

Proving ROI: How to Understand the Real Impact of Location Data

MMA Webinar Series
November 6, 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





MMA IS 800+ MEMBERS STRONG GLOBALLY



MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA: Reshaping the Future of Marketing





MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

Presenter

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Agenda

- › *Factual Location Data Overview*
- › *Forrester's Perspective*
- › *What is TEI?*
- › *Executive summary*
- › *Analysis & Financial summary*
- › *Question and answer*

Please note:

This slide presentation is an abridged, graphical, and complementary representation of a case study.

For a full explanation of methodology and details on model calculations, please refer to the full case study (The Total Economic Impact Of Factual Location Data, September 2018)

DATA IS THE FUEL THAT DRIVES MODERN MARKETING



90%

Over 90% of advertisers use some type of online data to target their ads.

BUT QUALITY MATTERS

GARBAGE IN



GARBAGE OUT!



MUCH DATA HAS A QUALITY PROBLEM

Data quality is marketers'
#1 consideration



Marketers rate
quality 2x as important
as price

Data quality is marketers'
biggest pain point



40% of marketers
don't trust the quality
of the data

Much quality data is trapped inside
walled gardens



71% of marketers are
seeking alternatives to
the duopoly



factual™

6,000⁺

Power location-based campaigns for 6,000+ top advertisers globally

48/50

Trusted by 48 out of the 50 top national advertisers

10⁺ yrs

Over a decade building an unparalleled set of technology stacks

FACTUAL IS THE MOST TRUSTED DATA ON PEOPLE AND PLACES WORLDWIDE

PEOPLE DATA

Observation Graph

—
300MM+ validated device
profiles monthly

PLACES DATA

Global Places

—
130MM+ places in
52 countries

FACTUAL DATA FOR MARKETERS

Location based solutions for the entire campaign lifecycle

geopulse



PLAN



TARGET & TEST



MEASURE & OPTIMIZE

DATA FOR MARKETERS

Location based solutions for the entire campaign lifecycle



ROBUST AUDIENCE INSIGHTS

Shine a spotlight on your audiences to unlock new insights for better targeting



PREMIUM LOCATION TARGETING

Target users based on real world behavioral patterns or real-time location



CLOSED-LOOP MEASUREMENT

Measure the impact of your campaigns on in-store visitation

PREMIUM LOCATION TARGETING

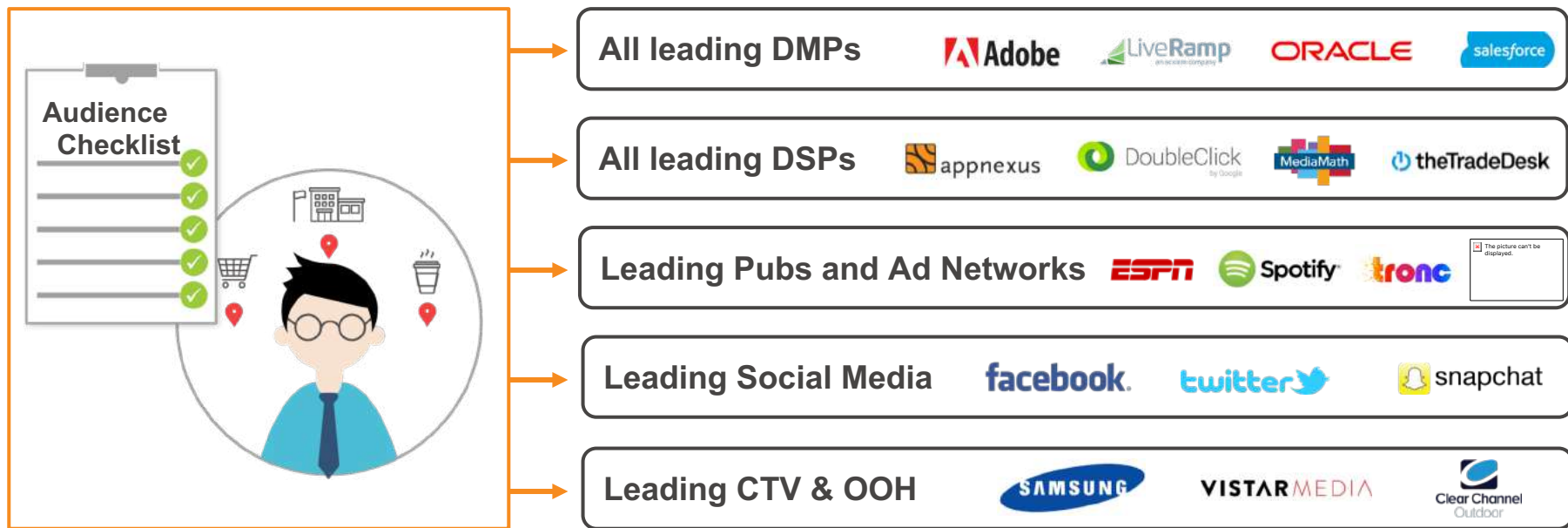
Audience

Proximity



ACTIVATE AUDIENCES EVERYWHERE YOU BUY MEDIA

Factual's neutral data layer fits seamlessly within your preferred workflow.

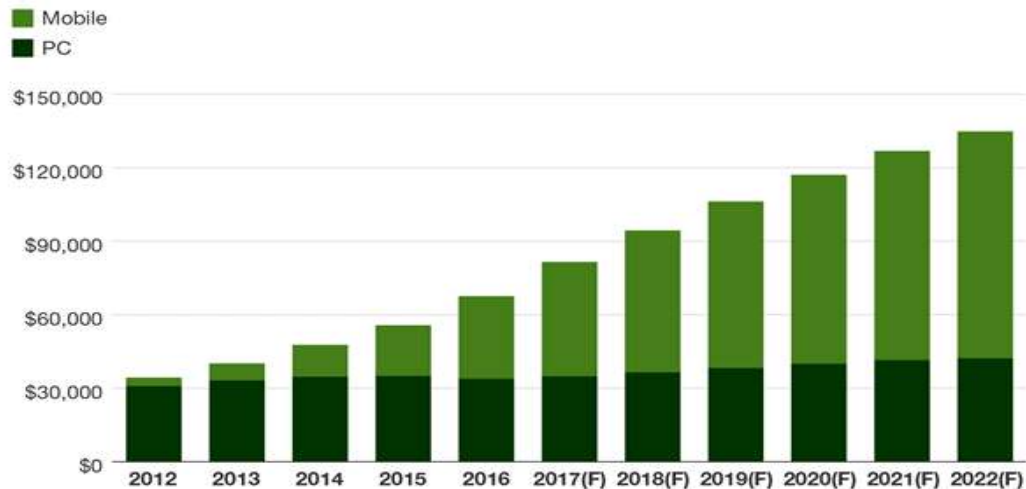


Forrester Perspective

Market Overview

The average US consumer checks their smartphone 47 times per day — a habit that provides businesses with a significant opportunity to reach customers.

Digital advertising spending in the US
(US\$ millions)



F = Forecast

Source: Forrester Analytics: Mobile Advertising Forecast, 2017 To 2022 (US)

Mobile ad spending in the US will see a 14.7% compound annual growth rate (CAGR)

Mobile's share of ad spending will increase from 57% in 2017 to 69% in 2022

In-store shopping is alive and well, but -

Buying motivators have changed...

Marketers need improved indicators...

Traditional consumer data is inadequate...

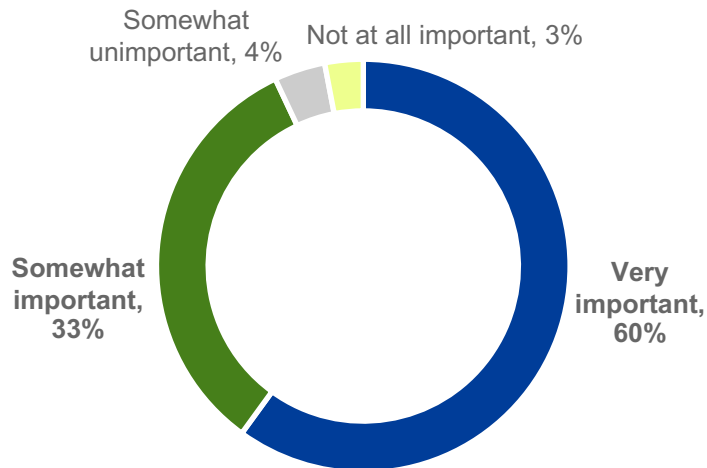


What is TEI?

Background and methodology

“Next-level” business case justifications are increasingly important for technology investments

Over 90% of IT decision-makers find value in a business case



Base: 825 IT decision-makers at North American enterprises

Source: The Total Economic Impact of Factual Location Data, September 2018

What is an **effective** business case?

		TCO	ROI	TEI
IT impact	IT costs			
	IT cost savings			
Business impact	User efficiency			
	Business effectiveness			
Risk/uncertainty	Risk mitigation			
	Risk versus reward			
Strategic impact	Scalability			
	Flexibility			

The objective of the TEI framework is to identify all of the factors that affect an investment decision



Source: The Total Economic Impact of Factual Location Data, September 2018

Disclosures

The audience should be aware of the following:

- › This document is an abridged webinar version of a full case study (Forrester Total Economic Impact of Factual Location Data, September 2018).
- › The study is commissioned by Factual and delivered by the Forrester Consulting group.
- › Forrester makes no assumptions as to the potential return on investment that other organizations will receive. Forrester strongly advises that readers should use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Factual Geopulse.
- › Factual reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.
- › The customer names for the interviews were provided by Factual.
- › Forrester does not endorse Factual.

Source: The Total Economic Impact of Factual Location Data, September 2018

Executive summary

High-level findings

Forrester has determined the following three-year impact from an investment in Factual

Based on an analysis of Factual customer feedback and quantified benefit, cost, risk, and flexibility factors.

**\$2.3
million
NPV**

**PAYBACK
on same
campaign**

**202%
ROI**

Financial Benefits (Three-Year)

Uplift from continuous
targeting
optimization, \$379K

Profit uplift from Factual
activated campaigns, \$2.5M

Cost-per-action saving
through use of Factual
data, \$494K

Benefits

Source: The Total Economic Impact of Factual Location Data, September 2018

Analysis

Customer journey and key results

Forrester interviewed agencies representing the following brands

NATIONAL FAST FOOD CHAIN

Bottom of funnel campaigns
Metro regions

FILM STUDIO

Blockbuster movie
Nationwide campaigns

FOOD DELIVERY ORG

Nationwide campaigns
Top & bottom of funnel focus

GLOBAL FINANCIAL ORG AND TELCO ORG

Multiple metro regions
POI type specific

500+ SMBs

Across 24 US states
67 local markets

FILM STUDIO

Multiple film campaigns
Multiple metro regions



COMPOSITE ORGANIZATION

Customers shared the following objectives for investing in Factual's Geopulse Location Data

Address shifting trend where over 90% of Americans 18-49 are on smartphones.



Target the proper audience by going beyond just location proximity.

Support marketing needs by incorporating better location data, with accuracy and geofencing.



The metrics for standard advertising do not work for mobile advertising



Independent data providers without a conflict of interest selling media is preferred.



Need platform to easily integrate with existing analytics and advertising platforms

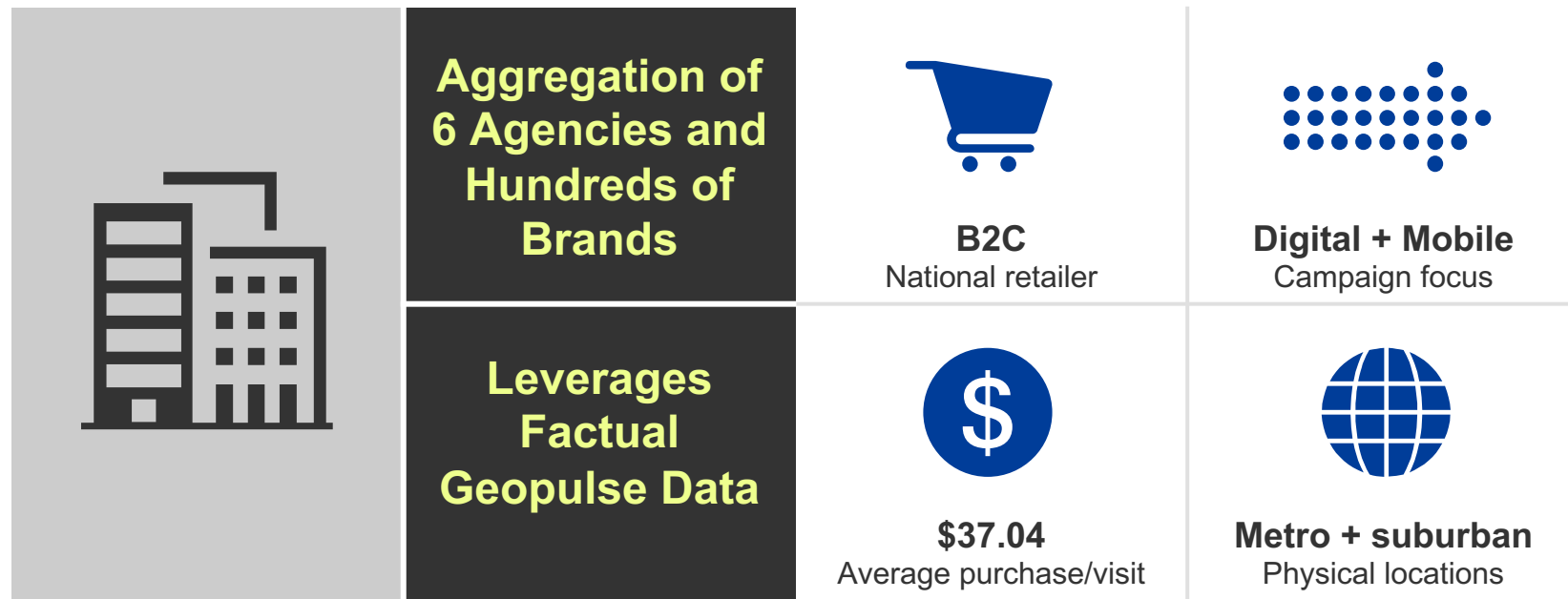
One interviewee shared the following:



“We A/B test different types of data providers quarterly, starting with other types of programmatic buys and then more specifically for location data... location-based targeting with Factual data showed better KPI results than our other location partner and that’s how we settled on Factual.”

Client Success Manager, Global Media Agency

Defining the composite organization



Source: The Total Economic Impact of Factual Location Data, September 2018

Forrester determined Factual value drivers leading to marketing results



**Better data leading to
lower CPA**

47% reduction in cost-per-action (CPA)



**Increased scale lifting
profits**

**400% increase in reach to
obtainable new markets**

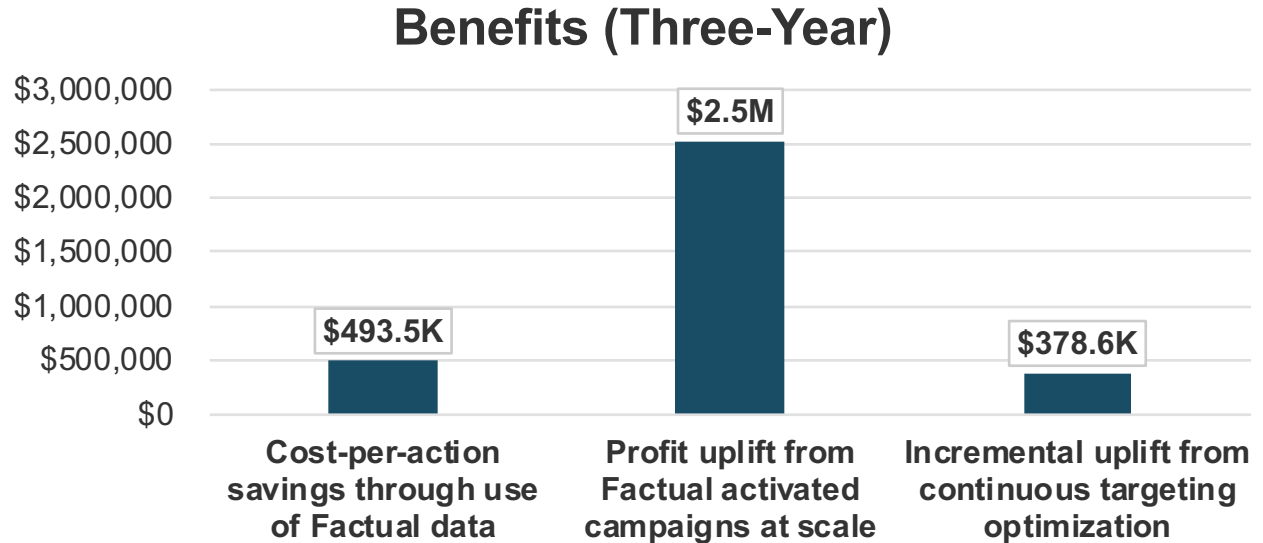


**Quicker reporting
enables rapid
optimization**

**15% profitability uplift from
analytics and reporting to
optimize campaigns**

The composite organization benefit summary from investment in Factual

The customers quantified 3 key benefits from their investment in Factual



Three-year total benefits (PV): \$3.4 Million

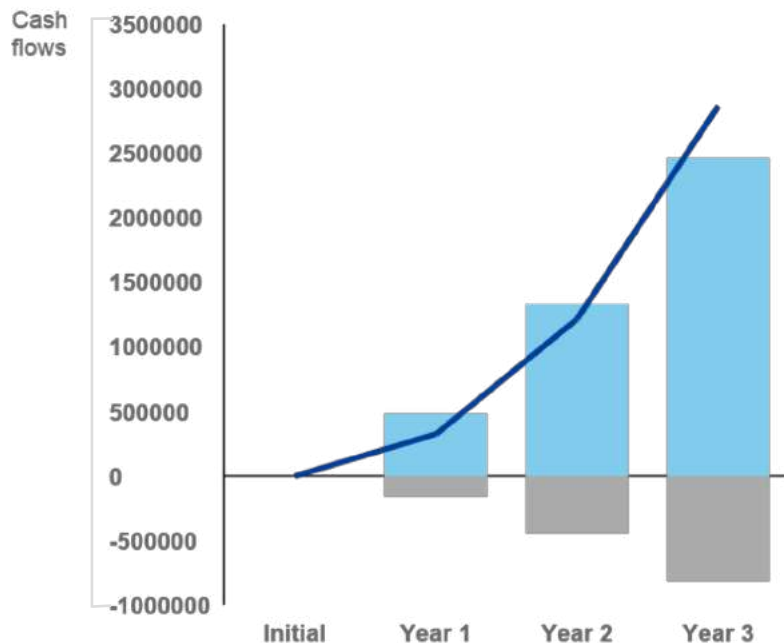
Source: The Total Economic Impact Of ServiceNow Security Operations, January 2018

Financial summary

Three-year model

Three-year model summary results

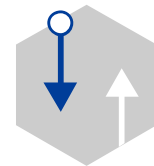
■ Total costs
■ Total benefits
— Cumulative net benefits



ROI
202%



NPV
\$2.3
million



Payback
on same
campaign

Source: The Total Economic Impact of Factual Location Data, September 2018

TOTAL ECONOMIC IMPACT OF FACTUAL



Download the full report to learn more.

Visit www.factual.com/forrester

Leverage the power of high-quality location.

Get free targeting recommendations tailored to your campaign KPIs. Contact us at <http://www.factual.com/strategy>

Return On Investment

202%



**HIGHEST
QUALITY DATA**



**LARGEST
REACH**



**DATA-DRIVEN
OPTIMIZATION**

Q & A

Presenter



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#ShapeTheFuture

because the future of mobile is the future of business

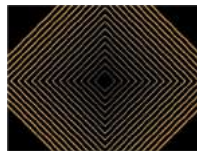
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Nov. 14, 2018

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March 5 – 6, 2018













CEO & CMO Summit
Sonoma, CA
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MMA PROGRAMS & INITIATIVES



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

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