



How Marketers Use Location Data

April 20th, 2017





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



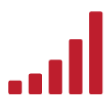
Cultivating Inspiration

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



Go Further



Unilever



Managing Your Questions



Share the Insights

#MMAWeb



Presenters



VASSILIS BAKOPOULOUS

Head of Industry Research at
Mobile Marketing Association



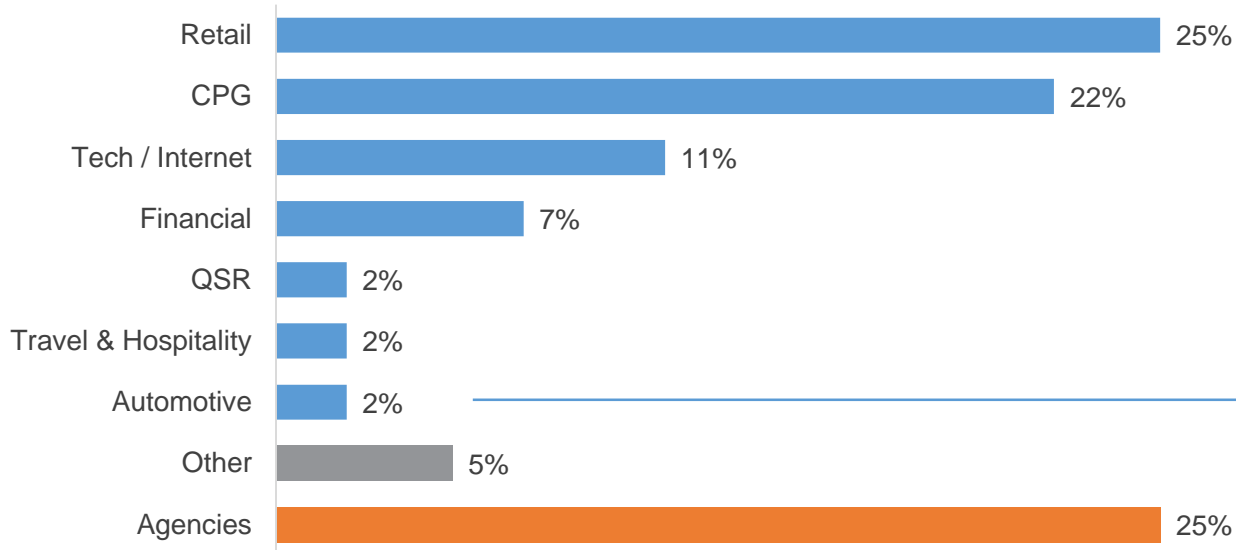
JEANETTE JORDAN

Director of Product Marketing at
Factual



Snapshot of the Sample Profiles

Sample covers a mix of marketer sectors as well as agencies



2/3
of marketers
have a physical
location



Six Key Findings of Location Data Study

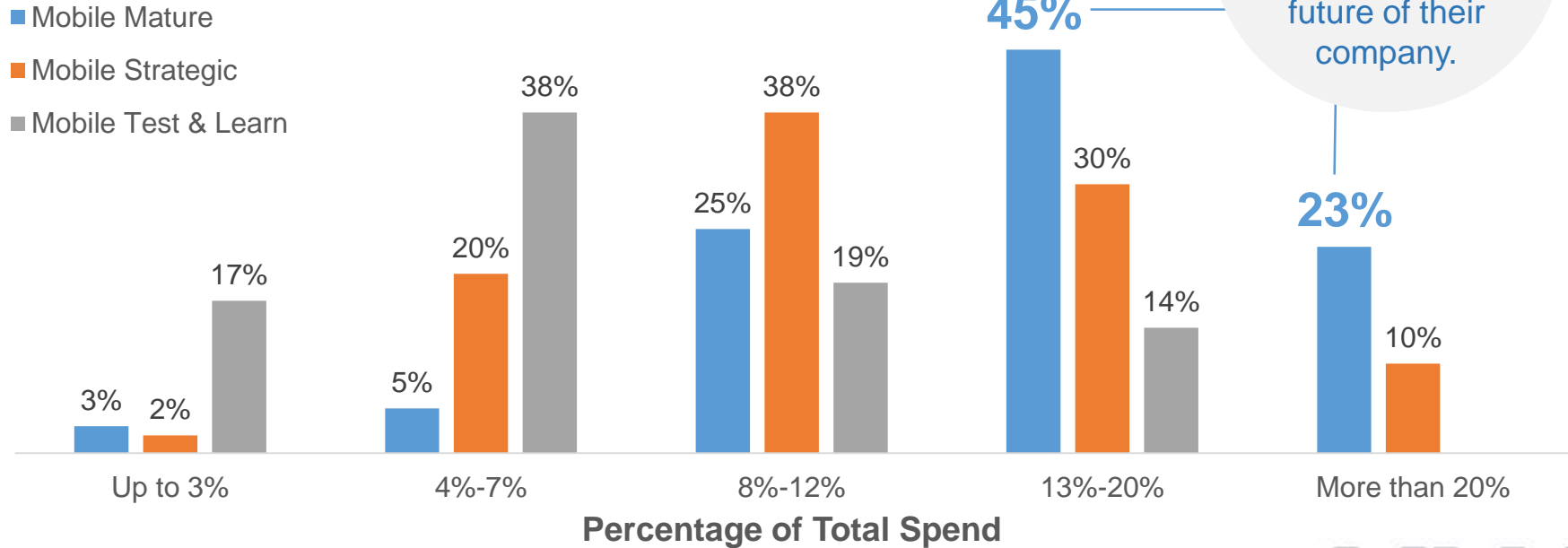
1. Path to Mobile Maturity is Through Investment
2. Location Data is at the Core of Mobile
3. Marketers Go Beyond Targeting and Into Measurement
4. Still Some Key Concerns
5. Marketers & Agencies Differ in Use



1. Path to Mobile Maturity is Through Investment



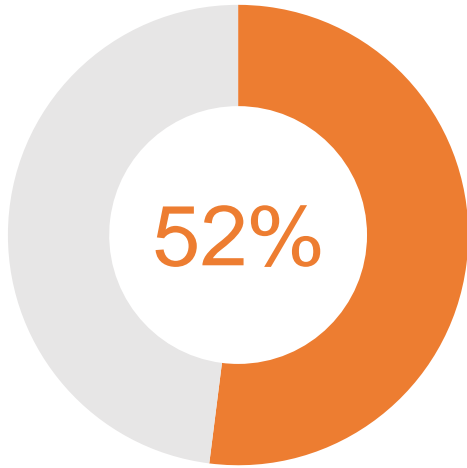
Spend is correlated with experience



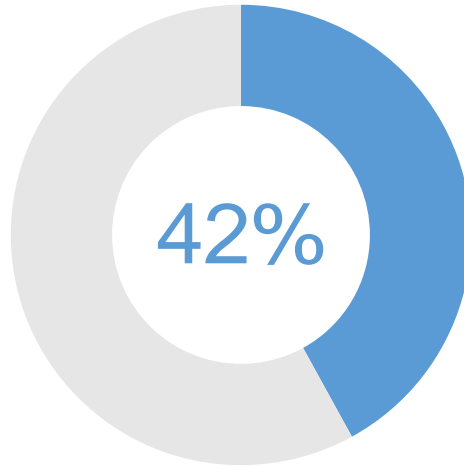
62%
of marketers believe mobile is critical for the future of their company.



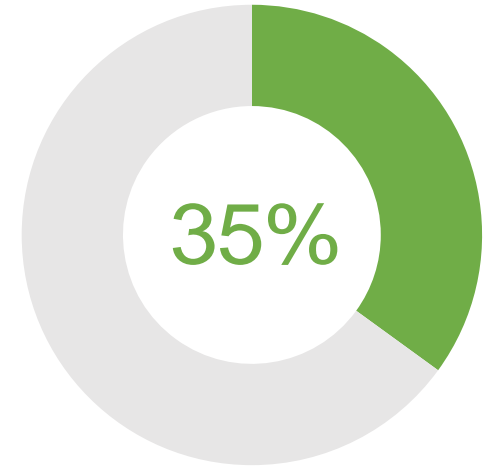
Those Big Budgets Drive Confidence in Mobile



Big Spenders (≥13%)



Medium Spenders (8%-12%)



Small Spenders (<8%)

% of respondents, based on spending level, who think their company is doing a "great" job leveraging mobile advertising

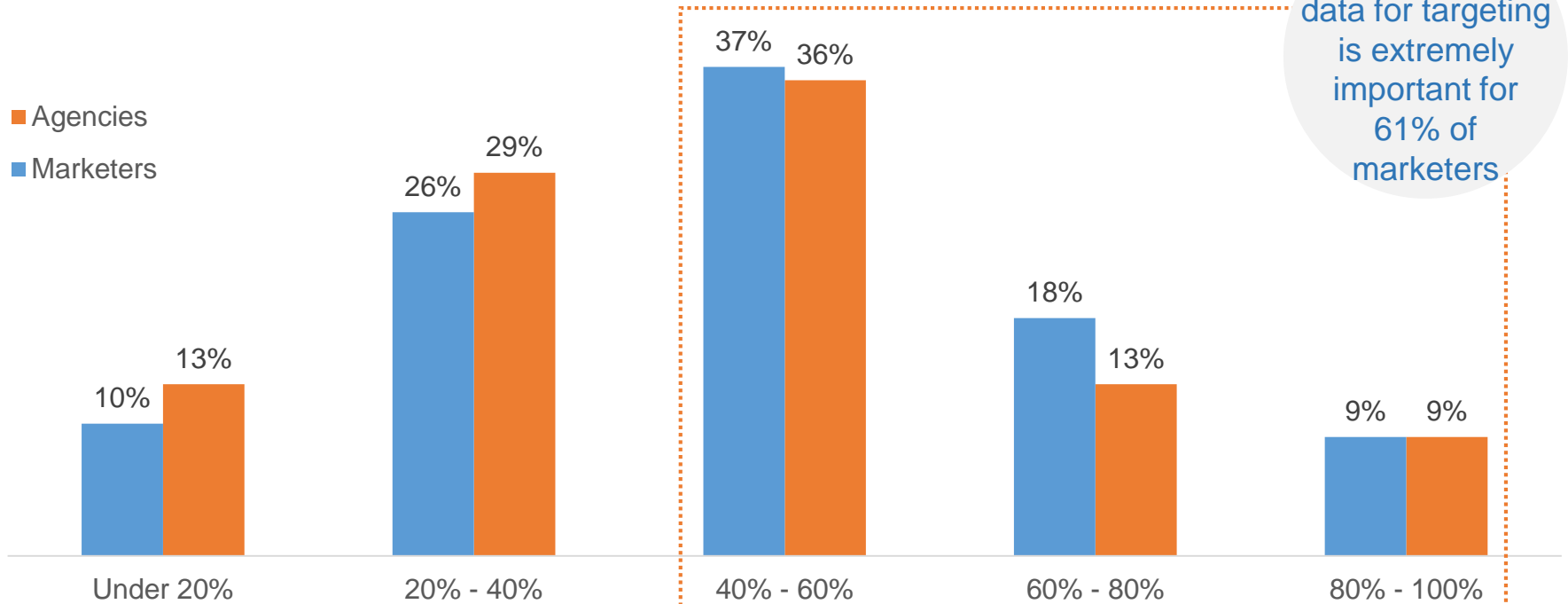


2. Location Data is at the Core of Mobile



Majority of Marketers AND Agencies Use Location Data More Than 40% of the Time

■ Agencies
■ Marketers



Using location data for targeting is extremely important for 61% of marketers

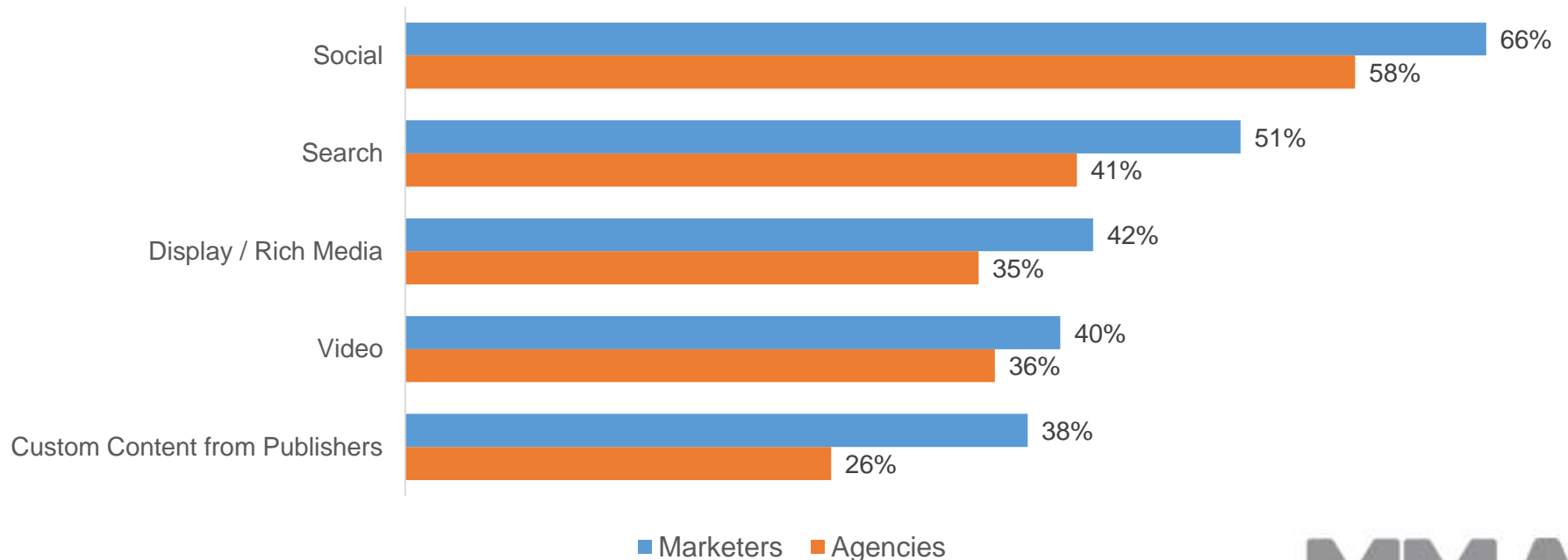
Share of location based targeting in overall mobile advertising strategy





Social and Search Top the Format Strategy List

Key Tactics that Leverage Location Data

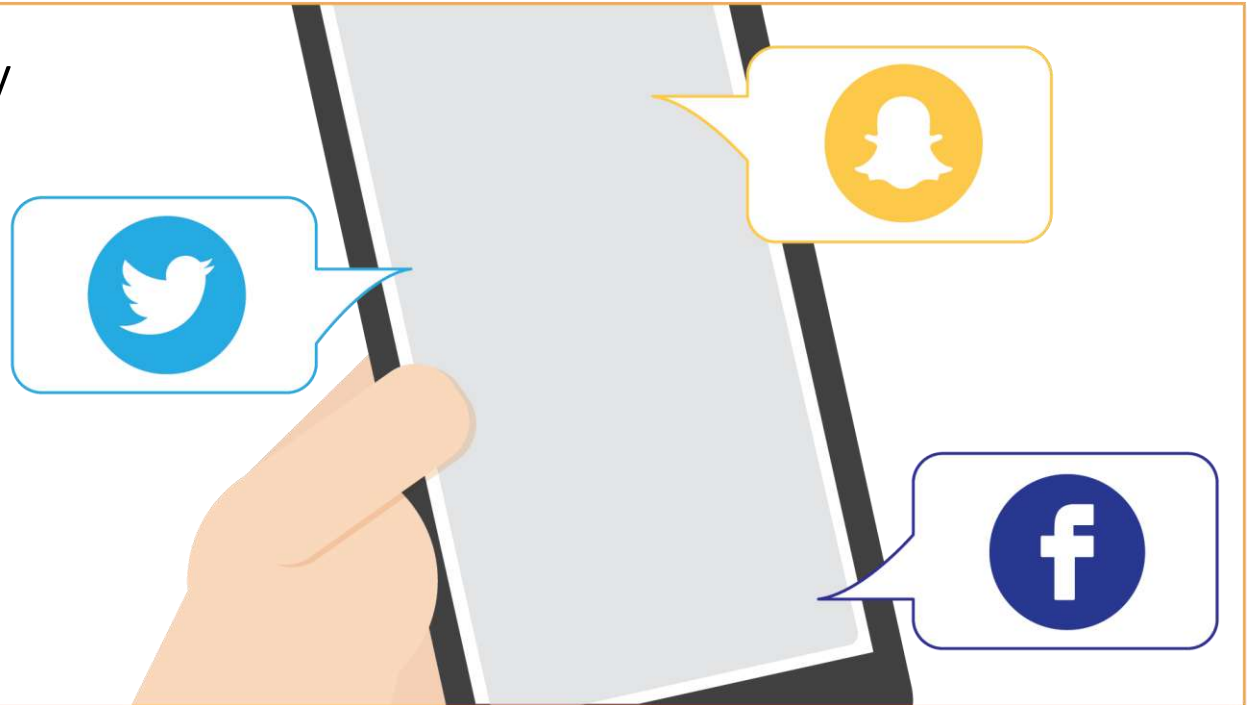




Social is Inherently Mobile

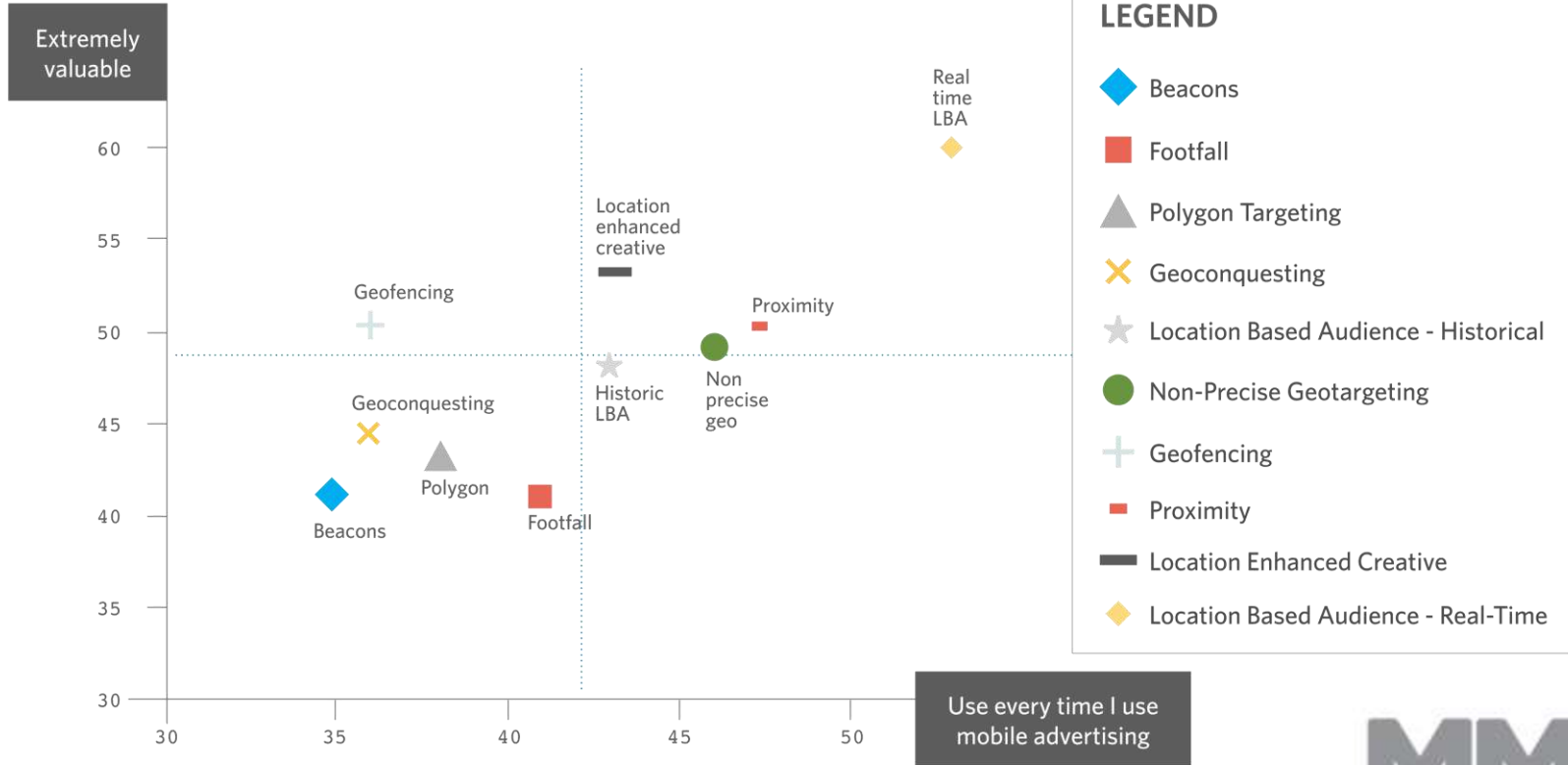
”Social is inherently mobile, and if you’re spending in social, **70% of that experience takes place on a mobile device.**”

- Liboon, RPA





Real-Time Targeting Is Highly Valued



This feature is our Headline

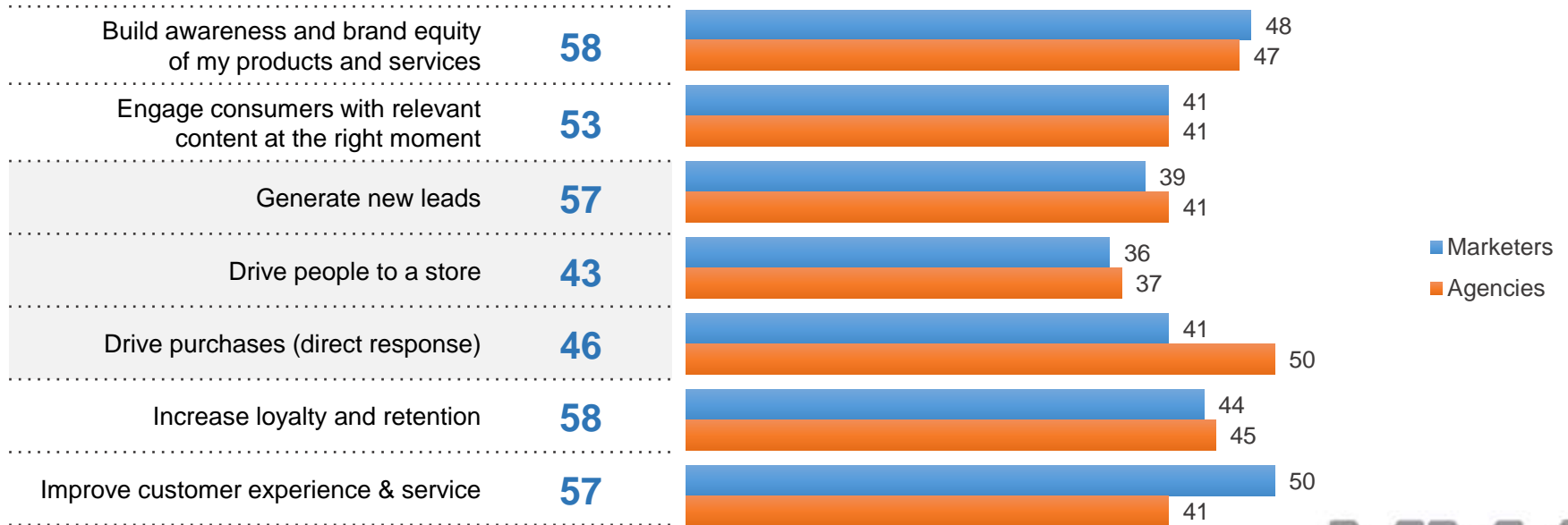


Location Can Improve Brand Equity & User Experience

Marketers with physical location are **more focused** on driving people to their stores (52% vs. 27%)

Extremely Important

Marketers think that location benefits both the **upper funnel** but also **customer experience**. Agencies also see a benefit in terms of driving sales.





3. Marketers Go Beyond Targeting and Into Measurement

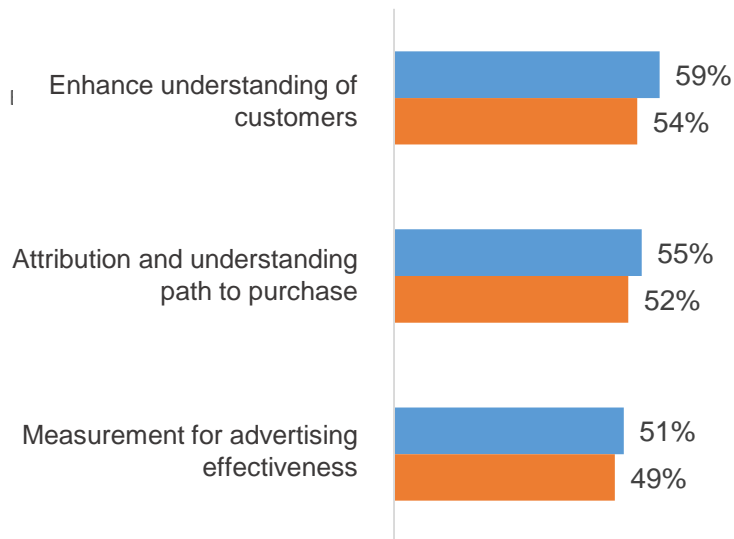


Insights, Measurement & Attribution Use Cases

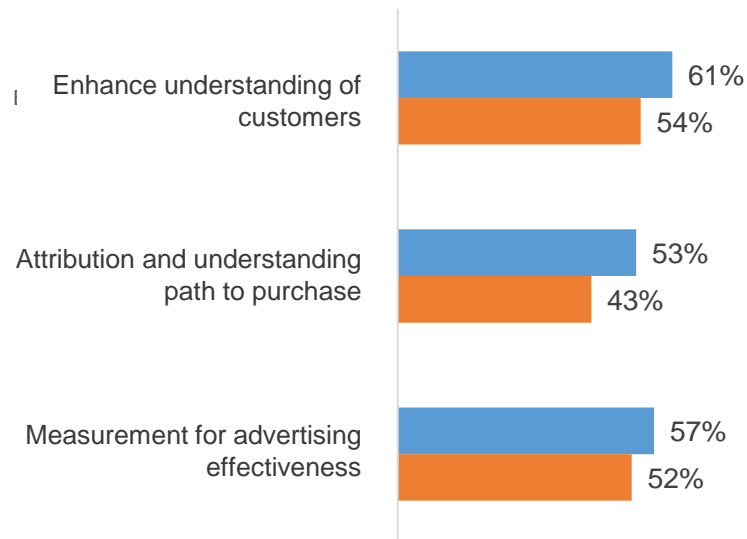
Location data is primarily seen as a way to improve targeting and audience understanding

Majority of marketers, more than agencies, claim to use location data in multiple ways

% say it's extremely important



% say they have used in last 12 months



■ Marketers ■ Agencies

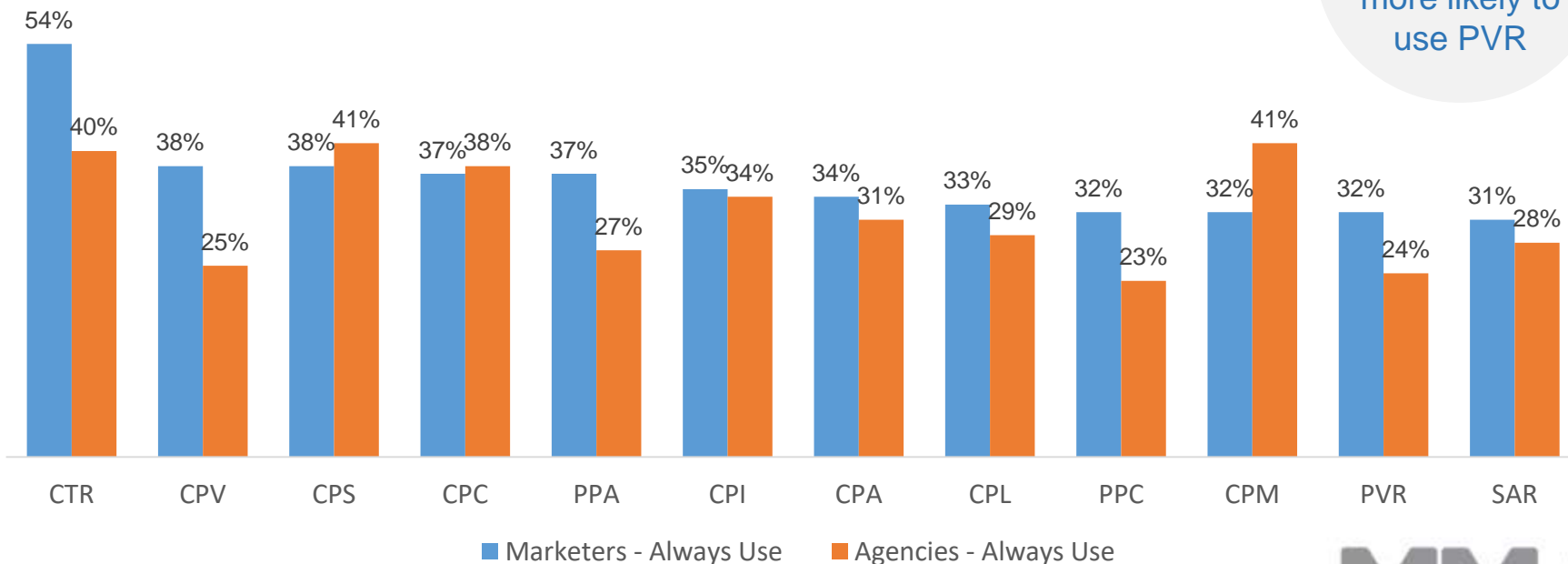




CTR Still The Preferred Metric for Marketers

Question: How often do you use each of the following when evaluating performance of mobile campaigns?

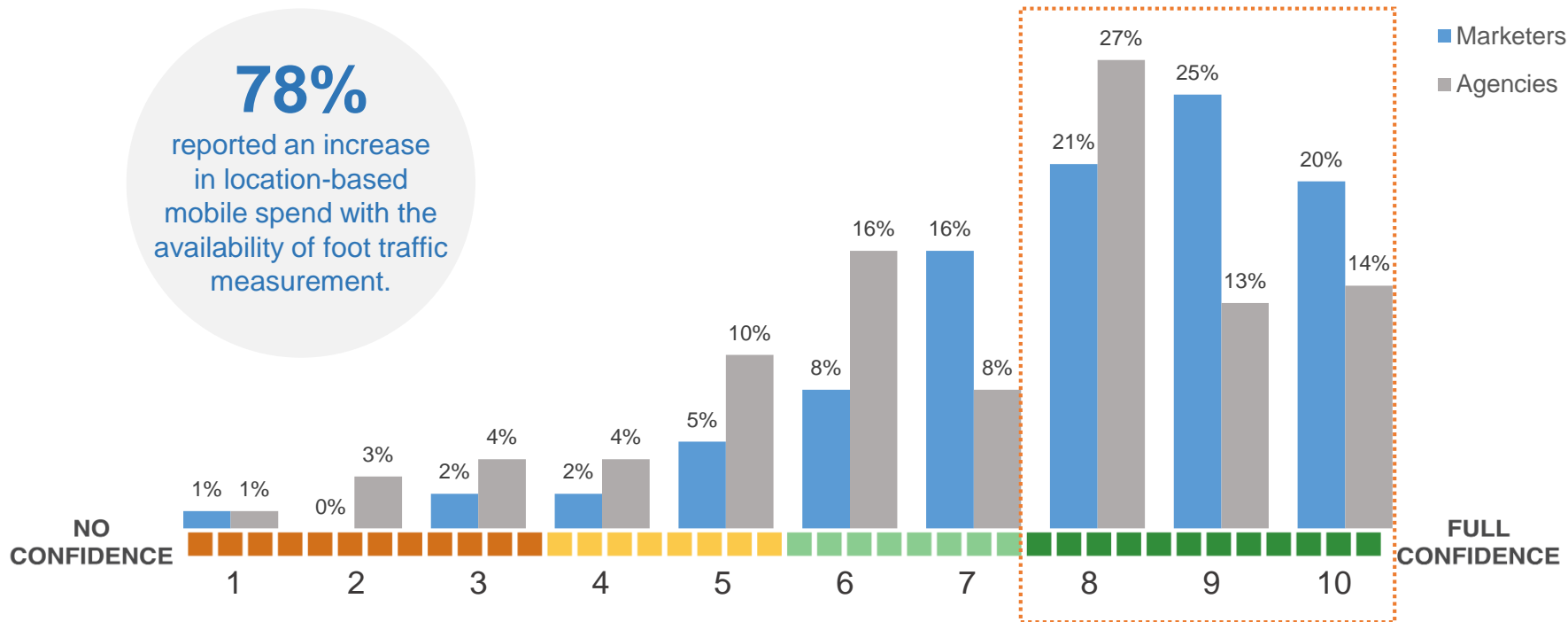
Marketers with a **physical location** are more likely to use PVR





But Foot Traffic Fuels Confidence and Greater Spend

78%
reported an increase
in location-based
mobile spend with the
availability of foot traffic
measurement.

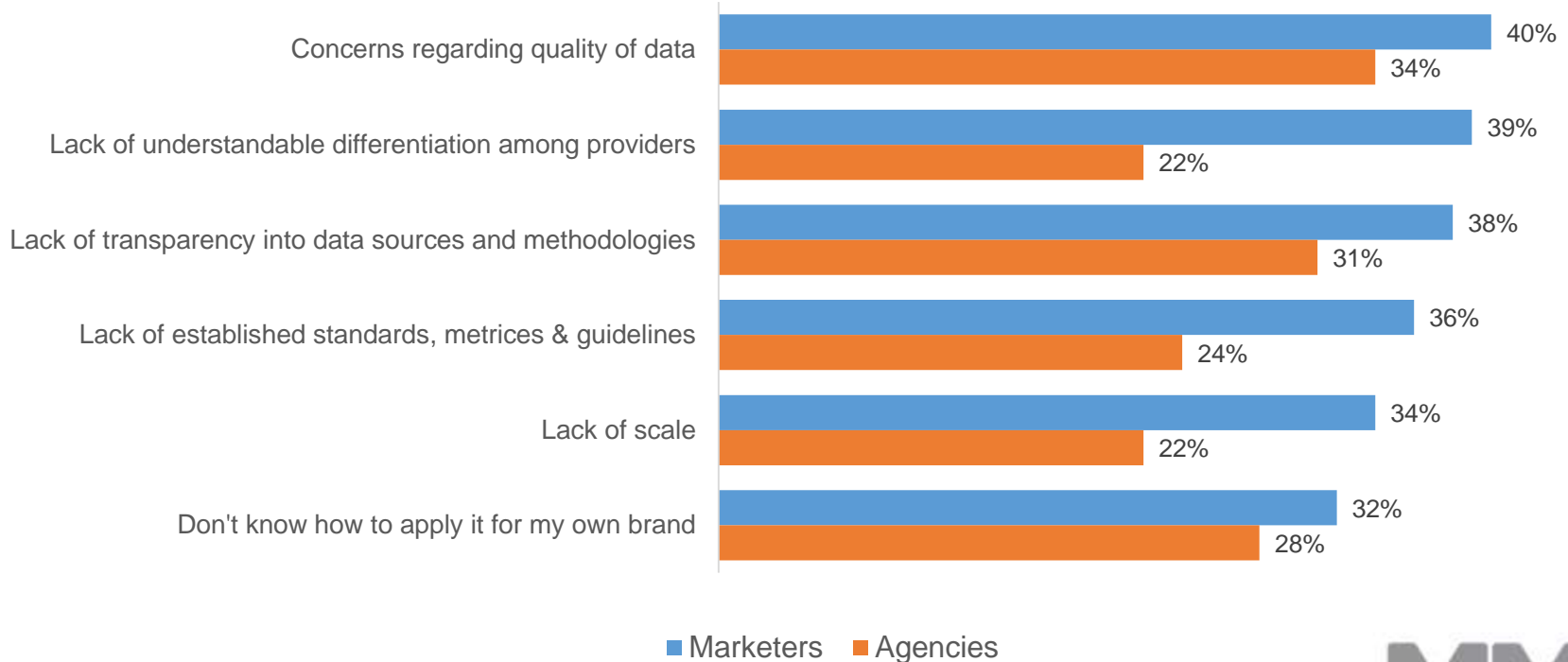




4. Still Some Key Concerns

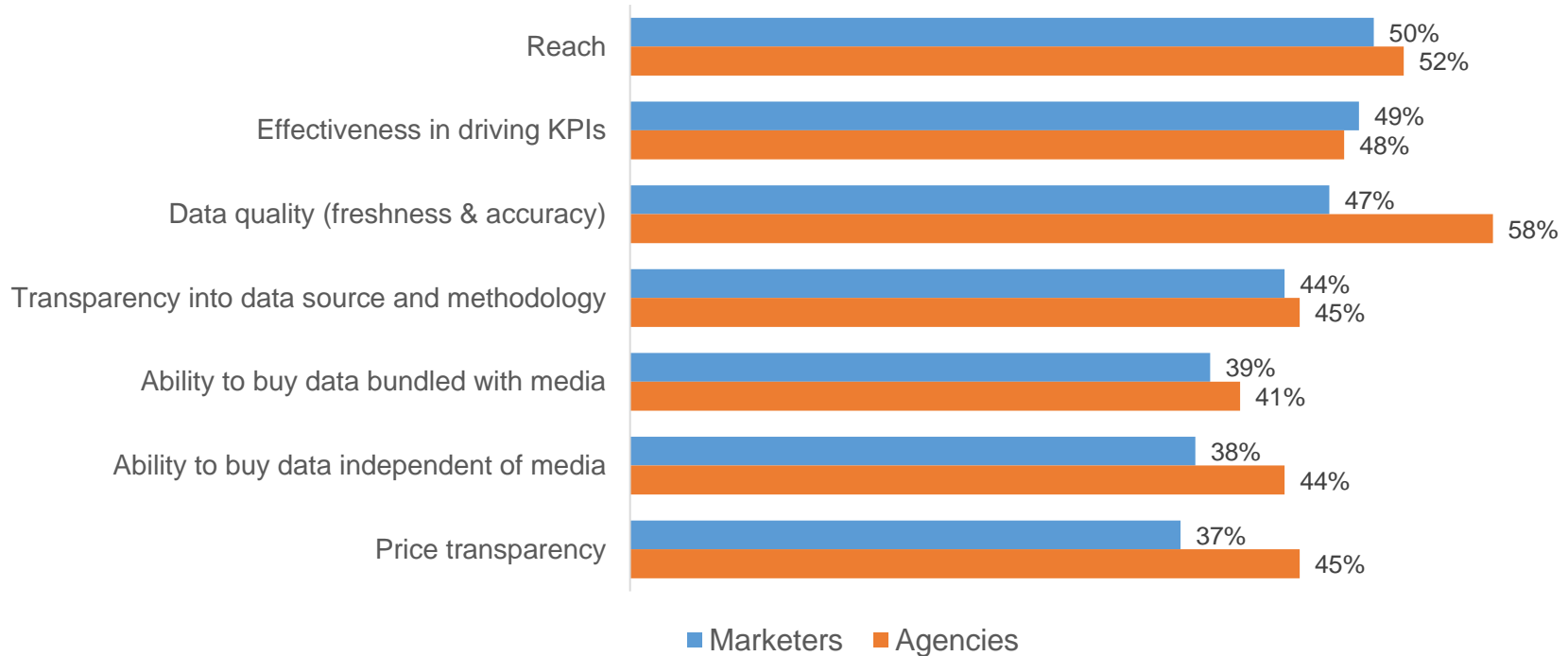


Quality and Transparency Top Concern for Both





Marketers & Agencies Consider Multiple Factors When Buying Location Data



*This is a sample list – visit the whitepaper for the full list

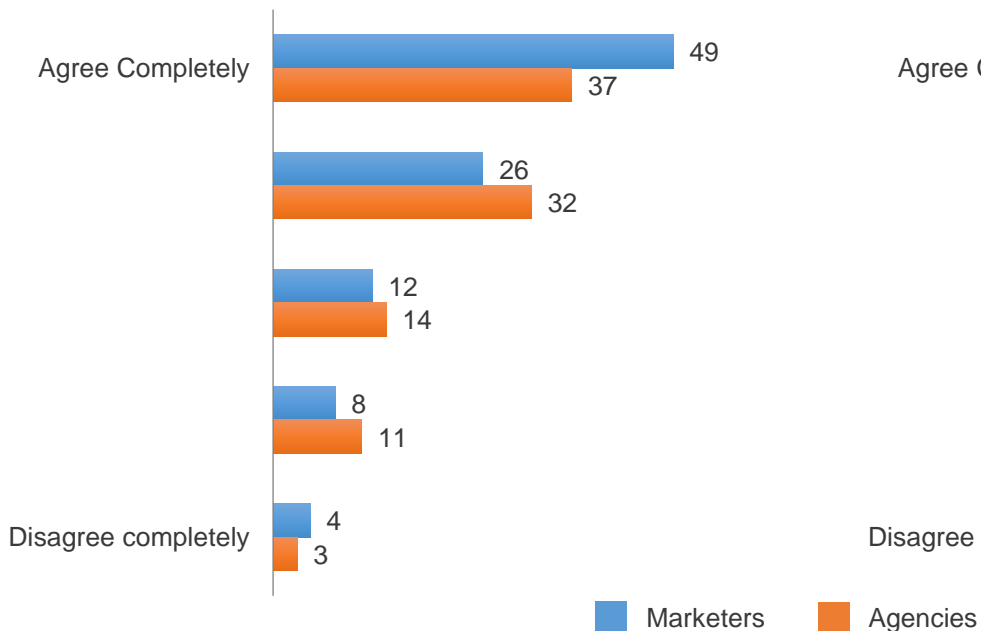


5. Marketers and Agencies Differ in Use of Location Data

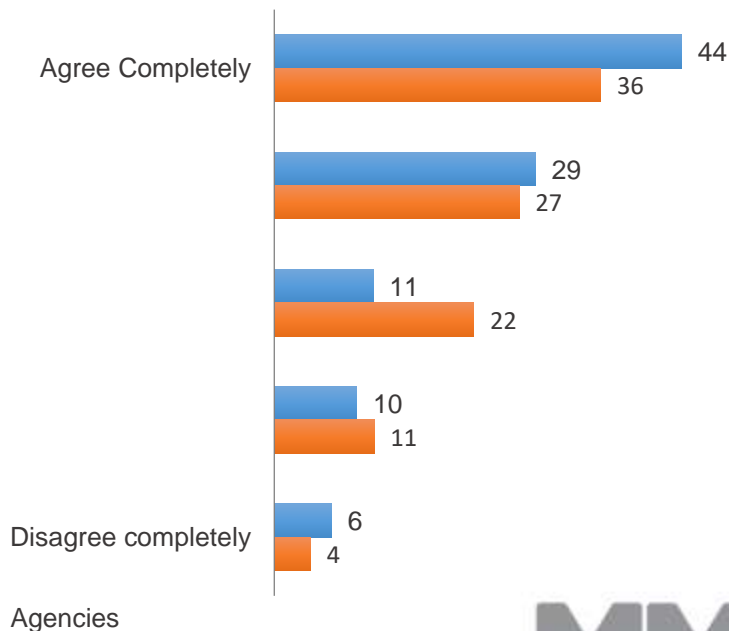


Marketers are more likely to trust the data and the results for mobile vs agencies

Our analysis is based on reliable data when it comes to mobile



We trust the results we get regarding mobile advertising effectiveness





Marketers Willing to Sacrifice Precision for Reach While Agencies are More Conservative

	Marketers	Agencies		Marketers	Agencies		Marketers	Agencies
I am willing to sacrifice some precision in exchange for reach	51	43	I am in favor of look-alike models	71	59	I am open to using both types , depending on the situation	39	35
I am willing to sacrifice some reach in exchange for more precision	39	41	I don't trust look-alike models	19	32	I prefer deterministic audience segments	38	31
I have a minimum reach and minimum precision requirement	6	10	I don't have a point of view	11	9	I prefer probabilistic audience segments	19	28
I don't have a point of view	4	6				I don't have a point of view	4	6



Summary of findings

1. Location data is seen as a key component of mobile advertising, especially by mobile mature marketers
2. In practice, most marketers claim to use location data, particularly in relation to social and search. About half marketers use location for more than half of their mobile ads
3. Although targeting is still the key application, marketers use location data for insights, measurement and attribution
4. Marketers are more convinced about the value of location in driving brand equity and customer experience (vs leads and sales)
5. Real time LBA, Proximity targeting and location enhanced creative are the key applications, seen as more valuable
6. Marketers are willing to sacrifice some precision in exchange for reach. Agencies are more divided.
7. Marketers have confidence in foot traffic data which is fueling additional spend in location based advertising
8. There are some concerns about data quality, transparency and lack of understandable differentiation among providers
9. Data quality and reach are key factors when buying location data

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MMA Webinar Series

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Media
Tuesday, May 30th

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Marketing
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MMA Germany: Mobile
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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.

Participate in the Conversation

MMA Smartbrief



Mobile Marketing Insights



MMA LinkedIn Group

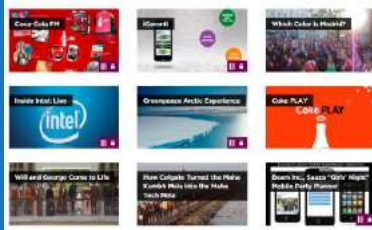


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Thank You!

Seizing the Mobile Opportunity



Mobile Marketing Association

Here to lead the greatest transformation in marketing we'll see in our generation