



# Mobile Coupon Ad Unit Standard Definition

***Format and Definitions***

***V1.7 draft***

***November 2013***

**Issued by the MMA North America Mobile  
Coupon Ad Unit Standards Committee (MOCAUS)**

The MMA will be trialing mobile coupon ad units during 2013.

To learn more about the committee, participate in trials or join the MMA, please email  
[committees@mmaglobal.com](mailto:committees@mmaglobal.com)



## Why A Mobile Coupon Ad Unit?

A mobile coupon ad unit is the missing ingredient that can unify mobile media spend with point of sale events. The reason paper coupons succeed is that there are well-accepted ways to create them, they are effective forms of brand and incentive advertising, and retailers and manufacturers can track their effectiveness. If

Kellogg's

distributes 10

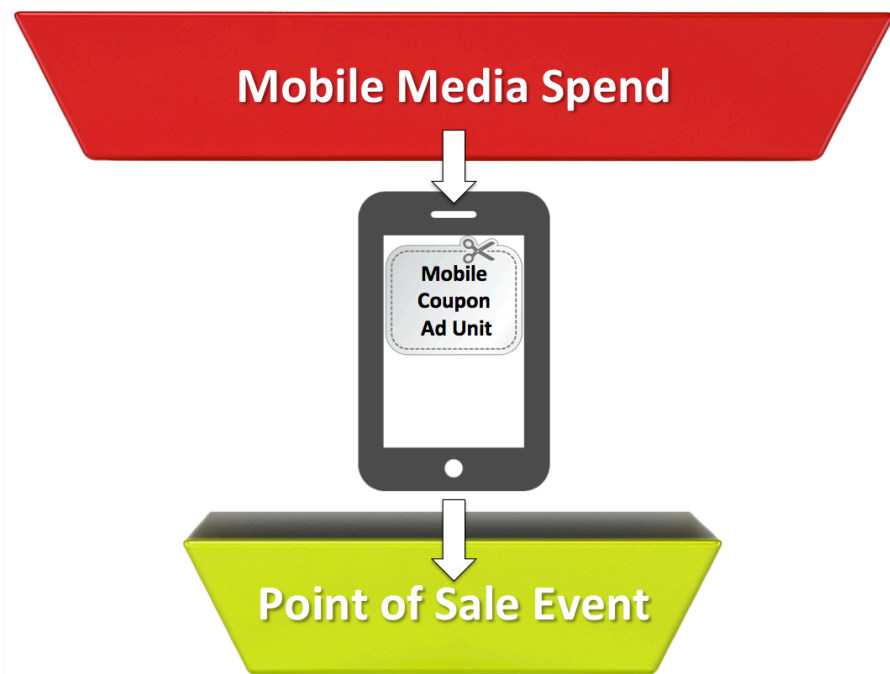
million Corn

Flakes coupons,

they'll know how

many were

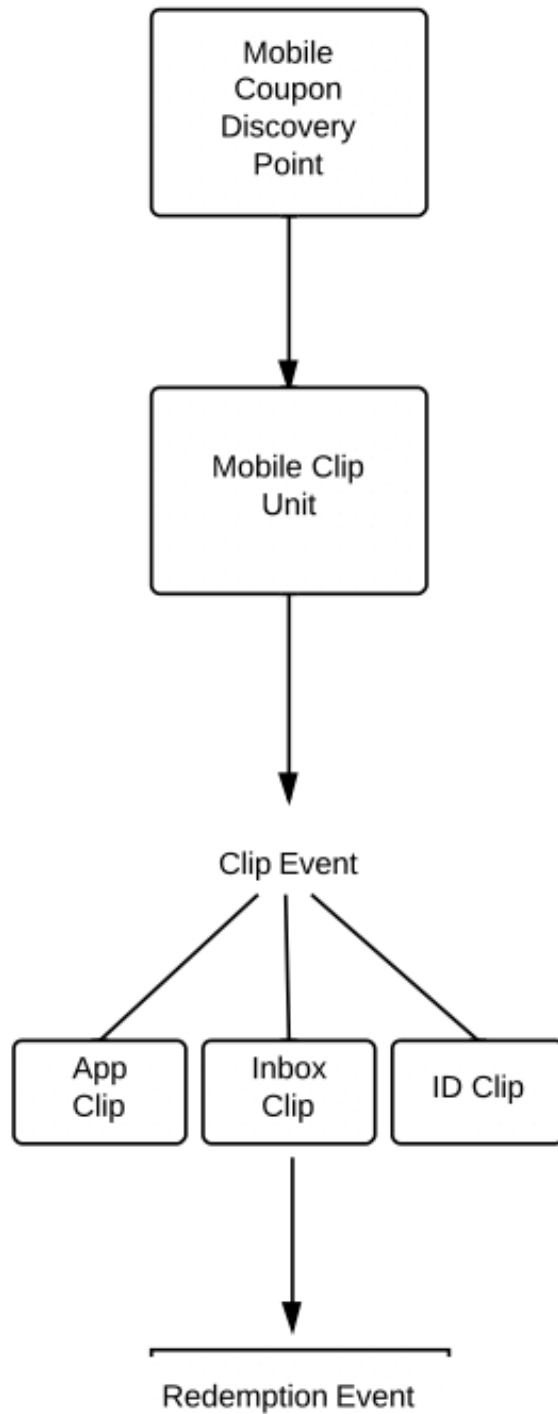
viewed, and how



many were clipped and brought into a store and redeemed. Mobile can learn from and build on the effectiveness of paper coupons, offers and incentives with added visibility around mobile clip, activation and redemption events. This unit format aims to provide the framework for that capability in a mobile advertising environment in a simple yet powerful way for advertisers, agencies and mobile solution providers.



## **Mobile Coupon Ad Unit User Flow**





## **Mobile Coupon Ad Unit Component Detail**

The Mobile Coupon Ad Unit is comprised of three component areas:

- 1. Setup Information**
- 2. Unit Formats**
- 3. Measurement Standards**

### **1. Setup Information**

- a. **Required metadata:**
  - i. Funding Source
    1. Merchant
    2. Brand / Manufacturer
    3. Other
  - ii. Offer type
    1. Dollar off
    2. % off
    3. BOGO
    4. Retail Offer
      - a. Product Based
      - b. Department Based
      - c. Total Based
    5. Manufacturer Offer
    6. Other
  - iii. Offer ID
  - iv. Store Promo Code and/or UPC code and/or Redemption Instructions
  - v. Start date
  - vi. Expiration date
  - vii. Terms, conditions and exclusions



- b. **Optional metadata:** (Promotion, Retailer, Product Grouping)
  - i. Geoactivation / region data
  - ii. Geonotification / region data
  - iii. Redemption code: numeric, bar, QR
  - iv. Campaign type
  - v. Campaign code
  - vi. Family Code and associated qualifying UPCs
  - vii. Offer ID (list of unique IDs if tying to unique users or offers)
  - viii. Clearing house
  - ix. Redemption instructions
  - x. Category / subcategory
  - xi. Advertiser logo
  - xii. Advertiser phone number
  - xiii. List of participating locations (name, address / lat-long)
  - xiv. Product image
  - xv. Coupon image and URL
  - xvi. Destination / Authorized User ID
  - xvii. Target Demographic Data (A/S/L)
  - xviii. Target Interest Data (List)
  - xix. Limits (Distribution / Redemptions)

## 2. Unit Formats

### a. **Mobile Coupon Discovery Points:**

- i. **Mobile Display Ad:** The actual offer presented as an mobile display advertisement, e.g. Display: Banner (320x50 or 320x100), or web mobile UMAP / IAB standard 300x250 Rich Media: HTML5, Video, MRAID.
- ii. **Print Media:** FSI/Circular, Paper Coupon, Print Ad, Signage, Direct Mailer
- iii. **Mobile SMS or Push Notification**
- iv. **Email**
- v. **Mobile App or Website**
- vi. **Social:** Facebook, Twitter, Google+, Pinterest, etc.

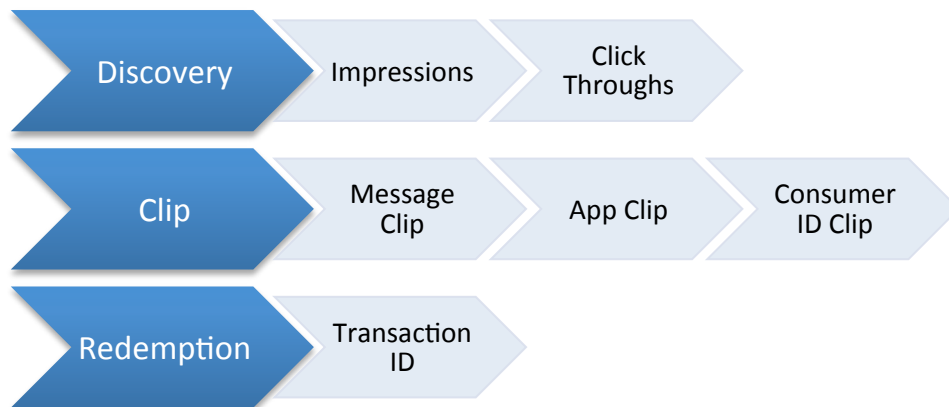


- b. **Clip Unit:** Mobile web page (iOS / Android compatible) that leads to an app and / or enables the consumer to enter a phone # or email address. This can be a separate page or a rollout from the Offer Unit.
  
- c. **Presentation Unit:** Form of coupon offer to be displayed at POS via mobile web or app page. Can be either text or display. Must be clearly marked as a “Mobile Coupon” to build trust. Can contain a numerical offer code, bar code or QR code. Must contain terms, conditions and exclusions.



### 3. Measurement Standards

The graphic below summarizes the key events a mobile coupon ad unit should measure across **Discovery**, **Clip** and **Redemption**:



#### a. **Discovery**

- i. **Impressions:** How many views the Mobile Coupon Discovery Point receives, if measurable.
- ii. **Click Throughs:** Number and % of times the coupon ad unit is tapped, scanned or texted, depending on discovery type.

#### b. **Clip:** How many time the mobile coupon is “clipped” meaning:

- i. *Message Clip:*
  1. Sent to a device via SMS or Text
  2. Sent to a device via mobile email.
  3. Sent to a device through an app-based push notification
- ii. *App Clip:* Consumer sends the Coupon to an existing App, such as PassBook, ISIS, Google Wallet, or downloads an app containing the coupon and possibly opts in to future offers.
- iii. *Consumer ID Clip:* Coupon is clipped to a specific ID associated with a load-to-loyalty or similar card.

#### c. **Redemption**

- i. *Transaction ID:* An Redemption Verification message tied to the transaction for the campaign successfully being redeemed through scan of a bar code or QR code, entry of a coupon ID into a point of sale system, or a load-to-loyalty swipe or NFC event.



## Mobile Coupon Trust Icon



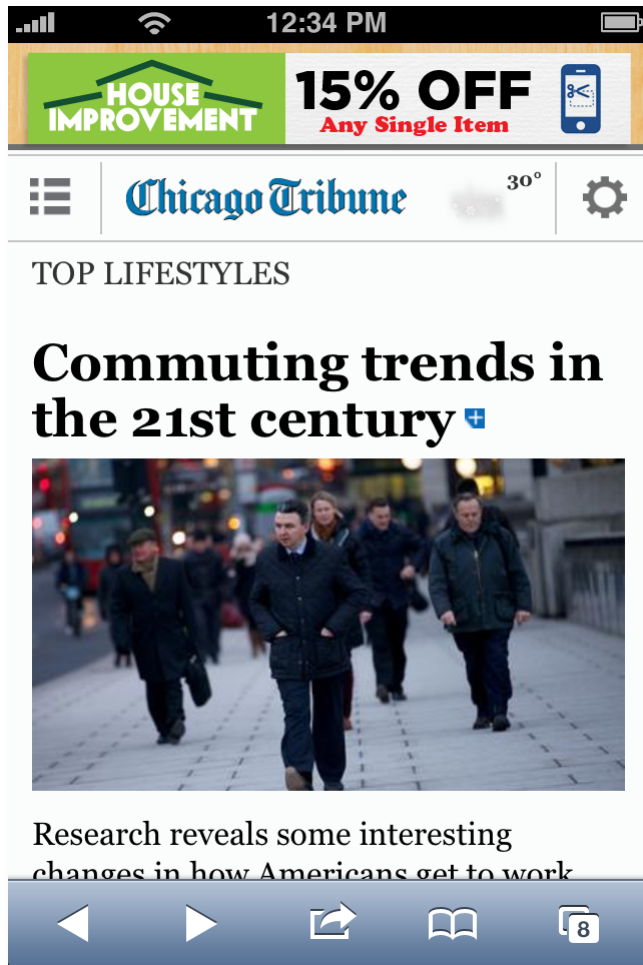
Coupon campaigns adhering to this standard should display the Mobile Coupon Ad unit symbol to build visibility and credibility for this initiative as well as clearly identify ad units as redeemable mobile coupons for consumers and clerks.



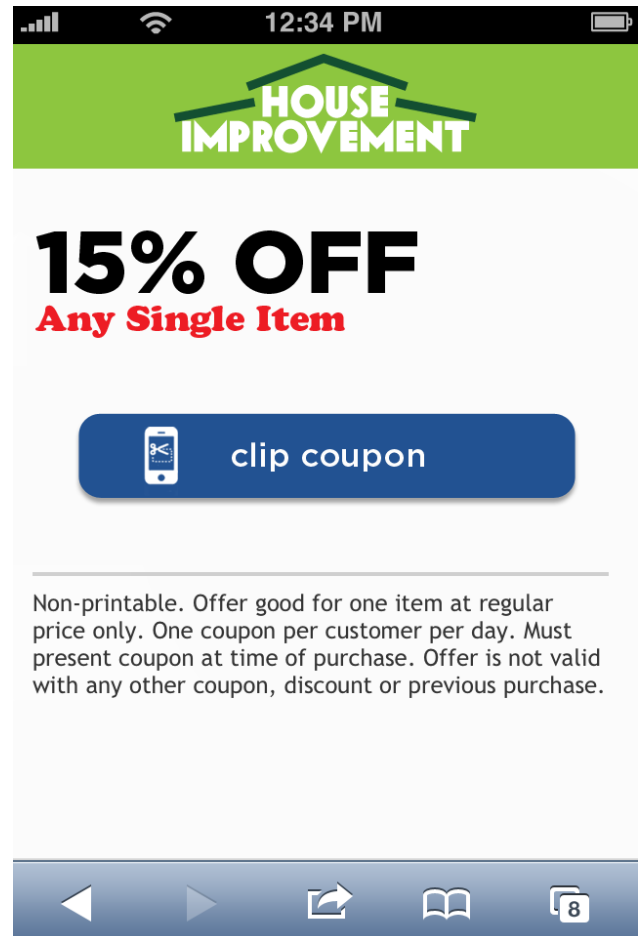




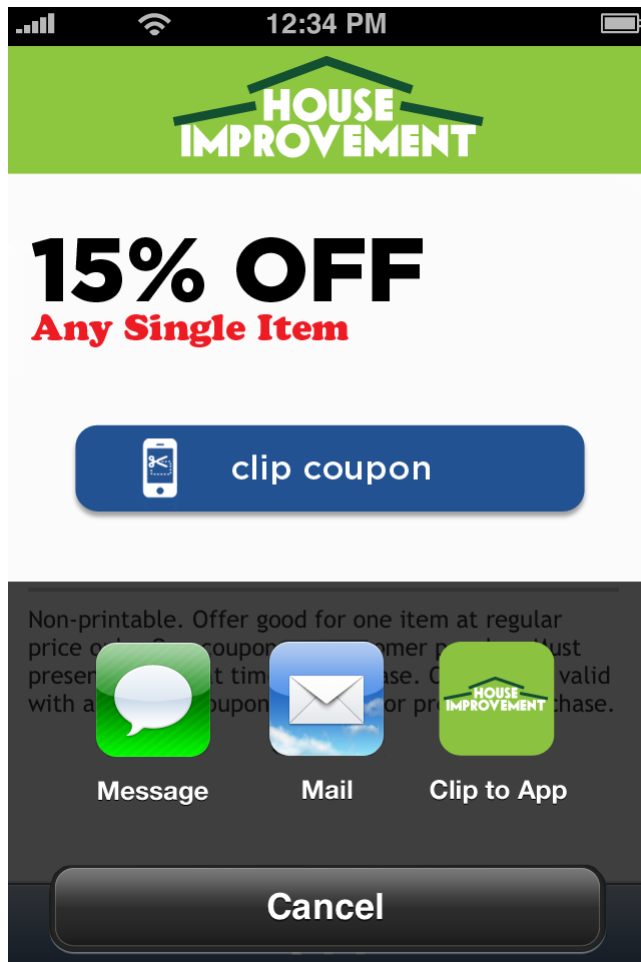
## Unit Format Examples



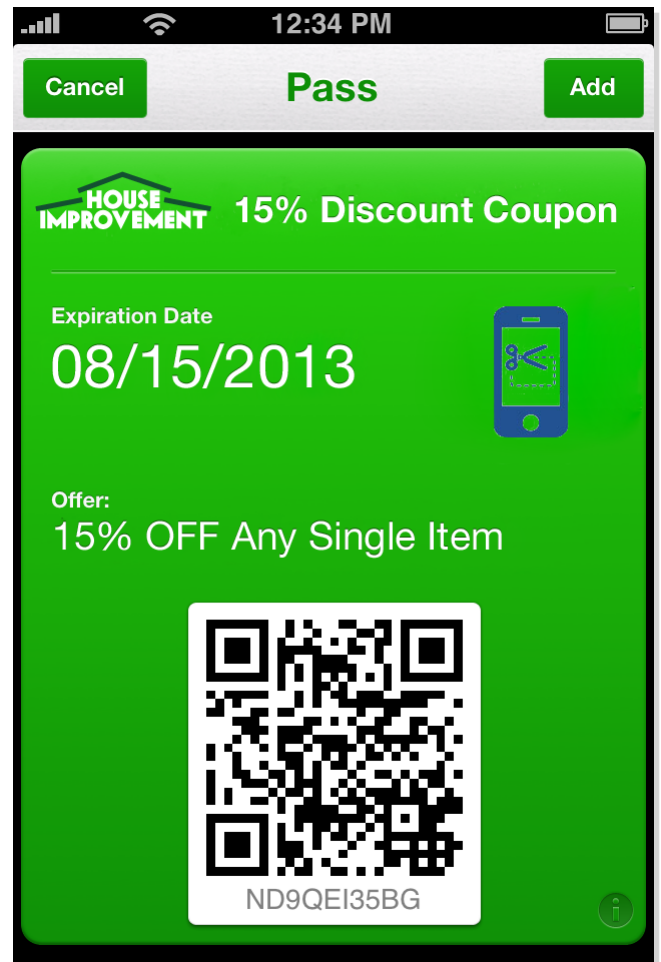
Offer Unit



Clip Unit



Clip Options

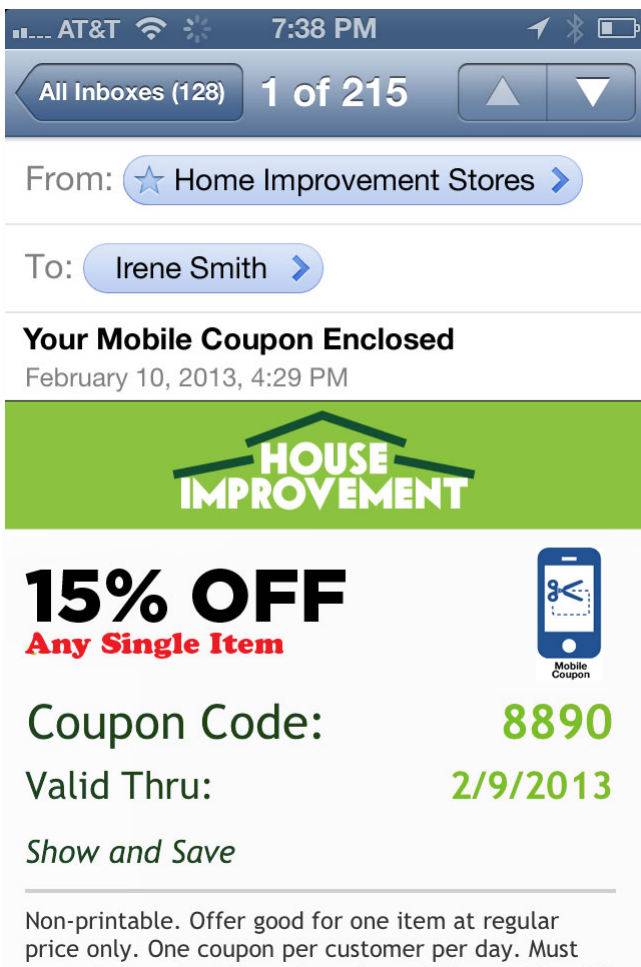


Clip to Passbook

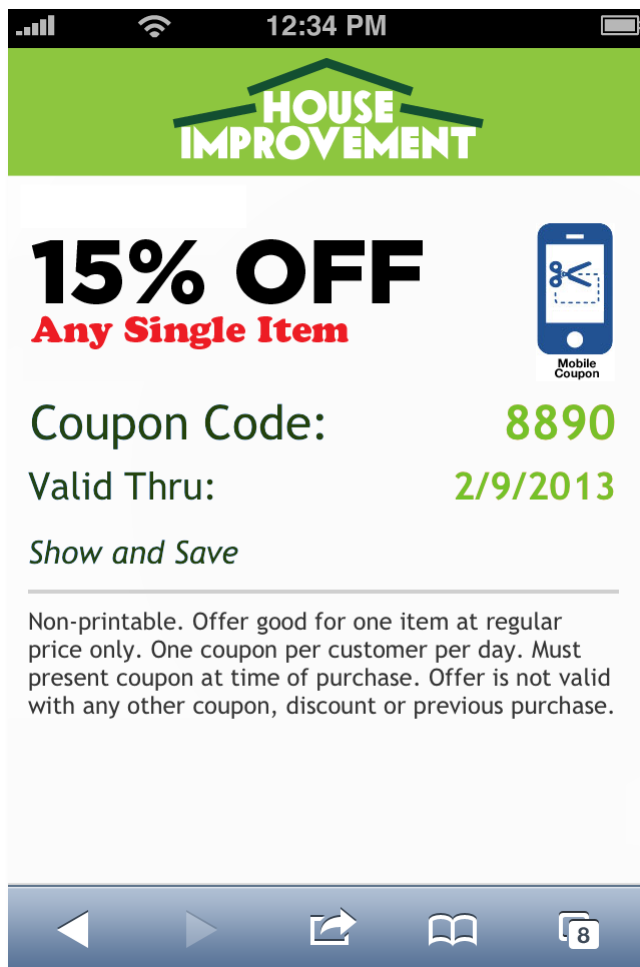


**Inbox Clip: Text**

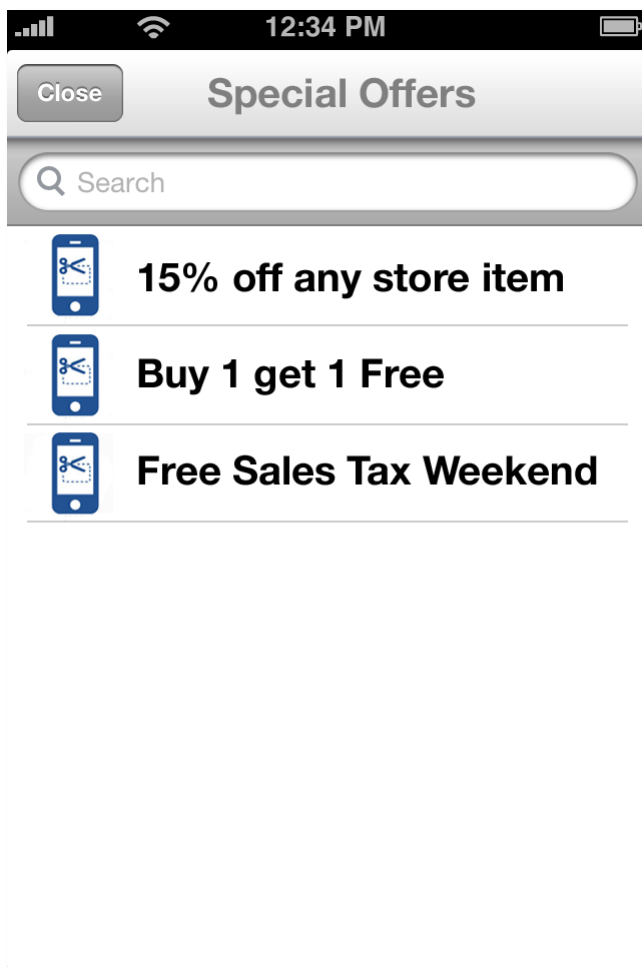
**Inbox Clip: Email**



Inbox Clip



Presentation Unit



List Unit



Tile Unit



### **The Mobile Coupon Ad Unit Standards (MOCAUS) Committee**

The MMA has launched a Mobile Coupon Ad Unit Standards (MOCAUS) committee to address this need for a mobile coupon ad unit. The committee's objective is to create and trial a mobile coupon ad unit. Specifically:

1. Develop a consistent language and conceptual framework around mobile coupons, offers, incentives and rewards.
2. Create business intelligence and awareness of the state of mobile coupons and incentives, especially as they relate to consumer engagement and mobile relationship management along the path to purchase.
3. Create, document, circulate for comment and finalize unit format recommendations including specifications for creative, impressions, and measurement.
4. Conduct industry field trials and update recommendations with learnings.
5. Issue results of field trials and issue formalized guidelines and best practices document.
6. Launch a compliance program.

According to Adam Lavine, FunMobility CEO and MOCAUS Committee Chair: "Mobile is about to hit full-on scale for brand marketers, and initiatives like a mobile coupon ad unit will help us get there. Mobile and coupons are a perfect match - a win for consumers, marketers and retailers." The committee includes a roster of industry leaders including Inmar, Valpak, Spotzot, Acta Wireless, Isis, Hipcricket, Medialets, Mocapay, Sprint, RadiumOne, FunMobility and Univision. More industry participation is welcome – any company involved in couponing, mobile advertising, retail, consumer packaged goods that wishes to join can contact

[committees@mmaglobal.com](mailto:committees@mmaglobal.com) to apply.



## Who We Are

The Mobile Marketing Association (MMA) is the premier global non-profit trade association representing all players in the mobile marketing value chain. With more than 750 member companies, the MMA is an action-oriented organization with global focus, regional actions and local relevance. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate, measure, guide and protect the mobile marketing industry worldwide. The MMA's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Middle East and Africa (EMEA), Latin America (LATAM) and Asia Pacific (APAC) branches. For more information, please visit <http://www.mmaglobal.com> This document was developed by the Mobile Marketing Association's Mobile Coupon Ad Unit Standards Committee, which includes:

### **MMA Mobile Coupon Ad Unit Standards Committee**

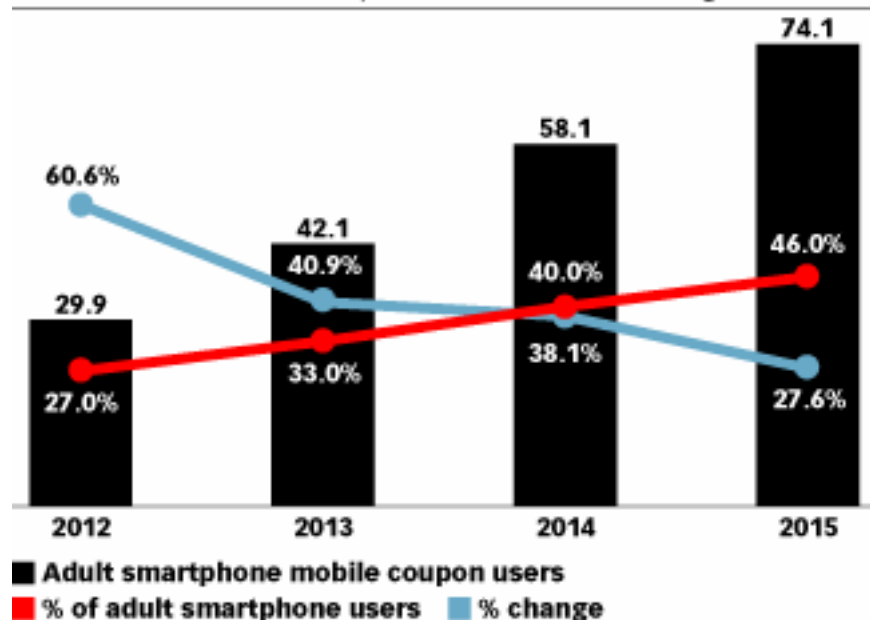
Acta Consulting	Mocopay.
Medialets	RadiumOne
Cox Target Media - Valpak	Spotzot
Catalina	Sprint-Nextel
FunMobility Inc.	Univision Interactive Media
GroupM	Isis Mobile Commerce
Hipcricket.	Razorfish
Inmar	RGI Inc.
JumpTap	Yahoo!
MoGreet	Vibes







**US Adult Smartphone Mobile Coupon Users, 2012-2015**  
millions, % of adult smartphone users and % change



*Note: ages 18+; used smartphone to redeem coupon/code obtained from app, mobile internet, QR code or other mobile barcode, or SMS for online or offline shopping at least once during the calendar year; includes group buying coupons purchased via smartphone*  
Source: eMarketer, Oct 2013

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www.eMarketer.com

Mobile has played a significant part in digital couponing in 2013—more than 28% of people who own a mobile device redeemed a coupon this year. Nearly 70% of mobile coupon users will access coupons via smartphone. eMarketer has revised our projections for the number of US adult smartphone coupon users upward from our previous forecast to reflect the increase in digital coupon redemption during H1 2013. We expect one one-third of all smartphone users ages 18 and older, or 42.1 million people, to use a coupon obtained via app, mobile internet, mobile barcode or SMS this year. The US adult smartphone coupon user base is up 40.9% this year, following 60.6% growth in 2012. New smartphone users, as well as the growing popularity of new mobile apps, local deals, and the integration of couponing into social networks will help fuel increases.

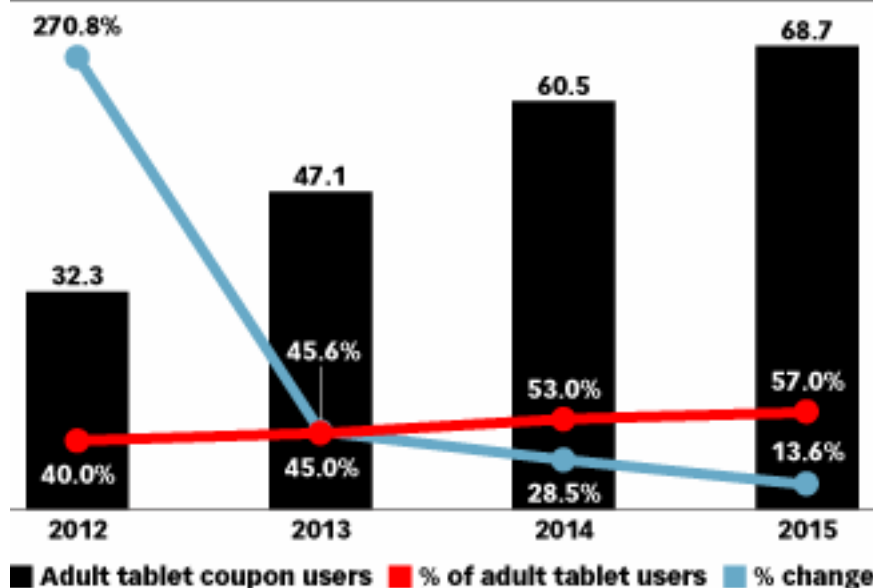


Read more at <http://www.emarketer.com/Article/Majority-of-US-Internet-Users-Will-Redeem-Digital-Coupons-2013/1010313#qIXv08HZJR5vV0wS.99>

For the first time, eMarketer has included estimates for US adult tablet users in our digital coupon user forecast. Shopping is one of the most popular activities for tablet users, and, unsurprisingly, consumers are using tablets to find and redeem coupons, primarily at home. The number of tablet coupon users grew dramatically in 2012 as tablet usage crossed over to the mainstream market. This year, 47.1 million people ages 18 and older, or 45.0% of tablet users, will redeem a coupon obtained from an app, mobile internet, QR code, or SMS on a tablet. This is up 45.6% from 2012, and double-digit growth is anticipated through 2015. eMarketer expects that by this point, the tablet coupon user audience will be more than twice the size it was in 2012.

### US Adult Tablet Coupon Users, 2012-2015

millions, % of tablet users and % change



Note: ages 18+; used tablet to redeem coupon/code obtained from app, mobile internet, QR code or other mobile barcode, or SMS for online or offline shopping at least once during the calendar year; includes group buying coupons purchased via tablet  
Source: eMarketer, Oct 2013

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[www.eMarketer.com](http://www.eMarketer.com)



Read more at <http://www.emarketer.com/Article/Majority-of-US-Internet-Users-Will-Redeem-Digital-Coupons-2013/1010313#qIXv08HZJR5vV0wS.99>