

How to Stop Wasting Ad Impressions: Holiday Audience Targeting Guide for 2019

MMA Webinar Series
September 17, 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:

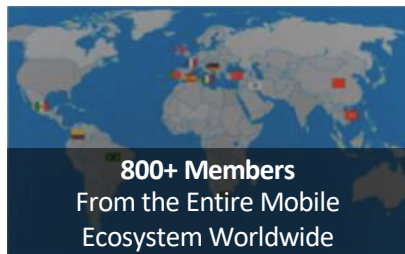
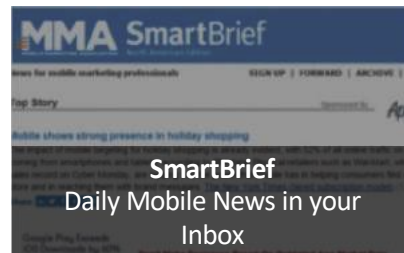
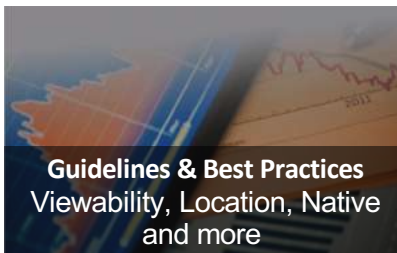
Advocacy – monitoring and maintenance activity only; via partnership with the DAA



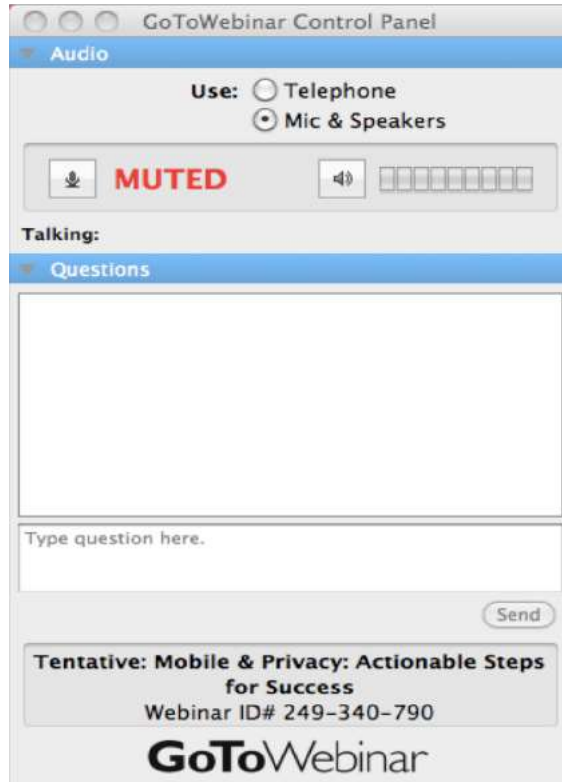
MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

MMA MEMBERSHIP



MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

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What we'll be sharing today



Increase ad performance using offline intent signals



High performing holiday targeting tactics



Pro tips to maximize your holiday spend

Cuebiq - Map Offline Behaviors, Win Market Share



Offline Brand & Competitive Intelligence

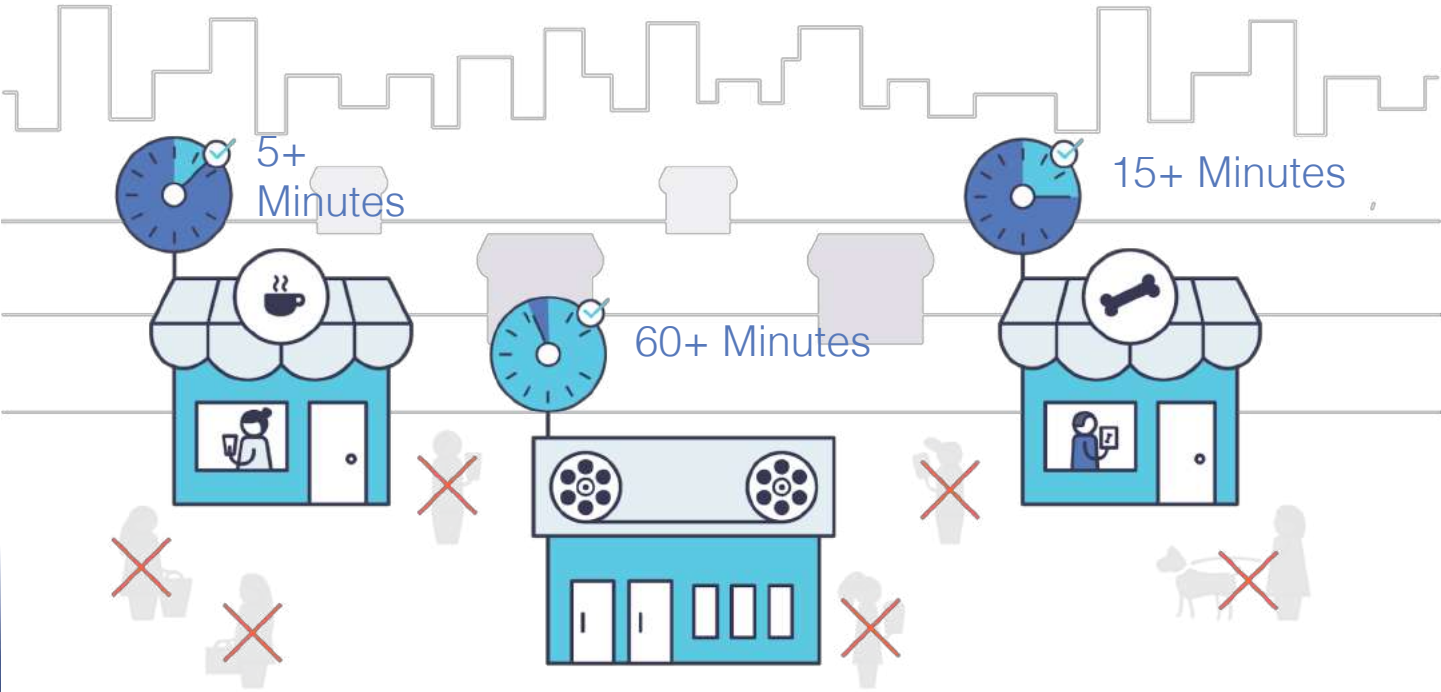


Audience Targeting



Cross-channel Attribution

Dwell Time: visit verification and intent indicator





How to win
market share this
holiday season?



\$1T

expected spend
in 2019

\$998B

spent during the
2018 holiday season



Segmentation based on offline intent

Visit Frequency + Dwell Time

- Offline Consumer Behavior
- Purchase Intent
- Brand Affinities



Winning this holiday season



Retail: Top Performing Segments

October

November

December

Halloween
Shoppers

Black Friday
Shoppers

Holiday
Planners

Last Minute
Deal Seekers

Dining: Top Performing Segments



QSR
Lovers



Casual
Diners

Auto: Year-End Recommended Segments



In-Market
Intenders



Winter
Maintenance
Customers

Activation Strategies: Pro Tips



Advanced Acquisition



Grow From Within



Conquer Competition



Increase Loyalty



Win Back Consumers

A woman with long hair in a ponytail is seen from the side, looking up at a display of hanging jewelry in a store. The jewelry consists of many small, light-colored, bell-shaped pendants on strings. The entire image has a blue color overlay.

Privacy impacts your brand's reputation

Consumers want and deserve control and transparency

Data is powerful: choose the right partners

Future Proof Privacy at Cuebiq

Consent
Transparency
Control
Accountability

Interested in the full Holiday Guide?

Email marketing@cuebiq.com

with subject "MMA Webinar" to receive a copy



Q&A

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#ShapeTheFuture[®] with the MMA

UPCOMING MMA WEBINARS

The State of eCommerce: Trends for 2020 and Beyond
Tuesday, October 22
Sponsor: jumpshot

How to Effectively Use Location Intelligence to Improve
Customer Loyalty and Market Share
Tuesday, October 29
Sponsor: Skyhook

UPCOMING MMA EVENTS



The Smarties
November 6, 2019
Los Angeles, California













Innovate
November 6 - 7, 2019
Los Angeles, California





MMA PROGRAMS & INITIATIVES



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

Thank you!

