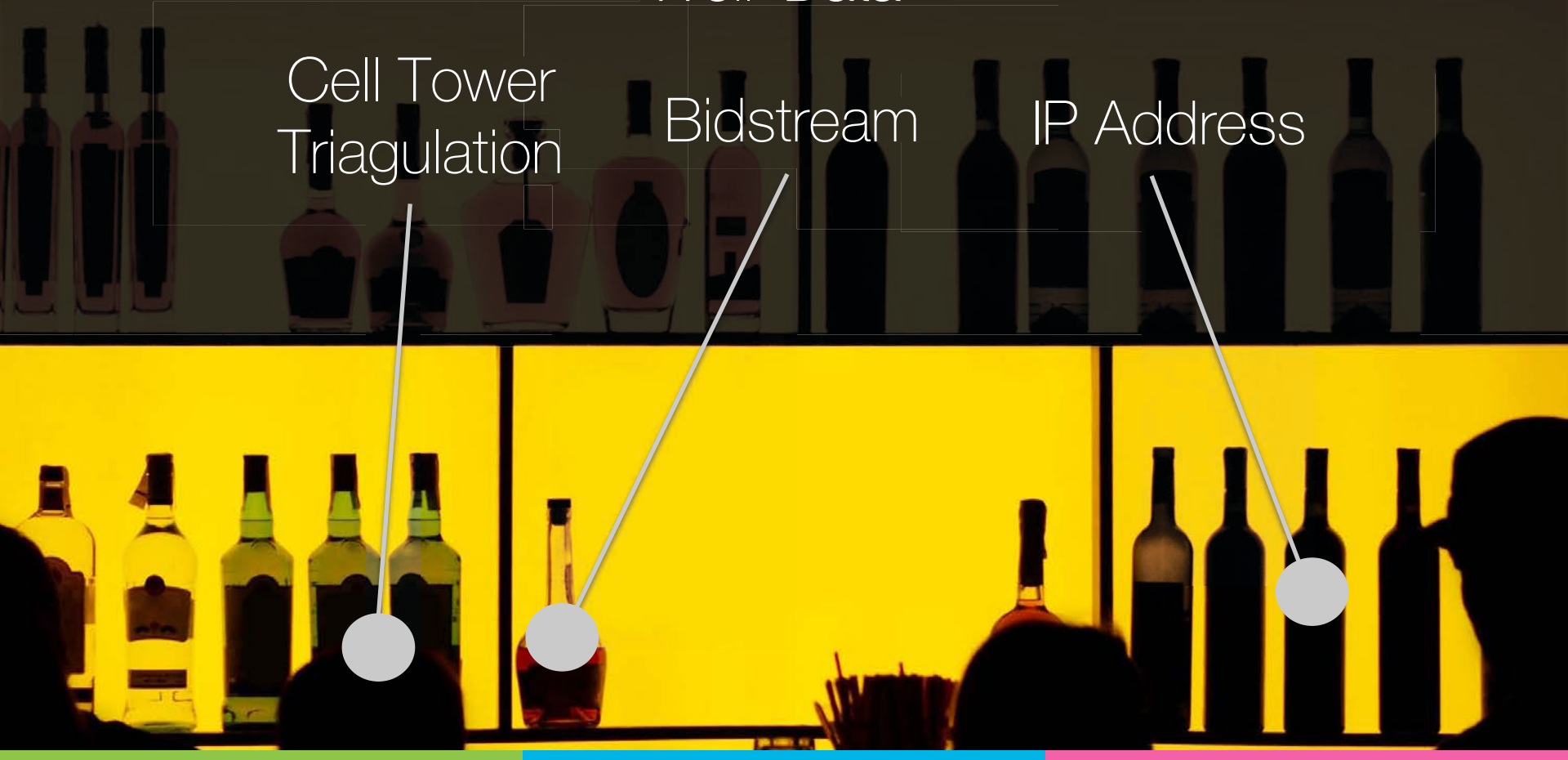


# 'Well' Data

Cell Tower  
Triangulation

Bidstream

IP Address



# How an internet mapping glitch turned a random Kansas farm into a digital hell



Elena Scott/FUSION



By Kashmir Hill

FOLLOW

FEED

SHARE TWEET TUMBLR EMAIL

An hour's drive from Wichita, Kansas, in a little town called Potwin, there is a 360-acre piece of land with a very big problem.

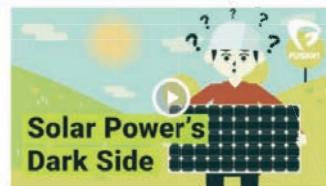
The plot has been owned by the Vogelmann family for more than a hundred years, though the current owner, Joyce Taylor née Vogelmann, 82, now rents it out. The acreage is quiet and remote: a farm, a pasture, an old orchard, two barns, some hog shacks and a two-story house. It's the kind of place you move to if you want to get away from it all. The nearest neighbor is a

TRY NEW  
DEGREE  
ULTRACLEAR  
BLACK+  
WHITE >>>

✓ Degree  
DEODORANT




RELATED VIDEOS



Just how green is solar power? Depends how you look at it.





Always on  
Lat / Long

Beacons

WIFI

Top Shelf Data



# Gameplan Takeaway:



DO

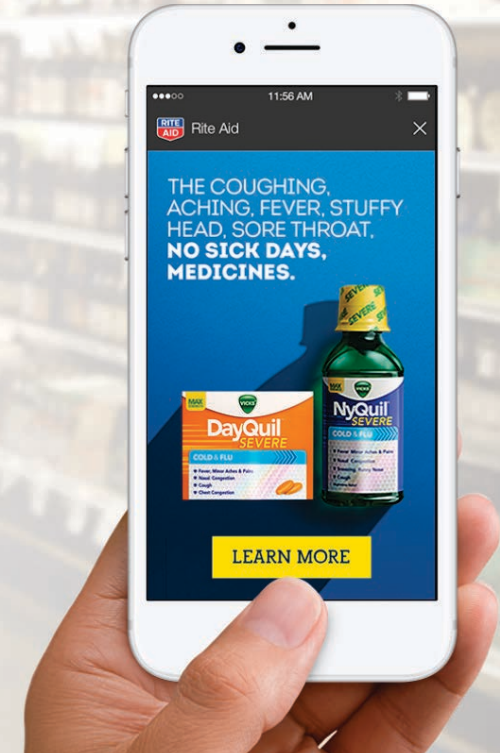
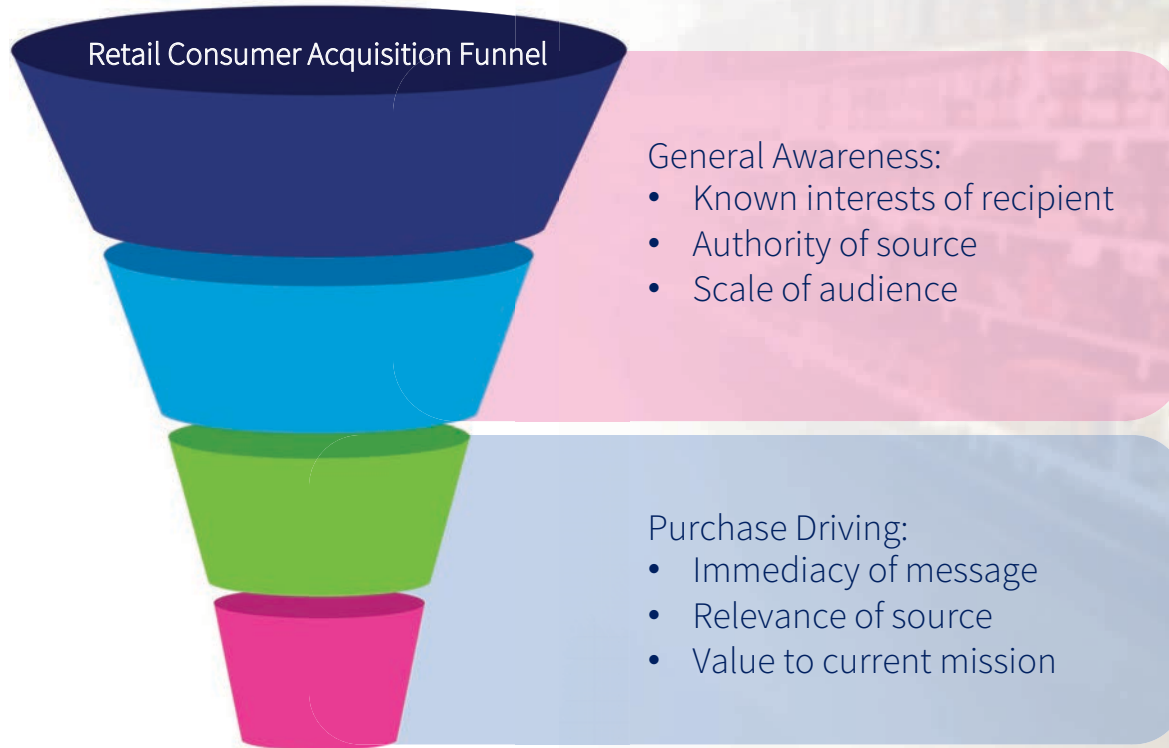
Target using location data derived from Lat / Long, Wi-Fi and Beacons.



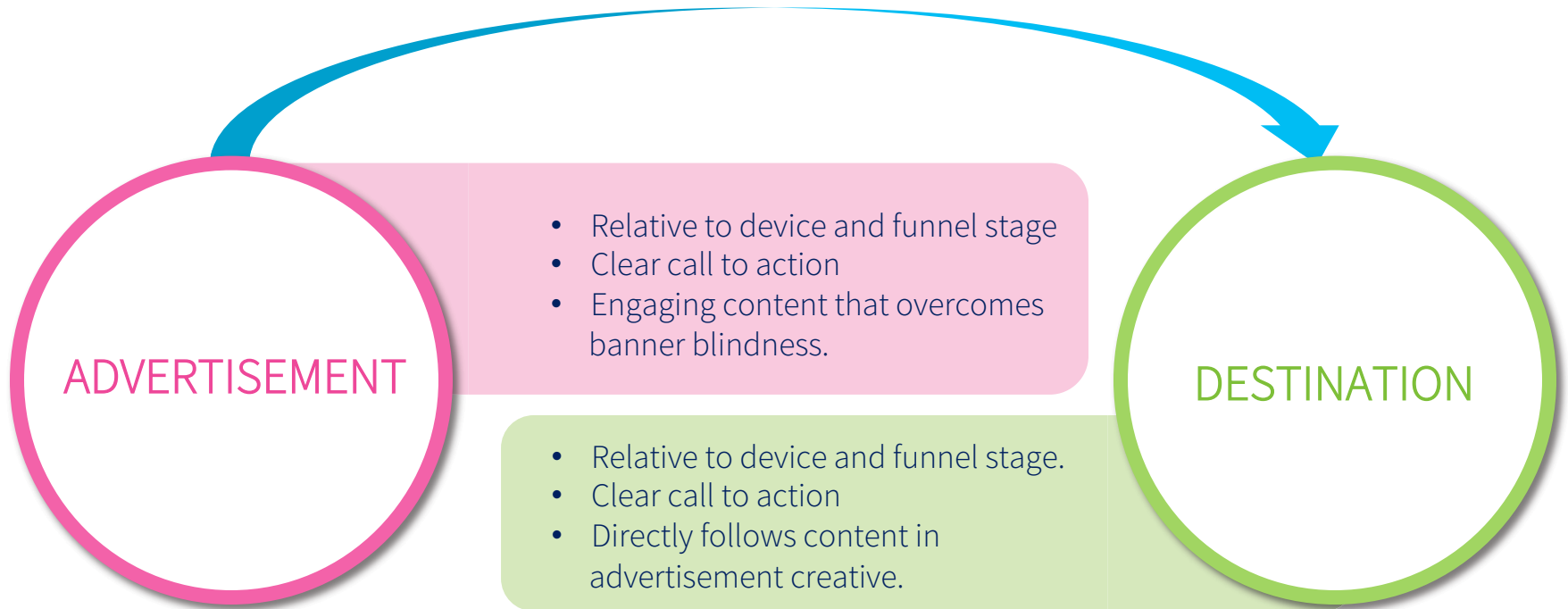
DON'T

Rely on 'loose' data points such as Cell Tower Triangulation and IP Address.

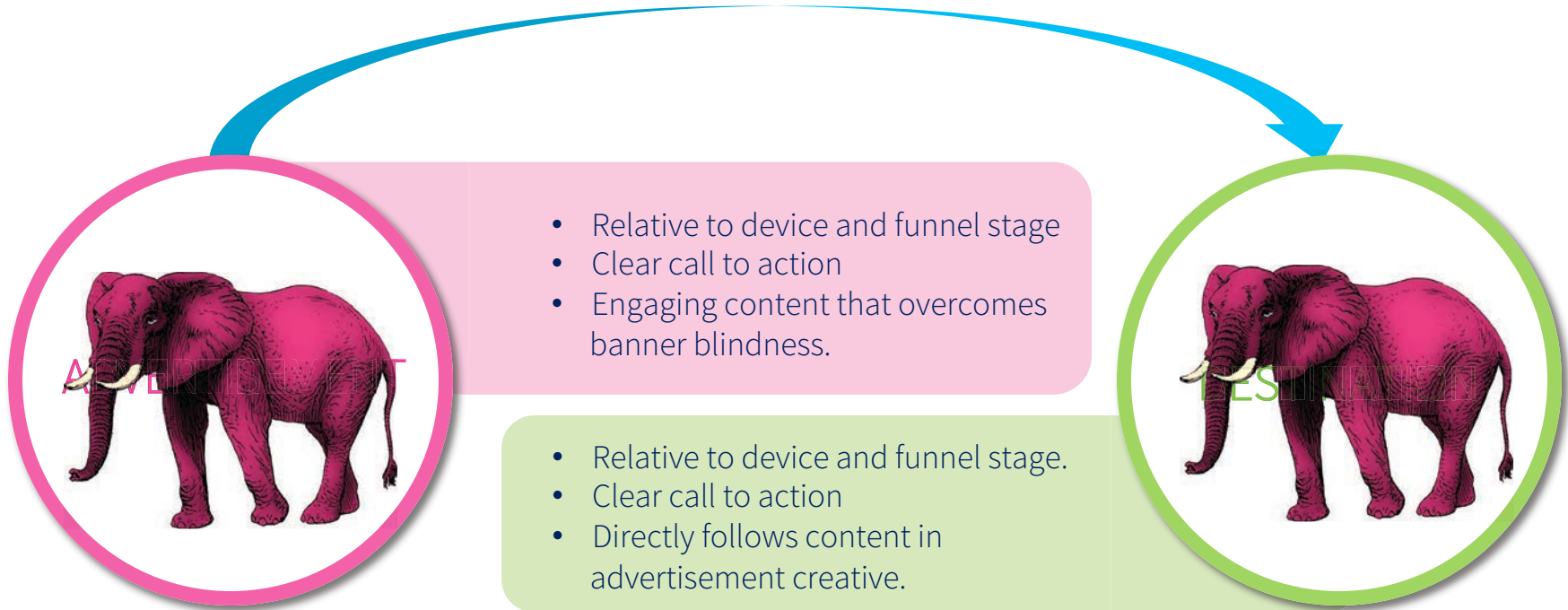
# ELEMENTS – INVENTORY



# ELEMENTS – CREATIVE



# ELEMENTS – CREATIVE

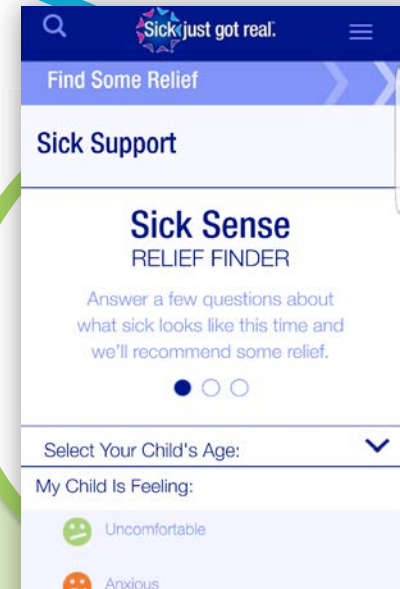


# ELEMENTS – CREATIVE



- Relative to device and funnel stage
- Clear call to action
- Engaging content that overcomes banner blindness.

- Relative to device and funnel stage.
- Clear call to action
- Directly follows content in advertisement creative.



# Gameplan Takeaway:

A solid green circle containing the word "DO" in white, uppercase letters.

DO

Choose an inventory partner that can fulfill your general awareness and purchase driving KPIs.

A solid red circle containing the word "DON'T" in white, uppercase letters.

DON'T

Rely on volume alone, programmatic alone or the shotgun strategy.

# Gameplan Takeaway:

A solid green circle containing the word "DO" in white, uppercase letters.

DO

Use creative that is relevant, clear and engaging.

A solid red circle containing the word "DON'T" in white, uppercase letters.

DON'T

Use one set of creative for desktop and mobile, or mistake brand awareness for loyalty or intent to purchase.

# GUEST SPEAKER – MK WOLTZ



MK Woltz  
Group Media Director  
Integer





## Strategy Tip 4 – Choosing a Vendor

# CHOOSING A MEDIA PARTNER

- Provides general awareness and purchase driving opportunities.
- Has first-party GPS and beacon data.
- Uses trusted sources for inventory that the customer relies on.
- Has scale to reach multiple types of consumers and fulfill campaigns.
- Has proven success delivering ROI for the world's top brands.
- Provides creative design and strategic planning services.



Using unparalleled real-time location data, we pinpoint shoppers in every retail location, target them using our direct integrations with the most commonly used apps, and create exciting experiences that consumers love.



100,000+  
beacons at retail  
nationwide

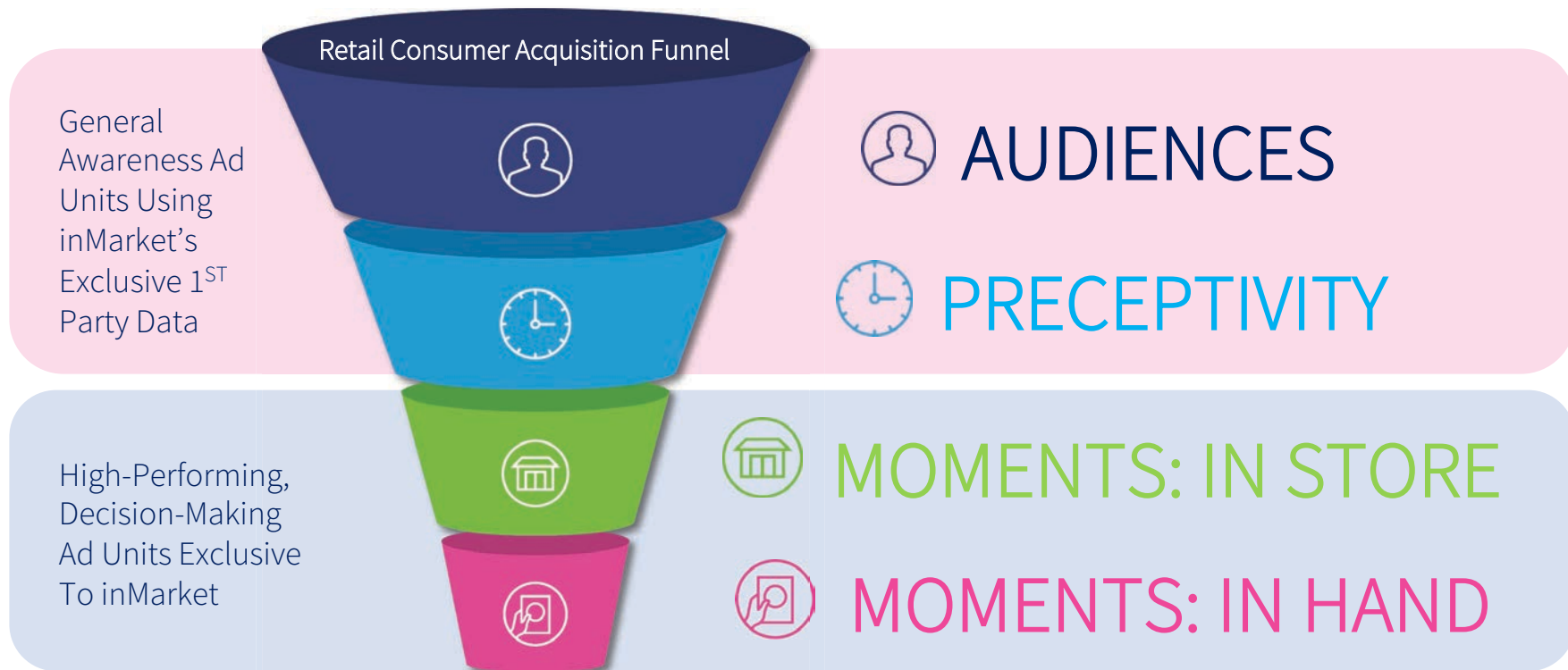


Experience  
delivering ROI to  
the world's  
largest brands



\* 50,000,000+  
active monthly  
users

\*per comScore



# LAPSED SHOPPER REACTIVATION PROGRAM



## TAGGING

Customer shopping behavior is tracked via GPS, WiFi and beacon data throughout inMarket's 50 million integrations.

## TAGGING

## IDENTIFICATION

## IDENTIFICATION

Customers who change shopping patterns and do not enter a store for a certain period of time are identified as lapsed.

## RECOVERY

Customers that return to regular shopping are tracked when they enter a retail store, and marked as recovered. ROI is calculated compared to control group.

## RECOVERY

## RETARGETING

## RETARGETING

Lapsed shoppers are targeted with branded display advertisements on mobile and desktop.

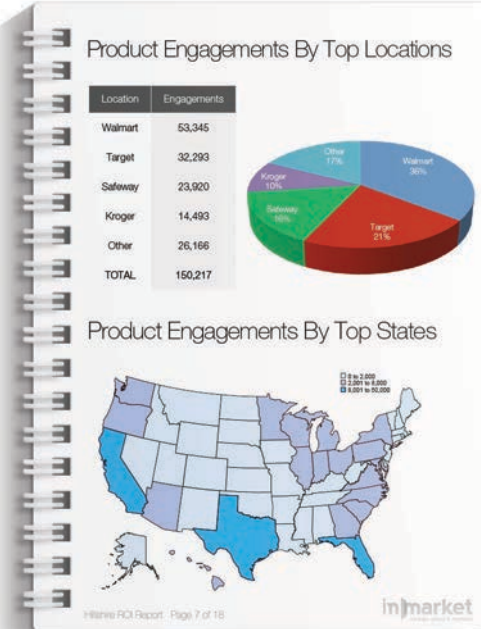


# Metrics to Prove Success

Whatever your KPIs, we provide you deep insights into your campaign's success.

Sales lift\*, Brand awareness lift, Purchase intent lift, CTR, Moments delivered.

\* Sales volume data can be provided by IRi, an independent 3<sup>rd</sup> party vendor.



Q&A





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