SUPPORTING THE GROWTH OF MOBILE MARKETING

MMA programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership. The work of many of the programs results in guidelines and best practices.

Program Topics Include:

Attribution Analysis	Currency Measurement	Internet of Things	Location	Mobile Messaging
Mobile Native Advertising	Mobile Programmatic	Mobile Shopper Marketing	Mobile Video	Privacy

Employees of member companies are eligible to participate in MMA Programs. If you would like to join a program, or if you'd like to start one to address a particular mobile initiative that is not currently being addressed, email **Leo Scullin** at **committees@mmaglobal.com** to learn how to build a strategically grounded initiative.

www.mmaglobal.com/programs

ATTRIBUTION ANALYSIS

Topic Overview

Attribution analysis is probably the most important and challenging aspect of conducting mobile marketing campaigns. With numerous media paths within mobile itself, brands, agencies, analytics firms and sellers of all media, are all grappling with the question "how did my mobile spend work?"

MMA Program

Attribution Analysis Committee

Member Sponsor

MMA Strategic Partner

Program Leadership

Amit Shah, 1-800-Flowers, MMA NA Board Member and Co-Chair.

Current Projects

The MMA NA Board level Attribution Committee has retained Deloitte to help outline the roadmap for the development of the MMA Attribution Committee.

Future Direction

This is a multi-year endeavor that will spread to the rest of the MMA membership once the MMA NA Board plan is further along, after the Deloitte findings. We fully expect this initiative to become a repository of best practices and current thinking about various methodologies at work in mobile.

Member Participation

Members can join the Attribution Analysis Program and will be informed of kick-off efforts *after* the MMA NA Board Committee concludes its work with Deloitte, sometime by mid-2016.

MMA Industry Programs Overview
Q1 2016

## ① CURRENCY MEASUREMENT

Topic Overview
Having accepted, standardized methods of counting advertising impressions on the web and in app seems like a forgone conclusion, since the guidelines were released in 2013. But, the ongoing challenges of brand safety, viewable ads, ad fraud and non-human traffic (bots) have the potential to undermine the entire ad tech eco-system unless industry addresses all of this.

MMA Program
MMA Currency Committee (Advertising Viewability). MMA members work across the industry, especially with the Media Rating Council (MRC) and other trades, to update and enhance industry standards and best practices so that mobile continues to be a safe place to advertise.

Current Projects
While the *Mobile Viewability Interim Guidance* issued by the MRC Staff on May 4, 2015 is still in effect, final guidance is expected to be delivered in time for the MMA Mobile Marketing Leadership Forum in May 2016. In April, the MRC will release for Public Comment their final recommendations.
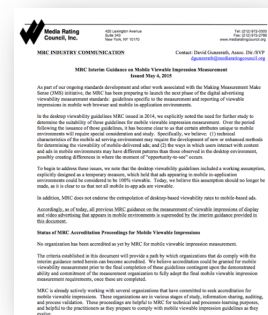
Future Direction
The MMA Viewability Working Group has been organized to work directly in conjunction with the MRC's larger working group. Once the MMA group receives the MRC recommendations, based on the consensus we will achieve, we will be pushing for compliance among all vendors and sellers in mobile. MMA members who wish to get involved should contact Leo if you would like to join the effort.

Member Participation
Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

INTERNET OF THINGS

Topic Overview

MMA Internet of Things (IoT) Incubation Council brings together various experts in the IoT, marketing and technology fields and will examine the impact that IoT technologies, such as wearables and connected products, will have on marketing and change the way brands create products and services to interact with consumers.

MMA Program

Internet of Things Incubation Council and the following Working Group

- **Connected Objects Working Group –** Co-Chaired by Lauren Moores of Dstillery and Patty Britton of Thinfilm.

Program Leadership

Richard Ting, EVP and Global Chief Experience Officer at R/GA, Committee Co-Chair

Current Projects

After examining different uses of data (weather and location) and interactive media, we now want to focus on customer-facing connected objects.

The mission of the MMA IoT Connected Objects Working Group is to explore the world of connected objects and ideate how they can transform consumer experiences, keeping the attention on consumer facing ideas and not enterprise or B2B. Pilot projects or schemes would be the output of the collective members, with an eye toward pushing out prototypical examples for brands, retailers and tech enablers to consider and support.

Future Direction

MMA members are welcome to join in this ongoing examination of the emerging consumer engagement opportunities inherent in the IoT space.

Member Participation

Join R/GA, Dstillery and Thinfilm and many others as we explore the new possibilities in mobile marketing that IoT enables.

MMA — MOBILE MARKETING ASSOCIATION

LOCATION

Topic Overview

Location may be the single most important aspect of mobile marketing and the MMA has the strongest program of initiatives to support this notion. This committee is promoting, examining and assessing all aspects of location in mobile marketing, and the reception is phenomenal. Heavily downloaded papers and presentations, well-attended webinars, and a constant drumbeat of issues and efforts make this the most active MMA area by far.

MMA Program

Location Committee and Working Groups, including:

- **Advertising** (led by Jonathan Lenaghan of PlaceIQ);
- **In-Store Proximity** in mobile marketing (Co-chaired by Gary Singh of Zebra Technologies and David Heinzinger of InMarket);
- **Location Data Accuracy** working to attain industry support for more transparency and smarter use of location data (Co-chaired by Michael Lieberman of tenthavenue and Monica Ho of xAd);
- **Foot Traffic Guidelines** group, along with the Media Rating Council, is focused on developing a standard methodology for counting foot-traffic generated in offline locations (led by Eddie Smith of PlaceIQ). This effort is part of a broader effort by the MRC to create *Guidelines for Location Based Advertising.* This should help to facilitate the trusted use of location based, proximity metrics to help increase the value of mobile media advertising. Final guidance is expected by June 2016

Member Sponsor

MMA Strategic Partner

Program Leadership

Monica Ho, xAd and Vikas Gupta, Factual

MMA Industry Programs Overview
Q1 2016

Current Projects
The Location Data Accuracy WG has released a white paper, "Demystifying Location Data Accuracy" with a companion infographic. The paper explains some of the drivers of location data quality, demonstrates how data quality impacts various mobile marketing use cases, and describes how the industry is working together to improve location data quality and transparency. Members should continue to push this out to brands, agencies and sellers to help educate all players in the ecosystem.
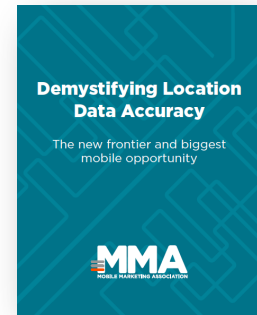
The In-Store Proximity Working Group has released a white paper in 2015, "Understanding the Beacon Proximity Landscape," that addresses the opportunities and challenges this area faces with Brands, Publishers, Retailers and Consumers. In 2016 we are developing a white paper that addresses *Mobile In-Store Proximity Strategies for Brands and Retailers*, which will discuss how brands can work with retailers to envision and deploy mutually beneficial proximity approaches that help the consumer, the brand and the retailer.

The **Advertising** group is seeking to produce a paper and webinar on the creative best practices for Entertainment, Business & Finance, Travel and CPG.

Regarding **Foot Traffic**, the MRC has been conducting a thorough and completely confidential review of methodologies being used so that they can arrive at a recommended guideline. Contact Leo if you need to know more.

Future Direction
The MMA surveyed brands and found that the following themes need to be addressed:
- Beacons (In-store traffic)
- Location Targeting
- The Data Component, Data Accuracy
- Attribution
- Online to Offline Understanding
- How location can predict behaviors (case study)-
- The need for a better blend of location & Social (apps)
- Case Study of a CPG using Location.

Member Participation
Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

MOBILE MESSAGING

Topic Overview
The MMA is refreshing this effort and we will make the renewed focus of the committee all about educating the marketers on all aspects of messaging. This guidance should be all encompassing and include text (SMS, MMS) as well as push messaging. The key learning agenda will be to educate marketers on the role and value of integrating mobile messaging components in the mix.

MMA Program
Mobile Messaging Committee

Program Leadership
Matt Silk of Waterfall and Cheryl Sanders of Vibes Media

Current Projects
With the renewed focus, the first order of business will be to establish an updated Strategic Framework around the new learning agenda.

Future Direction
Mobile messaging is no longer a standalone as "the mobile strategy" but its success is best demonstrated within the mobile marketing mix, so we are seeking more and ongoing proof points for this story.

Member Participation
Any MMA member who wants to get involved with shaping and advancing the agenda should contact us at committees@mmaglobal.com.

MOBILE NATIVE ADVERTISING

Topic Overview
Defined: "Native advertising is a mobile advertising method in which the advertiser attempts to gain attention by providing content in the context of the user's experience. Native ad formats match both the form and function of the user experience in which it is placed." This effort is intended to make this ad format both viable and valuable to brand marketers.

MMA Program
MMA Mobile Native Advertising Committee

Member Sponsor
MMA Strategic Partner

INMOBI

Program Leadership
Bob (Babak) Bahramipour,
InMobi

Current Projects
The Committee released three white papers and a Guidance Report in 2015. The committee continues to focus on Creative Best Practices by vertical and advertiser goals.

Future Direction
The committee will continue to find ways to demonstrate and clarify how mobile native advertising can maintain its effectiveness in the mobile mix.

Member Participation
Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

MOBILE PROGRAMMATIC

Topic Overview
The MMA and Committee leadership have an agenda that addresses targeting and transparency in mobile programmatic. The Committee created an interactive tool called the Programmatic Navigator, with versions for both Brand Marketers and Publishers, to help better understand the targeting techniques and supporting analytics in the mobile environments.

MMA Program
Mobile Programmatic Committee

Member Sponsor
MMA Strategic Partner

Program Leadership
Priti Ohri from DataXu, with co-chair support from Alysia Borsa and Chip Schenck of Meredith

Current Projects
Continuing the focus on transparency, the second phase of the agenda is underway with the following goals regarding data control issues:
- Educating on cross-device tracking/methodologies and the associated value it provides to mobile programmatic through better mobile attribution and frequency management, etc.
- Quality issues in mobile programmatic, e.g. fraud, viewability etc.
- Transparency issues in mobile programmatic, e.g. data sources and validation

Future Direction
While addressing targeting and transparency and data control challenges, the committee will then seek to address improving the value of mobile in the programmatic market and cross platform creative issues.

Member Participation
Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

MOBILE SHOPPER MARKETING

Topic Overview

Shopper marketing has evolved from sales promotion, coupons and incentives to a data-driven embrace of consumer touchpoints along the path to purchase. Online behavior and eCommerce upped the ante, as consumers have come to expect personalization and custom attention form brands and retailers. Mobile is creating another paradigm shift as consumers manage all aspects of their lives via their mobile device.

MMA Program

Mobile Shopper Marketing Committee

Program Launch

MMA launched this program with a March 10th webinar featuring Matthew Parry, Senior Director Shopper Marketing, at Walmart. The Committee will begin meeting March 31st and the agenda and leadership will all be the first items addressed.

Future Direction

Coming out of the launch webinar, a Working Group will be formed to begin the development of the Strategic Framework and Working Agenda for the Committee going forward. Once this is developed, we will recruit more members to join

Member Participation

Please join the following companies as we develop guidance around shopper marketing in mobile:

- Aarki, Appboy, Citi, DataXu, Inc., GasBuddy, General Mills Inc., GlaxoSmithKline, Google, Hathway, InMarket, InMobi, Linkable Networks, Mobeam, Inc., Mocapay, RB Brands Ltd., RetailMeNot, Rite Aid Corp., Starcom Worldwide, The Weather Company, Thinfilm, Ubimo, xAd and YP

Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

MOBILE VIDEO

Topic Overview
The MMA continues to evaluate the needs of the market regarding video in mobile as we look for ways to help brand marketers better understand the high value that mobile video advertising brings to the mix. SMoX studies underscore this, and both our buy side and sell side members need to take advantage of this unique media path within mobile.

MMA Program
Mobile Video Committee

Program Leadership
TBD

Current Projects
With the mission of helping drive more marketing dollars into mobile video advertising, this committee needs to identify and rally around the best initiatives that can achieve this goal. At present, there is some interest in developing some research that would demonstrate the role and value of mobile video in the cross-screen world we live in.

Future Direction
The new insights from SMoX suggest that Mobile Video will need even more comprehensive research and case studies to make positive strides forward. If any company is interested in leading further SMoX studies in this area, please contact Vassilis Bakopoulos, MMA VP of Industry Research.

Member Participation
Any MMA member who wants to get involved with this agenda should contact us at committees@mmaglobal.com.

PRIVACY

Topic Overview
Privacy in the digital world is increasingly important, and even more so in mobile because of the unique 1:1 relationship between consumers and their mobile devices. The MMA supports the Digital Advertising Alliance (DAA) initiatives as well as the new efforts emanating from the Trustworthy Accountability Group (TAG).

MMA Program
Privacy Committee

Program Leadership
Sheila Colclasure, Global Policy and Privacy Executive at Acxiom and Alan Chapell, President of Chapell & Associates.

Current Projects
Meets quarterly for global, regulatory and business updates delivered by the Co-Chairs and select member company CPOs, while providing members with ongoing insights and outlooks from pre-eminent industry experts.

Future Direction
With new guidance coming from regulators, the Committee is focused on the recently released FTC Report on Big Data, "Big Data: A Tool for Inclusion or Exclusion? Understanding the Issues". The study looks specifically at big data at the end of its lifecycle – how it is used after being collected and analyzed, and draws on information from the FTC's 2014 workshop. The main concerns and ideas have to do with getting as granular (with marketing use of data) as FTC has been with fair credit, employment and health care data. However, the study does draw attention to risks but also acknowledges and articulates several benefits. This will serve as a good stake in the ground for industry.

The committee will continue to explore the implications of this guidance as it could have an ongoing if not profound impact on consumer marketing.

Member Participation
Along with CPOs, CEOs and General Counsels from 60+ MMA mobile marketing member firms, we also have other privacy experts from FPF, NAI and the Council of Better Business Bureaus in the group.