Location Data: Paving the Path to Successful Omnichannel Marketing

MMA Webinar Series

January 24, 2018

Sponsored By:

PlaceIQ

MMA
MOBILE MARKETING ASSOCIATION

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.
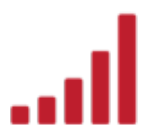
WHAT Our Strategic Priorities

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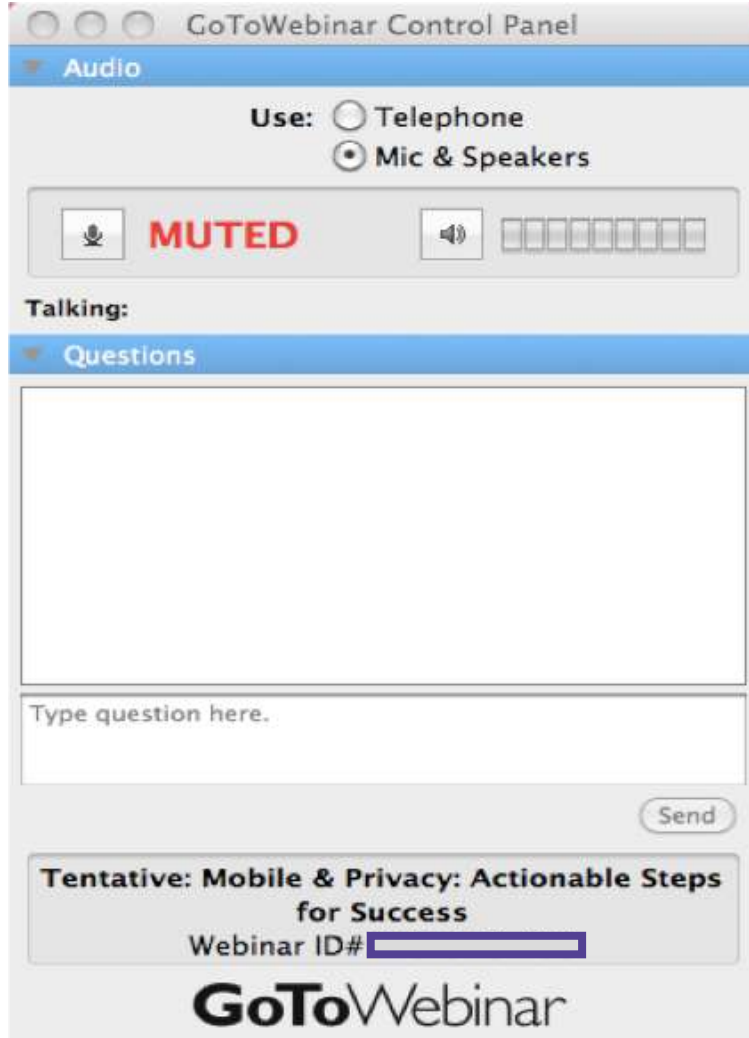
Advocacy
Working with partners and our members to protect the mobile marketing industry

Marketers, Agencies, Media Sellers, Technology & Operators

For more information about membership email: membership@mmaglobal.com

2

Managing Your Questions

Share the Insights

#MMAWeb

Presenter

Eddie Smith

VP, Data Solutions

PlaceIQ

Moderator

Leo Scullin

VP of Industry Programs
Mobile Marketing Association

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Agenda

- The State of Integrated Marketing

- The Evolution of Location Data

- Leveraging Location Across Channels

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451 Research Place**IQ**

State of Integrated Marketing 2017

Mapping the Journey to Success

SEPTEMBER 2017

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Why Did We Commission Research?

The unification of online and offline businesses is a major challenge faced by retailers and businesses today.

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47%

Of marketers said creating a unified cross channel customer experience was their top marketing priority

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Connecting with consumers

GoPro puts themselves where their customers are: YouTube. Most of their content is now comprised of user-generated videos.

Consistency across channels

Starbucks' Frappuccino Happy Hour Campaign delivered consistent, customized content across channels – including snapchat filters.

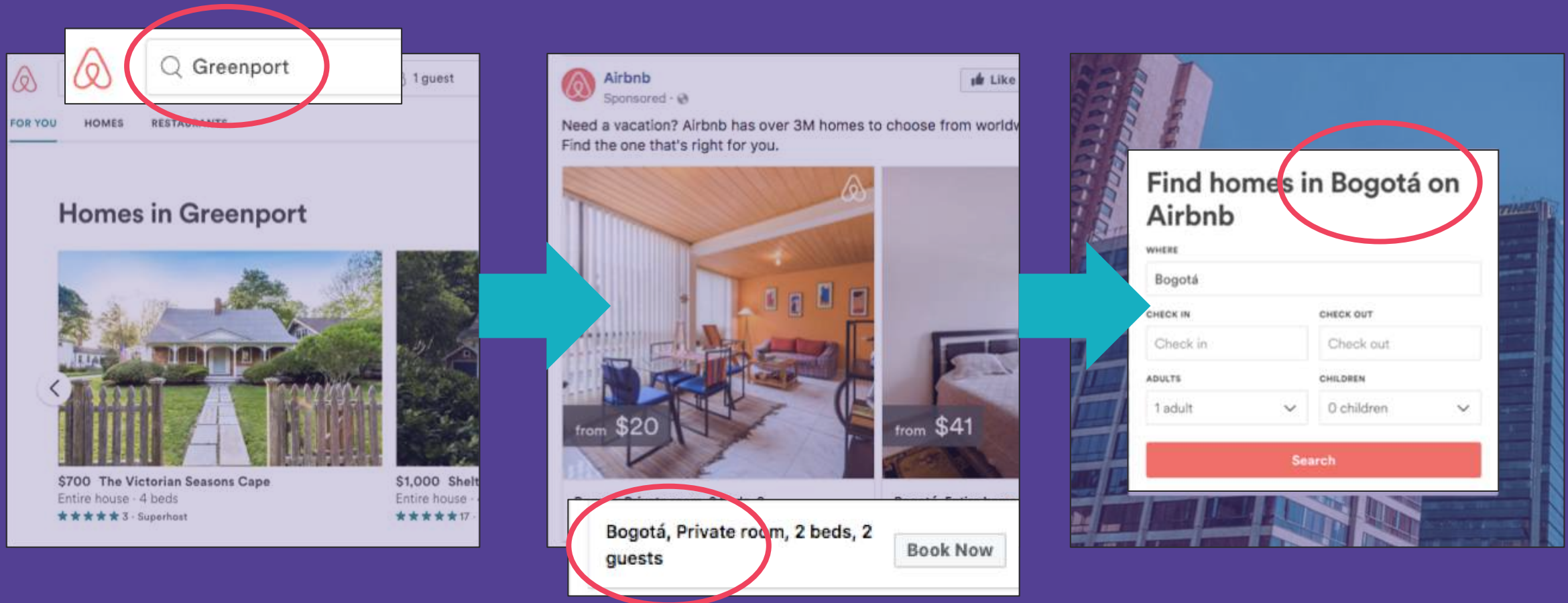Place**IQ**

8%

Of marketers claim to have a best-in-class integrated marketing program

POLL: How are you leveraging location data today?

o Audience Activation

o Foot Traffic Measurement

o Insights and Analytics

o Not Currently Using

(can select multiple)

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A Data Disconnect

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Marketers Have a Lack of Metrics & Tools

To assess how well you are performing independent of platform, you need portable metrics and tools

FEW METRICS	FEW DOLLARS	FEW COMMON GOALS
37%	**34%**	**31%**
Cited a limited ability to measure the success of cross-channel campaigns	Cited a limited budget for data, tools and systems	Cited a lack of shared performance goals across teams

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Location data is paving the way for unified marketing

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Marketers are Integrating Location Tools & Metrics

Location is a mechanism for porting offline behaviors into digital worlds

AUDIENCES

33%

Said offline audience profiling is the most compelling new integrated marketing factor

MEASUREMENT

81%

Rank location data as a top element of their measurement stack

MEASUREMENT

31%

Rank offline visitation as highly important to their measurement process

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Location: The Path to Integrated Marketing

If you can understand the phone, you can understand consumers

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Understanding Consumers With Location data

Works Out	Drives to Work	Goes Shopping	Grabs Dinner & Drinks	Heads Home
Lifestyle: *Gym Visitor* **Lifestyle:** *Health Conscious*	**Commute Path:** *Commuter* **Job:** *Finance*	**Shopping:** *Fashionista*	**Dining:** *QSR Restaurant* **Lifestyle:** *Bar Goer*	**Demographic:** *Hispanic* **Household Income:** *$100k+* Auto Ownership CRM Segments

Why is location data unique?

AD-ID

COOKIE

LOCATION

HOUSEHOLD

IN-APP	MOBILE

OWNED	DISPLAY	VIDEO

POS	OOH

TV	DIRECT RESPONSE

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The Age of Connected Data

VISITS   **TV**   **OOH**   **SOCIAL**   **IN-APP**

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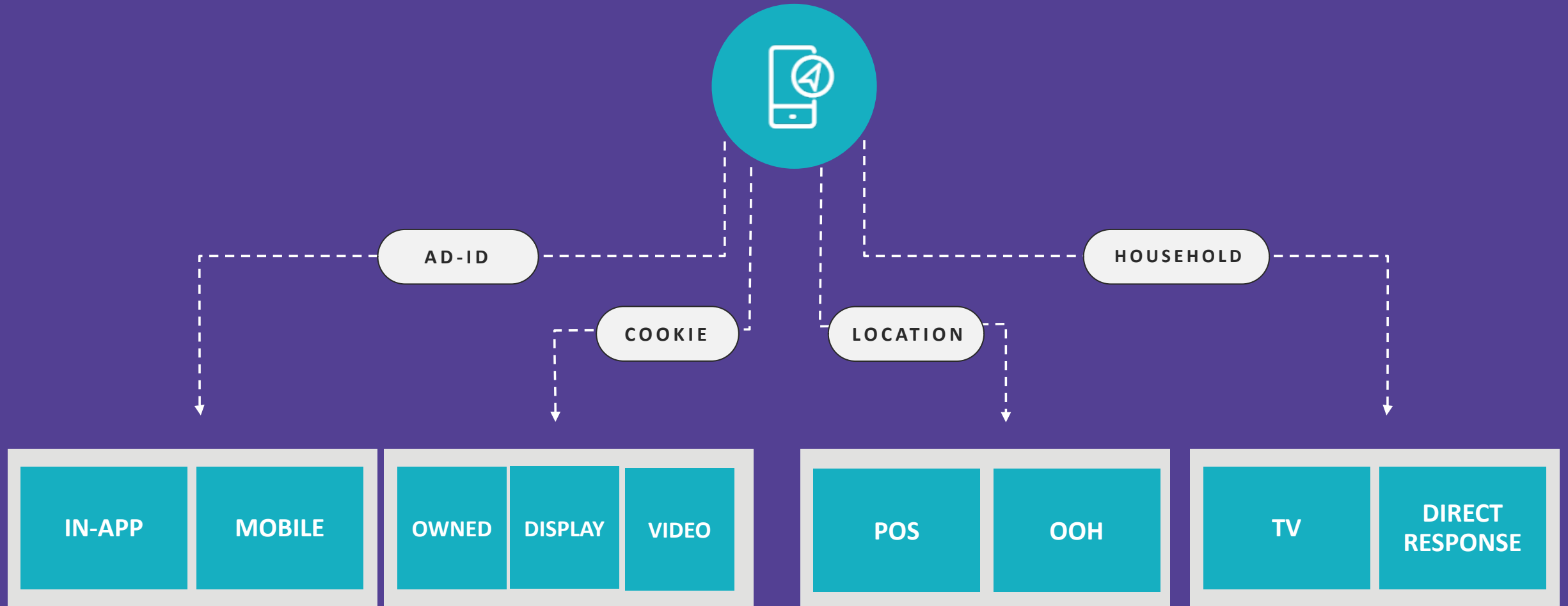
Analyzing the visit

VISITS   TV   OOH   SOCIAL   IN APP

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Location Analytics in Action

✓ Monitor daily traffic changes

✓ Ascertain your 'share of visit'

✓ Understand regional performance

✓ Analyze competitive trends

VISITS   TV   OOH   SOCIAL   IN APP

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Did my event or promotion drive visitation?

VISITS   TV   OOH   SOCIAL   IN APP

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Did IHOP Free Pancake Day Drive Visits?

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IHOP Saw an 89% Spike From Prior Week

Number of Visits, National

89% increase from prior Tuesday

Sun Feb 26 | Mon Feb 27 | Tue Feb 28 | Wed Mar 1 | Thu Mar 2 | Fri Mar 3 | Sat Mar 4 | Sun Mar 5 | Mon Mar 6 | Tue Mar 7 | Wed Mar 8 | Thu Mar 9 | Fri Mar 10 | Sat Mar 11 | Sun Mar 12 | Mon Mar 13 | Tue Mar 14 | Wed Mar 15 | Thu Mar 16 | Fri Mar 17 | Sat Mar 18 | Sun Mar 19 | Mon Mar 20 | Tue Mar 21 | Wed Mar 22 | Thu Mar 23 | Fri Mar 24 | Sat Mar 25 | Sun Mar 26 | Mon Mar 27 | Tue Mar 28 | Wed Mar 29 | Thu Mar 30 | Fri Mar 31 | Sat Apr 1 | Sun Apr 2 | Mon Apr 3 | Tue Apr 4 | Wed Apr 5 | Thu Apr 6 | Fri Apr 7 | Sat Apr 8

Dennys — IHOP — Perkins Restaurant — Waffle House

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And They 'Stole' Visitors

Share of Visit, National

Legend: Dennys · IHOP · Perkins Restaurant · Waffle House

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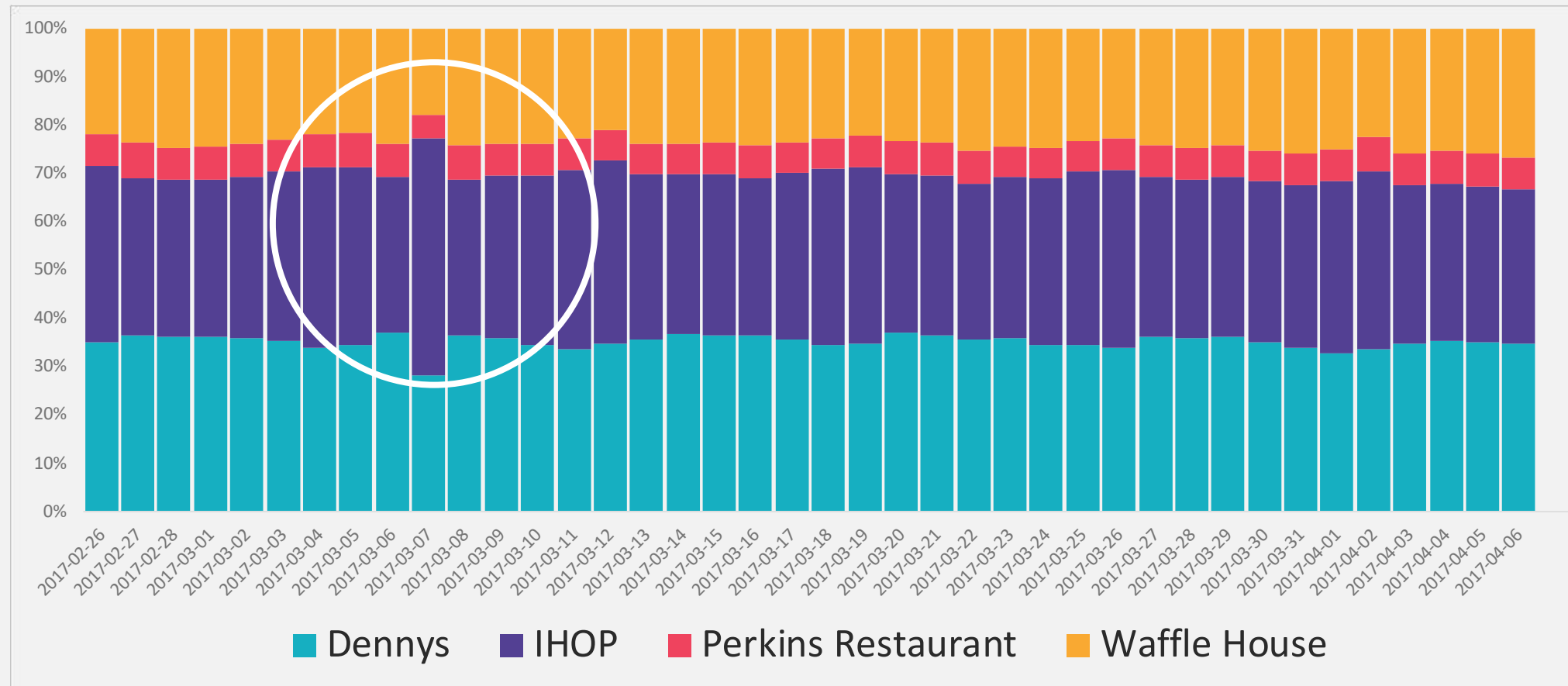
Do Seasonal Events
Impact Foot Traffic?

VISITS   TV   OOH   SOCIAL   IN APP

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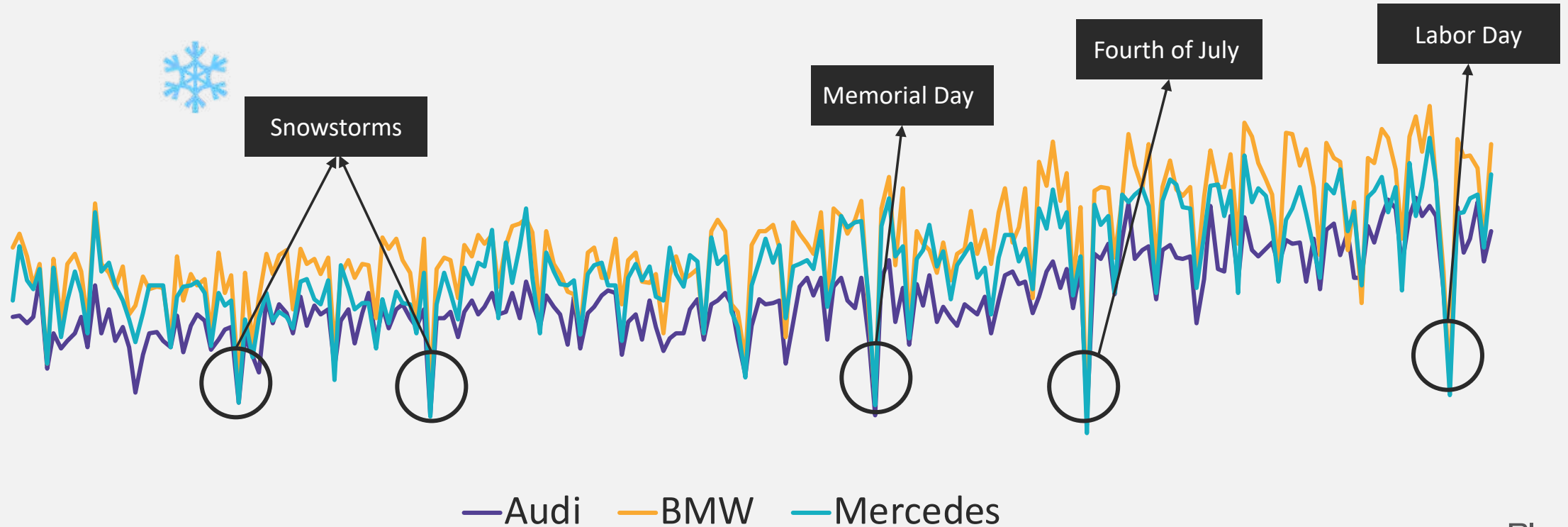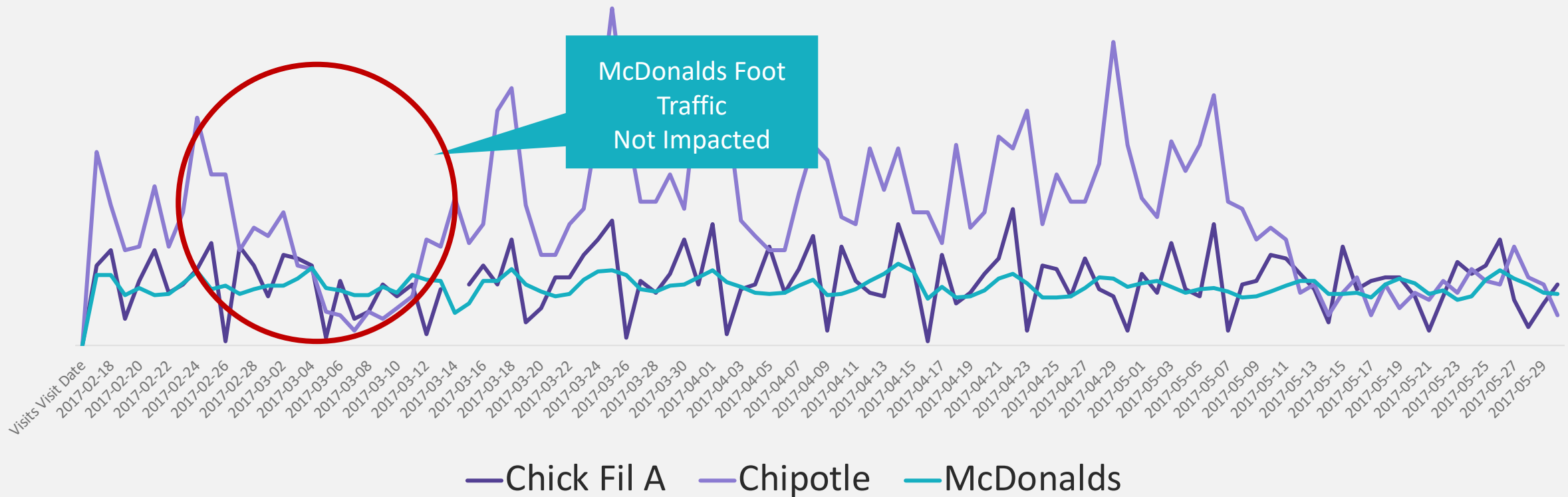
Is my competitor's new strategy working?

VISITS   TV   OOH   SOCIAL   IN APP

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Amazon Cuts Whole Foods Pricing

WHOLE FOODS MARKET

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Whole Foods Had a Strong Week 1

Daily Traffic % Change, Week over Week

AUGUST 28TH - SEPTMBER 3RD

25%

12%

15%

9%

0%

-4%

-6%

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

■ Kroger ■ Sprouts ■ Trader Joes ■ Whole Foods ■ Walmart Neighborhood Market

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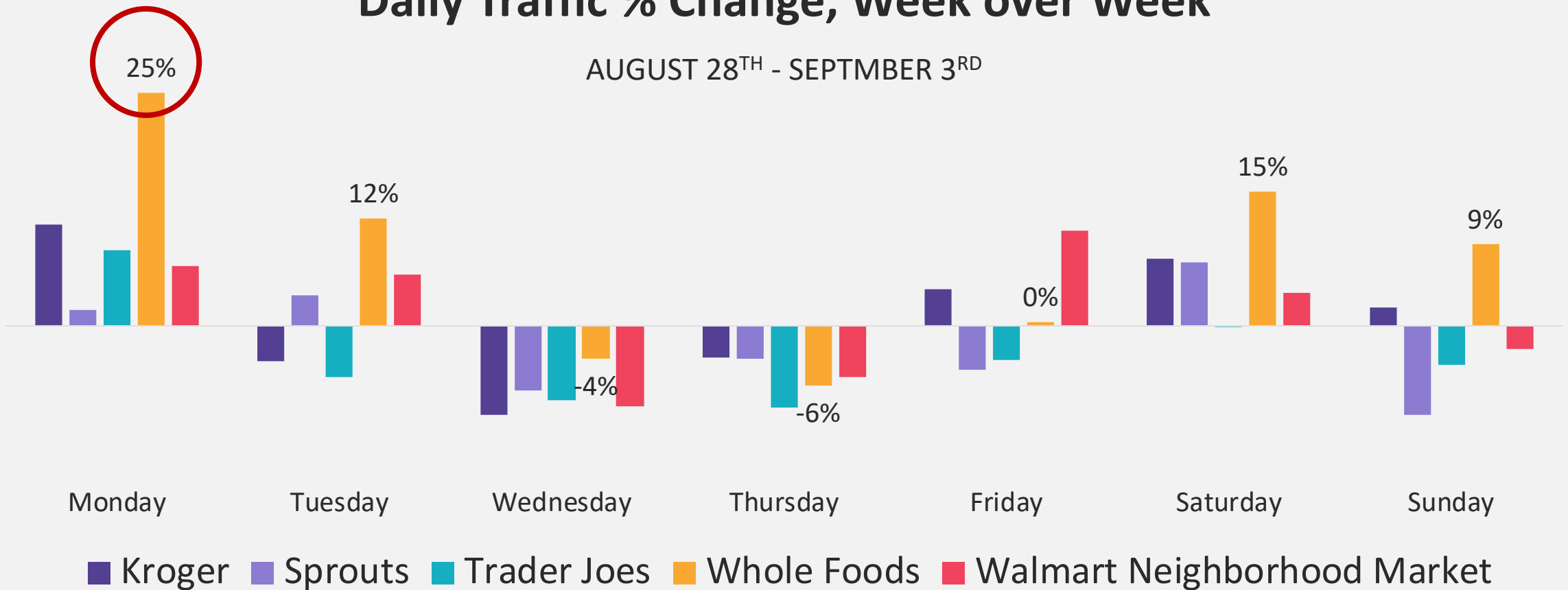
However, the increase wasn't consistent across DMAs

Largest Gain DMAs	Monday Over Monday Change	Smallest Gain DMAs	Monday Over Monday Change
Seattle, WA	+ 81%	Greenville, SC	+ 3%
San Diego, CA	+ 60%	Minneapolis, MN	+ 8%
Hartford, CT	+ 59%	Albuquerque, NM	+ 14%
Atlanta, GA	+ 50%	Chicago, IL	+ 15%
Raleigh-Durham, NC	+ 50%	Miami, FL	+ 17%

- Limited to markets with significant Whole Foods presence
- Does not include Houston, whose traffic was down nearly 100% Monday-over-Monday due to Harvey

PlaceIQ
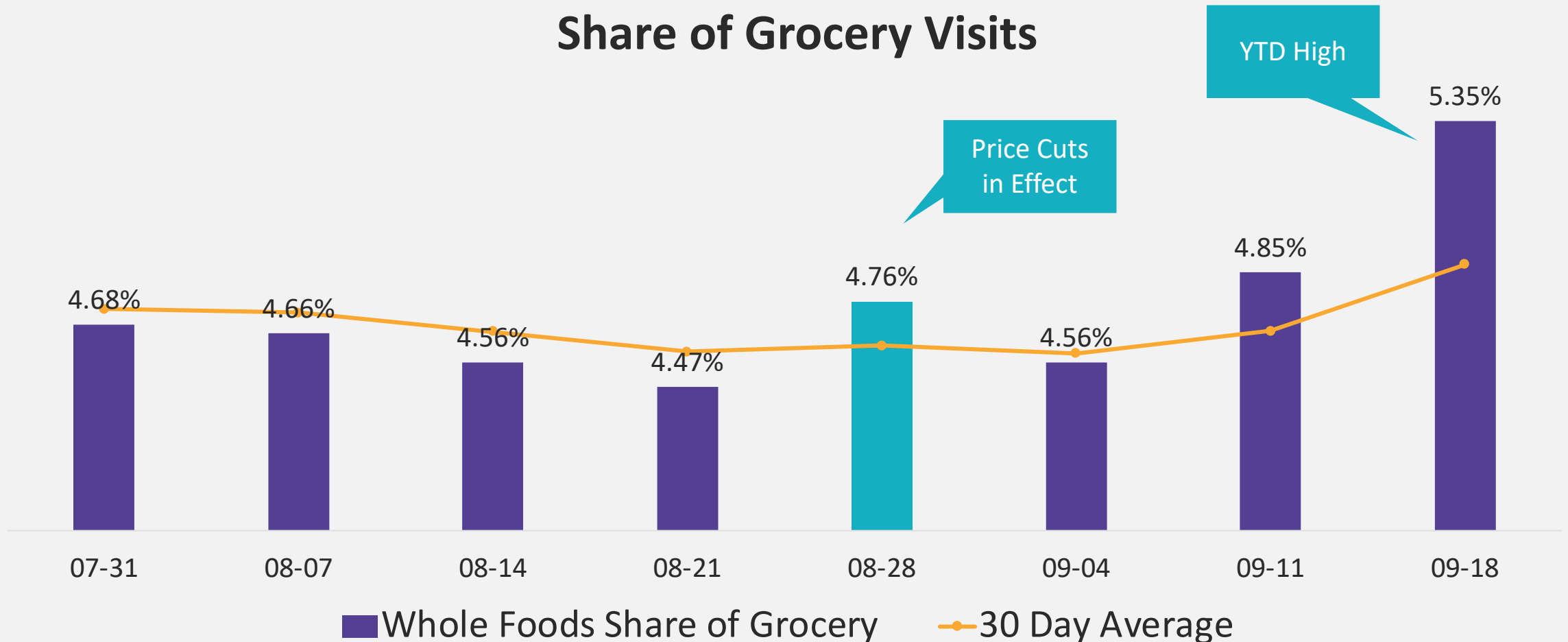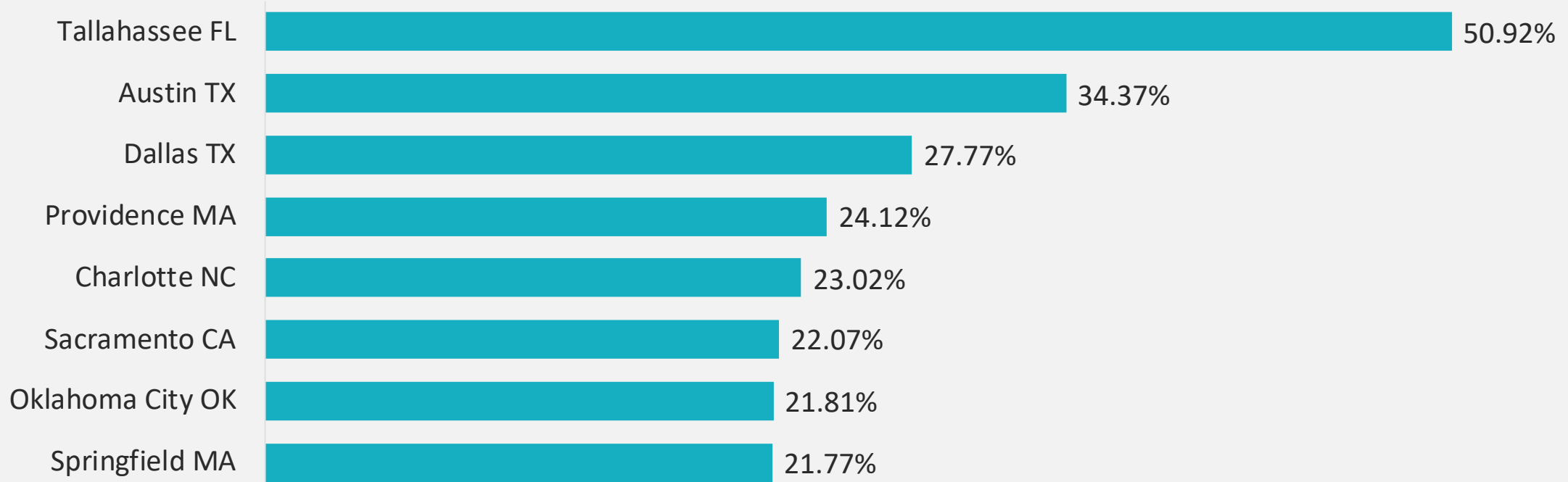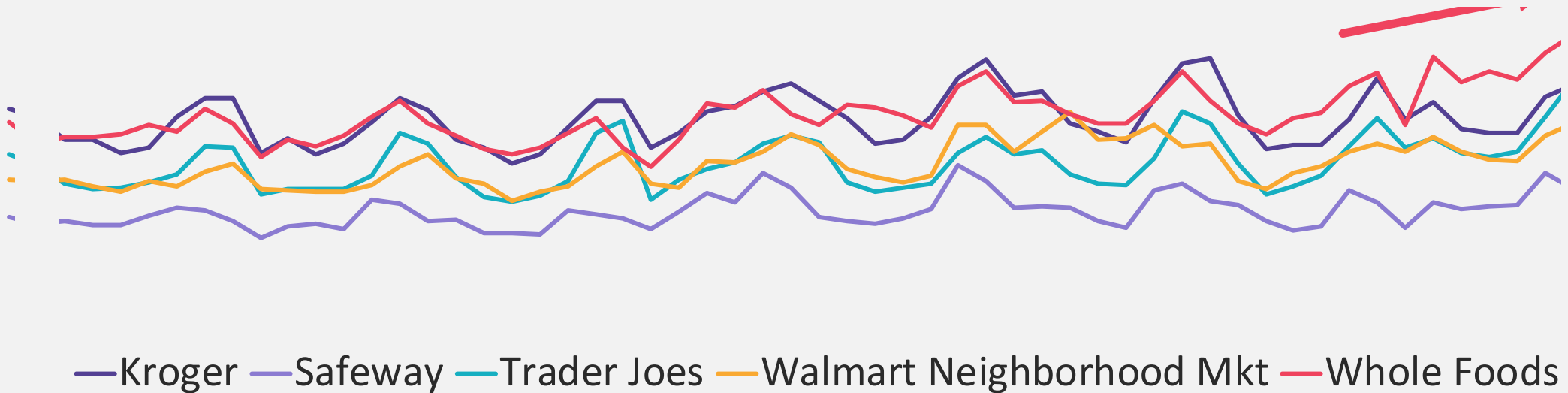
Who are my main competitors for major DMAs?

VISITS

TV

OOH

SOCIAL

IN APP

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Panera Bread
Vs. Zaxby's

Place**IQ**
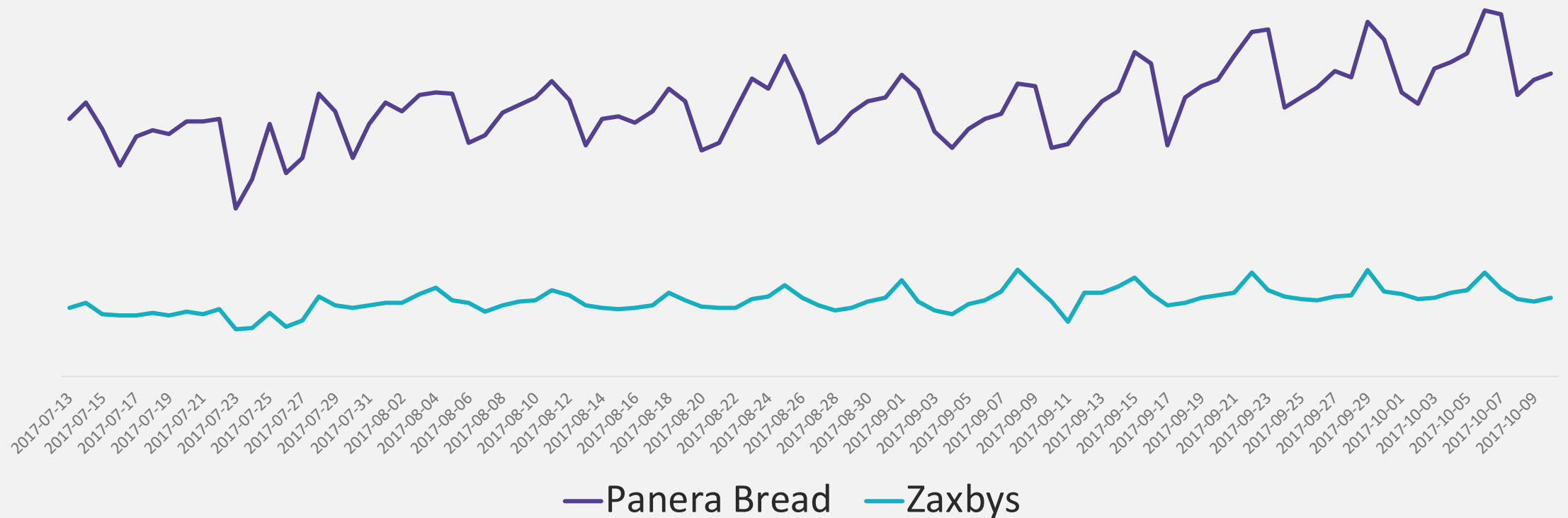
They also have a higher national share of visit

National Share of Visit

JULY – OCTOBER 2017

■ Panera Bread ■ Zaxbys

PlaceIQ
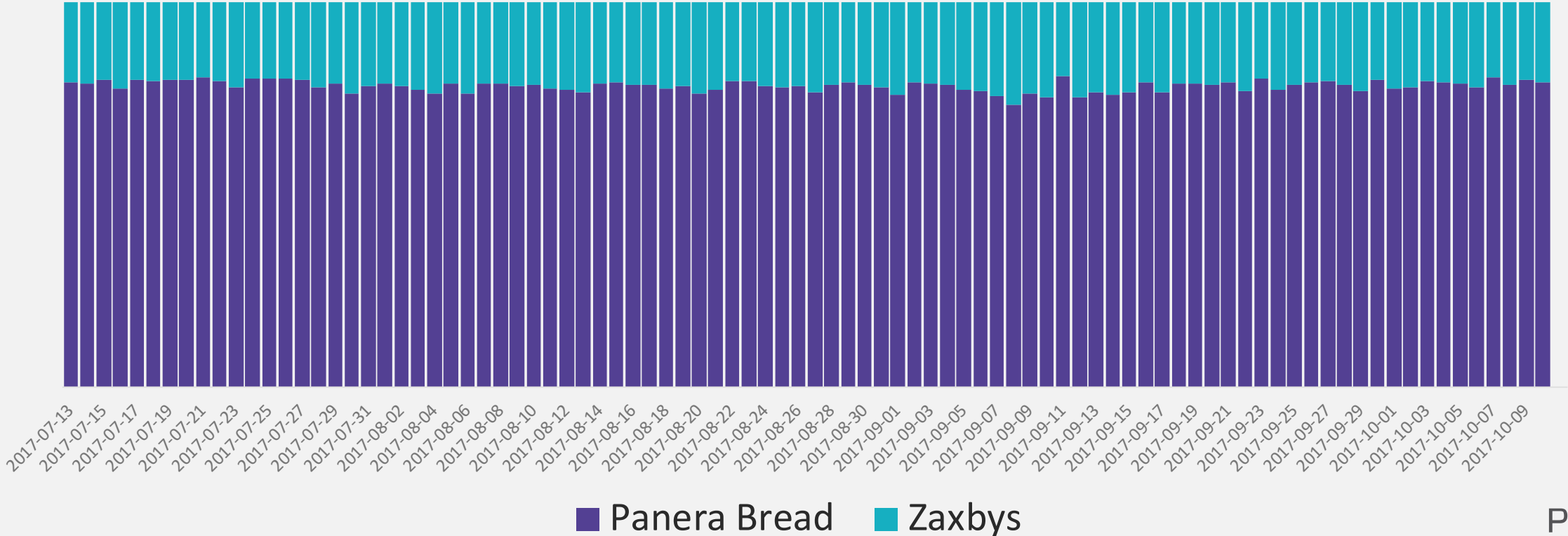
But in Atlanta, Zaxby's is a major competitor

Share of Visit - Atlanta

JULY – OCTOBER 2017

■ Panera Bread ■ Zaxbys

PlaceIQ
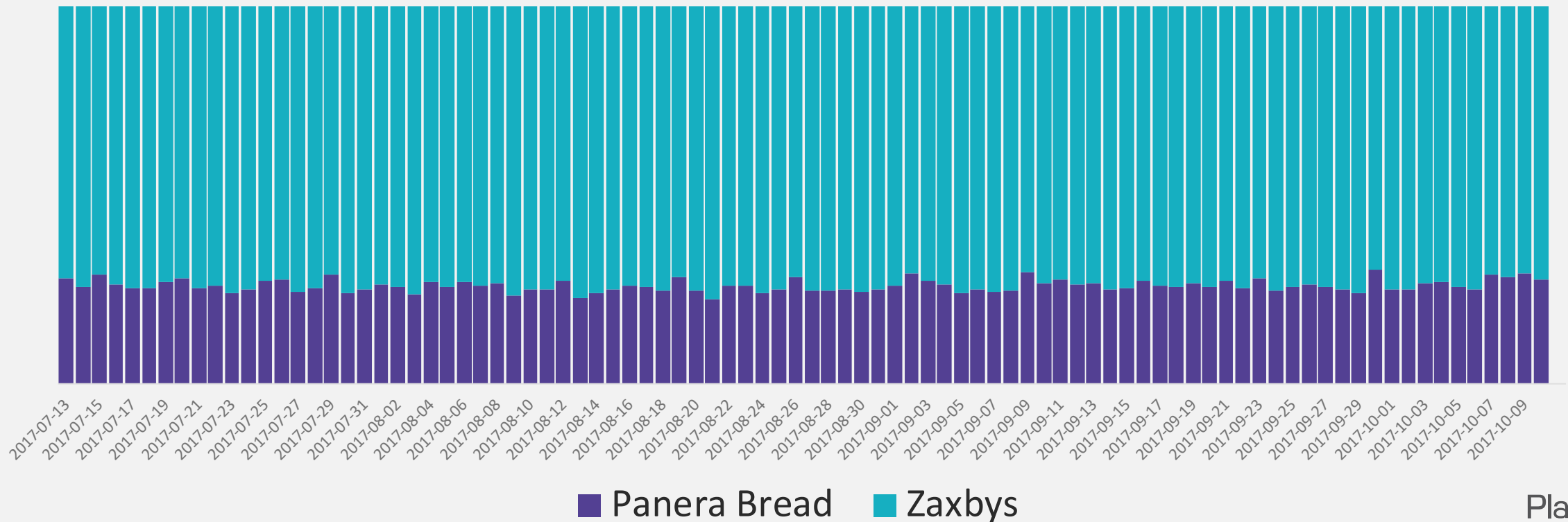
Zaxby's has more locations in Atlanta

Place Zip Code
30213
Place Brand
Zaxbys ○
Count of Unique Visits
3,979

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The Age of Connected Data

VISITS   **TV**   **OOH**   **SOCIAL**   **IN-APP**

PlaceIQ
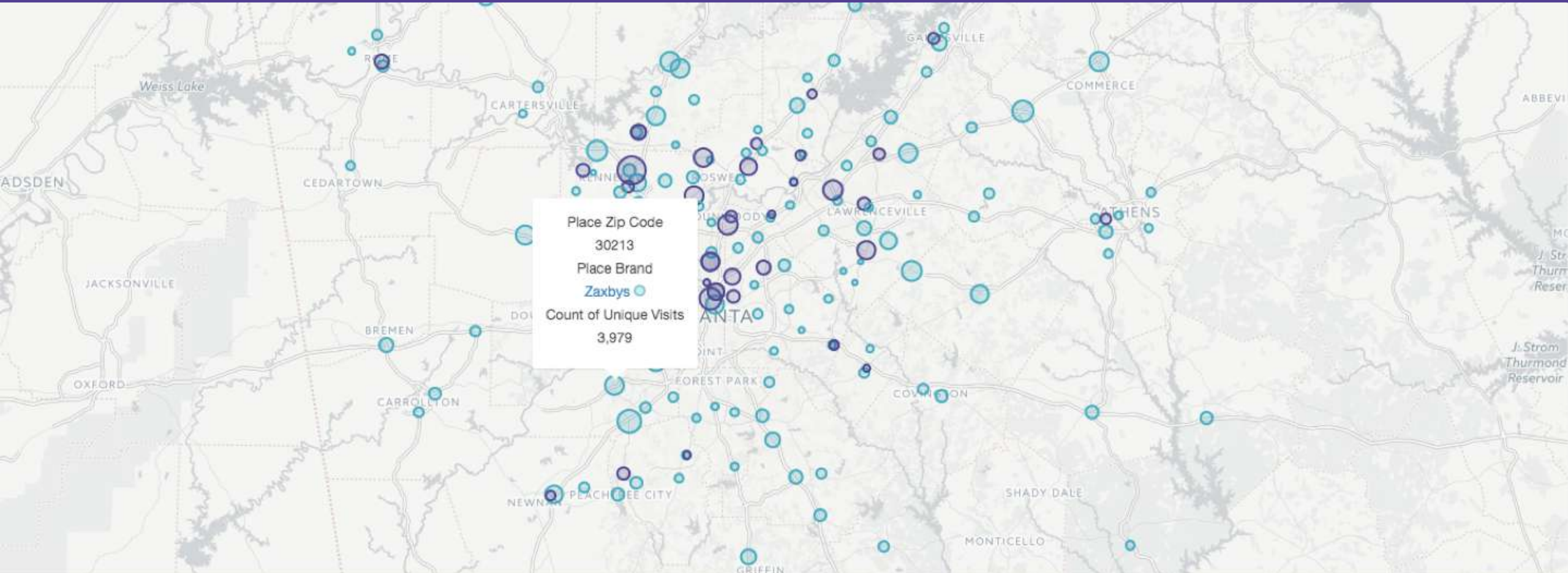
POLL: What is your greatest challenge executing omni-channel marketing efforts today?

o Coordinating efforts across disparate teams

o Lack of systems that integrate data

o No consistent measurement across channels

(select only 1)

Place**IQ**

TV + Location

In a test with comScore TV, PlaceIQ measured the impact of addressable TV using location data

··

70% Lift in retailer visitation

50% Lift in dealership visitation

VISITS   TV   OOH   SOCIAL   IN APP

PlaceIQ

OOH + Location

To increase engagement, Shinola targeted mobile ads to
audiences who recently passed an OOH advertisement
....

43.1x
increase in visits to
Shinola retailers.

VISITS   **TV**   **OOH**   **SOCIAL**   **IN APP**

PlaceIQ

Social + Location

Finding correlations between visits and social

conversations

· ·

- **Quantifind** analyzes social media signals to identify different contributions to business metrics

- **PlaceIQ** passed visitation signals to **Quantifind** to determine if visits were connected to specific types of conversations - they were!
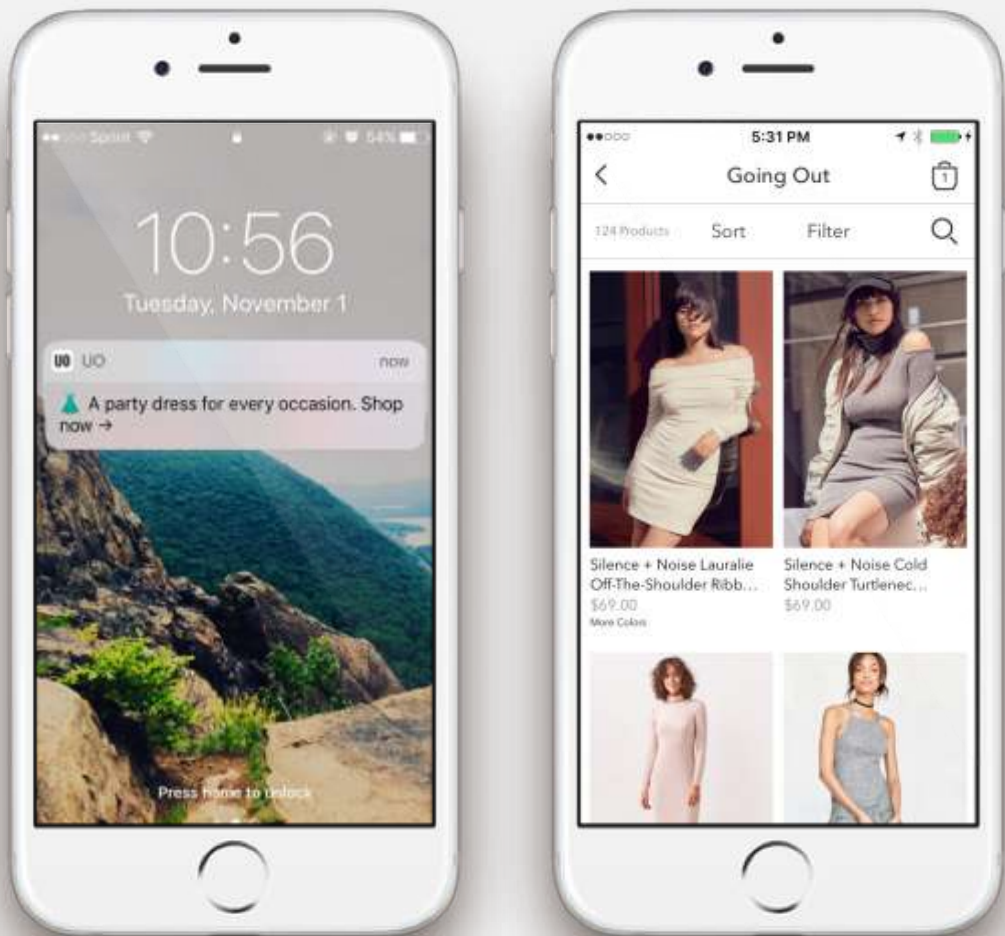
Correlation b/w Visits & Social Conversation Model

VISITS

TV

OOH

SOCIAL

IN APP

Place**IQ**
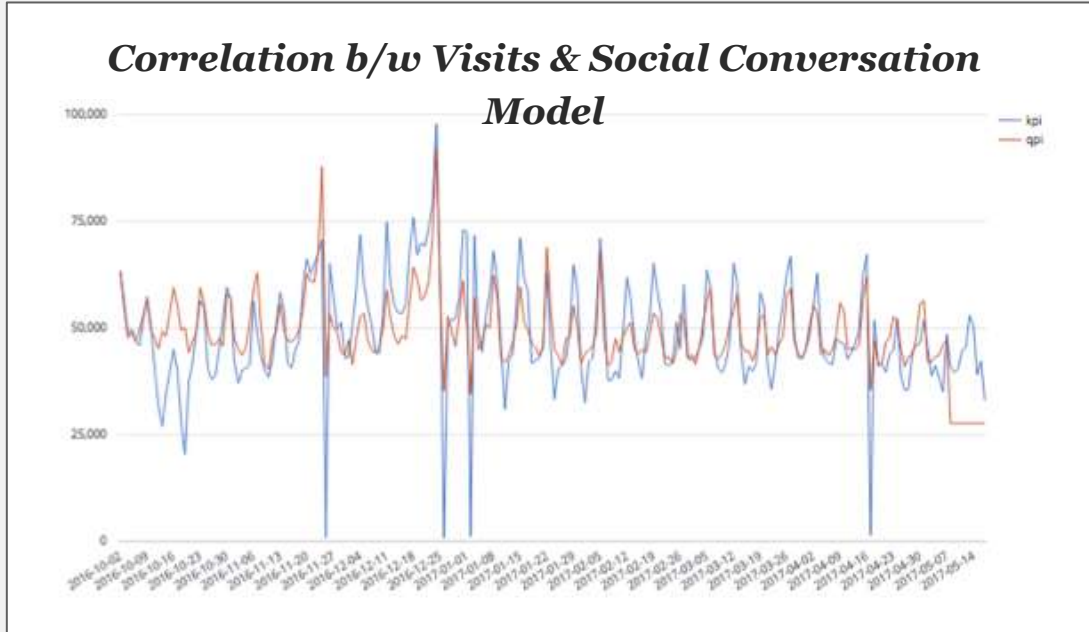
In-App + Location

Urban Outfitters leveraged location audiences & purchase data to deliver relevant ads in-app, and measure performance

· ·

75%   Increase in conversions

146%   Increase in average revenue per recipient
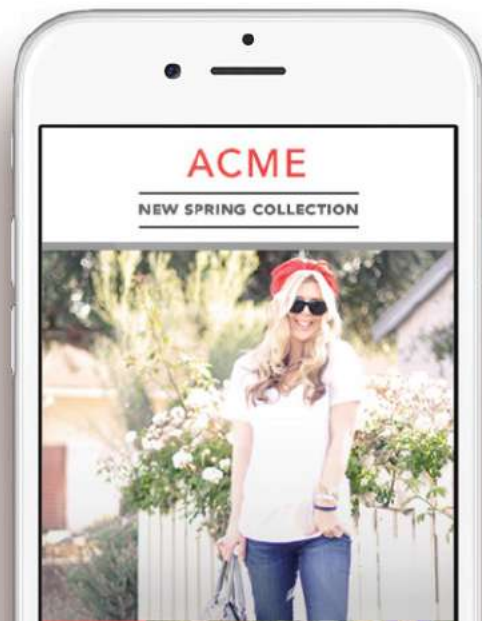
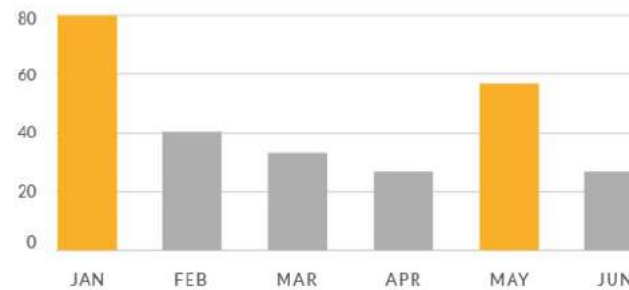VISITS   TV   OOH   SOCIAL   **IN APP**

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In conclusion…

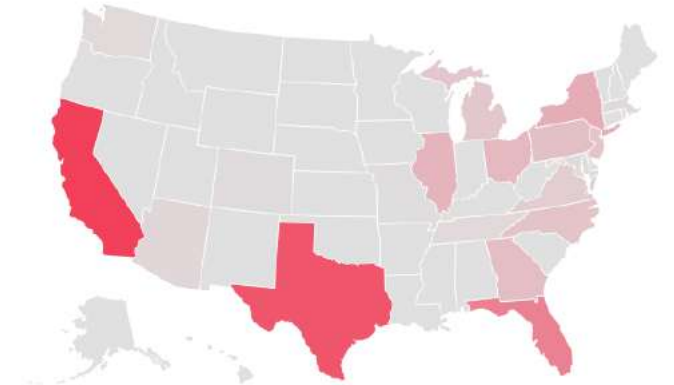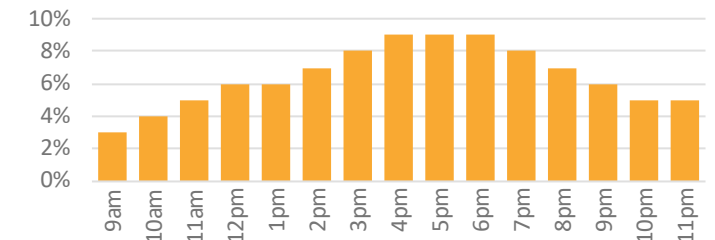# Location Can Be Used Across Channels to Assist with Your...

MESSAGING

MEASUREMENT

ANALYTICS

Place IQ

- If you understand the mobile phone, you can understand consumer behavior

- Location intelligence at scale lets you segment customers granularly based on observed behaviors

- Location connects the offline and online worlds – acting as a data unifier

Questions?

Be Inspired and Learn

Upcoming MMA Webinar Series

Check the website for our 2018 schedule:

mmaglobal.com/webinars

Upcoming MMA Events

MMA Mobile Marketing Impact Forum
April 10-11, 2018
NYC

MMA Leadership Forum Brasil
April 2018
Sao Paolo

MMA Forum London
May 2018

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. To join a program, contact committees@mmaglobal.com.

Currency Measurement	Internet of Things	Location	Mobile Games
Mobile Messaging	Mobile Native Advertising	Mobile Programmatic	Mobile Shopper Marketing
Mobile Video	Privacy	Meeting Call-In Details +1(917) 336 – 1495 No PIN Needed uberconference.com/leo72	

Participate in the Conversation

MMA Smartbrief

Mobile Marketing Insights

MMA LinkedIn Group

Get Social with MMA

Getting Great at Mobile

Case Study Hub
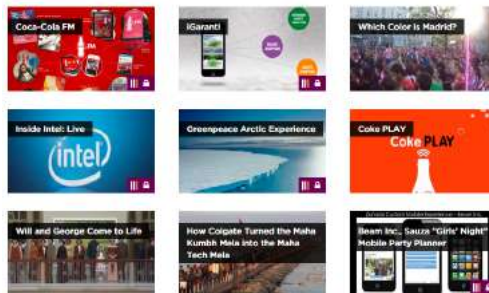
The Mobile Marketing Playbook

Guidance Reports and Benchmarks

Webinar Library

Thank You!

Appendix

Truth Sets: Comparing Observed Visits to Transaction Counts

- Sample data from a mid-sized, national retail specialty chain

- Client had previously assessed very close correlation between visitation and purchase, with confined tests

- There is significant correlation between PlaceIQ's analysis data sub-set

PlaceIQ
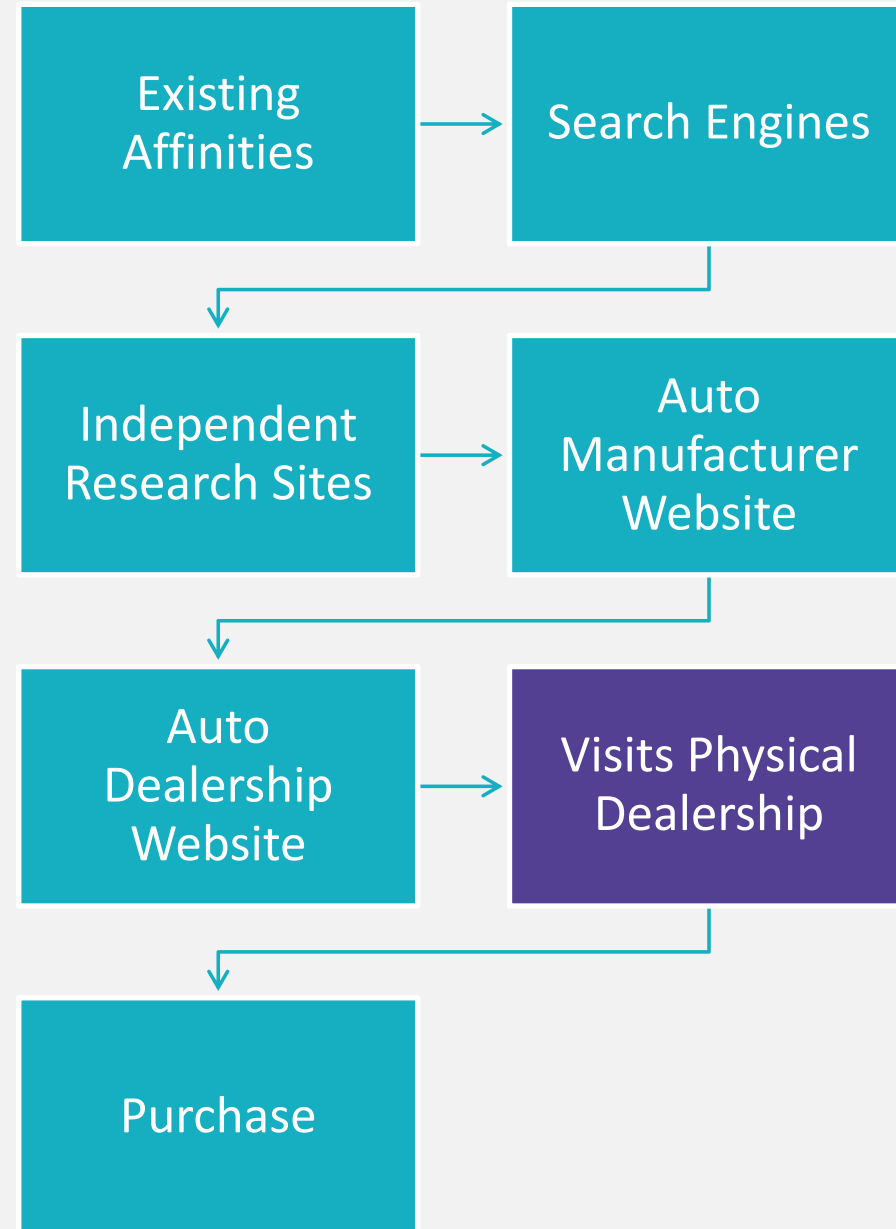
Takeaways

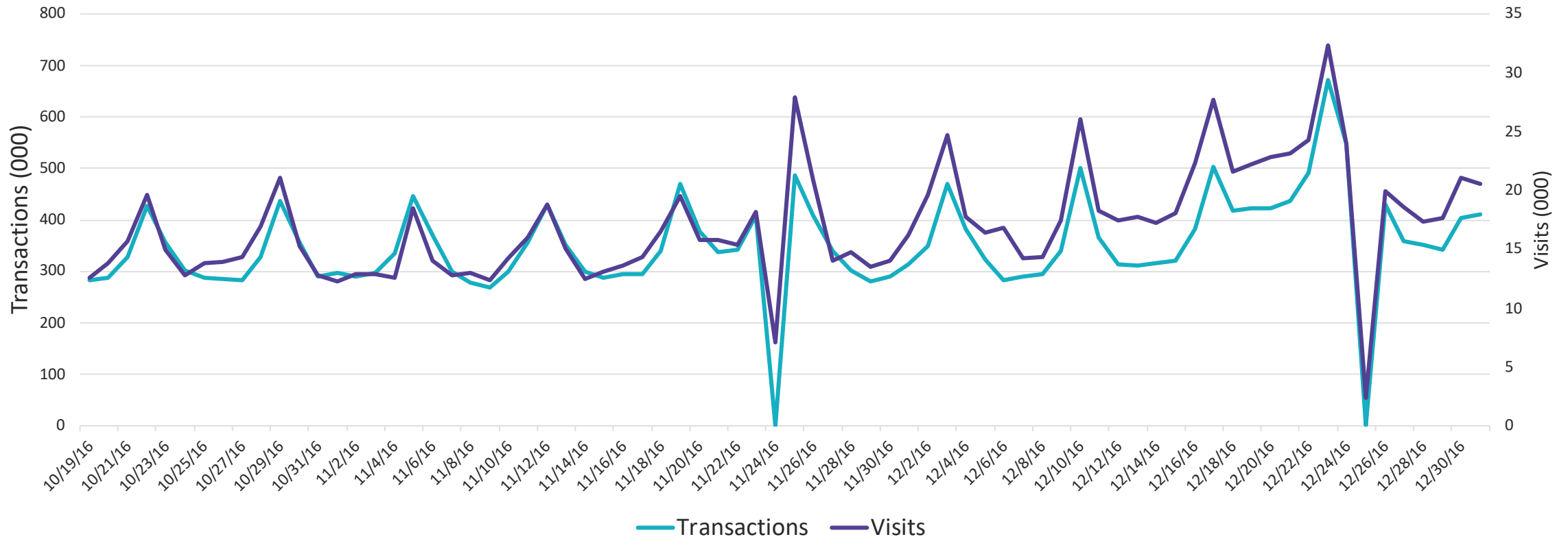Many factors can be used to define loyalty, but it depends on the role you fulfill.

With location intelligence, you can mix different measured behaviors into a complex, but easy to handle audience definition for analysis or targeting.

Location intelligence at scale lets you segment customers granularly based on observed behaviors.

Toyota Corolla: Brand Evolution Across Channels

- **Broadcast:** In-cinema ads with Shazam sweepstakes
- **Print + Digital:** Print ads with digital highlight videos
- **Unique OOH:** Billboards in major markets
- **Mobile:** Virtual driving experiences
- **Social:** Instagram videos with dedicated hashtag
- **Experiential:** Ride-and-drive at Toyota-sponsored events

PlaceIQ

TV + Location

Measuring the impact of addressable TV using location data

70%   Lift in retailer visitation

50%   Lift in dealership visitation

PlaceIQ

OOH + Location

Shinola wanted to increase engagement and interactivity with its brand and stores

Connecting impactful OOH to interactive mobile

PlaceIQ

Social + Location

Finding correlations between visits and social conversations

Connecting visits to conversations

PlaceIQ & Quantified connected visitation data with social media 'conversations,' and saw visits were influenced by social media.

Place**IQ**

Purchase + Location

Leveraging location and purchase data to deliver powerful advertising

Urban Outfitters leveraged location audiences & purchase data to deliver relevant ads

75%
Increase in conversions

146%
Increase in average revenue per recipient

PlaceIQ