

MEASUREMENT

Debunking the 6 Myths of Location-Based Measurement

October 5th, 2016



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



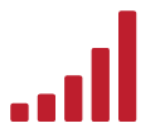
Cultivating Inspiration

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



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

Managing Your Questions



Share the Insights

#MMAWeb

Meet the speakers



RYAN KANTERMAN

**Executive Director
Strategic Measurement Partnerships**
NinthDecimal



NAFTALI GOLDSMITH

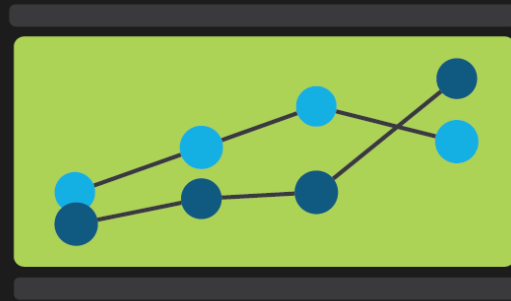
VP of Product
NinthDecimal



LEO SCULLIN, Moderator

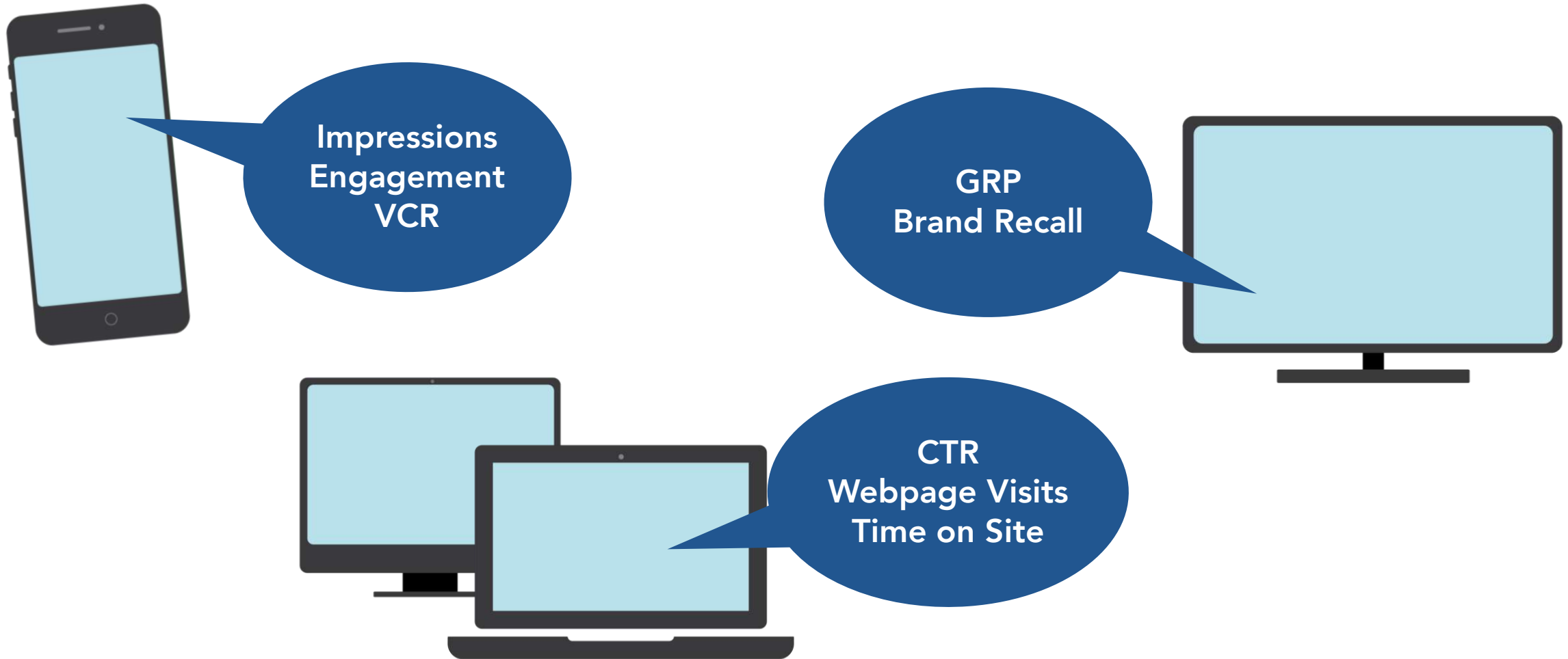
VP of Industry Programs
Mobile Marketing Association





TO MEASURE IS TO COMPARE

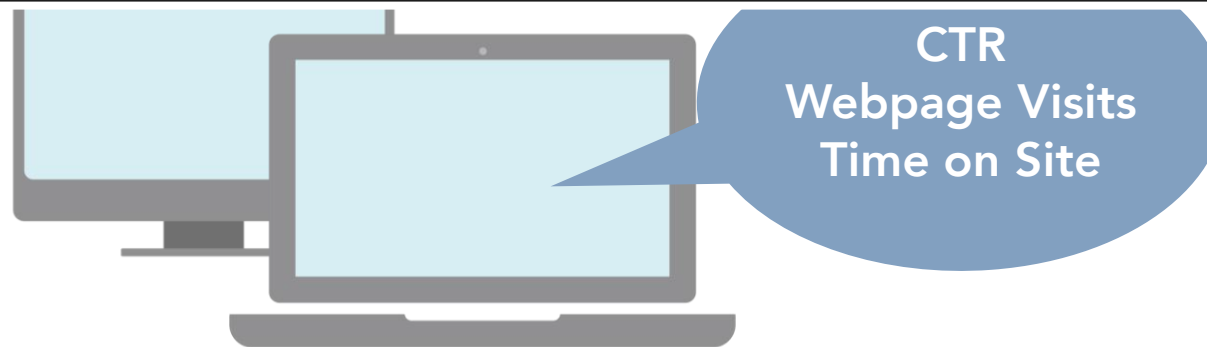
But you can't compare siloed KPIs



But you can't compare siloed KPIs



Marketers need a **consistent, meaningful** metric that spans **online & offline media**

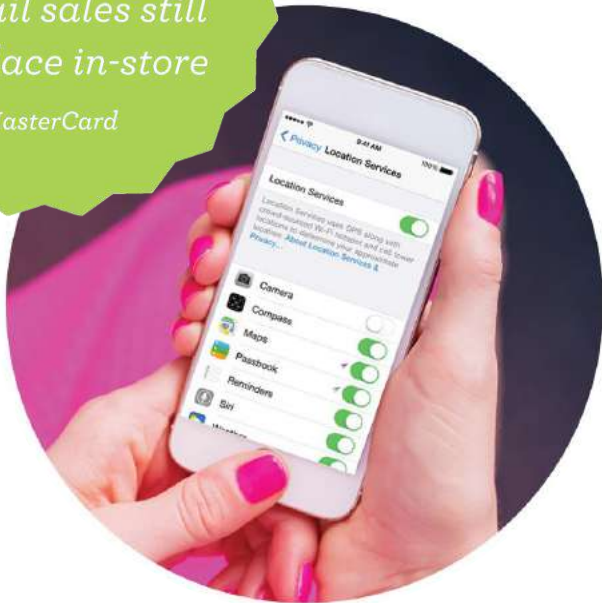


Enter: Location Data

94%

*of retail sales still
take place in-store*

-MasterCard



Reaching **location-based** audiences



Resolving **online & offline** profiles



Understanding **offline** behavior

Case study: Quiznos



The screenshot shows a webpage layout for Quiznos. At the top, there's a navigation bar with links for TOPICS, COMMENTARY, RESOURCES, EVENTS, JOBS, and a SEARCH bar powered by Google. Below this is a 'Must Read' section with three article teasers: 'Y&R CEO David Sable Explains Why Audience Targeting Is Overrated', 'The FTC Probes Privacy Disclosure Efficacy', and 'CEO Shane Smith Slams Programmatic, As Vice Trumpets GroupM Deal'. The main article is titled 'Quiznos Cooks Up In-Store Traffic With Mobile Video' by Kelly Liyakasa, dated Thursday, September 15th, 2016. The article text describes Quiznos' strategy of connecting digital ad exposures to store visits, mentioning their post-bankruptcy changes and focus on a millennial male demographic. A small image of a hand holding a smartphone with the Quiznos app is shown. The article is attributed to 'The Sub Segment'.

GOAL

Reach the millennial male audience and measure the impact of advertising on driving traffic to Quiznos restaurants

STRATEGY

Deployed premium video and display ads on desktop and mobile, and used NinthDecimal's LCI™ attribution solution to calculate the incremental lift in visits to more than 680 locations nationwide

RESULTS

8.4MM
Unique devices
reached

29%
Overall LCI™ Lift in
foot traffic for people
who saw the campaign

40%
LCI™ Lift in foot traffic
among people who saw
mobile ads

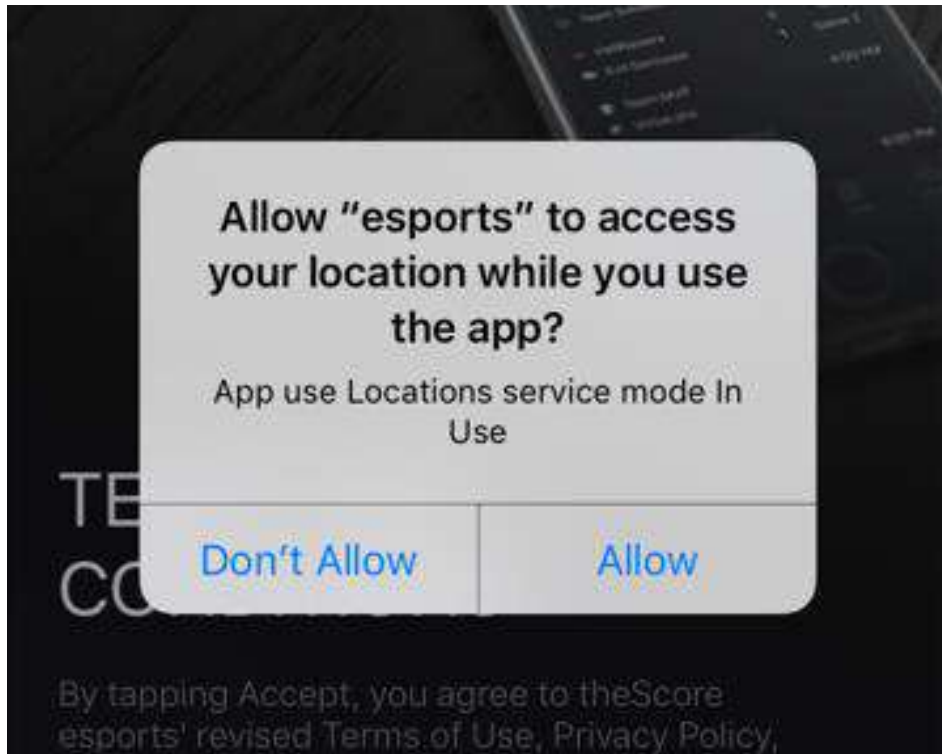
The 6 Myths of Measurement

- 1 It's impossible to tell whether a person actually visited, or was just nearby
- 2 The sample size is too small and not representative of my full customer base
- 3 Separate studies are required for each medium, which makes omni-channel measurement all but impossible
- 4 Partners are only capable of measuring their own media
- 5 Location-based measurement is not as actionable as sales data
- 6 It's too much of a hassle to set up a measurement study – I'm already swamped with just running media

MYTH 1

“It’s impossible to tell whether a person actually visited, or was just nearby”

Where Does Location Data Come From?



Location Services data is comprised of several signals:



Cell Towers



Wifi



Beacons



GPS



Device Hardware
(gyroscope and accelerometer)



Some estimates show that **60% - 80%** of location data can be inaccurate

Contextualizing Location Data

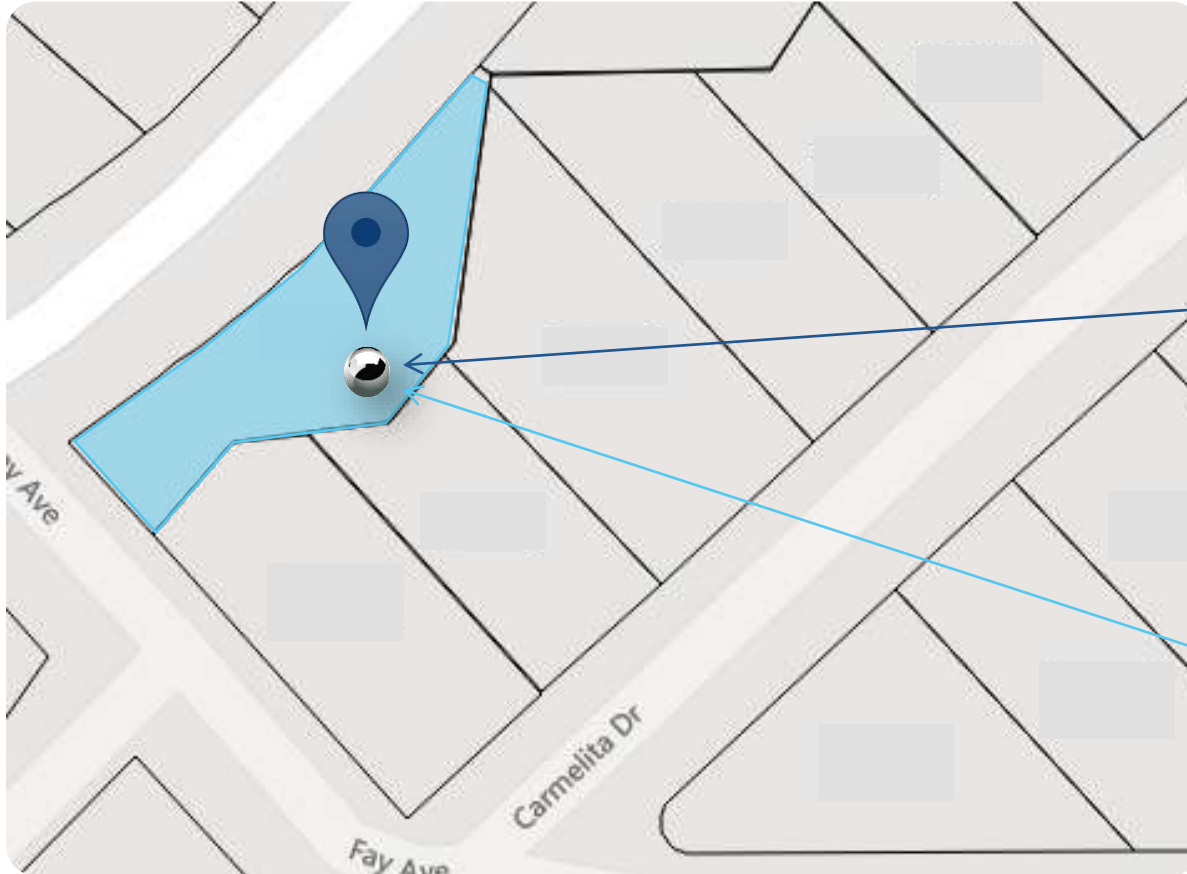
Eating During
Lunch

Drinking During
Lunch



~100 ft.

Within the Walls?



Verified location data

Know the consumer is where the app thinks they are:

- ✓ Verified Publisher partners
- ✓ Proactive Filters

Verified physical world location

Know where the store is vs. where a standard database thinks it is

- ✓ Team of cartographers to validate all locations
- ✓ Multi-geo-coding process
- ✓ Parcel data allows for mapping of complex polygons

MYTH 1

“It’s impossible to tell whether a person actually visited, or was just nearby”



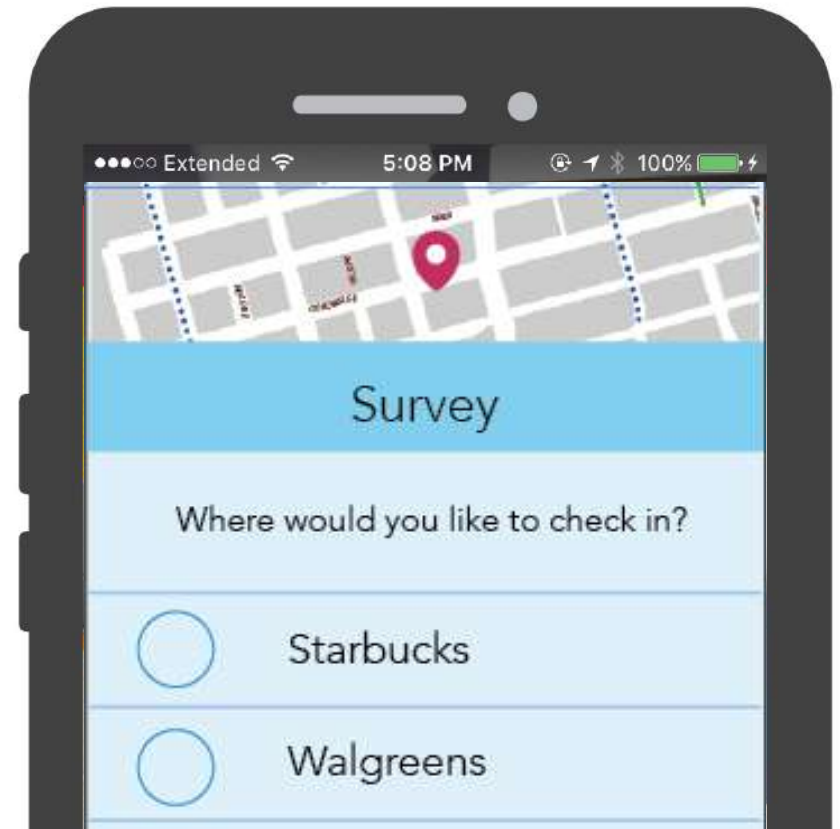
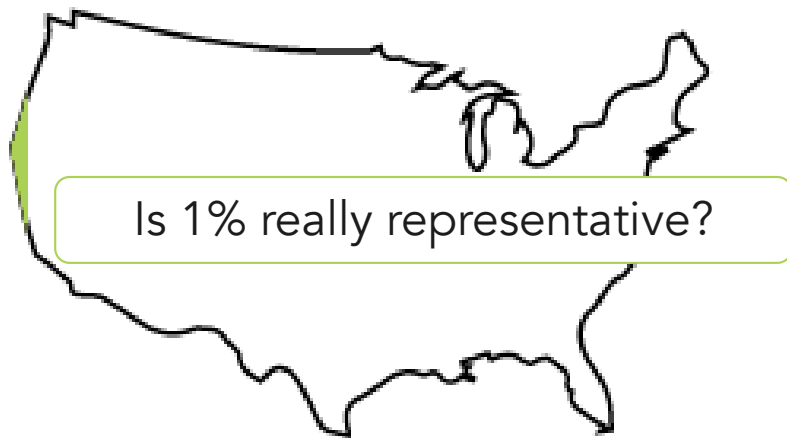
MYTH 2

“The sample size is too small and not representative of my full customer base”

Panel-Based Approaches

Location data collected by one app, or a handful of apps, for a small group of users

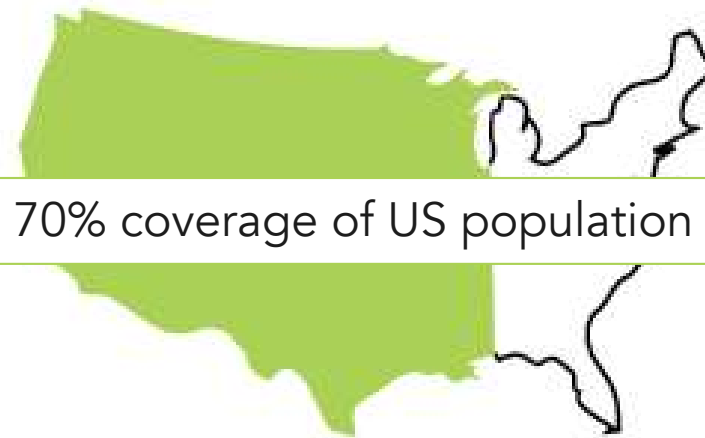
- ✗ Incentives can lead to:
 - ✗ Selection bias: Is your target audience reflected in the people who use this specific app?
 - ✗ Skewed behavior and reporting
- ✗ How many people who were exposed to your ad are actually part of this panel?



An Impression-Based Approach

Location data is collected across the **entire mobile ecosystem** at the moment of ad call

- ✓ Massive scale allows for dynamic, 1:1 matching between exposed and control groups
- ✓ Passive, unbiased measurement
- ✓ Sample is large enough for statistical significance



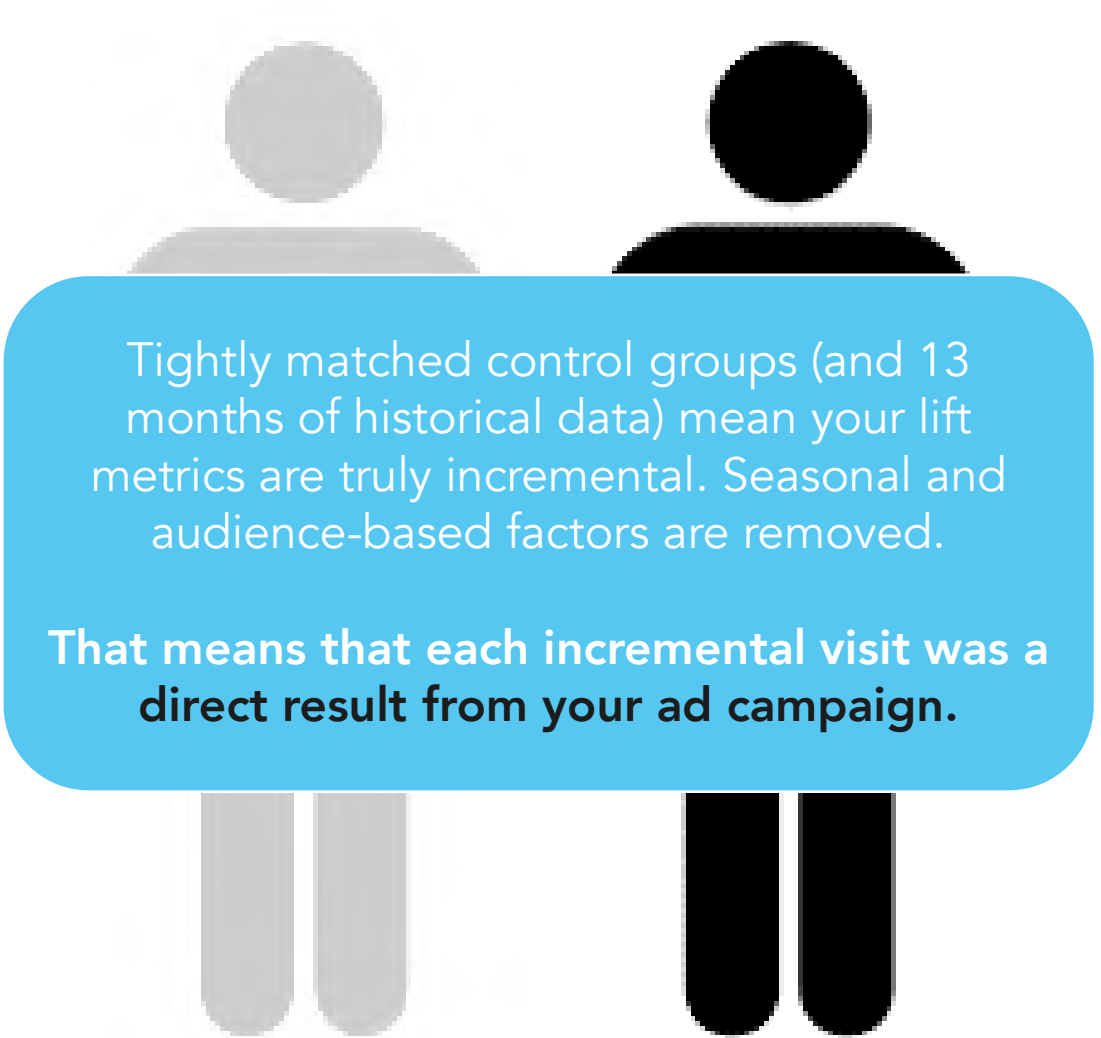
100x

More unique users
than the leading
panel

Methodology Matters

Massive scale means we can find otherwise identical individuals for the control group, matching on:

- **Demographics**, like age, gender, HH income, presence of children
- **Psychographics**
- **Cross-device profile**, like # of unique devices per user
- **Historical visit behavior and frequency**
- **In-market** attributes



Tightly matched control groups (and 13 months of historical data) mean your lift metrics are truly incremental. Seasonal and audience-based factors are removed.

That means that each incremental visit was a direct result from your ad campaign.

MYTH 2

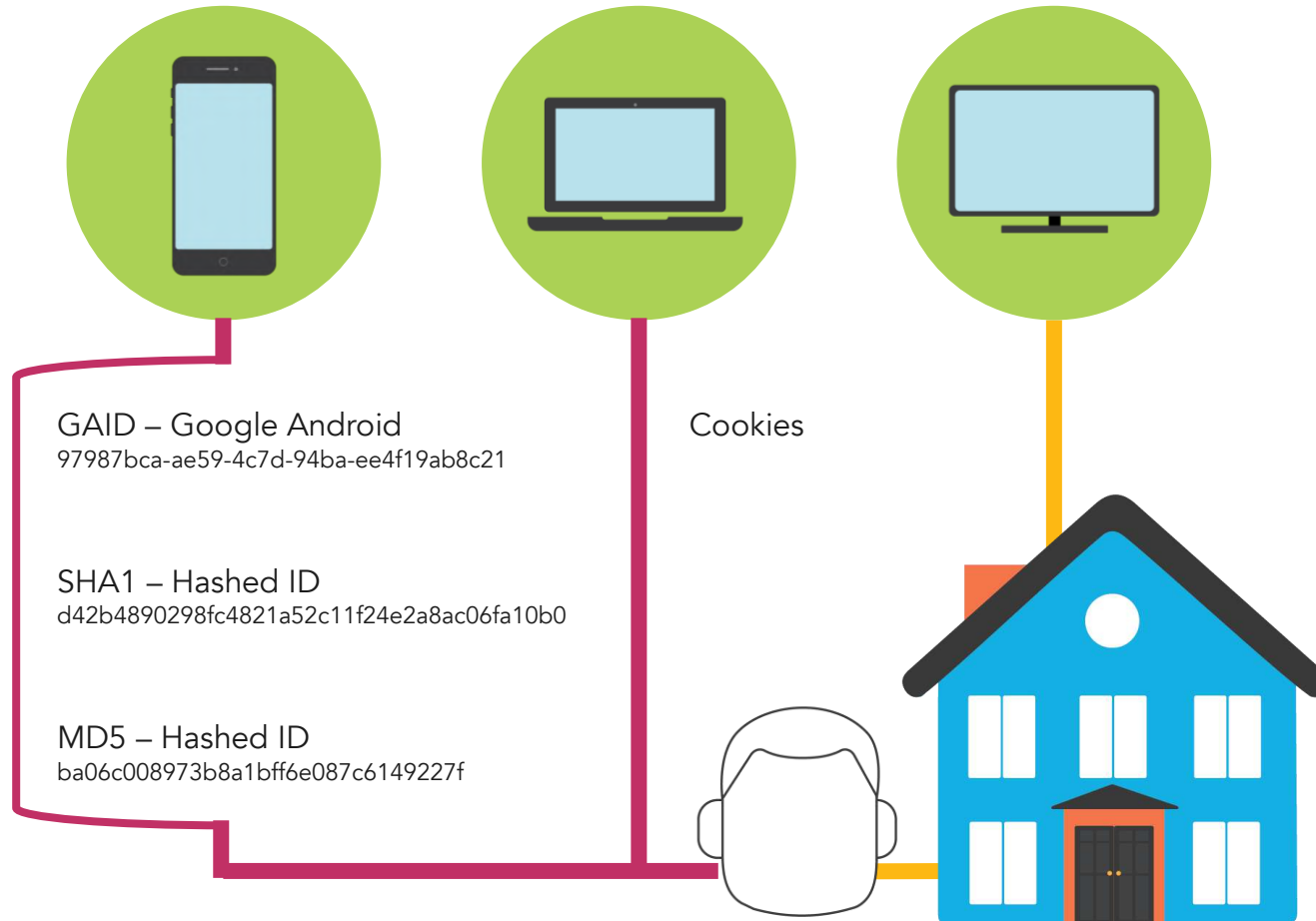
"The sample size is too small and not representative of my full customer base"



MYTH 3

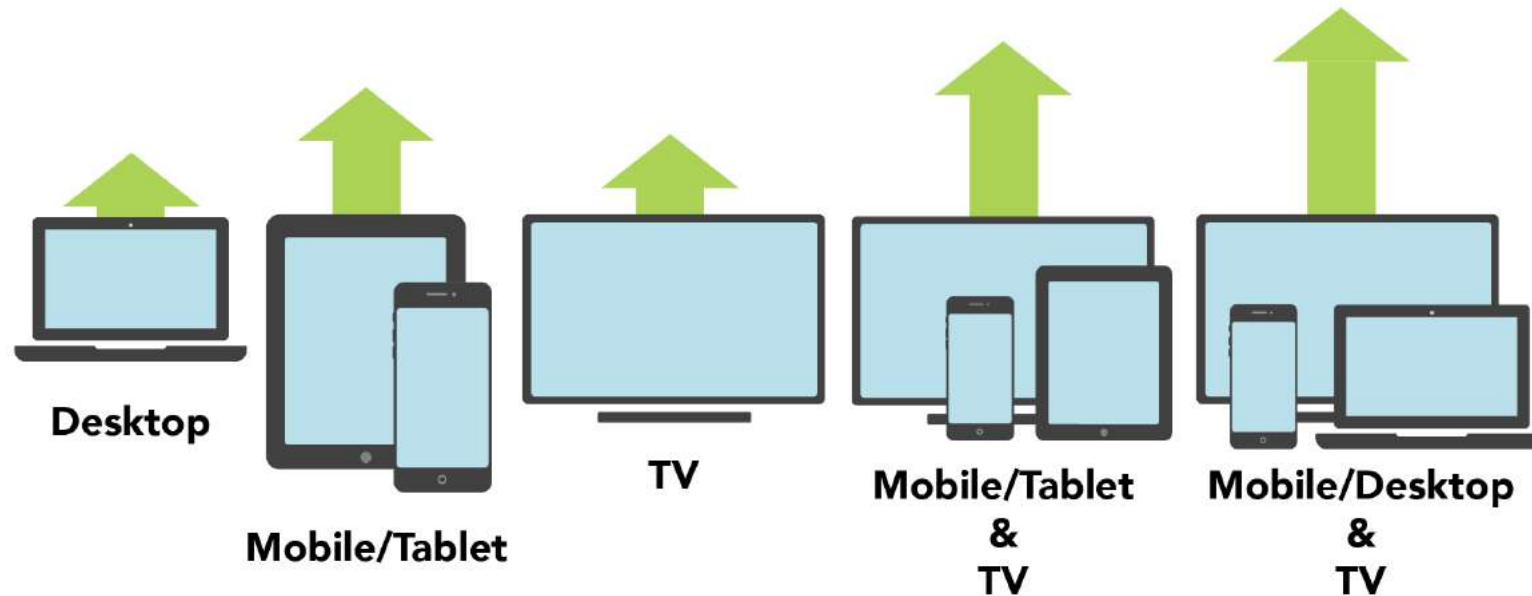
“Separate studies are required for each medium, which makes omni-channel measurement all but impossible”

Connecting Channels & Device IDs



Omni-channel measurement is dependent on understanding behavior at a **user** and **household** level; not a device level.

Compare How Media Mix Affects Success



By conducting a measurement study across channels, you can easily compare performance for each media – and see how they perform in combination.

Case study: Swarovski



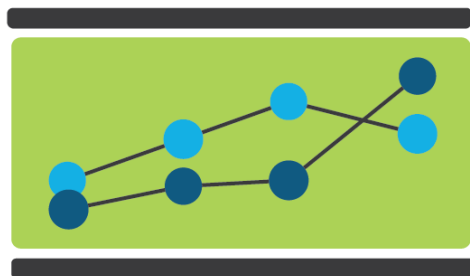
GOAL

Measure foot traffic and sales driven by digital, out-of-home (OOH), and print media during Mother's Day promotions

STRATEGY

Worked with NinthDecimal to run a cross-media attribution study that compared real world behavior of those exposed to ads vs. those not exposed

RESULTS

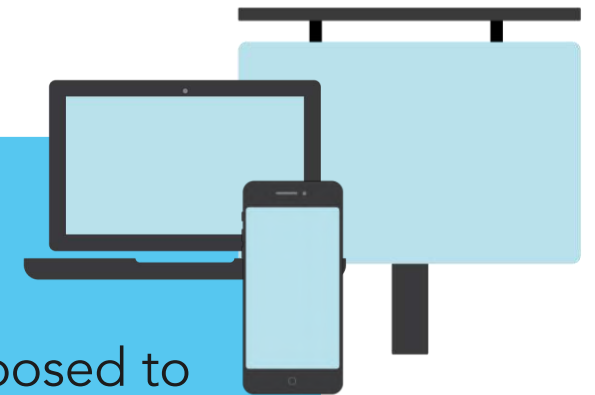


25%

LCI™ Lift in
Incremental Visits

2.2x

Higher Lift when exposed to
both Digital & OOH (compared to Digital only)



MYTH 3

BUSTED

"Separate studies are required for each medium, which makes omni-channel measurement all but impossible"

MYTH 4

“Partners are only capable of measuring their own media”



200+

Verified
Partners

To Get a Full View of Campaign Success, You Need to Measure Across Partners



NinthDecimal's Verified Partners Include:

- 8 of the top 10 media companies
- 8 of the top 9 DSPs
- Publishers across mobile app, mobile web, online, TV



MYTH 4

"Partners are only capable of measuring their own media"

MYTH 5

“Location-based measurement is not as actionable as sales data”



Location provides a
full perspective on
the customer journey

See More Than Just Purchases



When Customers Visit, But Don't Purchase...



By combining location-based measurement with sales data, you can identify **gaps in your customer experience**:

- Do customers tend to browse in-store prior to making a purchase?
- If my ad campaign drove visits but not sales, what's the barrier to purchase?
 - SKU mix?
 - In-store promotion (or lack thereof)?
 - Store personnel?

When Customers Visit, But Don't Purchase...



In certain verticals, this issue is even more common:

How many times have you visited a **restaurant** with three friends, and only one person paid? What about the **movies**?

With location-based measurement, you can see a clearer picture of your customers and how their behavior changes due to advertising



MYTH 5

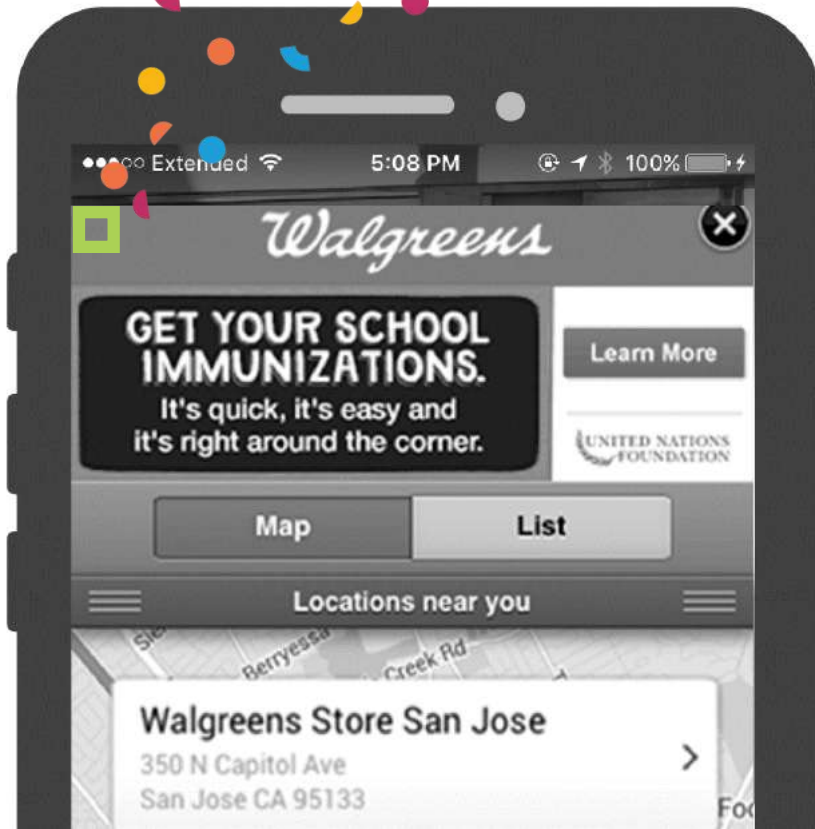
“Location-based measurement is not as actionable as sales data”

MYTH 6

“It’s too much of a hassle to set up a measurement study – I’m already swamped with just running media!”

LCI™ Measurement is Simple

- A lightweight, 1x1 LCI™ Measurement Pixel fired on ad call
- Server-to-server options available
- Dedicated Measurement Account Management team
- Dashboard to review results intra-campaign
- Trusted methodology



MYTH 6

“It’s too much of a hassle to set up a measurement study – I’m already swamped with just running media!”



Key Takeaways

Location data is crucial to solving the problem of offline attribution.
But you need a sophisticated solution to make it actionable:

- **Precision:** Remove inaccurate data points and understanding exactly where people are
- **Scale:** Use enough data to ensure a representative sample – and create tightly matched control groups
- **Incrementality:** Rely on a data science-backed methodology that focuses on finding the visits that were driven by advertising
- **User-Centric Approach:** Connect user behavior across devices and channels for the most accurate view of lift
- **Partner Integration:** Choose a solution that can calculate lift across the media ecosystem
- **Ease of Use:** Simplify the process of setting up campaigns and accessing insights – and working with a team that is ready and willing to help



Getting Started with

Learn more about our measurement solutions,
and how we work with:

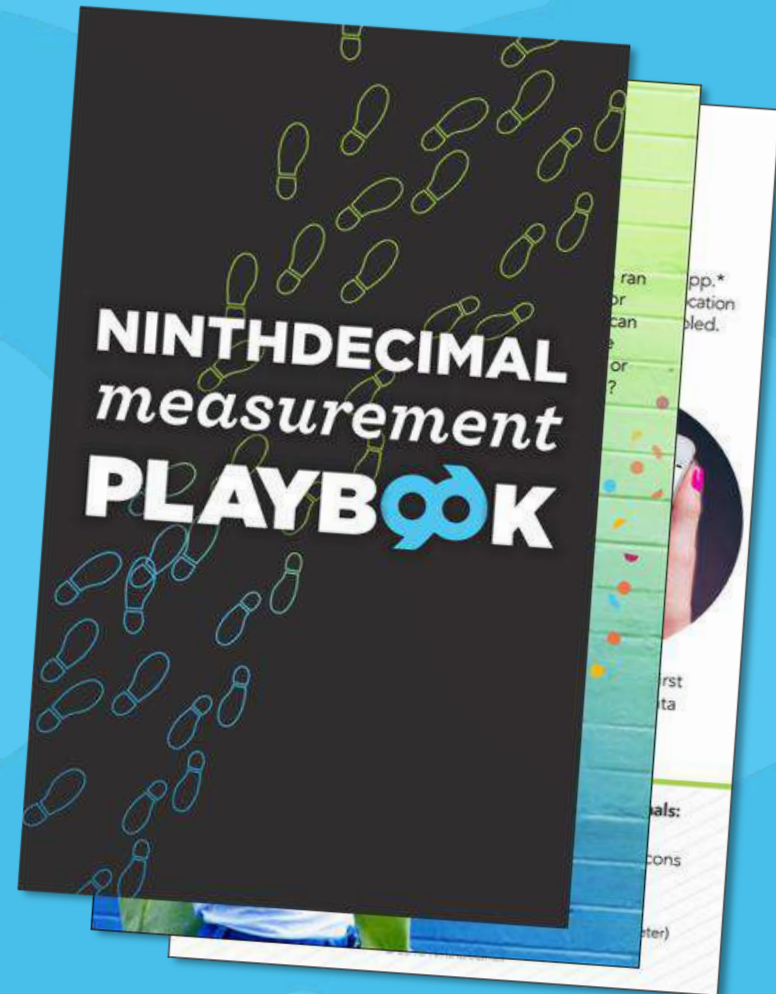
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Questions?

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Be Inspired and Learn

MMA Webinar Series

**Discover How Location Based Intelligence
Generates Real-Time Insights, Foot Traffic, and
Sales**
Wednesday Oct 26th

**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

mmaglobal.com/webinars

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

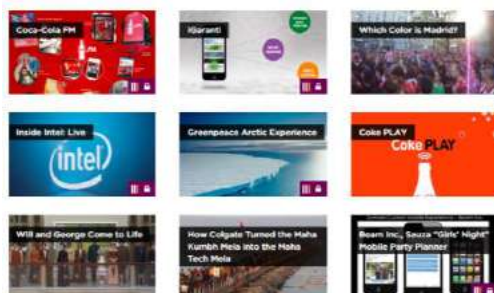


Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library



Thank You!