

DISRUPTION IN MOBILE

MMA INNOVATION SUMMIT

PRESENTED BY:
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EPSILON

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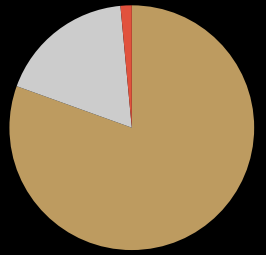
CASE STUDY

MEDIA COMPANY WITH SUBSCRIPTION GOAL

71%

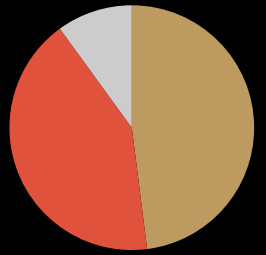
MATCH RATE TO CONVERSANT CROSS DEVICE USERS

CLICKS



76% Smartphone
17% Tablet
7% Desktop

CONVERSIONS



48% Smartphone
42% Desktop
10% Tablet

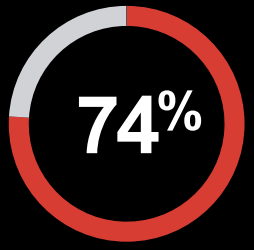
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CASE STUDY

MEDIA COMPANY WITH TUNE-IN GOAL

76%

OF LIST WAS MATCHED TO CONVERSANT CROSS DEVICE USERS



Average VCR

VCR

Highest on day of premiere

CTR

Highest on day before premiere

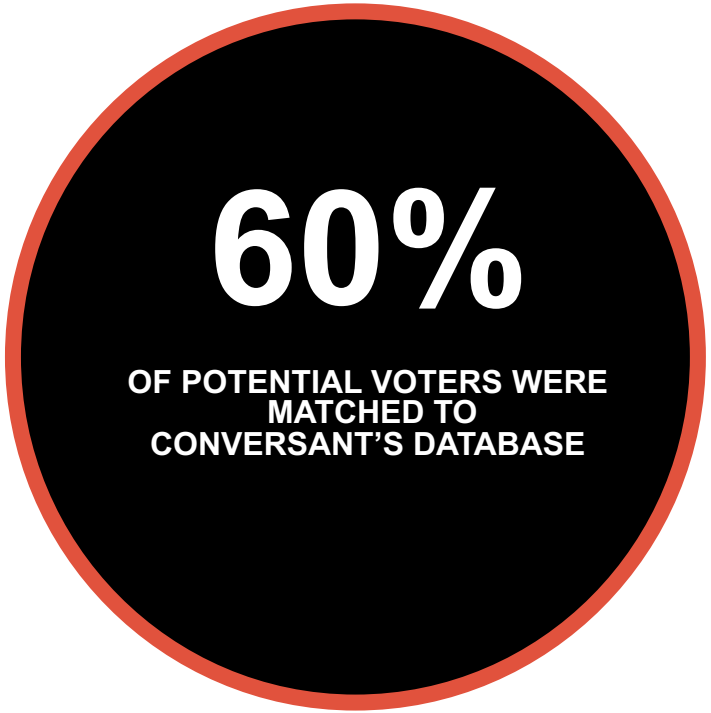
33% Tuned in on TV for premiere

Audience Behaviors

Frequent visitors of QSR's, business travelers, casual gamers

POLITICAL CASE STUDY

VOTER AWARENESS, 2016 ELECTION



OBJECTIVE

A political organization wants to get more people to vote.

- Match potential voters in battleground states.
- Understand their top issues.
- Deliver mobile messages to drive them to vote.

SOLUTION

We anonymously matched 22M potential voters.

- We gave Client the matched IDs.
- Client converted IDs to PII and polled them by phone.
- Sample questions: Are you registered to vote? Will you vote? What issues are most important to you (jobs, immigration, healthcare, education, taxes, foreign affairs)?
- Client returned the anonymized IDs, segmented by issue.
- We're delivering mobile video messages specific to each issue, Sept–Nov 8.

MEASUREMENT

We will provide Client with messaged IDs.

Client will match the IDs to voters and determine campaign lift and success.



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THANK YOU


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