



# The IoT Revolution for Marketers: Insights from the MMA IoT Connected Objects Task Force

MMA Webinar Series  
July 20, 2017

Presented By:



thinfilm



REVEAL MOBILE



# 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



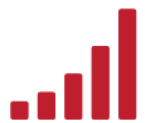
### Cultivating Inspiration

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

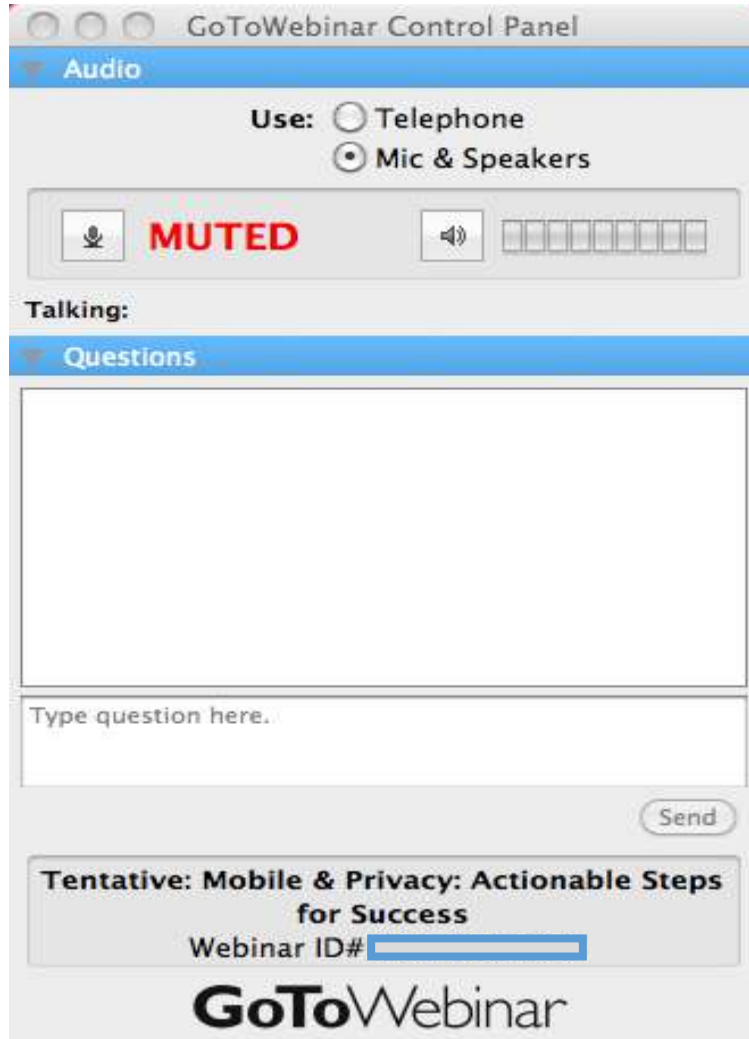
Working with partners and our members to protect the mobile marketing industry

MMA is 800+ Members  
Strong Globally

Marketers, Agencies, Media Sellers,  
Technology & Operators



# Managing Your Questions



The screenshot shows the GoToWebinar Control Panel interface. At the top, there's a title bar with three window control buttons and the text "GoToWebinar Control Panel". Below this is a blue header bar labeled "Audio". Under the "Audio" section, there are two radio buttons: "Telephone" (unselected) and "Mic & Speakers" (selected). Below these is a microphone icon with the word "MUTED" in red, a speaker icon, and a volume level indicator. A "Talking:" label is positioned above the "Questions" section. The "Questions" section has a blue header bar. Below it is a large empty text area for questions. At the bottom of this section is a text input field with the placeholder "Type question here." and a "Send" button. Below the "Questions" section is a box containing the text "Tentative: Mobile & Privacy: Actionable Steps for Success" and "Webinar ID#" followed by a text input field. The "GoToWebinar" logo is at the bottom of the panel.

Share the Insights

#MMAWeb



# Presenters



Matthew Bright  
MMA IoT Connected Objects  
Co-Chair

Senior Director, Product &  
Technical Marketing  
Thinfilm



Matthew Davis  
MMA IoT Connected Objects  
Co-Chair

Co-Founder  
& VP of Marketing  
Reveal Mobile

## Moderator



Leo Scullin  
VP of Industry Programs  
Mobile Marketing Association

# The IoT Market

IoT is machines  
talking to machines

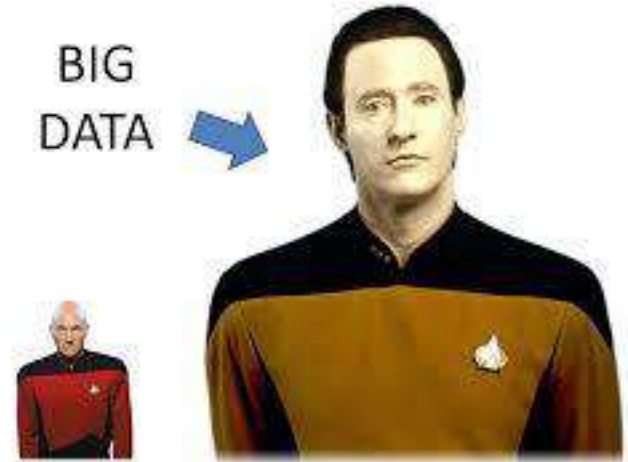
But with a big  
difference...



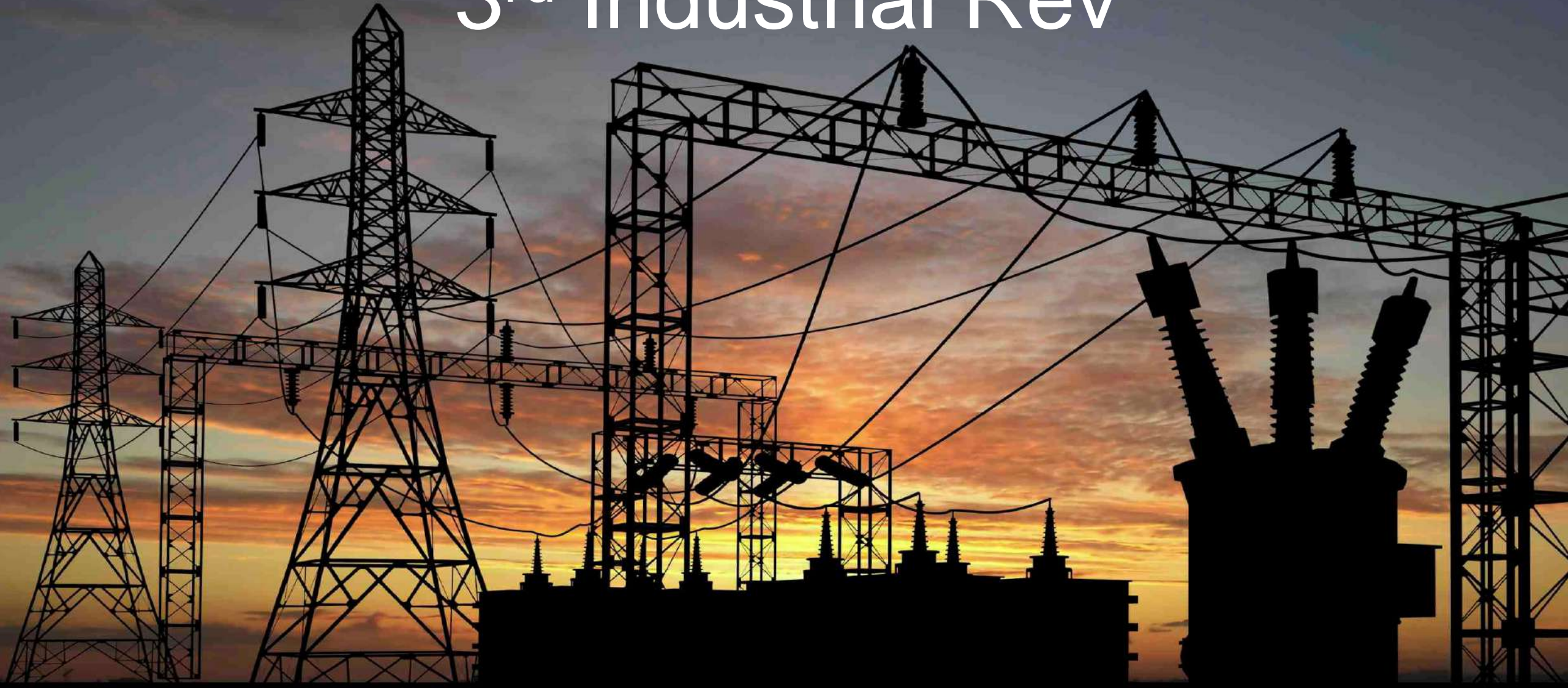
# The IoT Market

BIG data sent, received, analyzed, and made actionable over the internet.

So what?



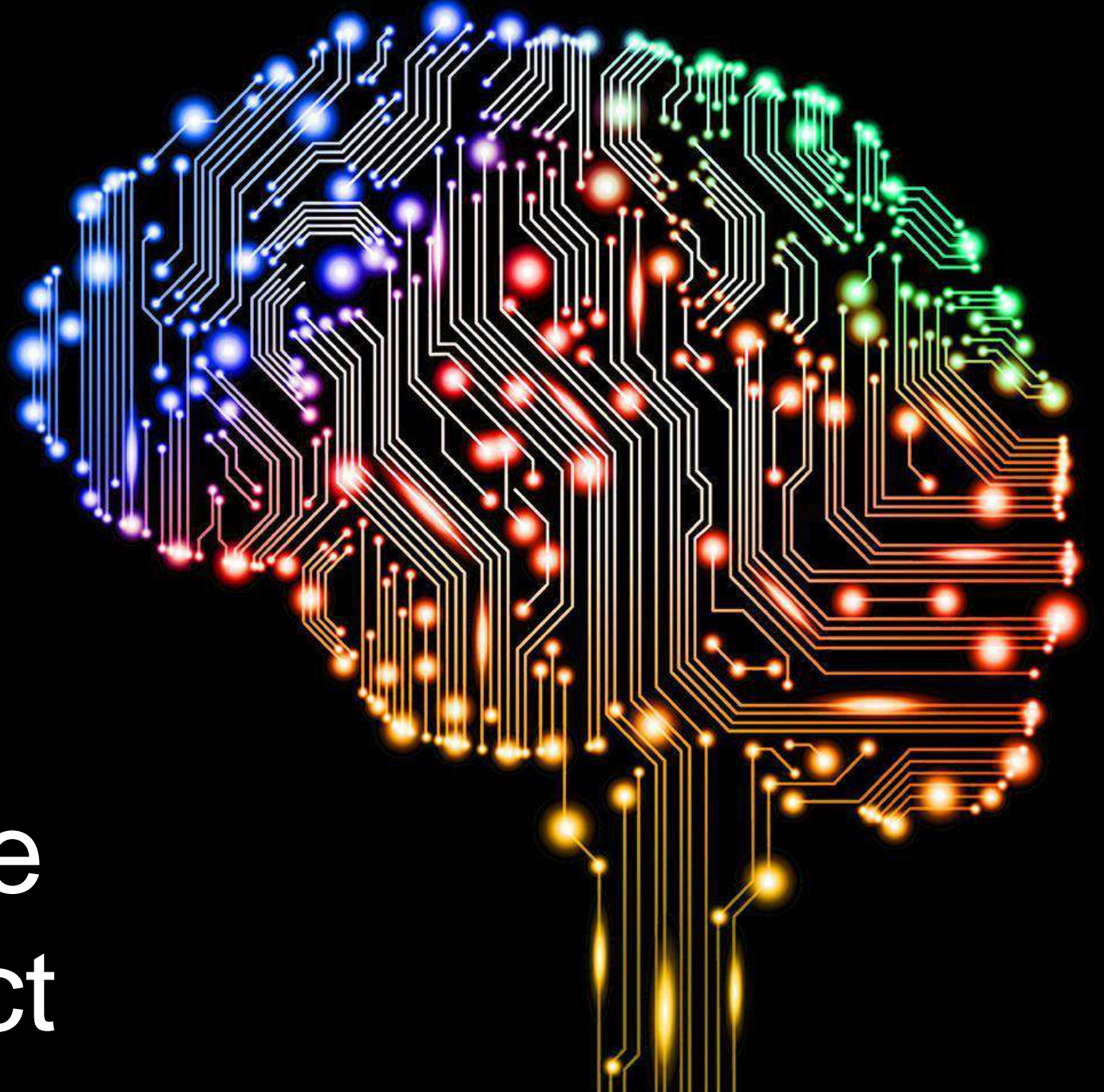
# 3<sup>rd</sup> Industrial Rev



put electricity into every object

# IoT, Industrial Revolution 4.0

puts intelligence  
into every object



# BILLIONS



# TRILLIONS





# Technology in the Enterprise

**Gartner®**

**By 2017, CMOs will spend more on technology than CIOs.**

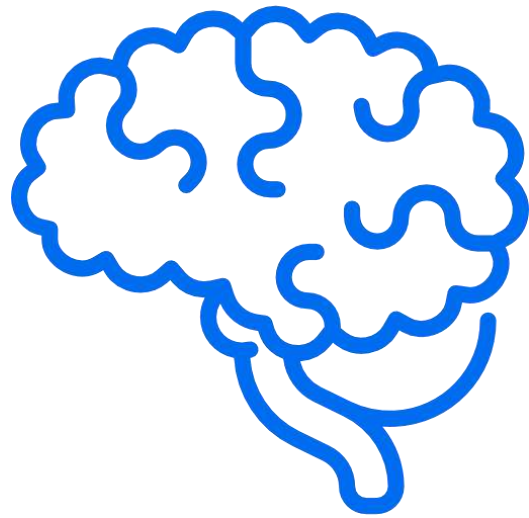
**More than ever, multichannel marketing is among the most critical customer-facing, revenue-generating functions.**

Source: <http://blogs.gartner.com/jake-sorofman/yes-cmos-will-likely-spend-more-on-technology-than-cios-by-2017/>





# Demystifying IoT Technologies



Intelligence

+



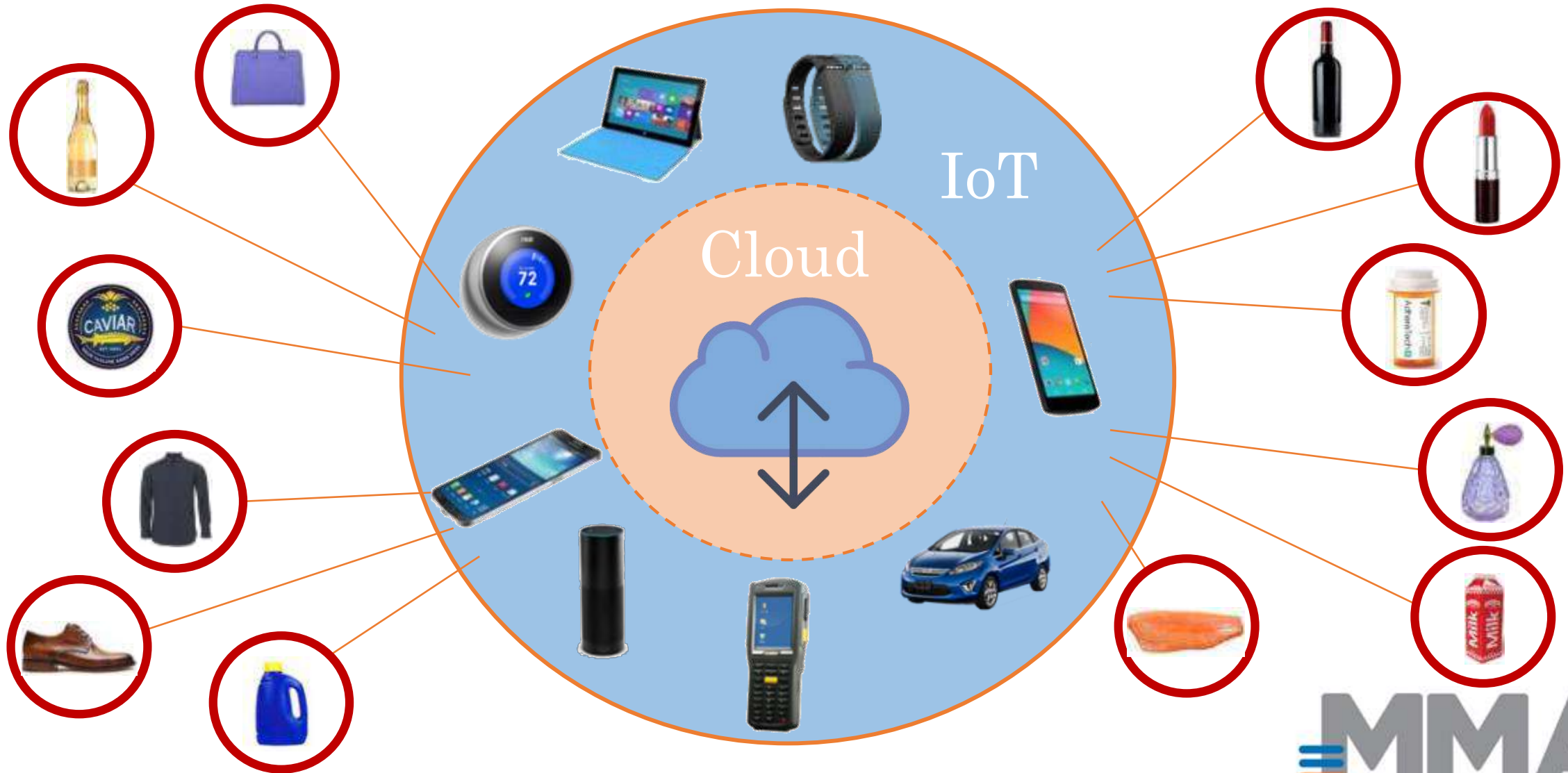
Connectivity

=

IoT



# Scoping The Internet of Everything





# Why Consumers Care (And You Should, Too)



Smart home successes showcase consumer demand

Consumers will embrace products and packaging that make life easier and help make decisions:

- What to buy and why
- How to properly use/cook/apply a product
- How to connect to fellow “tribe” members
- How to address customer service issues
- How & where to repurchase



# Value Propositions for IoT



Consumer

- In-store
- At home or on the go
- Effortless orders & refills



Retailer

- Connect physical space to digital world
- Endless aisles
- Transform the world into your showroom



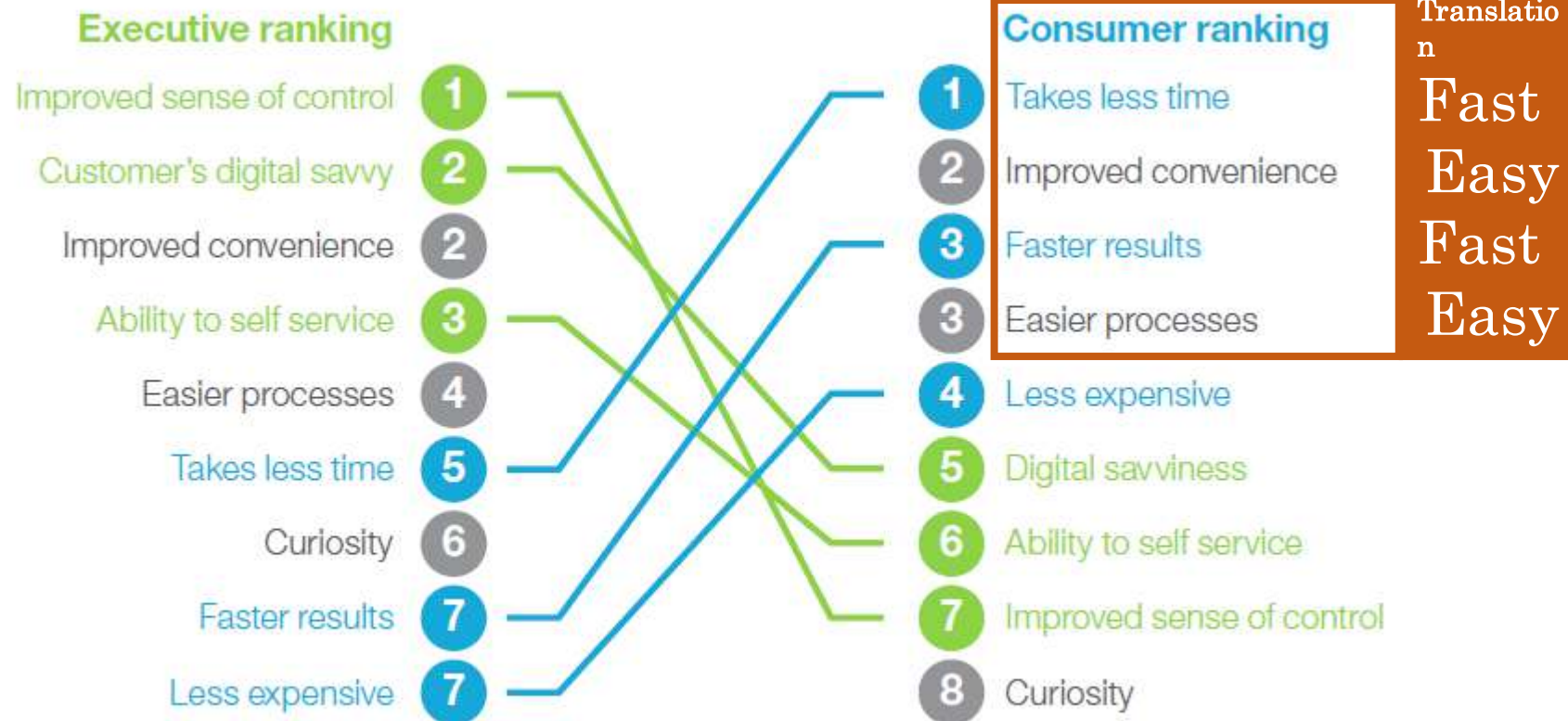
Brand

- Bring digital analytics to physical world
- Direct relationships with customers



# Are we listening? Serious misalignment!

Factors driving customers' willingness to try companies' digital CX initiatives



Source: IBM Institute for Business Value, Executive survey n = 600; Consumer survey n = 5,895.  
Note: Multiple instances of the same ranking number represent a tie.



# IoT Across the Value Chain

Manufacturing

Asset Tracking

In-store & Omnichannel

Payments

Retargeting

Data Analytics



# Use Case 1: Engaging performance apparel

## Company

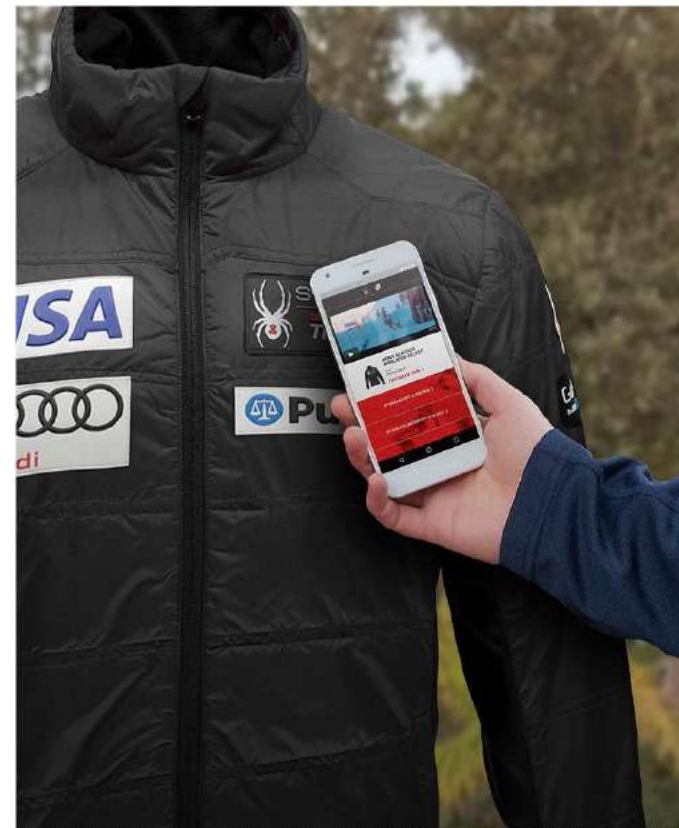
Spyder  
with Blue Bite

## Challenge

To elevate Spyder performance product experience

## Solution

Create dynamic mobile experiences accessible anywhere and anytime through wearable technology





## Use Case 2: Reaching targets with beacons

### Company

Park West Village Shopping Center  
with Reveal Mobile

### Challenge

Drive repeat visitors to this upscale shopping mall and encourage new visits from people living and working nearby

### Solution

Deploy Bluetooth beacons and mobile geofencing to capture mobile devices visiting the location, and also those that live and work nearby

### Results

109% lift





# Use Case 3: Connecting with coasters

## Company

Coronado Brewing Company  
with Thinfilm

## Challenge

Forge direct connection to consumers and build buzz for new product & associated nonprofit partnership with Surfrider Foundation

## Solution

Distribute NFC-integrated coasters to bars; drinkers tap to instantly launch mobile-optimized content that describes the partnership, alerts users to upcoming beach cleanup events, and teaches consumers about the new beer

## Results

92% lift in mobile traffic  
7% weekly campaign growth  
13-17.5x better conversion, compared to other channels





# Use Case 4: Amazon Dash

## Company

Amazon

## Challenge

How can a retailer enable commerce everywhere – the opportunity to buy at any place, at any time, with minimal friction?

And how can that retailer get an exclusive invitation into a shopper's own home, to understand how products are consumed and when replenishment is required?

## Solution

Create a single-purpose product that lets consumers instantly re-order their favorite brands with the push of a single button, while collecting purchase data.





# Making Sense of the Buzzwords

Connectivity Technologies	UX Technologies	Cloud Technologies
<ul style="list-style-type: none"><li>• NFC (Near field communication)</li><li>• Bluetooth (Beacons)</li><li>• WiFi</li><li>• LPWAN (Low-power WAN) / NB-IoT (Narrowband IoT)</li></ul>	<ul style="list-style-type: none"><li>• Geofencing / smart spaces</li><li>• Smart packaging</li><li>• Wearable computing</li><li>• Augmented Reality (AR) / Mixed Reality</li><li>• Virtual Reality (VR)</li></ul>	<ul style="list-style-type: none"><li>• Omnichannel integration</li><li>• Social integration</li><li>• CRM, ERP system integration</li><li>• Chatbots</li><li>• Artificial intelligence</li></ul>



# Key Considerations: Data

Think holistically...



Product management  
and marketing



Retail  
activation



Packaging and  
industrial design



Data science / business  
intelligence



Information  
technology



Innovation / technology  
evaluation



# Key Considerations: Privacy & Security

Privacy is not possible without security

Access to consumer data = Opportunity with risk

Security **Not an Option; Must Be Designed-in**

- Identify device risks (remote access) vs. cloud risks (database exposure)

Identify & respect relevant regulatory requirements

Respect consumer privacy expectations and give choices/control when possible

## Friday's Massive DDoS Attack Came from Just 100,000 Hacked IoT Devices

Wednesday, October 26, 2016 Swati Khandelwal

<https://thehackernews.com/2016/10/ddos-attack-mirai-iot.html>

## Webcam Maker Takes FTC's Heat for Internet-of-Things Security Failure

By Richard Adhikari  
Sep 5, 2013 3:56 PM PT

 Print  
 Email

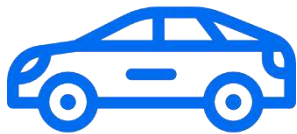
<http://www.technewsworld.com/story/78891.html>



# What's ~~next~~ *now* in IoT



Connected  
Home



Connected  
Car



Connected  
Packaging



Connected  
Retail



Connected  
Cities



## Next Steps: What you can do

1. Read and share the MMA IoT [white paper](http://www.mmaglobal.com/documents/internet-things-guidance-report-consumer-facing-connected-objects):

<http://www.mmaglobal.com/documents/internet-things-guidance-report-consumer-facing-connected-objects>

2. Identify a business problem or opportunity where real-world connectivity can make a difference

3. Consider how your content strategy overlaps with opportunities created by IoT connectivity

4. Begin your test & learn cycles now. Your competitors already have.



Join us

## MMA IoT Incubation Council – Connected Objects Working Group

3Cinteractive

AccuWeather

Blue Bite

Dstillery

GroupM

Hathway

Immersion Corporation

R/GA

Reveal Mobile

Samsung

Tapad

Thinfilm



# Questions & Contact



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# Be Inspired and Learn

MMA Webinar Series

[mmaglobal.com/webinars](http://mmaglobal.com/webinars)

Upcoming MMA Events



MMA CEO & CMO Summit  
July 23-25, 2017



MMA Forum: Argentina  
August 29, 2017



MMA SM2 MMA Innovation  
Summit  
Sept 25-26, 2017

[mmaglobal.com/calendar/monthly](http://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](mailto:committees@mmaglobal.com).

# Participate in the Conversation

MMA Smartbrief



Mobile Marketing Insights



MMA LinkedIn Group

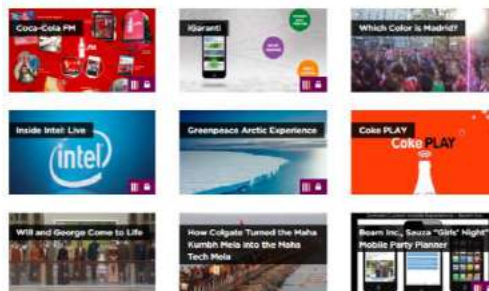


Get Social with MMA



## Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library





Thank You!