



DISCOVER 3 WAYS FOOT TRAFFIC CAN HELP YOU DRIVE MORE SALES

MMA Webinar Series | October 6, 2016

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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



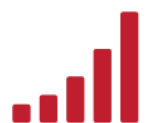
Cultivating Inspiration

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



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

MMA is 800+ Members
Strong Globally

Marketers, Agencies, Media Sellers,
Technology & Operators



Managing Your Questions

Share the Insights

#MMAWeb



The screenshot shows the GoToWebinar Control Panel interface. At the top, the title bar reads "GoToWebinar Control Panel". Below it, the "Audio" tab is selected, showing options to "Use: Telephone" (unselected) or "Mic & Speakers" (selected). A microphone icon is followed by the word "MUTED" in red, and a speaker icon is followed by a volume level indicator. Below the audio section, the "Talking:" status is shown. The "Questions" tab is selected, displaying a large empty text area for questions. Below this is a text input field with the placeholder "Type question here." and a "Send" button. At the bottom, the webinar title "Tentative: Mobile & Privacy: Actionable Steps for Success" is displayed, followed by the "Webinar ID#" and a text input field. The GoToWebinar logo is at the bottom.



DISCOVER 3 WAYS FOOT TRAFFIC CAN HELP YOU DRIVE MORE SALES



Gilad Amitai
COO & Co-Founder



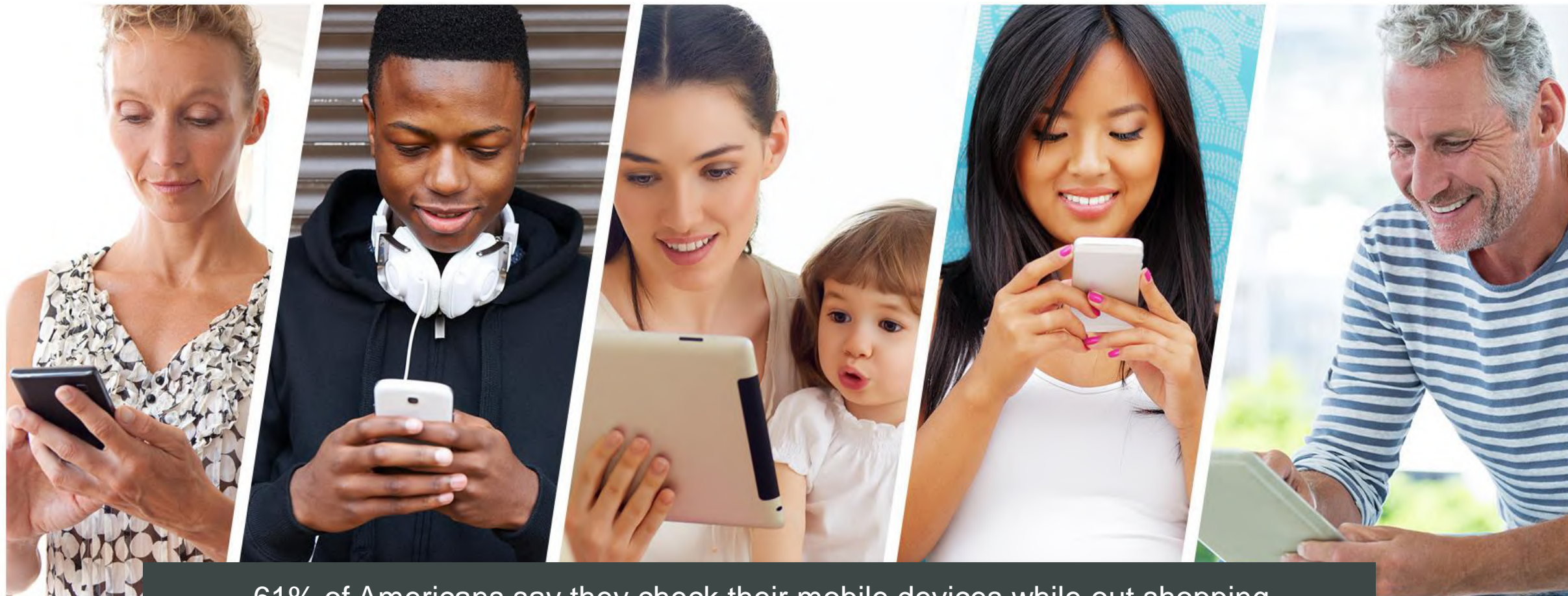
Laurence Chan
VP Revenue Development





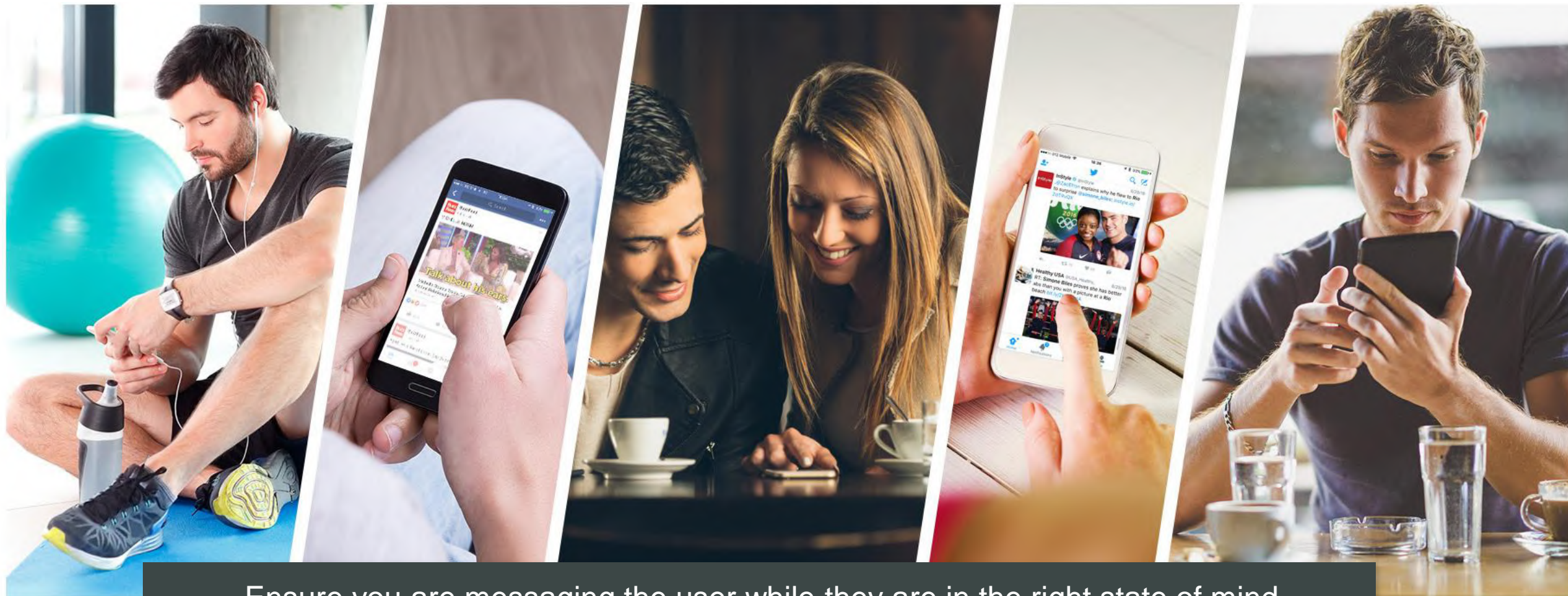
**3 out of 4 digital minutes
are on mobile devices**

 80% shoppers use their mobile device to research products before heading to the store



61% of Americans say they check their mobile devices while out shopping

How can you reach this mobile audience at the times that matter most?



Ensure you are messaging the user while they are in the right state of mind



Why foot traffic is different to location data

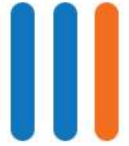


Location data:

- Sourced from ad request
- Larger eco system
- Only passed when there is an ad request
- Not all location data is originated from OS location services
- Great for context and Proximity

Foot traffic visitation:

- SDK Panel based
- Works also on the backend
- Dwell time
- Great for meaningful validation of a visit



In this Webinar -

You will discover how to:

Understand your mobile audience

Pinpoint your campaign planning

Maximize your measurement



Understand your mobile audience



Understand your mobile audience

Take a typical shopper:

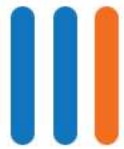
IN-STORE INSIGHTS

- What day they visited a store
- What time they visited a store
- What the weather was when they were in a specific store
- How long they stayed in the store
- How often they visit the store/POI



POST-VISITATION INSIGHTS

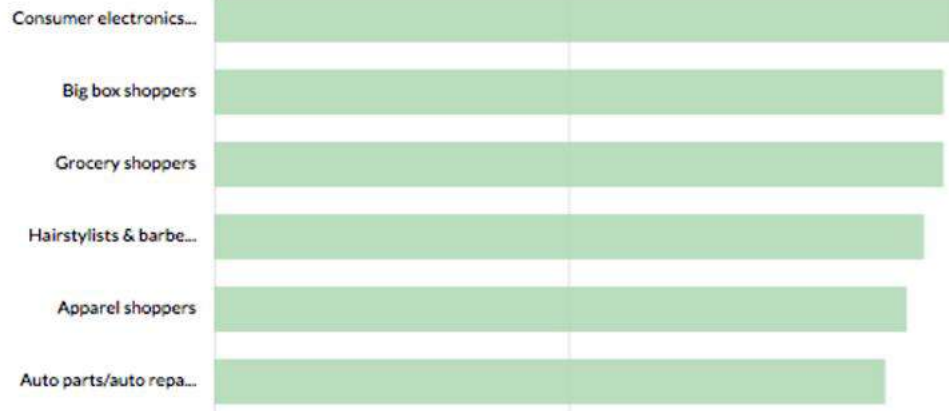
- What apps they are using
- Other places visited before specific store
- Which places visited after specific store
- Whether exposed to any ads in-store
- Where they live
- Age/Gender
- Offline data



Understand your mobile audience

Understand Interests, Activities & Affinities

education
political dining travel
finance retail
automotive public lifestyle

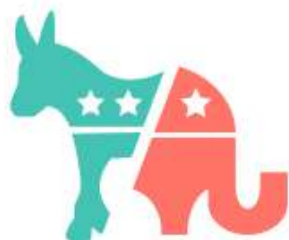


CATEGORY	BRAND	INTEREST	UPLIFT ▲
Convenience Stores Shoppers		74.43%	●●●●●
Grocery Shoppers		79.24%	●●●●●
QSR (Fast Food Restaurant) Frequen...		68.35%	●●●●●
Housewares and Furniture Shoppers		49.37%	●●●●●
QSR (Fast Food Restaurant) Frequen...		52.15%	●●●●●
Footwear Shoppers		63.80%	●●●●●
Economy Hotel		47.09%	●●●●●
Big Box Shoppers		48.10%	●●●●●
Seafood Frequent Diners		44.30%	●●●●●
Ice Cream/ Frozen Yogurt lovers		47.59%	●●●●●



Understand your mobile audience

Foot traffic is not just for retailers



Politics

which visitors went to
specific political rallies or
polling booths

Identifying and
remarketing
Influencers



Understand your mobile audience

Foot traffic is not just for retailers



Auto

visited car lot for at
least 30 minutes dwell
time

Reaching audiences
more effectively and
efficiently



Understand your mobile audience

Foot traffic is not just for retailers



QSR

Visited restaurants,
competitor restaurants or
stores

Leveraging the
differences between
QSR diners and drive-
thru visitors



Understand your mobile audience

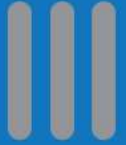
Foot traffic is not just for retailers



CPG

Visited retail or event
(sports/music) locations
hosting their products

The most effective ads were
delivered within 4 days of the
event - driving 52% of the
visits



Pinpoint your campaign planning



Pinpoint your campaign planning

Visitation data adds depth to audiences



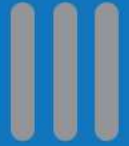
- Have **come from a wireless carrier store** such as Verizon and T-Mobile
- **Visit a Wal-Mart** store **after** their coffee run
- Visit a Starbucks location that is **within 3 miles** from their home and/or work location
- **(40%)** spend 5 minutes or less **or (35%)** spend between 5 and 20 minutes in store
- Visit the store in the early morning **during the week** and hit Starbucks **both in the morning and for an after lunch coffee** on Saturdays and Sundays



Pinpoint your campaign planning

Move from audiences to moments





Maximize measurement



Maximize measurement

Move from CTR to footfall visitation metrics



Consumers are making decisions on mobile but purchasing offline –optimize by visitation



Maximize measurement

Key footfall visitation metrics

Attribution window

The time interval after ad exposure during which the devices are monitored and POI visits are recorded

VISIT RATE

Percentage of devices which satisfy the visit criteria in the attribution window

DWELL TIME

Time spent in the same position or area specified by the visit criteria



Maximize measurement

How does footfall uplift work?

Exposed Group vs. Control Group

Campaign data Collection



Exposed users identified through a pixel implemented on creative ad units.

Exposed & control group Tightly Matched to Identify Campaign Impact



Exposed users



Unexposed users
(Control group)

Footfall uplift analysis



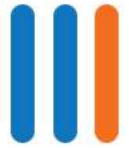
Store visit uplift
Based on comparison of exposed users
vs. control group



Maximize measurement

Move from post-campaign to real-time

Take action on the measurement and optimize in real-time



Maximize measurement

Let programmatic tech work for you



Day of week
Time of Day
Temperature
Weather
Flu Index
Political Alignment
Demographics



Monday
2:35pm
67°
Low Flu Index
Republican
32 years old
Male
CNN app



What we want you to take-away

Use visitation data to create multi-dimensional mobile audiences

Precision target marketing moments

Let technology work for you



THANK YOU!



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Be Inspired and Learn

MMA Webinar Series

Introducing the Mobile Prodigies:
Millennials and Gen Z Define the Future
of Location-Based Marketing
Tuesday, Nov 1st

Debunking The Myth of Programmatic
TV: A #NoFilter Close-Up
Wed, November 9th

Top 3 Tips to Nail Native Advertising
Thursday, November 10th

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Upcoming MMA Events



MMA Forum Istanbul
November 1, 2016



MMA Forum Singapore
November 28, 2016

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.



Participate in the Conversation

MMA Smartbrief



Mobile Marketing Insights



MMA LinkedIn Group

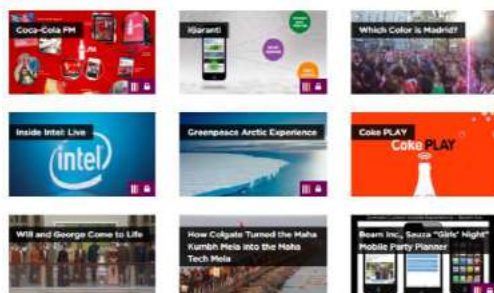


Get Social with MMA with MMA



Getting Great at Mobile

Case Study Hub



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