



Discover How Location Based Intelligence Generates Real-Time Insights, Foot Traffic, and Sales

MMA Webinar Series

October 26, 2016

Sponsored By:



MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities



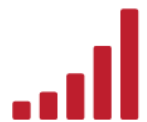
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry

MMA is 800+ Members
Strong Globally

Marketers, Agencies, Media Sellers,
Technology & Operators



Managing Your Questions



Share the Insights

#MMAWeb



Presenter



Brandon Starkoff
VP, Head of Industry

Moderator



Leo Scullin
VP of Industry Programs
Mobile Marketing Association



WELCOME!

Discover How Location Based Intelligence Generates
Real-Time Insights, Foot Traffic, and Sales

WE LIVE IN AN ALWAYS ON CONNECTED WORLD



LOCATION TARGETING COMES IN VARIOUS SHAPES AND SIZES

ACCURACY

State, City, Zip



Radial



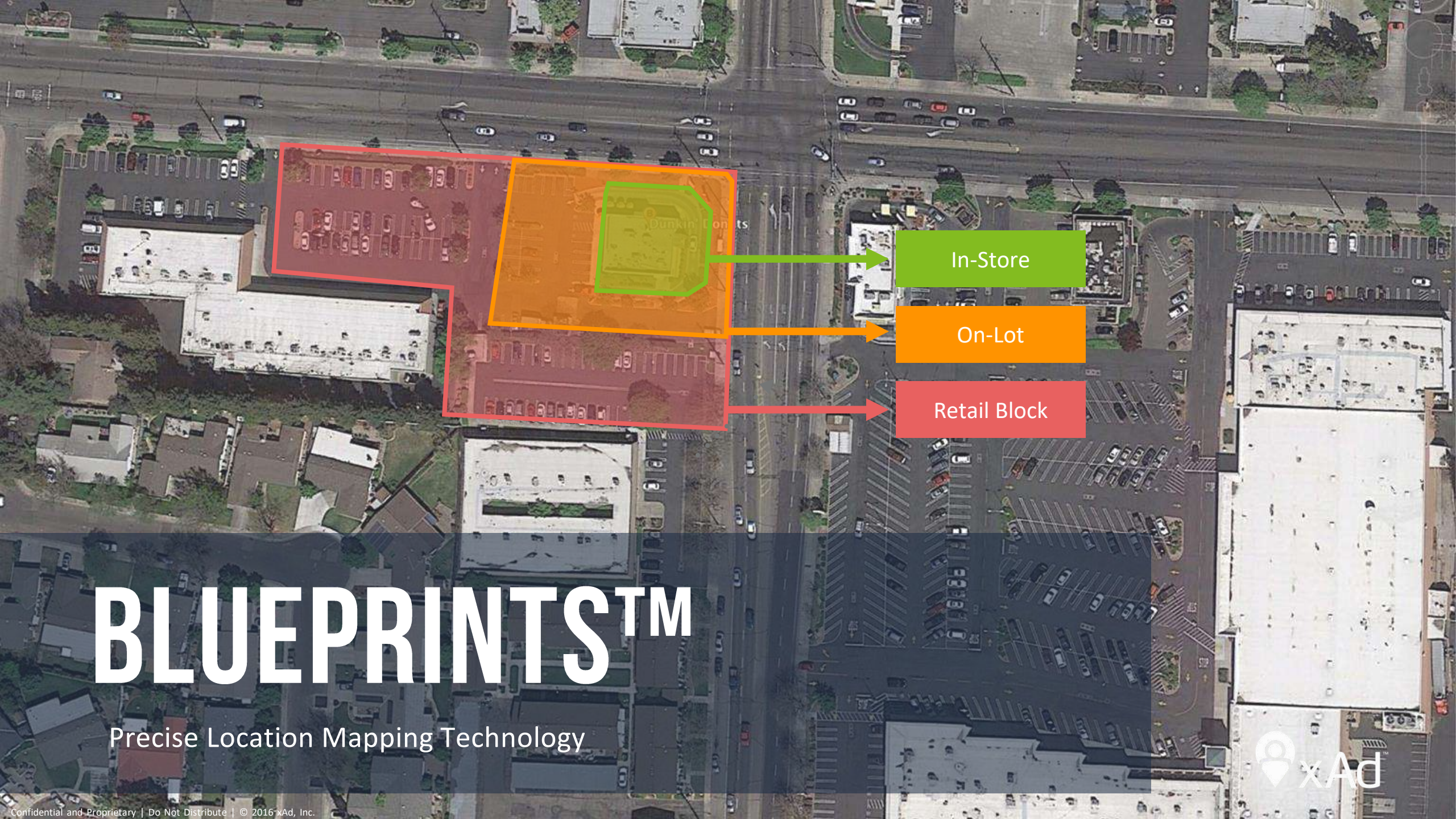
Tile



In-Store & Polygon



SCALE



In-Store

On-Lot

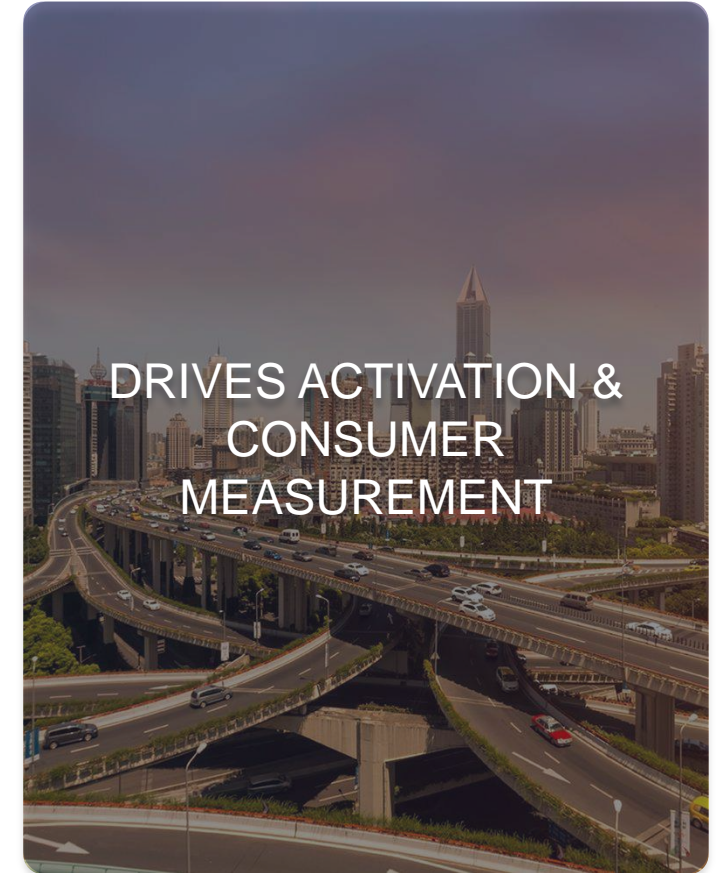
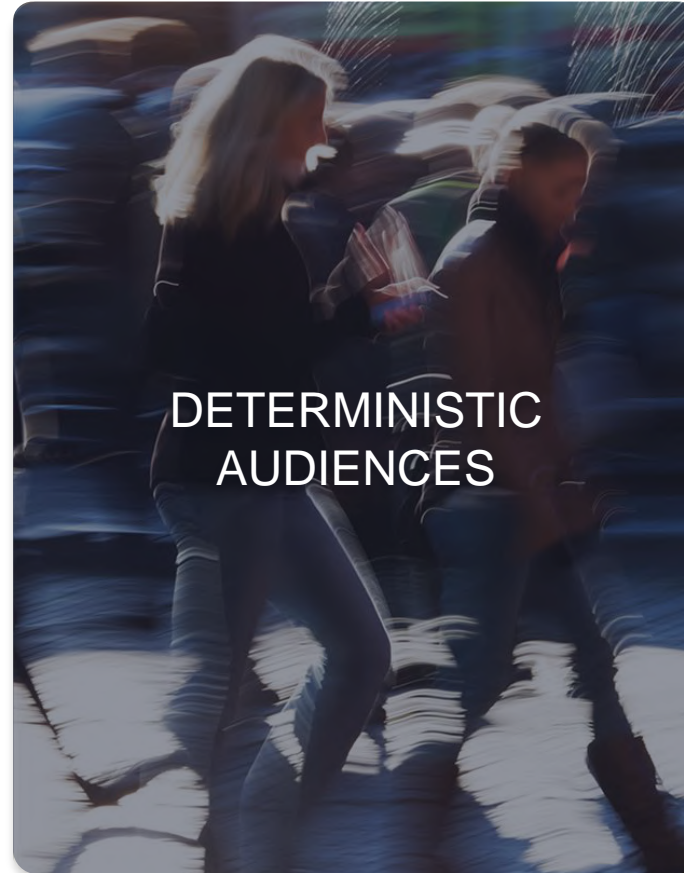
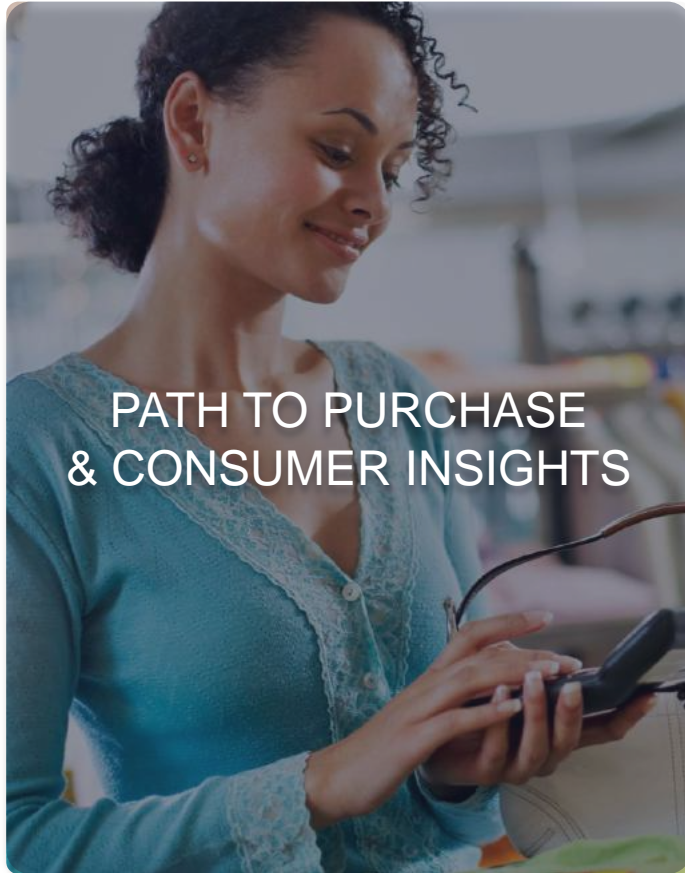
Retail Block

BLUEPRINTS™

Precise Location Mapping Technology



ACCURACY ALLOWS:



THE INTERSECTION OF MENTAL AND PHYSICAL PATH TO PURCHASE

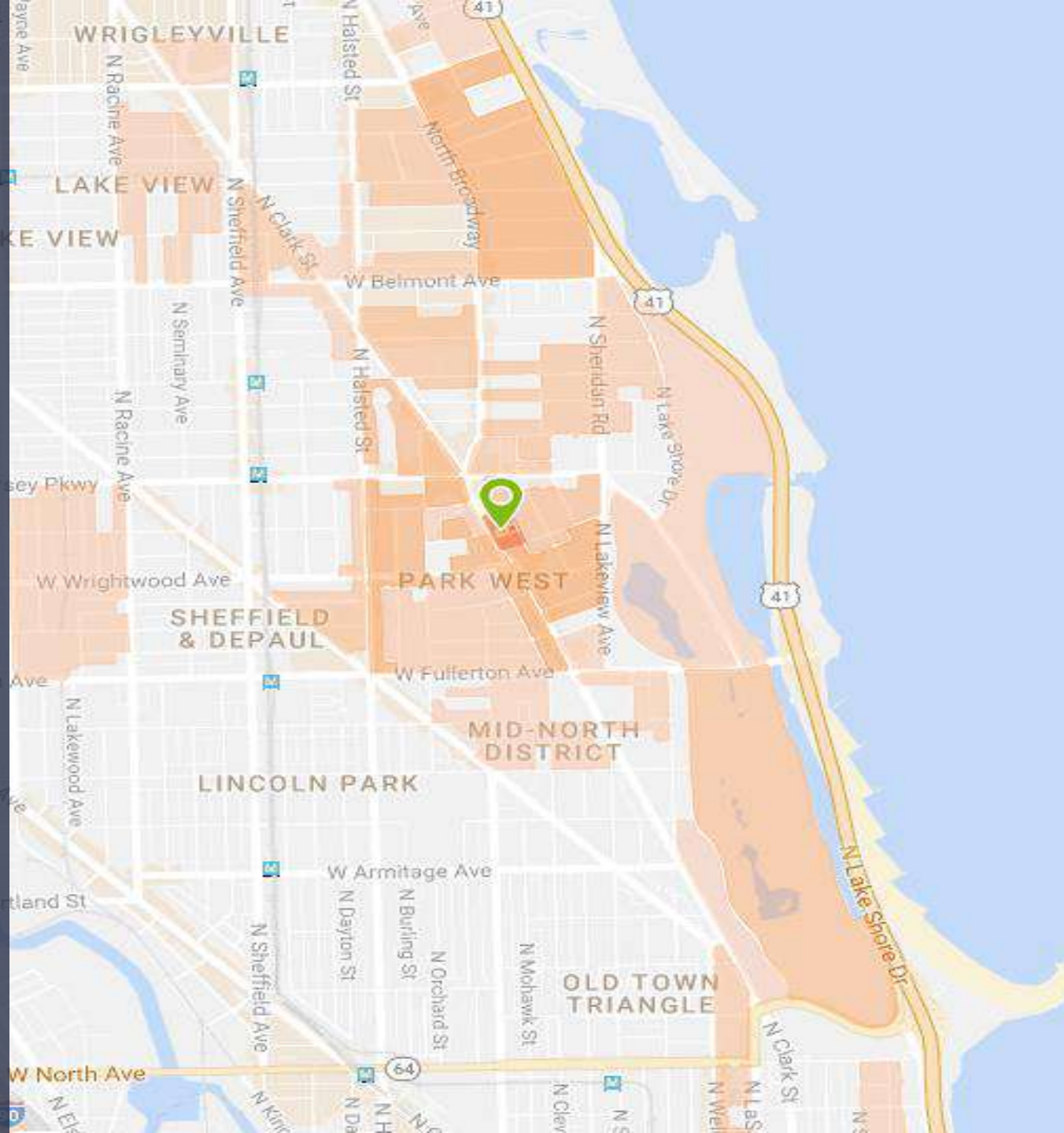
- WHERE DO THEY GO BEFORE VISITING YOUR BUSINESS?
- WHERE DO THEY GO AFTER?
- WHAT OTHER BUSINESSES DO THEY VISIT?
- HOW OFTEN DO THEY VISIT YOUR BUSINESS?
- WHO IS THIS AUDIENCE?



**UNDERSTAND WHERE
CONSUMERS ARE COMING FROM
AND GOING TO**

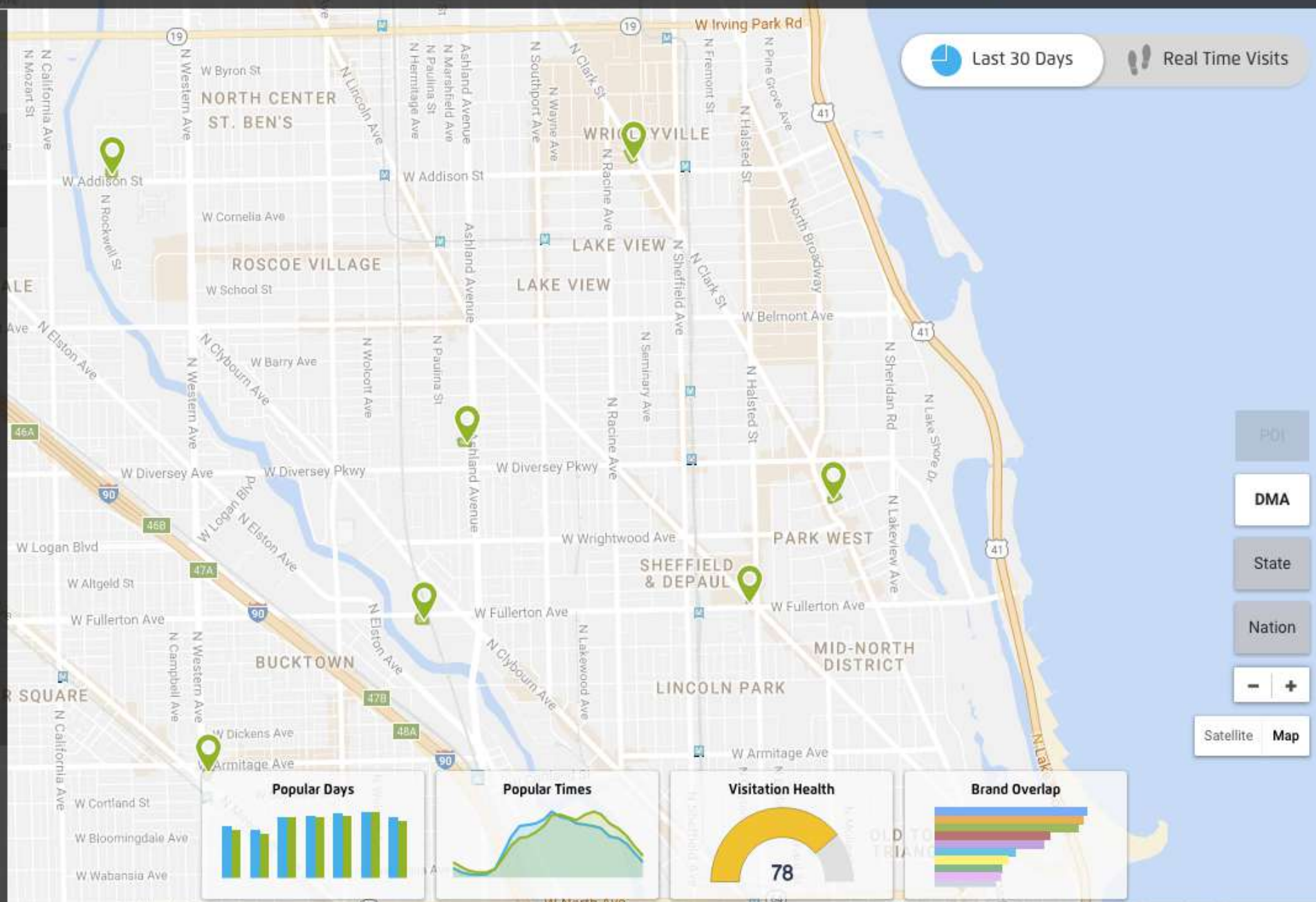


GEOBLOCKS



BROWSE BY CATEGORIES AND BRANDS

Category	Visitors	Ads
Chicago, IL		
Restaurants	730.8K	142K
McDonald's	82.6K	17.1K
Subway	19.2K	14.9K
Burger King	17.8K	8.2K
Wendy's	14.5K	4.1K
Taco Bell	10.8K	5.4K
Buffalo Wild Wings	7.2K	1.2K
Cheesecake Factory	4K	107
Corner Bakery Cafe	2.4K	468
Sonic Drive-In	1.4K	355
Wingstop	1.3K	714
Pharmacies	363.2K	45.7K
Grocers-Retail	309.3K	56.9K
Hotels & Motels	252.5K	8K



Last 30 Days Real Time Visits

POI DMA State Nation - + Satellite Map

DETERMINISTIC AUDIENCES



Location Audience

Costco Walmart Supercenter

'Big Box Shopper'

Behavioral Audience

Game Stop Dodger Stadium Buffalo Wild Wings Dick's Sporting Goods

'Sports Fans'

ARE YOU THERE IN THE MOMENT OF TRUTH?

**THE RIGHT MESSAGE DELIVERED TO THE RIGHT
CONSUMER AT THE RIGHT TIME & LOCATION**



PROOF OF IMPACT ON SALES LIFT — ARBY'S

+2%

Total sales lift during the test period vs control

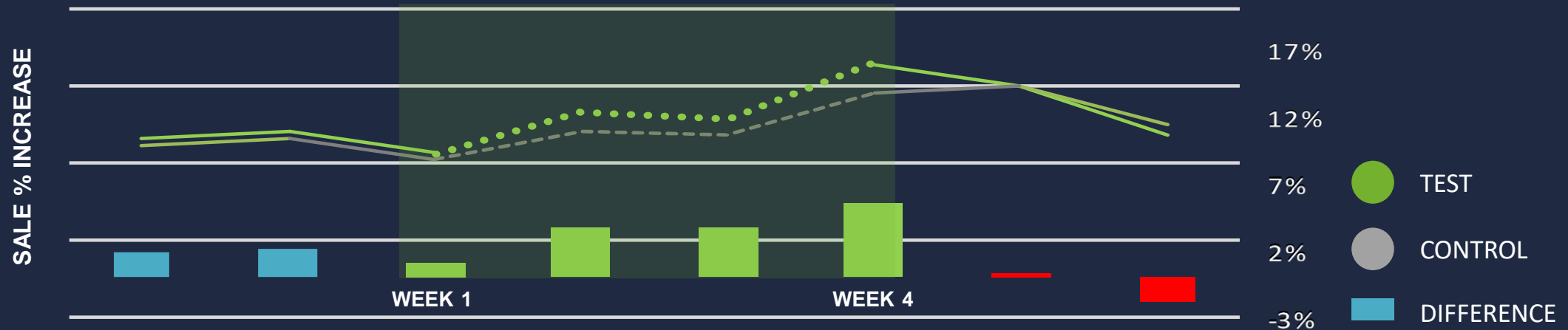
+67%

Of all sales lift was directly correlated to the product xAd was specifically promoting

+4%

Growth on top of base sales

CAMPAIGN DURATION TRACKING



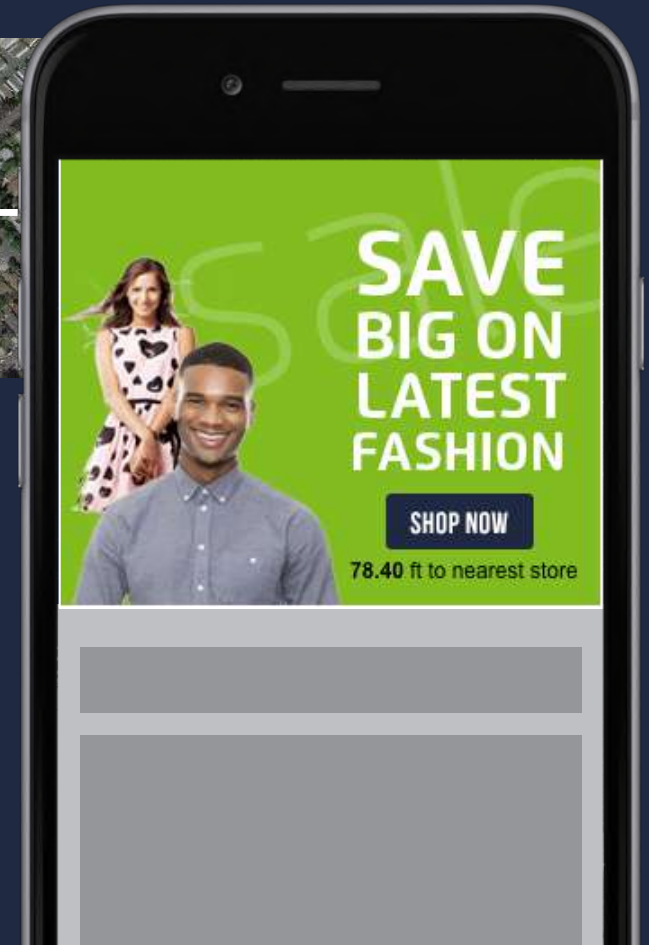
COMSCORE VALIDATES BLUEPRINTS™ FOR LIFT



comScore Location Lift (cLL) in xAd, which uses comScore's proprietary campaign validation and lift methodology powered by xAd Blueprints™, enables advertisers to measure the reach and frequency of their mobile campaigns and understand how campaign delivery influenced store visitation based on actual foot traffic into stores.



The first & only 3rd party developed global store visitation measurement



Trusted

Provides neutral 3rd party validation



Accurate

Built on top of xAd Blueprints™



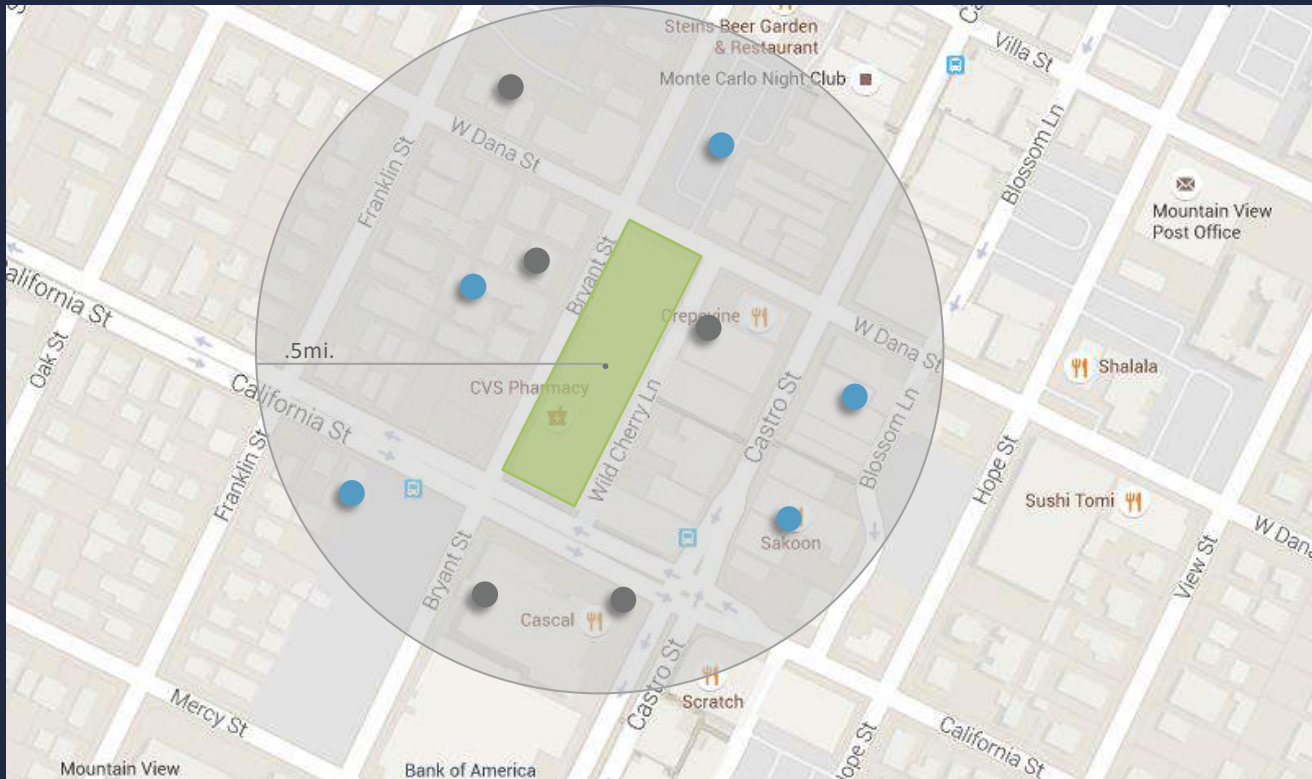
Scalable

Allows for uniform measurement across markets



REAL-TIME LOCATION MATCH CONTROL

During the Campaign



Exposed



Control



Benefit:

- Blueprints is 75% more accurate than radial fences used in attribution
- Similar control and exposed based on location indicators + demo data seen during the campaign

STEPS TO BETTER LOCATION PERFORMANCE

Deliver better audiences, increased traffic, more sales



1
**EXPLORE & TEST
LOCATION-BASED
AUDIENCES**



2
**OPTIMIZE ACROSS
LOCATION
TACTICS**



3
**CONNECT 1ST PARTY
SALES WITH 3RD PARTY
MEASUREMENT**



MARKETPLACE DISCOVERY



QSR Q2 Foot Traffic Trends Report



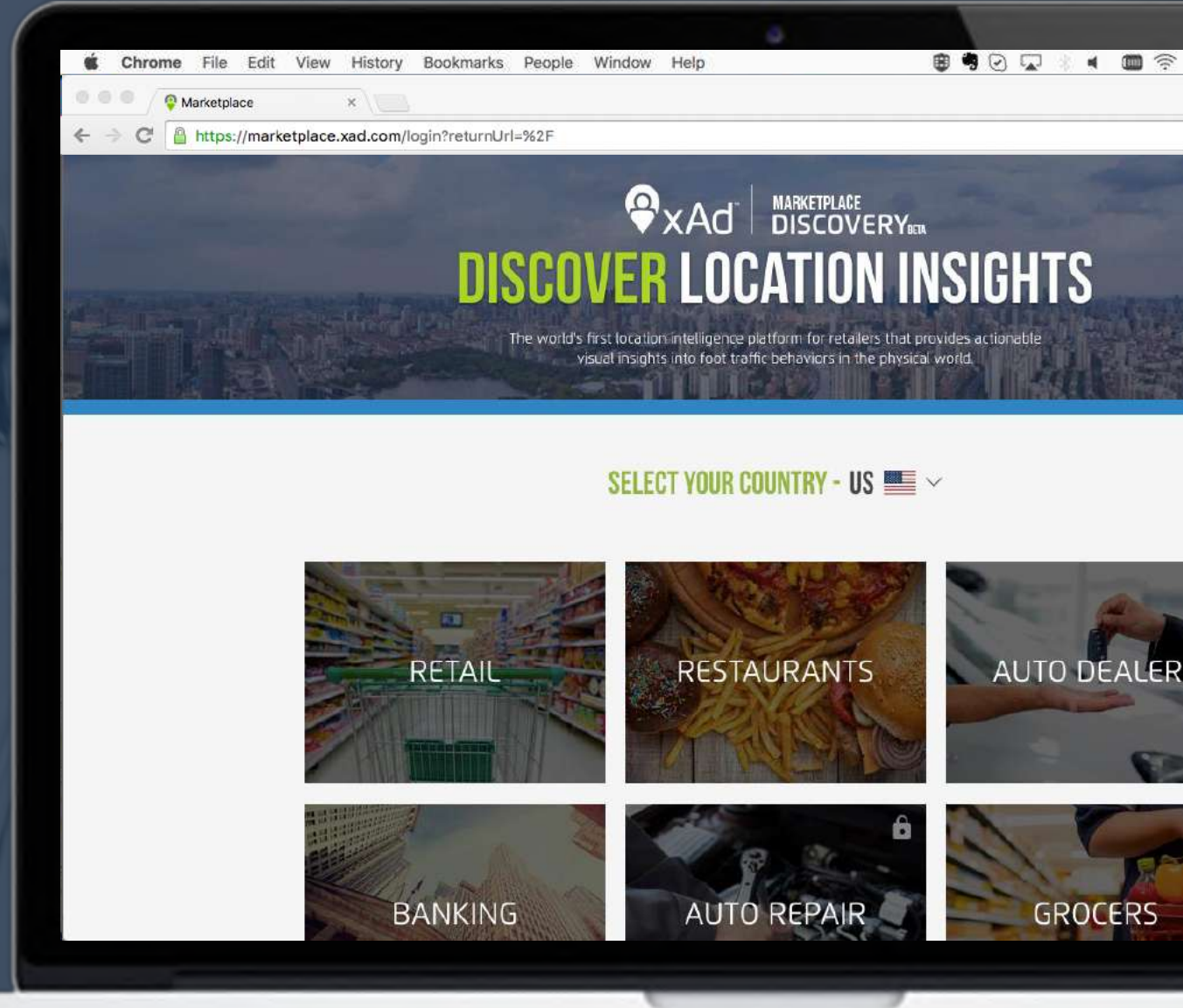
This Halloween, Scare Up More Retail Business With Location Intelligence



2016 US Open: Serving Up Insights Around NYC's Big Tennis Event



[www.DISCOVERY.XAD.COM](http://www.discovery.xad.com)



THANK YOU!

BRANDON STARKOFF

VP OF INDUSTRY

BRANDON.STARKOFF@XAD.COM



Be Inspired and Learn

MMA Webinar Series

**Introducing the Mobile Prodigies:
Millennials and Gen Z Define the Future of
Location-Based Marketing
Tuesday, Nov 1st**

**Debunking The Myth of Programmatic TV: A
#NoFilter Close-Up
Wed, November 9th**

**Top 3 Tips to Nail Native Advertising
Thursday, November 10th**

mmaglobal.com/webinars

Upcoming MMA Events



**MMA Forum Istanbul
November 1, 2016**



**MMA Forum Singapore
November 28, 2016**

mmaglobal.com/calendar/monthly



Take a Seat at the Table

[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.

Attribution Analysis



Currency Measurement



Internet of Things



Location



Mobile Messaging



Mobile Native Advertising



Mobile Programmatic



Mobile Shopper Marketing



Mobile Video



Privacy



To join a program, contact committees@mmaglobal.com.



Participate in the Conversation

MMA Smartbrief



Mobile Marketing Insights



MMA LinkedIn Group

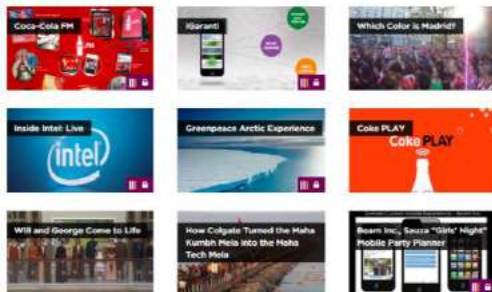


Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library





Thank You!