



# Brand + Performance - The Art and Science of Mobile Programmatic

MMA Webinar Series

March 21, 2018

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# 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



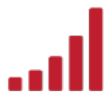
### Cultivating Inspiration

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

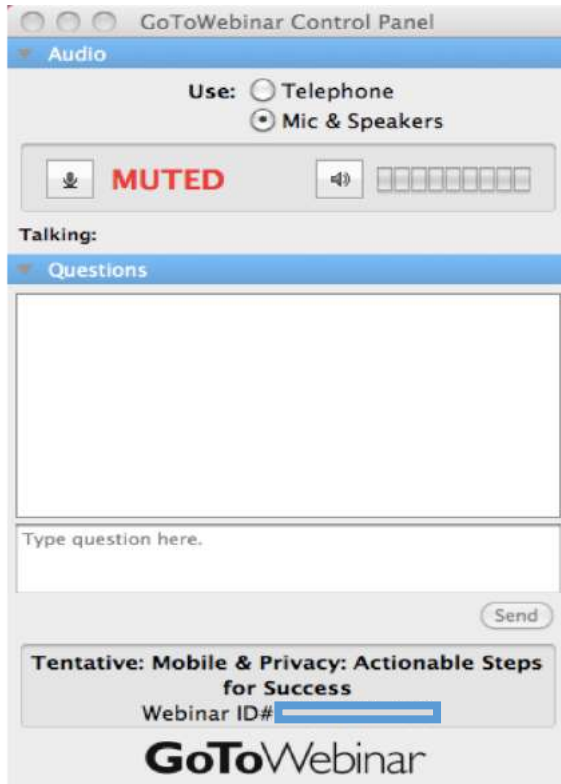
For more information about membership email: [membership@mmaglobal.com](mailto:membership@mmaglobal.com)

MMA is 800+ Members  
Strong Globally

Marketers, Agencies, Media Sellers,  
Technology & Operators



# Managing Your Questions



Share the Insights

#MMAWeb



## Presenters



Tom Simpson  
Director, Growth &  
Programmatic, APAC  
AdColony



Vincent Niou  
Senior Programmatic and  
Partnerships Director, APAC  
Essence

## Moderator



Rohit Dadwal  
Managing Director  
Mobile Marketing Association  
Asia-Pacific, Ltd.

# MMA Asia Pacific Events



August 17, 2018  
Singapore



September 21, 2018  
India



October 17, 2018  
Indonesia



October 26, 2018  
Vietnam



Brand + Performance - The Art and Science of Mobile Programmatic

# Ad Quality = Biggest Conversation in Marketing Right Now

12:58 adweek.com

## ADWEEK

### Report: Bot Fraud Costs Advertisers \$7.2 Billion Worldwide

It's time for advertisers to make changes and find real ways to deal with both bots and adblockers.

By Kimberlee Morrison | March 30, 2018



Bots are a constant thorn in the side of the digital advertising industry. They are becoming more sophisticated, and thus more difficult to track and remove.

f t in e

12:57 digiday.com

## DIGIDAY

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THE PROGRAMMATIC MARKETER

### Programmatic boosters admit the industry is facing a trust issue

JANUARY 19, 2018 by Yvonne Chen



Even the most fervent believers in programmatic advertising believe it needs to undergo a cleanup, as marketers lose faith in ad tech due to issues like hidden fees, ad fraud and murky auction models.

13:02 marketingweek.com

## MW

f t in

### Mobile 'causing a decline in ad viewability'

An increasing appetite for mobile advertising among marketers is leading to falling ad viewability levels due to a need for "more page scrolling" and "loading delays", a new study suggests.

By Leonie Roderick 3 May 2017 7:00 am



The rise in mobile advertising spend is

13:01 digiday.com

## MARKETING ON FACEBOOK

### Facebook video ad viewability rates are as low as 20 percent, agencies say

JUNE 26, 2017 by Jessica Davies



Facebook's metrics woes may be far from over.

After fessing up to a string of measurement errors over the past six months, the social media company has bowed to pressure from ad buyers and started letting third-party auditors check its numbers.


12:56 adweek.com

## ADWEEK

### The Logan Paul Incident Illustrates Why YouTube Will Never Be 100% Brand-Safe

Opinion: The best approach for the video site is to be more transparent

By James G. Brooks | January 4, 2018



Logan Paul took down the controversial video and apologized

Logan Paul/YouTube

Just a couple of days into the new year, YouTube already has another brand safety crisis on its hands.

f t in e

# Delivering Ad Quality = The Art + Science of Mobile Programmatic



**Scaled 1st  
Party Supply**



**High Quality  
Creative**



**Consumer  
Choice**



**Viewability  
+ Brand  
Safety**



**Data +  
Performance  
KPIs**





## More than ¼ of global users measured are now mobile only

In all but 3 markets, 70%+ of users are active on mobile during the month. In India 70% use ONLY mobile

% of Total Digital Population

Mobile Only Multi-Platform Desktop Only



Germany



France



UK



Canada



USA



Argentina



China



Malaysia



Italy



Brazil



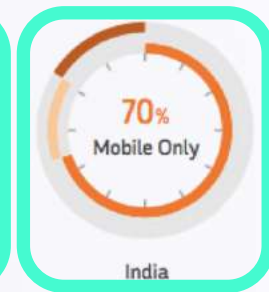
Spain



Mexico



Indonesia



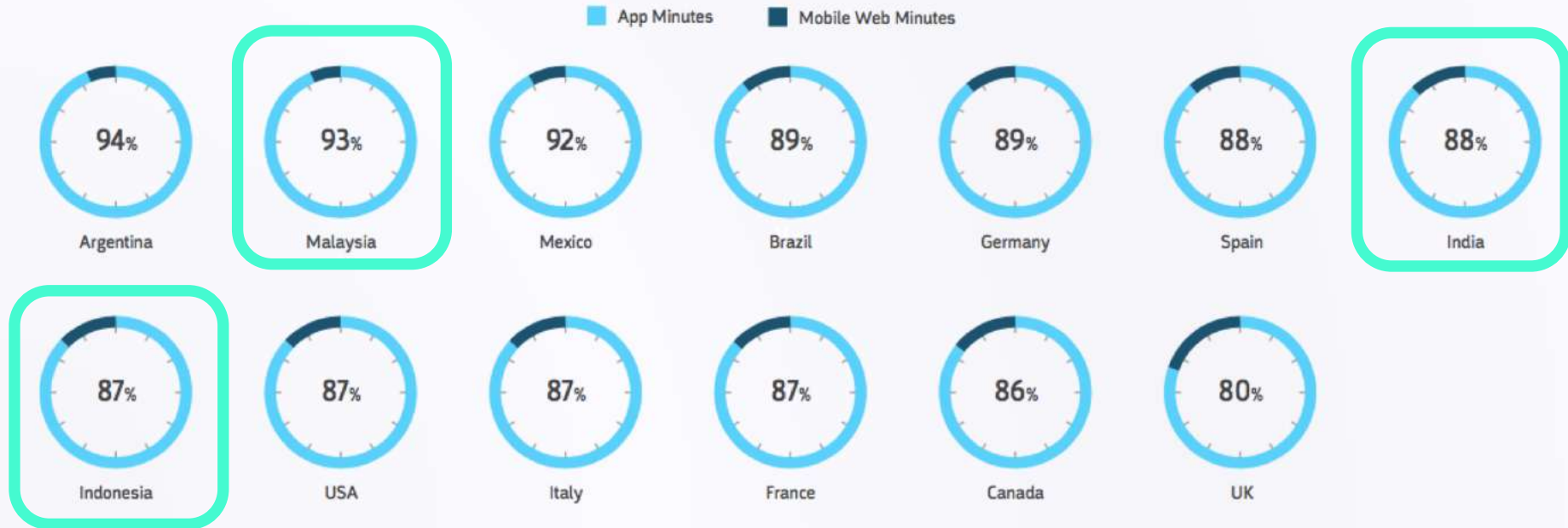
India



# Apps drive dominant share of mobile time in all markets

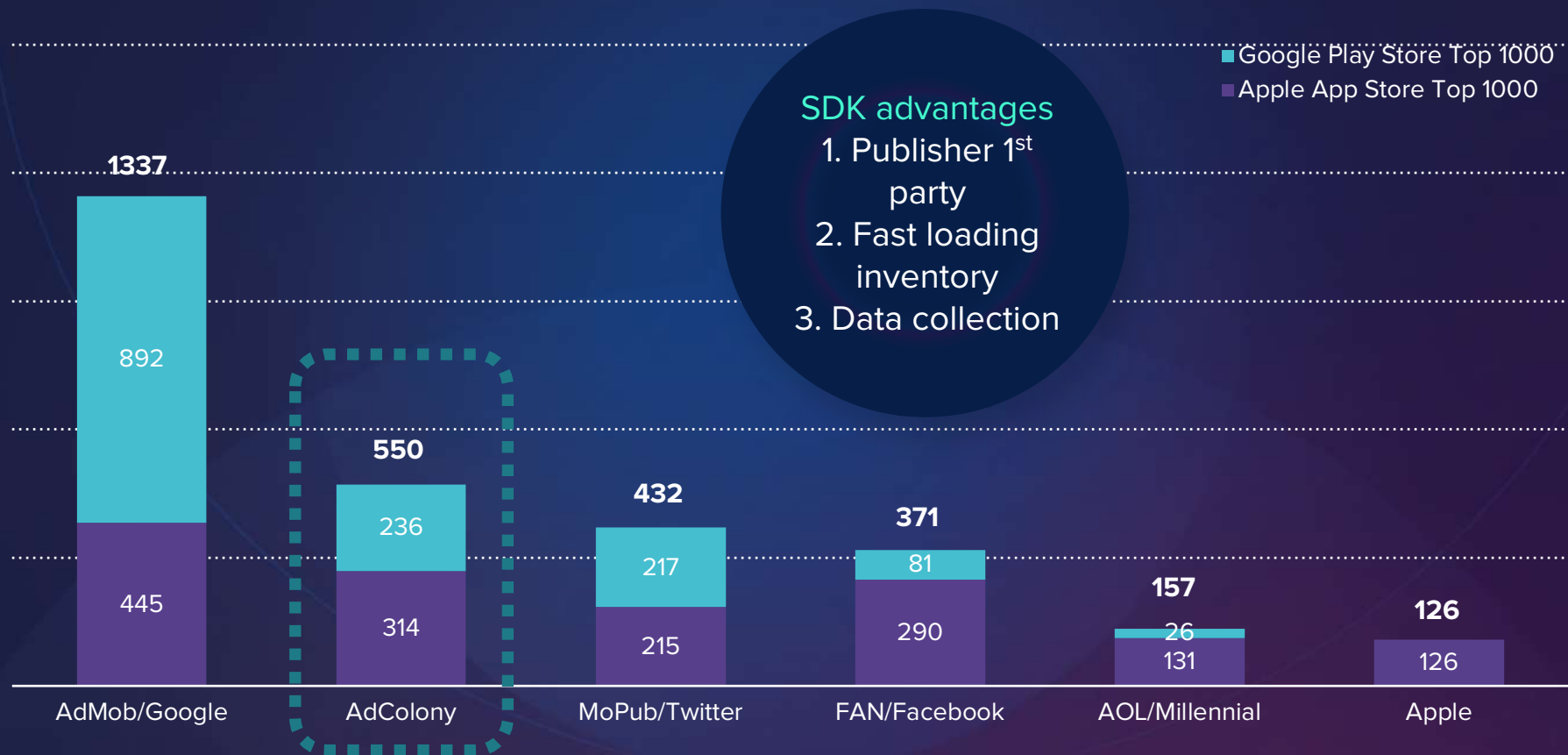
More than 80% of mobile minutes in all markets are spent on apps

## Share of Mobile Minutes for Apps / Mobile Web





# 100% SDK powered footprint second only to Google



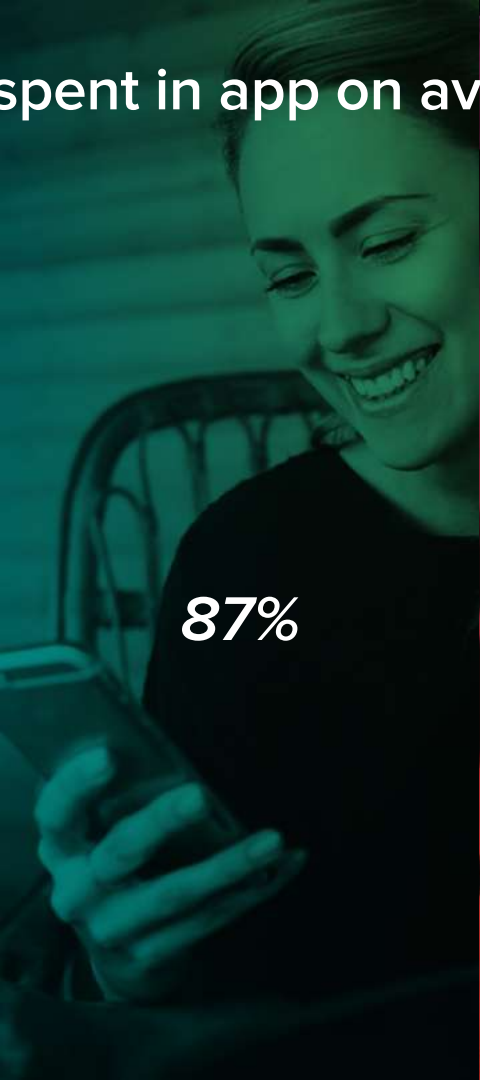
# Poll: Average % of mobile time spent in app on average across Asia Pacific



94%



89%



87%



80%

# Poll: Average % of mobile time spent in app on average across Asia Pacific

94%

89%

87%

80%



# Consumers spend 63% of their time outside UGC / Social or Messaging environments



# 7



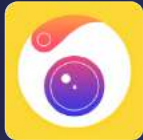
#18



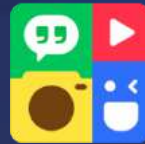
# 63



# 84



# 50



#81



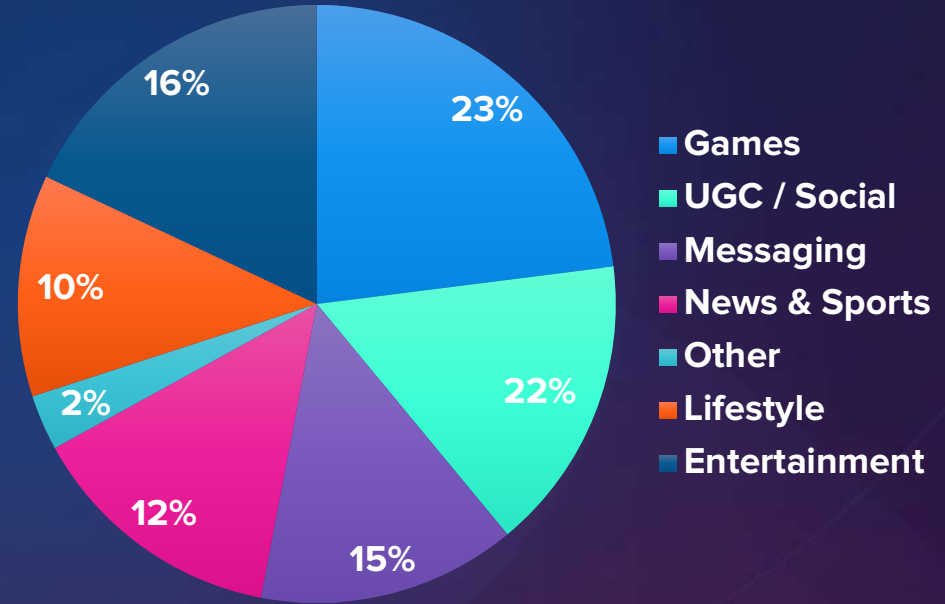
# 11



#17



# 37





### Instant-Play™ HD Video

- 95%+ Viewability Rate
- 90%+ View Completion Rate
- Full Screen
- Zero Buffer
- HD Quality
- Standard or Rewarded Video

100%  
Viewable  
Brand Safe  
Video

MOAT

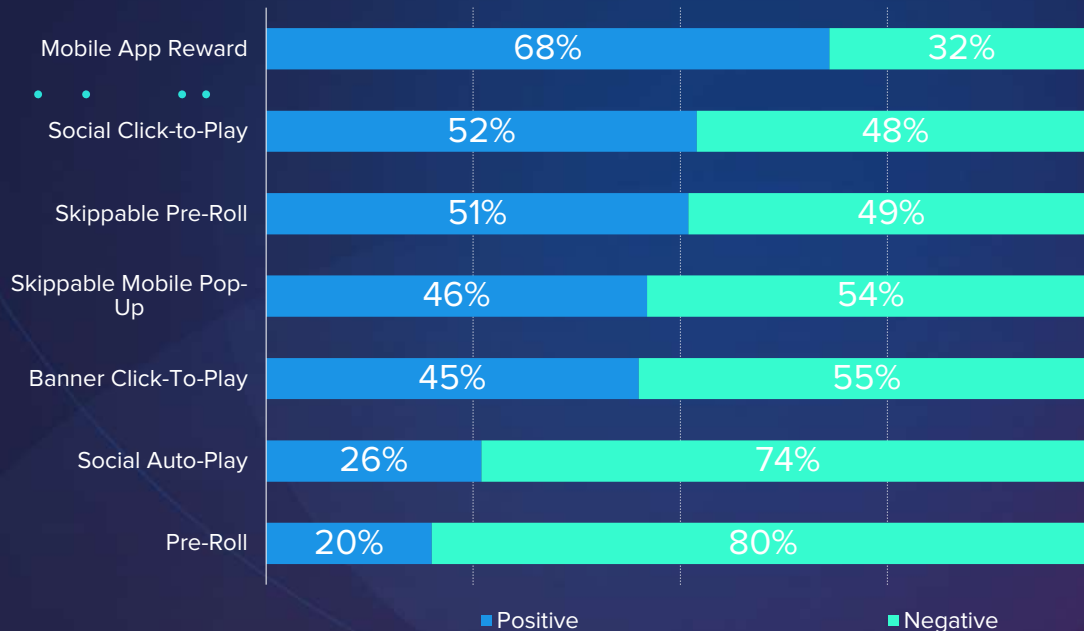


**Integral**  
Ad Science



# Consumers prefer to choose when they see ads

## Consumer attitudes towards various video advertising formats



Featured  
in Mary  
Meeker's  
2017  
Trends  
Report

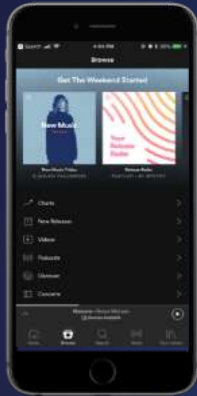




# 86% of the time handsets are in portrait mode



News



Music



Ticketing



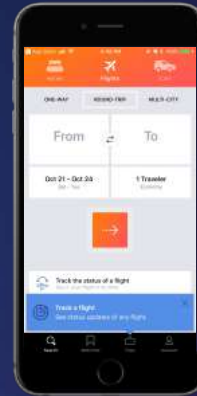
Couponing



Social



Navigation



Travel



Finance



Weather



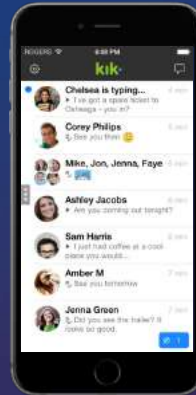
Recipes



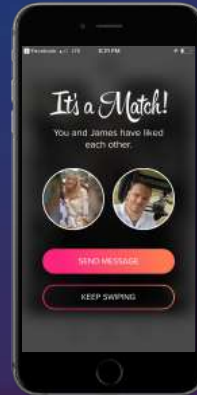
Shopping



(Some) Gaming



Messaging



Dating



Photo Editing



Exercise

L E G I O N

 **ADCOLONY**

**FX**



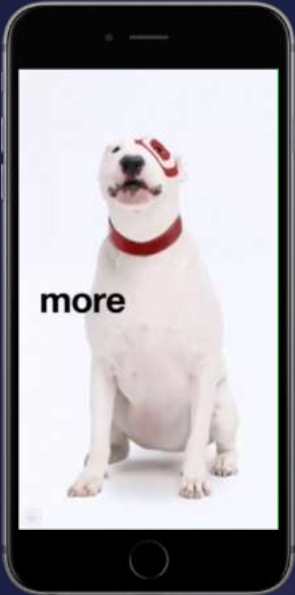
***Instant-Play™***  
***HD Vertical***  
***Video***

***98% Viewability***

***93% Video Completion***

***12% Engagement***

# Advertisers across all categories are turning to vertical video



## Retail

97% Viewability  
91% Completion Rate  
12% Engagement



## Automotive

97% Viewability  
92% Completion Rate  
14% Engagement



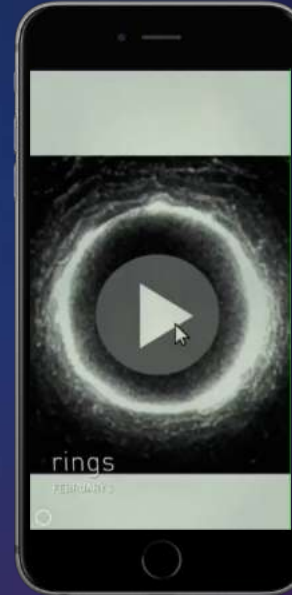
## CPG

96% Viewability  
91% Completion Rate  
18% Engagement



## Finance

98% Viewability  
94% Completion Rate  
10% Engagement



## Entertainment

97% Viewability  
95% Completion Rate  
12% Engagement



## Tech

99% Viewability  
95% Completion Rate  
19% Engagement



# Next level mobile native creativity to drive engagement

Aurora™ HD Video is coming to programmatic



## Amazing, life-like graphics

Tap into advanced technology to power graphics usually only possible in games or movie special effects.

## True in-video interactivity

Users touch, tap, swipe, tilt and shake to engage with the in-video experience.

## Video ads you can feel

Shake and vibrate devices during key action moments or when a user interacts.





# Eye-catching creative. Jaw-Dropping results.

Early campaign metrics show massive engagement opportunity

## 177%

Total Interaction Rate



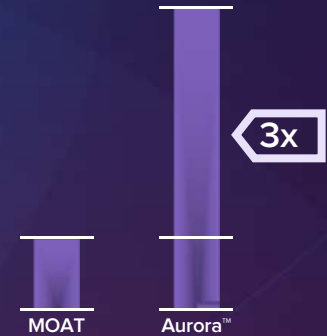
## 45%

Unique Interaction Rate



## 90%

Viewable Completion Rate



Total Interaction Rate: Innovid 2017 Global Video Benchmarks for Custom Interactive Video compared to Aurora™

Unique Interaction Rate: Instant-Play Complex Dynamic End Card benchmark compared to Aurora™

Viewable Completion Rate: MOAT Q1 benchmark for Mobile In-App Video Audible and Visible on Complete Rate compared to Aurora™ based on AdColony's MRC-certified viewability technology



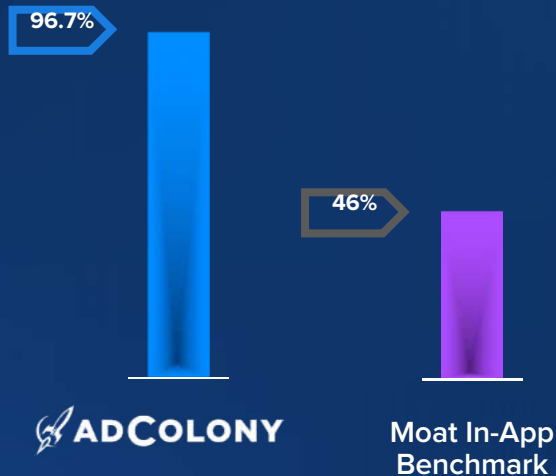
Skylab

# Real views by real humans

## Industry-Leading Viewability

AdColony's fullscreen, user-initiated video drives high viewability rates and elite ad quality performance.

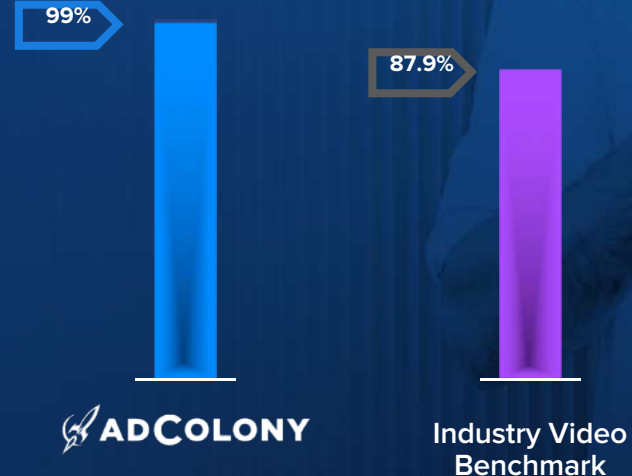
### Human & Viewable Rate



## Superior Fraud Prevention

AdColony's proprietary fraud defense system ensures advertiser's spend is not wasted on invalid traffic, proven by a consistently high valid traffic rate.

### Valid Traffic Rate





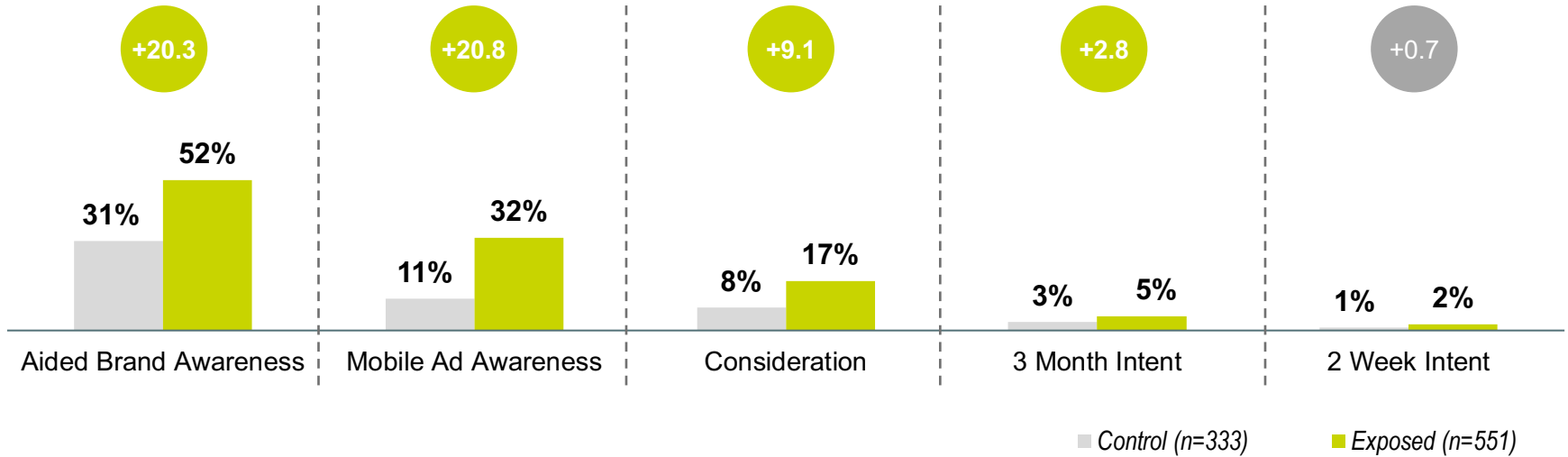


# Highest ad quality means better outcomes for clients


	Industry Average Video	High Ad Quality Video	Benchmark Video
CPM	\$10.00	\$10.00	\$10.00
Viewability	46%	97%	70%
Video Completion Rate	28%	93%	70%
vCPCV	\$0.077	\$0.011	\$0.020

# The campaign has met its key objectives of significantly raising Awareness. It also increased Consideration and longer term 3 month Purchase Intent.

## OVERALL AUDIENCE: BRAND METRICS



Overall the campaign has performed very strongly. Two week intent proving harder to move, potentially not unexpected given this is for the launch of a new tech product, which may require additional product research prior to purchase.

The background is a dark teal color with a complex, low-poly geometric pattern. The pattern consists of numerous irregular polygons of varying sizes and shades of teal, creating a textured, crystalline effect. The colors range from a deep, dark teal to a lighter, more vibrant cyan. The overall appearance is modern and digital.

Maximising the opportunity with  
programmatic

# Maximising the opportunity with programmatic



## Data Enablement

Actionable data framework for **upstream insights** and **in-market activation**



## Unbiased Inventory Approach

Considering all options for **tactical media planning** and **activation**



## Learning, Measurement and Optimisation

Instituting a culture of structured learning, and optimisation **aligned with business success**



## A Design for Winning Creative

Finding the recipes for **creative that delivers results**, for each brand, format and objective.

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# A simple, actionable, framework of organising principles

## Audience Data Management Framework

### CAPTURE



Collecting cleaner, more useful audience data more often

### MANAGE



Improving centralisation, control and product insight

### AUGMENT



Best-in-class vetting for best-in-class partnerships

### DEPLOY



Building, sharing and prioritising audiences more consistently

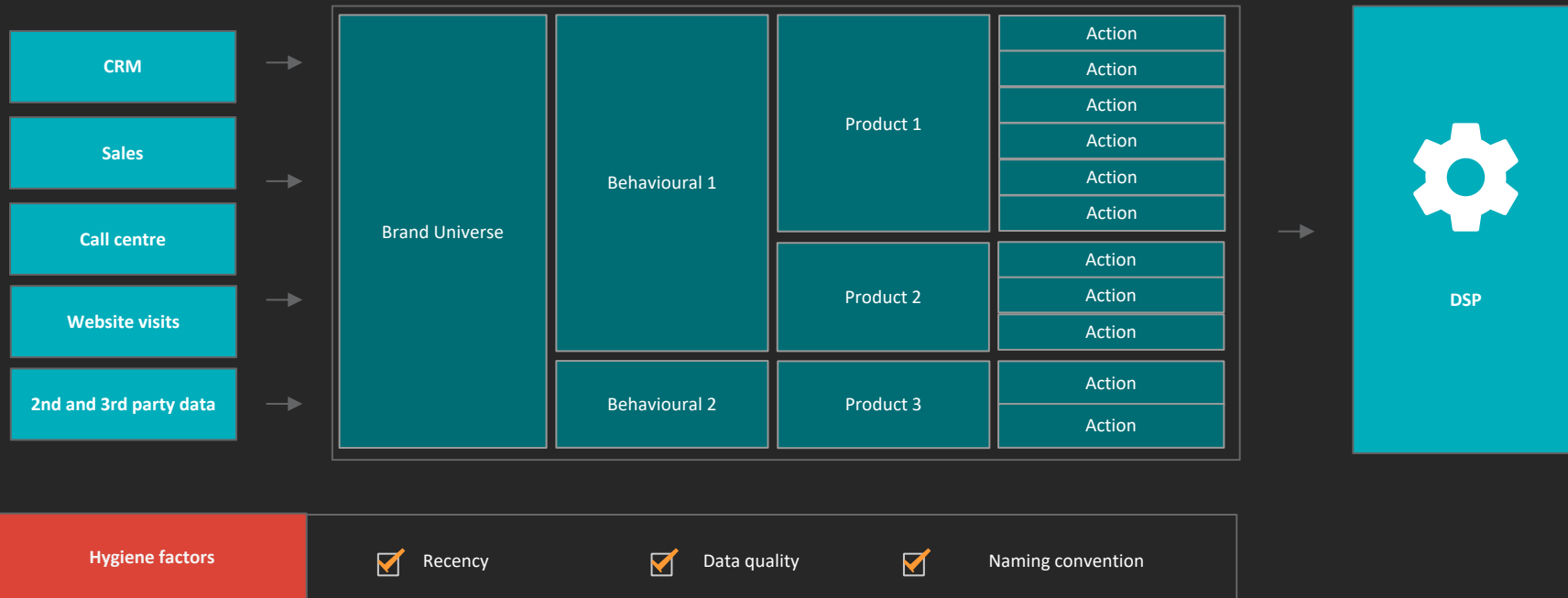
### MEASURE



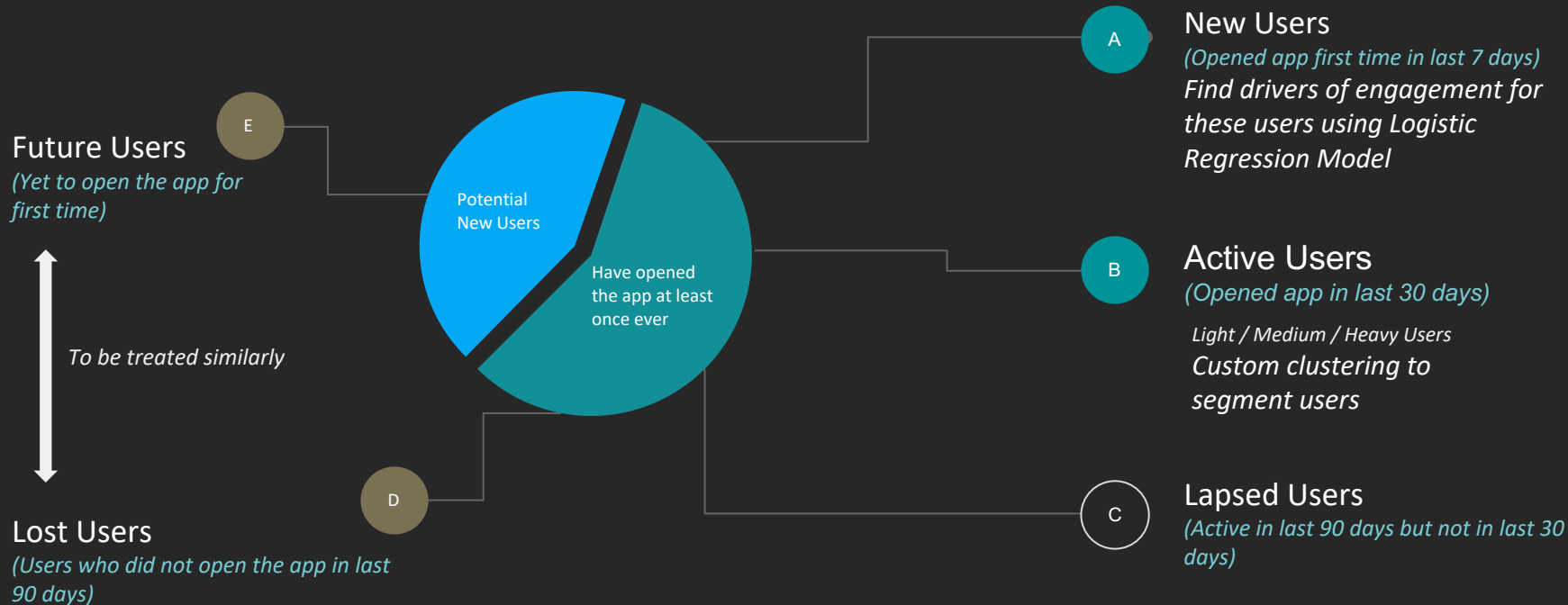
Deepening audience insights across the campaign lifecycle

VIRTUOUS CYCLE OF IMPROVEMENT  
*Using outputs to continually improve inputs*

# Data organisation and taxonomy



# Product level segmentation based on usage (example)





# Maximising the opportunity with programmatic



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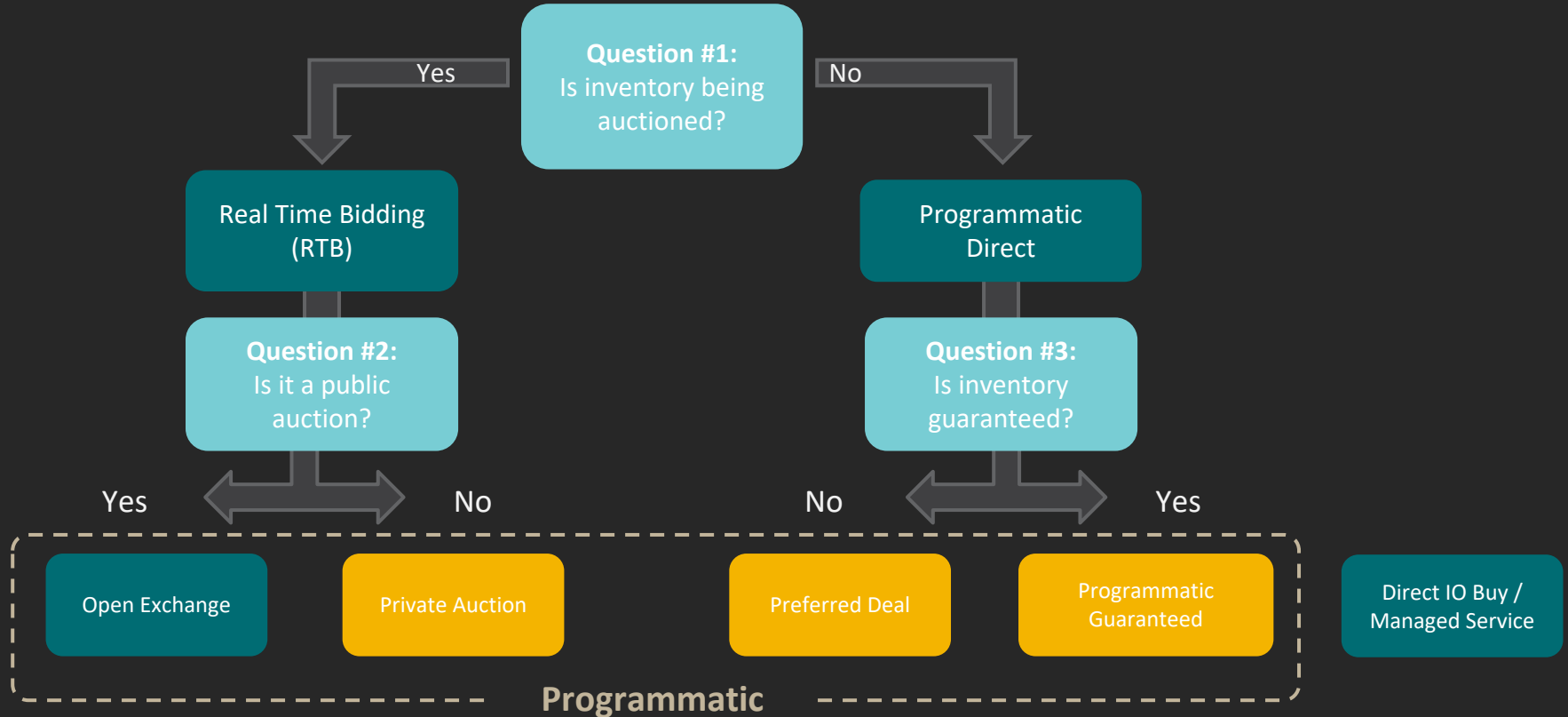
Instituting a culture of structured learning, and optimisation **aligned with business success**



## A Design for Winning Creative

Finding the recipes for **creative that delivers results**, for each brand, format and objective.

# Types of programmatic inventory sources



# Different tools for different objectives



## Open Exchange

## PMPs

Definition

A programmatic buy which many buyers to bid on the inventory of many publishers in an **auction** environment

A programmatic buy type created **directly** with a site or collection of sites

Pros

- Greatest inventory scale
- Efficiency and premium sites at lower cost
- Most scalable for data deployment

- Access to premium inventory for a particular publisher
- Generally higher quality
- More operationally efficient than IO buys

# Maximising the opportunity with programmatic



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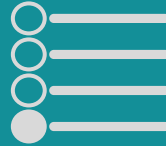
# 3 reasons for setting clear objectives

If you don't know where you're going, you can't work out a route!



1

Objectives give us **purpose** and focus



2

Objectives help us **be choiciful** as we define the approach to achieve them



3

Objectives, set properly, give us a means to **measure success**

# Measurement plan example: Brand campaign

	OBJECTIVE	MEASUREMENT	TOOLS	+/-
<b>Branding KPI:</b> How we will judge success	Branding KPI	Aided Awareness	Attitudinal survey	- Long measurement cycle + Causal measure of success
	Marketing KPI	Perception	Attitudinal survey	+ Long measurement cycle + Causal measure of success
<b>Optimisation Metrics:</b> Things we will measure, and optimize to in order to achieve our goals	Branding Lead Indicator	Ad Viewability	Ad Verification	+ Very rapid splitter for branding
	Branding Lead Indicator	Attention	Brand Indicators	+ Real time branding optimisation
	Branding Lead Indicator	Reach & Frequency	Ad-Server	+ Assessment of campaign impact
<b>Diagnostic Metrics:</b> Things we will measure, but will not optimize to	Audience Validation	Demo/Psychographic	Attitudinal survey	+ Understanding of targeting effectiveness
	Delivery	Impressions	Ad-Server	+ Validation of return on investment

# Causal measurement

Control and exposed methodology allows us to isolate impact of media

TECH-ENABLED  
CAUSAL BRAND  
MEASUREMENT



# Tripling down on Quality Control

1

Leverage **brand safety** vendors, **client level exclusions** and **tailored whitelists** to ensure we appear in the best environments



2

**Pre-bid viewability** tech to avoid wastage on ads that are never seen



3

Measure the **quality of each impression** to ensure we're seen in the right places by the right people the proper number of times

$$\text{qCPM} = \left( \frac{\text{Media Cost}}{\text{Quality Impressions}} \right) \times 1000$$



# Our optimisation approach for brand

## 1. Viewability

**First,** make sure over 60% of our ads are viewable



To ensure we spend our budget efficiently

## 2. Frequency

**Then,** ensure users are exposed to our ads the desired number of times



Affecting attitudes requires a certain number of exposures

## 3. Attention

**Finally,** target users more engaged with content around our ads



Optimising towards attention, increases opportunity to increase understanding

# Maximising the opportunity with programmatic



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# The importance of setting the right KPIs

Media activation focuses relate directly to comms objective

Think / Feel

(COMMS)  
OBJECTIVE



AWARENESS



UNDER-  
STANDING



CONSIDERATION



INTENT



High impact formats and anthem video  
Focus on getting noticed - mastheads, takeovers etc.  
Message focus on branding (small CTA)



High impact / rich / interactive formats  
Reach / Context focus  
Message focus on features/ benefits/ demonstration (small CTA)



Do



TRIAL/  
PURCHASE



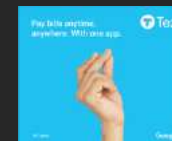
LOYALTY/  
USAGE



ADVOCACY



Standard "no frills" formats (generally)  
Performance based media - CPA / CPD / CPC  
Heavily optimised  
Message focus on ACTION (*preferably now!*)



**Poll: Which of these factors is most important for delivering a high quality programmatic campaign?**



*Data*



*Inventory*



*Measurement*



*Creative*

**Poll: Which of these factors is most important for delivering a high quality programmatic campaign?**

*Data*

*Inventory*

*Measurement*

*Creative*

# The Art + Science of Mobile Programmatic is a Holistic Framework – it's about Ad Quality



**Scaled 1st  
Party Supply**



**High Quality  
Creative**



**Consumer  
Choice**



**Viewability  
+ Brand  
Safety**



**Data +  
Performance  
KPIs**

# 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](mailto:committees@mmaglobal.com).

# Participate in the Conversation

## MMA Smartbrief



## Mobile Smart Fundamentals



## MMA LinkedIn Group

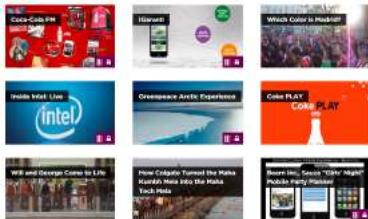


## Get Social with MMA



# Getting Great at Mobile

## Case Study Hub



## The Mobile Marketing Playbook



## Guidance Reports and Benchmarks



## Webinar Library







Thank You!