

How to Effectively Use Location Intelligence to Improve Customer Loyalty and Market Share

MMA Webinar Series
October 29, 2019

SKYHOOK^o

 **MMA**



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:

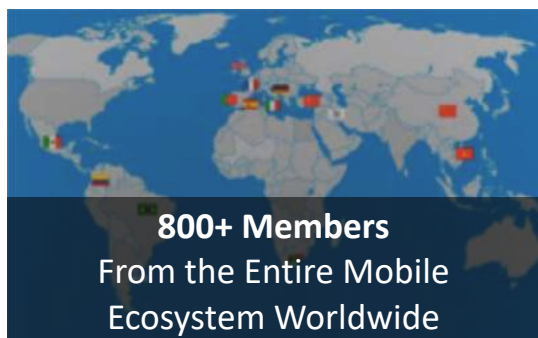
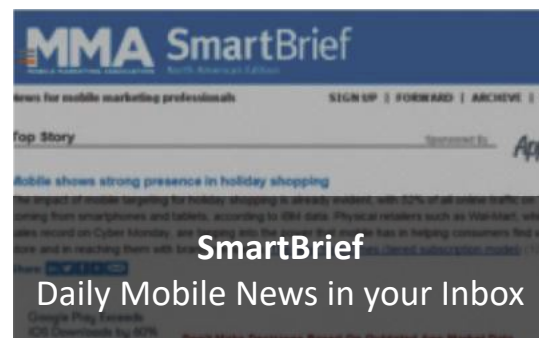
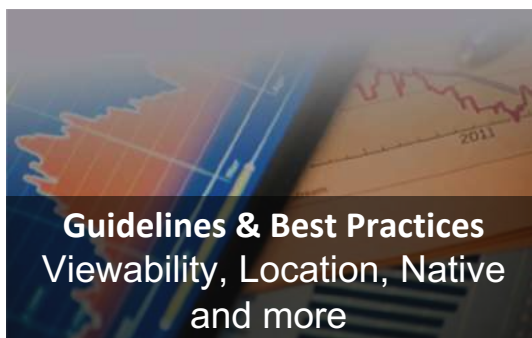
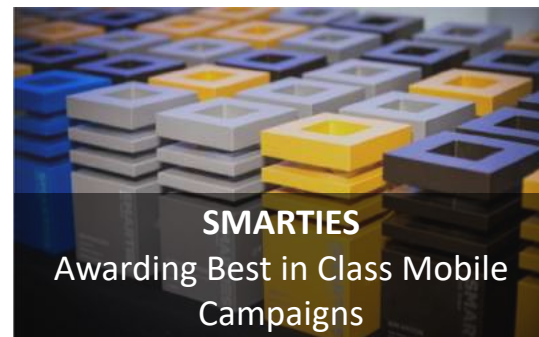
Advocacy – monitoring and maintenance activity only; via partnership with the DAA

MMA IS 800+ MEMBERS STRONG GLOBALLY

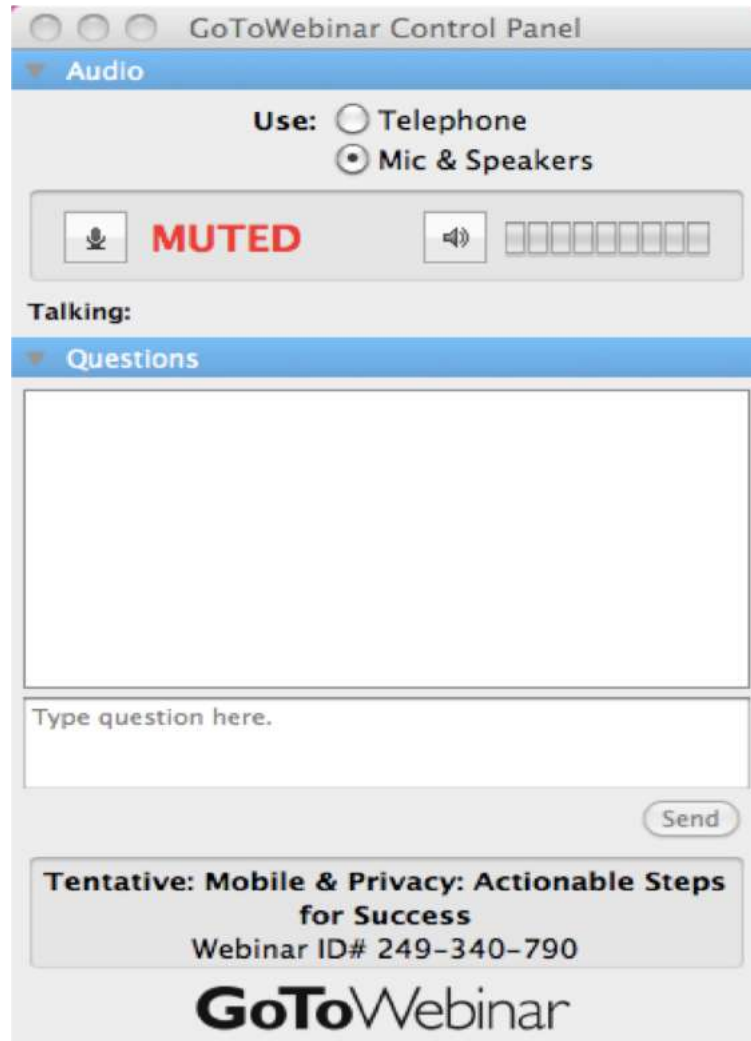
MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

					NBCUniversal			
		SKYHOOK®				PANDORA®		
						Calvin Klein		
								
EXTRADE®								NutriSystem®
								
		IBM Watson Advertising						AEO
		jumpshot			CHOBANI®			

MMA MEMBERSHIP



MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

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Who is Skyhook?



5.1 Billion

Geolocated
Wi-Fi Networks



175 Million+

Geolocated
Cell Towers



2 Trillion+

Location Transactions
Processed Annually



100 million+

Mobile devices contributing to
our location analytics data pool

**Powered location services on
original iPhone versions**

The New York Times

TECHNOLOGY

How iPhone uses Skyhook's technology to find you

By CAROLYN T. JOHNSON FEB. 3, 2009



Trusted location partner for some of
the largest companies in the world

Skyhook and User Privacy



All Consents Required

Skyhook SDKs follow all applicable privacy requirements, including user consents for use of location and for targeted advertising.

No Personally Identifiable Information

We do not collect PII (such as name, home address, email address, credit card number) nor associate it with an advertising ID.

Observing All Opt-out Layers

Users can opt-out via platform or app-level settings on iOS and Android, or via Skyhook's own opt-out page.

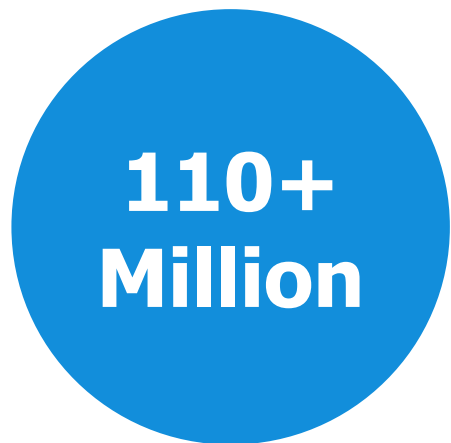
Compliant with Industry Standards

All of our products are compliant with NAI industry regulations and Skyhook is a certified member of the US-EU Privacy Shield.

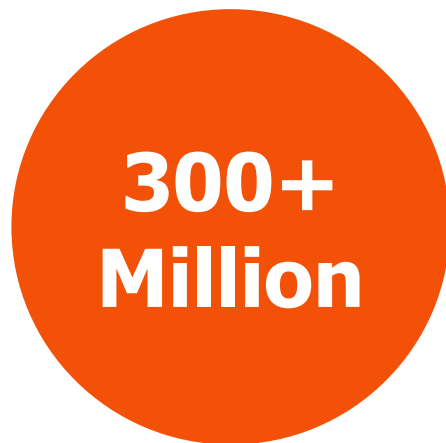
Data Control

Skyhook allows developers with choice as to how their data is used, ensuring developers retain access to their valuable user data.

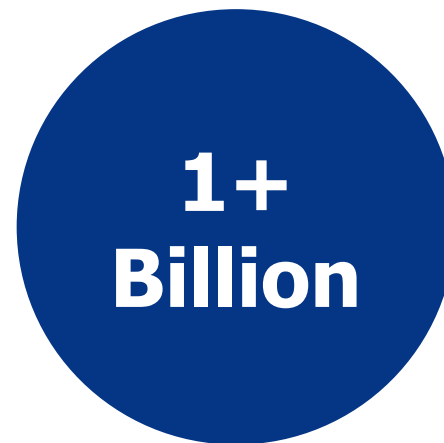
Derived From Massive Pool Of Location Data



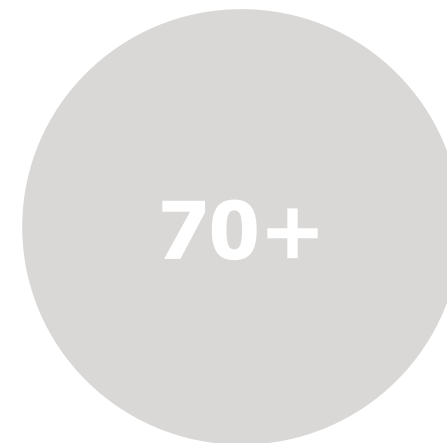
US MAUs



**International
MAUs**



**Daily Venue Visits
Tracked**



**Location Samples per
DAU**



We source our data via proprietary Skyhook SDKs as well as through partnerships with industry-leading app publishers and data aggregator sources

Mapped Against Rich Venue Set



20M+ U.S. Venues

We maintain an out-of-the box venue set of over 20m venues, with 100% coverage of stores comprising NRF 100



Quality Sources

We source our data through proprietary means and from partnerships with industry-leading sources.



Accurate Positioning

Our venue locations are validated using ground truth data provided through our device positioning services



Custom Venue Creation

Don't see the venue you need? Create it yourself via our platform or we can work with you to add it to our venue set



Advanced Curation

Our location scoring algorithm, perfected by our geospatial experts, ensures venue data is accurate and properly categorized



Actionable Taxonomies

Venues curated to map to AdWords and IAB taxonomies enabling easy portability of derived audience segments



Location Intelligence in Action

Identify frequent Northeastern Seaboard Hub City Travelers

- Identify devices frequently traveling between: Boston, New York and Washington D.C.
- Determine specific city-to-city patterns, including timing and frequency
- Rail: Identify train riders on the corridor between Washington D.C. and Boston
- Air: Identify the carrier, including specific flight, taken if air travel
- Ground: Distinguish between rail travelers and auto travelers

Methodology

NE Traveler Identification

Step 1

Identify devices homed near one of the three hub cities, yet seen in one of the other two cities.

Step 2

Analyze to identify venue visits indicating the means of transit:

-If observed at train stations(s) –

Train Rider

-If observed at airport(s) –

Fliers

-If observed on major roadway between home and destination –

Driver

Result

An initial segmentation estimate of travel method

Further Analysis, Filtration and Validation

Train Riders

Check for visitations to rail stations

Also look at the rail lines themselves to observe intersections of the devices with these geofences (motion-exclusion would be omitted)

Fliers

See next page

Drivers

Observe major roadways connecting the cities and check for device intersections

Validate that these IDs are NOT seen in airports, train or bus stations

Bus Riders

Geofence bus stations and possibly synch with arrival/departure gate data

Validate in the same manner as "Drivers"



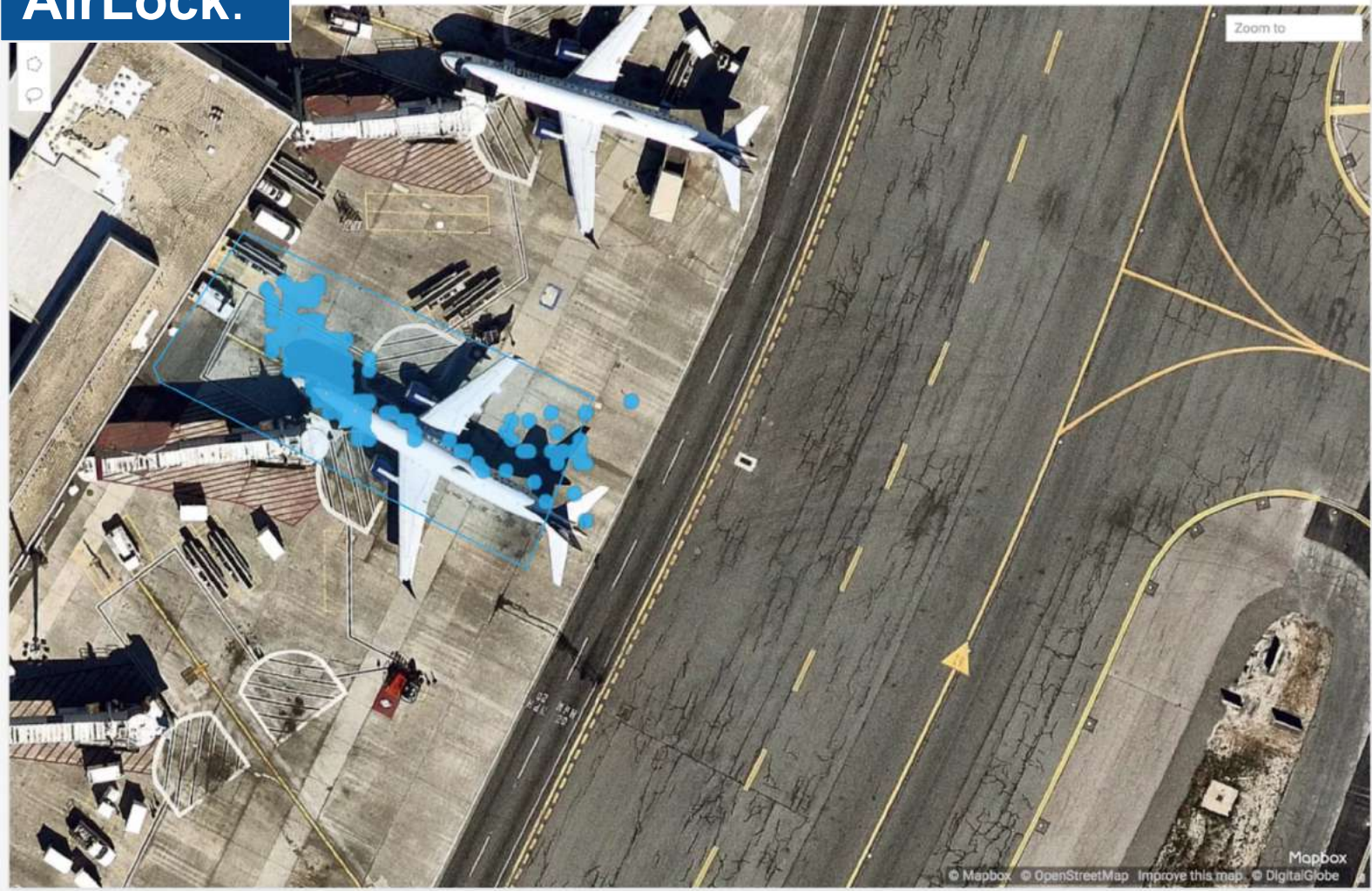
Identify Fliers between Boston, New York and D.C.



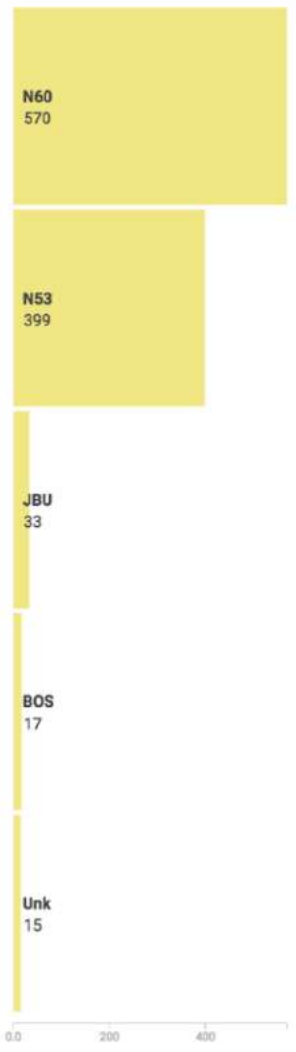
Opportunity:

1. Leverage Skyhook data pool of >100 million mobile devices and Skyhook geofences established at all major US airports/terminals/gates and specifically Boston, NY (LGA, JFK, EWR) and DC (DCA and BWI), bus terminals, rail stations, relevant highways, etc.
2. Synthesize daily flight traffic data with airport gate geography (geofences) at all major US airports
3. Capture all mobile devices observed within those geofences
4. Associate each mobile device with the flight details (date, origin, destination, airline)
5. Segment all fliers by airline, city pairs, home airport
6. Provide the mobile device ID (IDFA/ADID) for all split loyals for matching against your CRM and/or to target with mobile advertising

Boston Logan Flight Clusters



Records By Airline



flight	# Records
N606JB	570
N535JB	399
JBU773	20
BOSP34	17
Unknown-1511	13
JBU1607	11
JBU1216	2
Unknown-2311	2

Records By Time_epoch



Records

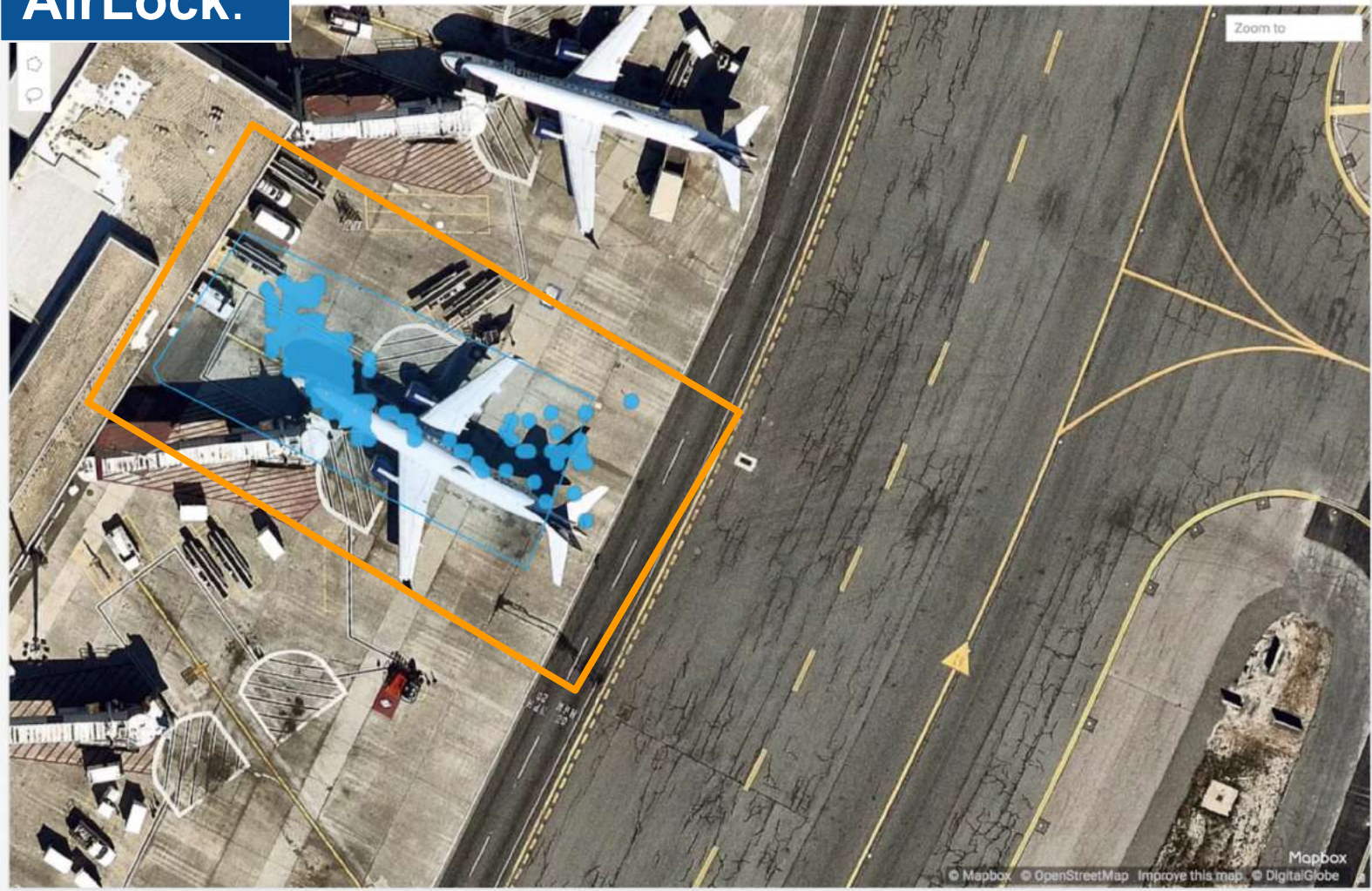
1,034

Of Unique Flight

8

AirLock:

Boston Logan Flight Clusters



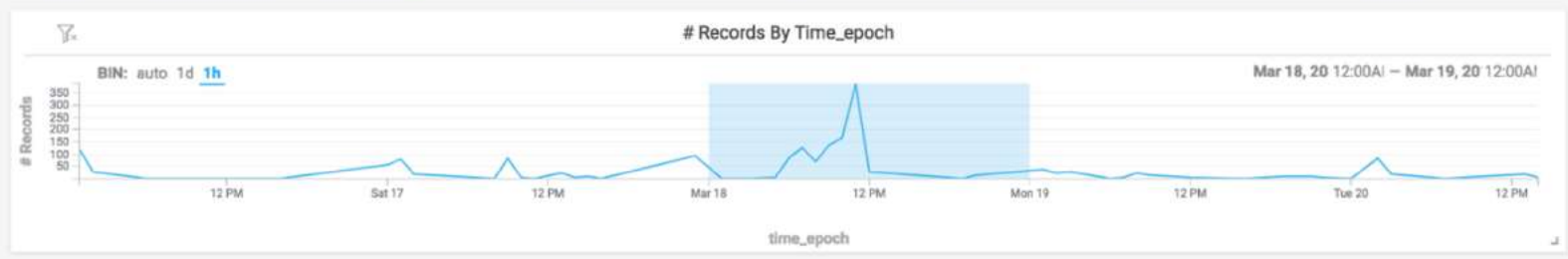
airport:
BOS

gate:
A7

flight:
DAL 1118

airline:
DELTA

Total GPS count:
1,034



AirLock:



airport:

BOS

eligible gates:

A2 - B14

airline:

DELTA

Homing Prospects



Target Selection Criteria:

Identify devices homed* to a Census Block that is within X miles of a train station and within Y Miles of the target city. This will create the largest possible audience of prospects who SHOULD be using the train based on proximity and convenience.

*"Homed Census Block" is determined by a series of algorithms to identify the place of residence, primarily based off of a recurring and extended "visit" during typical sleeping hours. This is aggregated up to the Census Block level to avoid personally identifiable information, i.e. street address.

Results: Targetable Micro Segments

- Train Riders between
 - Boston and NYC
 - Boston and Washington D.C.
 - NYC and Washington D.C.
- Fliers between
 - Boston and NYC
 - Boston and Washington D.C.
 - NYC and Washington D.C.
- Drivers between
 - Boston and NYC
 - Boston and Washington D.C.
 - NYC and Washington D.C.



Imagine the Possibilities

Let's say you're a business with physical locations, a hotel chain for example.

Challenges

- No visibility into what people do when they are not in the hotel
- No visibility into reason for re-booking
- No visibility into true share of stay



Measuring True Share of Stay

Every person who stayed at any hotel in the U.S. over the past 3 years, and how often they stayed

Brand	Guests	Guest Nights				
		Hilton Properties	Hyatt	IHG	Marriott	Wyndham
Canopy	450,158	104,856	7,340	11,534	16,777	9,437
Curio	545,099	102,350	7,165	11,259	16,376	9,212
DoubleTree	7,311	1,428	100	157	228	129
Embassy Suites	998,256	255,280	17,870	28,081	40,845	22,975
Hampton Inn	1,064,575	333,697	23,359	36,707	53,392	30,033
Hilton	34,129	8,475	593	932	1,356	763
Hilton Garden Inn	14,493	5,317	372	585	851	479
Hilton Grand Vacations	195,694	30,736	2,152	3,381	4,918	2,766
Home2Suites	216,336	45,205	3,164	4,973	7,233	4,068
Homewood Suites	237,295	35,374	2,476	3,891	5,660	3,184
LXR	497,332	108,342	7,584	11,918	17,335	9,751
Tapestry Collection	216,336	45,205	3,164	4,973	7,233	4,068
Tru	237,295	35,374	2,476	3,891	5,660	3,184
Waldorf Astoria	497,332	108,342	7,584	11,918	17,335	9,751
	5,211,641	1,219,981	85,399	134,198	195,197	109,798

Imagine the Possibilities

Better understanding

- What your customers do outside of your locations
- Where people go before, and after, your locations
- Commuting patterns
- Competitive shopping patterns

Smarter targeting

- Creating targetable audiences from physical behavior patterns
- Improved segmentation based on frequency, competitive behavior and interests



Q&A

PRESENTERS



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#ShapeTheFuture[®] with the MMA

UPCOMING MMA WEBINARS

The Journey to Achieve Multi-Touch Attribution (MTA) Success
Tuesday, November 19th
Presented by: MMA

How to Design a High Performing Marketing Organization (members-only)
North America: Tuesday, November 12th
EMEA/LATAM: Tuesday, November 19th
APAC: Thursday, November 21st
Presented by: MMA

The Top Digital Trends for 2020: What Brands and Retailers Need to Know to Thrive in the Year Ahead
Tuesday, January 14th
Sponsored by: Jumpshot

UPCOMING MMA EVENTS



The Smarties
November 6, 2019
Los Angeles, California









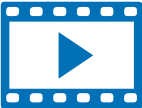



Innovate
November 6 - 7, 2019
Los Angeles, California



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!

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