How to Use Offline Brand Intelligence to Increase ROAS

MMA Webinar Series
May 2, 2019

MMA Purpose

WHO (The People We Serve):
Prime Audience: Chief Marketers

WHY (Our Reason for Being):
Purpose: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT (Our Strategic Priorities):
Primary Focus:
1. **Demonstrating Measurement and Impact**: proving effectiveness and optimizing impact
2. **Cultivating Inspiration**: aimed at the Chief Marketer; guiding best practices and driving innovation
3. **Building Capability for Success**: fostering know-how and confidence within the Chief Marketer's organization
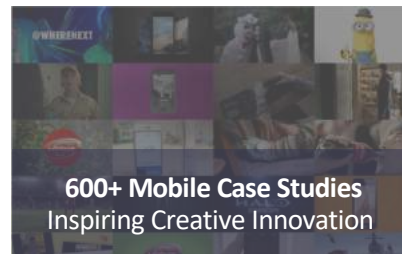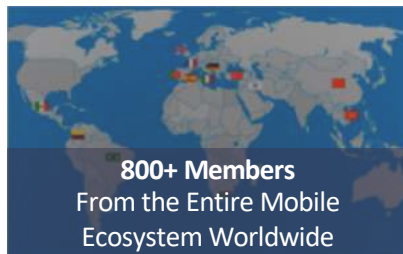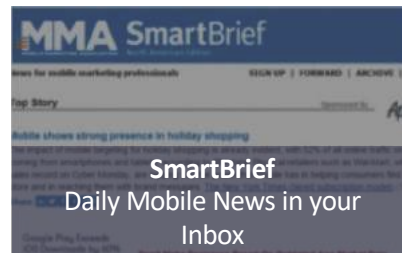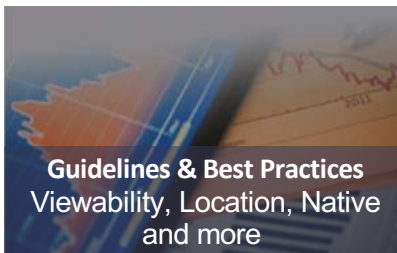
Secondary Focus:
Advocacy – monitoring and maintenance activity only; via partnership with the DAA
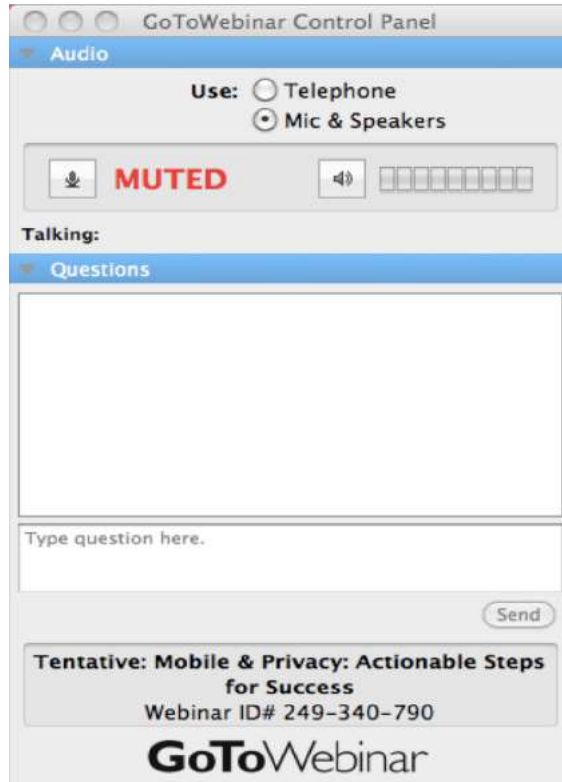
MMA IS 800+ MEMBERS STRONG GLOBALLY
MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

MMA MEMBERSHIP

SMoX
Mobile ROI Research

20+ Events Worldwide

40+ Webinars Annually and Many More Available on Demand

SMARTIES Awarding Best in Class Mobile Campaigns

Industry Working Groups Driving the Future of Mobile

CEO & CMO Summit Annual Mobile Think Tank

Guidelines & Best Practices Viewability, Location, Native and more

SmartBrief Daily Mobile News in your Inbox

MM25 Marketer Peer Group Tackling Core Issues for Marketers

800+ Members From the Entire Mobile Ecosystem Worldwide

Education & Training

600+ Mobile Case Studies Inspiring Creative Innovation

MANAGING YOUR QUESTIONS

Share the Insights

#MMAWeb

What We'll Share

Benchmarks to contextualize campaign performance vs. competitors.

What success looks like in a data-driven marketing world.

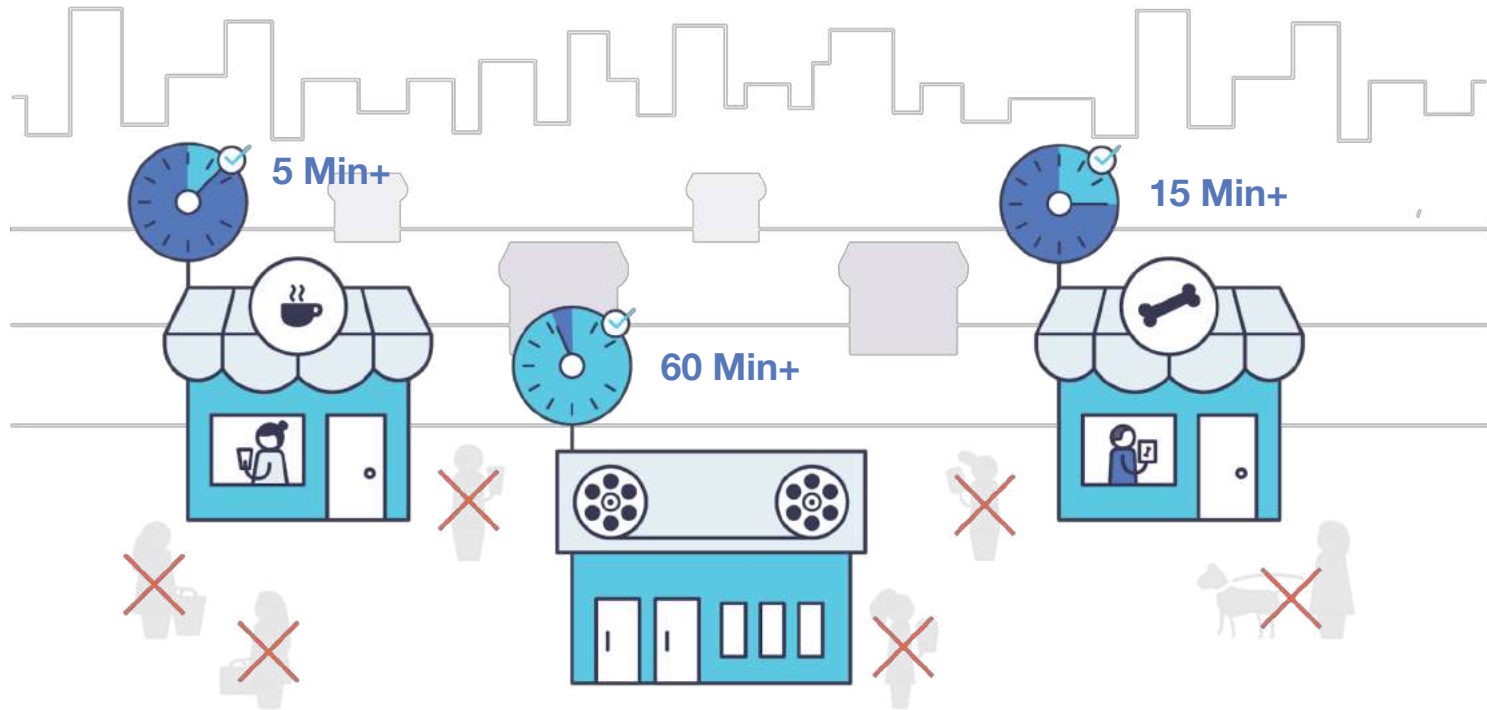How location intelligence can prove and improve ROAS

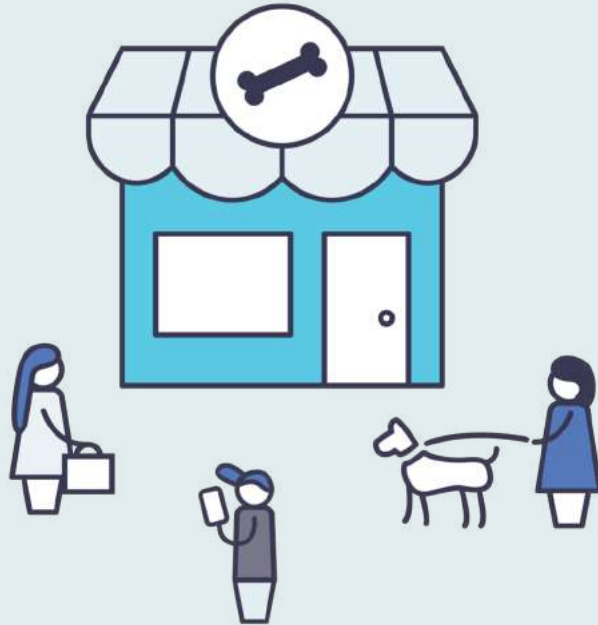cuebiq | centro

#cuebiqattribution
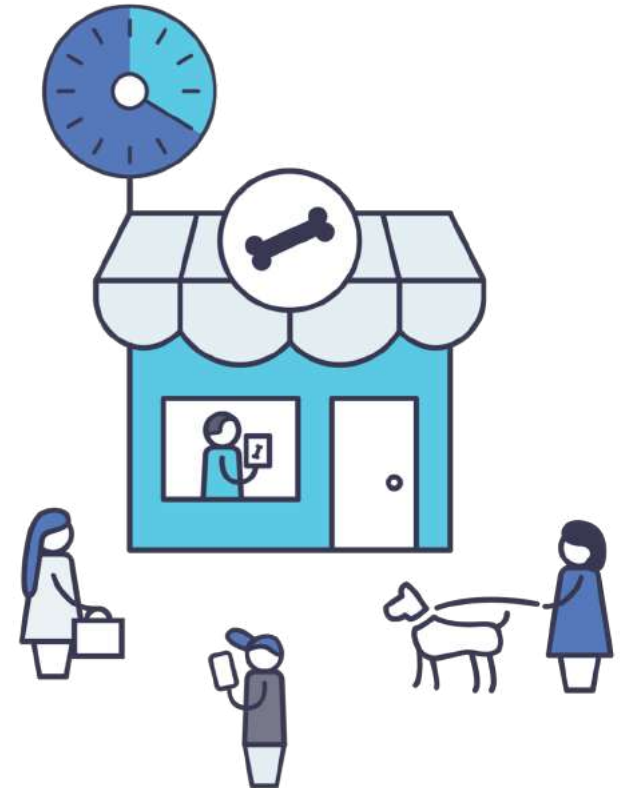
Understand Intent with Dwell Time

Other Visits
3 Potentially Counted

Cuebiq Visits
1 Visit Counted
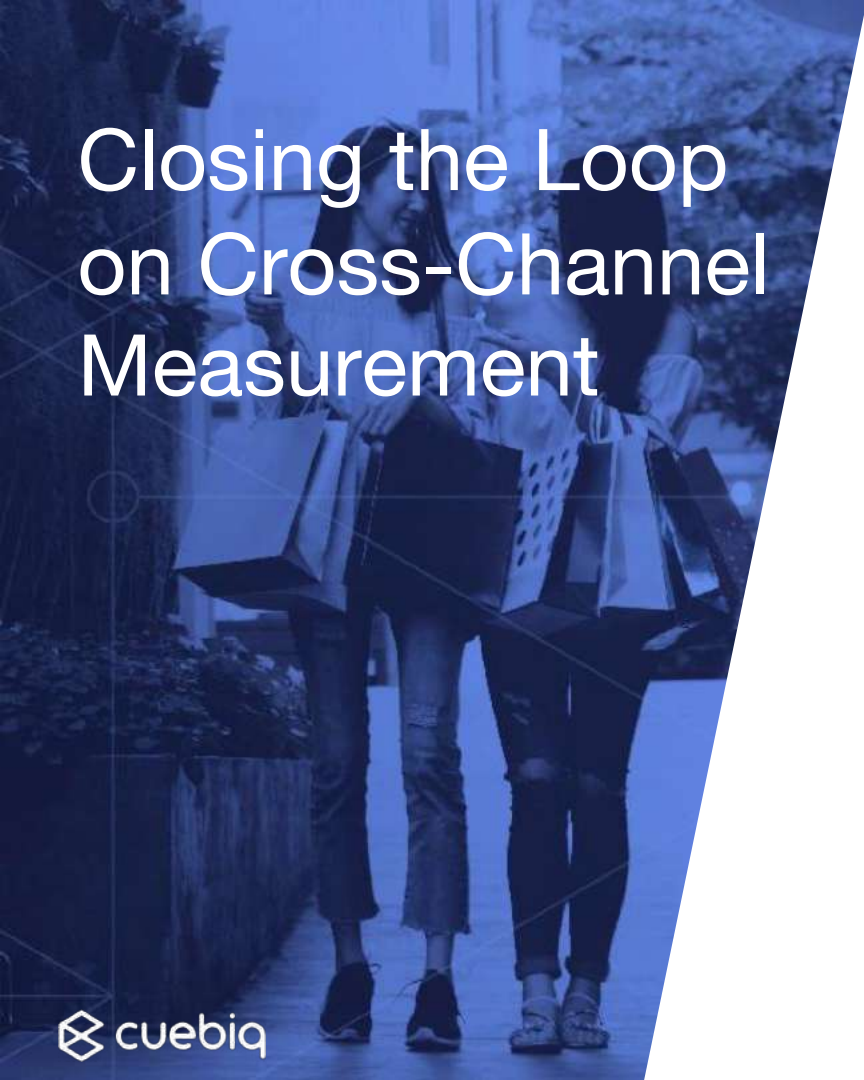
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Prove + Improve ROAS

Real-time Campaign Optimization

Cross-channel Attribution

Closing the Loop on Cross-Channel Measurement

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Closing the Loop on Cross-Channel Measurement

57.3%

of marketers expect cross-channel measurement and attribution to occupy most of their time, attention, and resources in 2019

CUEBIQ

Benchmarking Success: Did My Campaign Work?

40%
Visit Uplift

25%
Benchmark

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Brand Uplift

Category	Uplift	Category	Uplift	Category	Uplift
Alcohol/Beverages	6-16%	Apparel/Fashion	17-75%	Auto	7-47%
Beauty	2-32%	Big Box	1-19%	Casual Dining	2-23%
C-Stores	8-32%	Entertainment	3-40%	Financial Services	5-74%
Fine Dining	56-71%	Gas Stations	22-81%	Grocery Stores	5-51%
Home Furniture	5-22%	Home Improvement	30-83%	Jewelry Stores	42-91%
Pet Stores	14-30%	Pharmacies	168-202%	QSR	35-102%
Retail	3-56%	Telco	8-69%	Tourism	5-37%

Uplift by Vertical: YoY Changes

Casual Dining	Grocery Stores	Home Improvement	Pharmacy
Decreased YoY	**Wider Window**	**Increased YoY**	**Increased YoY**
2-23%	5 - 51%	30-83%	168-202%
(2018)	(2018)	(2018)	(2018)
vs	vs	vs	vs
11-44%	20-46%	13-48%	54-81%
(2017)	(2017)	(2017)	(2017)

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Uplift by Channel

Mobile	**Cross-Device**	**Out Of Home**
10-89% (2018)	**6-39%** (2018)	**80-120%** (2018)
vs	vs	*NEW*
19-49% (2017)	17-46% (2017)	

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Uplift by Quarter

Q1	**19%**	Because advertisers tend to spend more during the holiday season in Q4 and spend less during Q1, it makes sense that Q1 uplift remained about the same. Compared to 2017 Results: 20%
Q2	**25%**	From various reports it looked like Q2 2018 took a hit, which is reflected in this year-to-year dive in uplift percentages. Retail store vacancy rates increased dramatically, which could be one reason for the decline. Compared to 2017 Results: 63%
Q3	**33%**	Besides back-to-school budgets, advertisers tend to spend a little bit less in the summer months as they ramp up their budgets to capture holiday shoppers in Q4. Compared to 2017 Results: 37%
Q4	**60%**	Holiday shopping appears to drive this quarter, as it has high-percentage uplift for both years. Compared to 2017 Results: 57%

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Dwell Times by Vertical

DWELL TIME is the amount of time spent at a specific location. Cuebiq uses Dwell time to double verify visits.

Vertical	Dwell Time
Apparel/Fashion	:24
Auto	:35
Beauty	:25
Big Box	:28
Casual Dining	:37
C-Stores	:13
Entertainment	:75
Financial Services	:19
Fine Dining	:42
Gas Stations	:11
Grocery Stores	:19
Home Furniture	:37
Home Improvement	:20
Jewelry Stores	:27
Pet Stores	:21
Pharmacies	:21
QSR	:21
Retail	:23
Telco	:25

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Time of Visit by Vertical

Vertical	Primary	Secondary
Apparel/Fashion		2-3PM
Auto	1-2PM	
Beauty	1-2PM	
Big Box	1-2PM	
Casual Dining	12-1PM	6-7PM
C-Stores	12-1PM	
Entertainment		3-4PM
Financial Services	12-1PM	
Fine Dining		7-8PM
Gas Stations	12-1PM	
Grocery Stores		5-6PM
Home Furniture	1-2PM	
Home Improvement	12-1PM	
Jewelry Stores		3-4PM
Pet Stores		3-4PM
Pharmacies	12-1PM	4-5PM
QSR	12-1PM	
Retail	1-2PM	
Telco	12-1PM	

Centro

Technology for Today's Media Landscape

Workflow Automation	Vendor Organization & Management	Messaging & Communication	RFP & Negotiation

Basis BY CENTRO

DSP

Direct & Programmatic Media Buying	Open Marketplace | Private Marketplace		1st Party Data Onboarding

Billing Facilitation	Business Intelligence	Holistic Analytics [Search, Social, Direct, and Biddable]	Search & Social Integrations

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Prove + Improve ROAS

Location Intelligence

Real-time Campaign Optimization

Cross-channel Attribution

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Challenge:
Increase Store Visits

Client
Leading Midwest convenience store

Campaign Timeline
1 year

Campaign Objective
Increase in-store visits

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Solution: Centro & Cuebiq Strategy

1. Audience targeting based on intent

2. Real-time measurement to optimize campaign
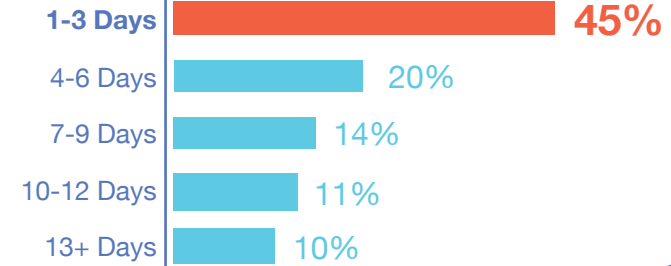
Daily checks on conversion rates → Shifted impressions → Increase in-store visitation
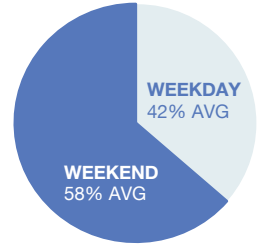
Which Impressions Drove the Most Visits?

Time heatmap of ad exposure that generated store visits

Heavy up on early morning impressions

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Tools for Segmentation, Targeting, Engagement

Top Brand Affinities

Walmart

EconoLodge CHOICE

SUBWAY

Leverage cross-shopping behaviors for engagement and partnership opportunities

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Key Takeaways

Optimize audiences based on real-world visits to eliminate inefficiencies

Benchmark performance against your vertical

Use measurement to prove ROI and inform future activations

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Q & A

PRESENTER

PRESENTER

Jared Rosenbloom
Director, Media Strategy & Operations
Centro

Valentina Marastoni-Bieser
Executive Vice President of Marketing
Cuebiq

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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

Thank you!