The Cross-Device Concert Fan: Harnessing Mobile for House of Blues



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HOUSE OF BLUES

Smarter Marketing Using Data Science

Enabling the world's most valuable brands to achieve true marketing ROI.

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LEADING LIVE ENTERTAINMENT

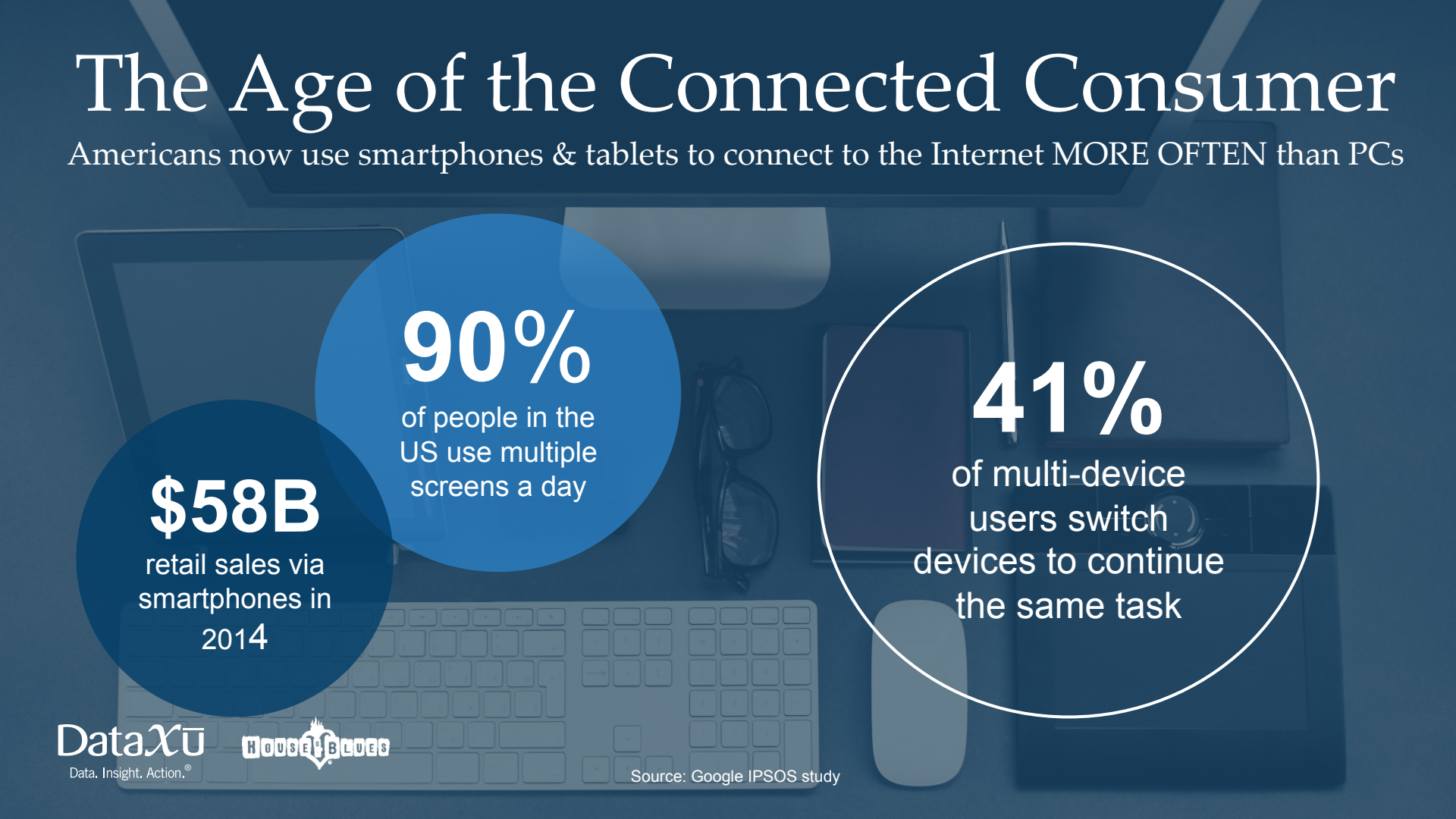
Operating with an unmatched scale, integrated platform, and partnership experience

LIVE NATION

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The Age of the Connected Consumer

Americans now use smartphones & tablets to connect to the Internet MORE OFTEN than PCs



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Source: Google IPSOS study

Mobile Is The Anchor Device

The Need to for Constant Connection Has Never Been More Prevalent

58%

of people said that they would rather ditch booze for a week than their mobile Internet access.



80%

of mobile users sleep with their smartphones nearby

75%

of people would never consider leaving home without it

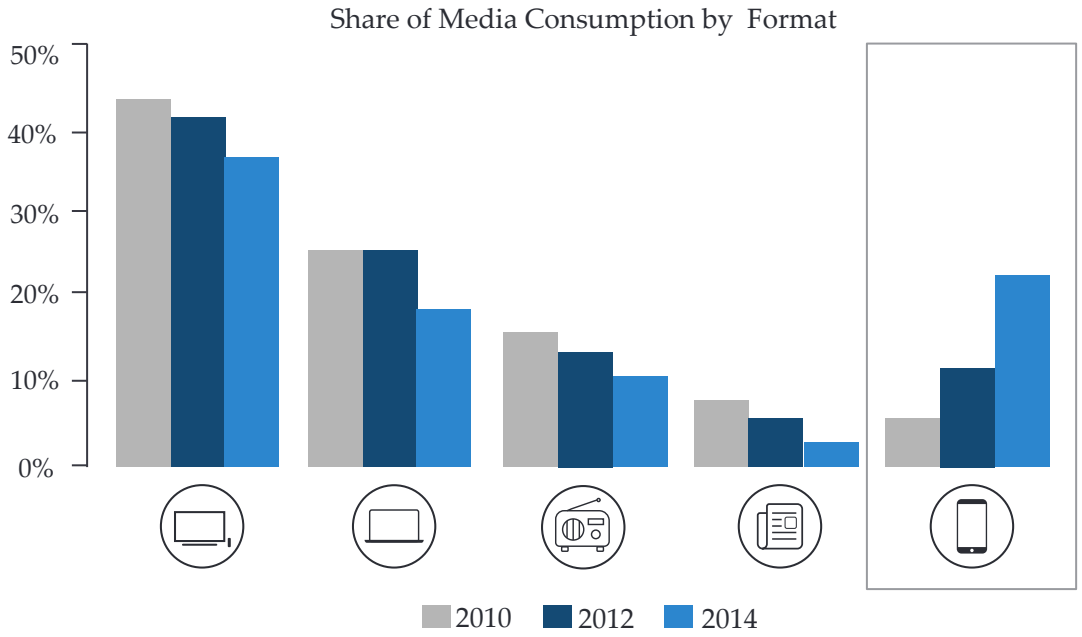
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Source: comScore, cnet 2014

Mobile is Increasing its Share of Consumption

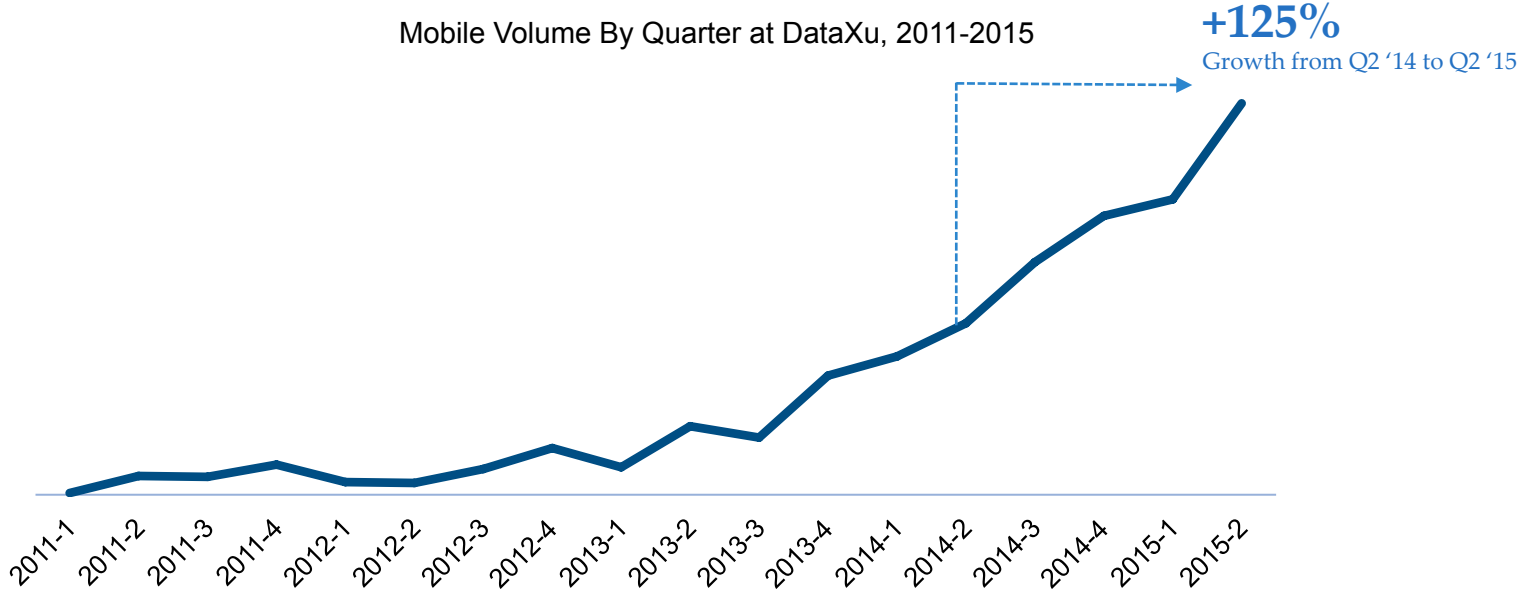
While other media formats have seen a decline in their share of media consumption, mobile continues to grow



Source: eMarketer April 2014

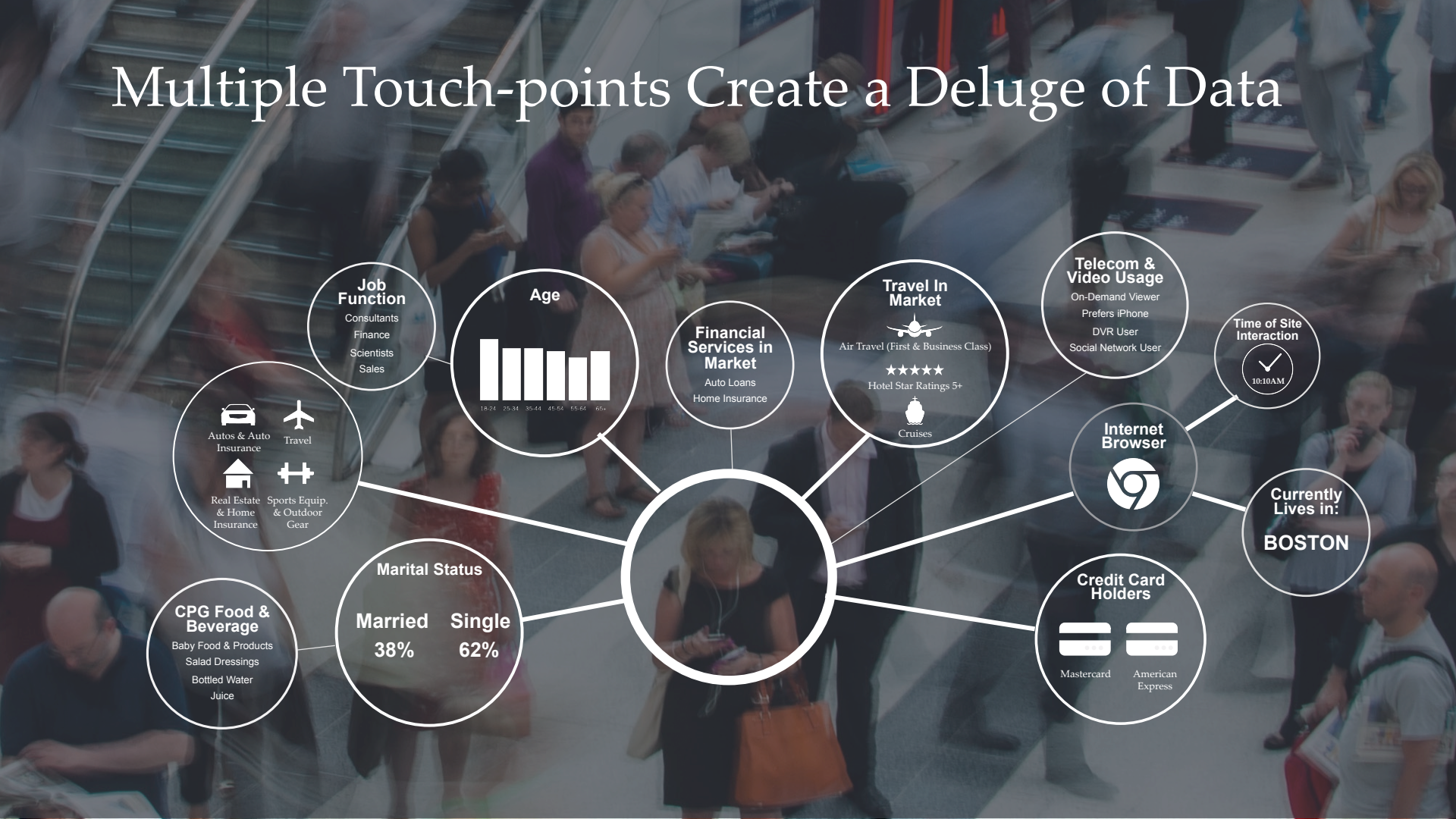
We Have Seen Mobile Usage Skyrocket

At DataXu, we know that mobile is no longer just nice to have



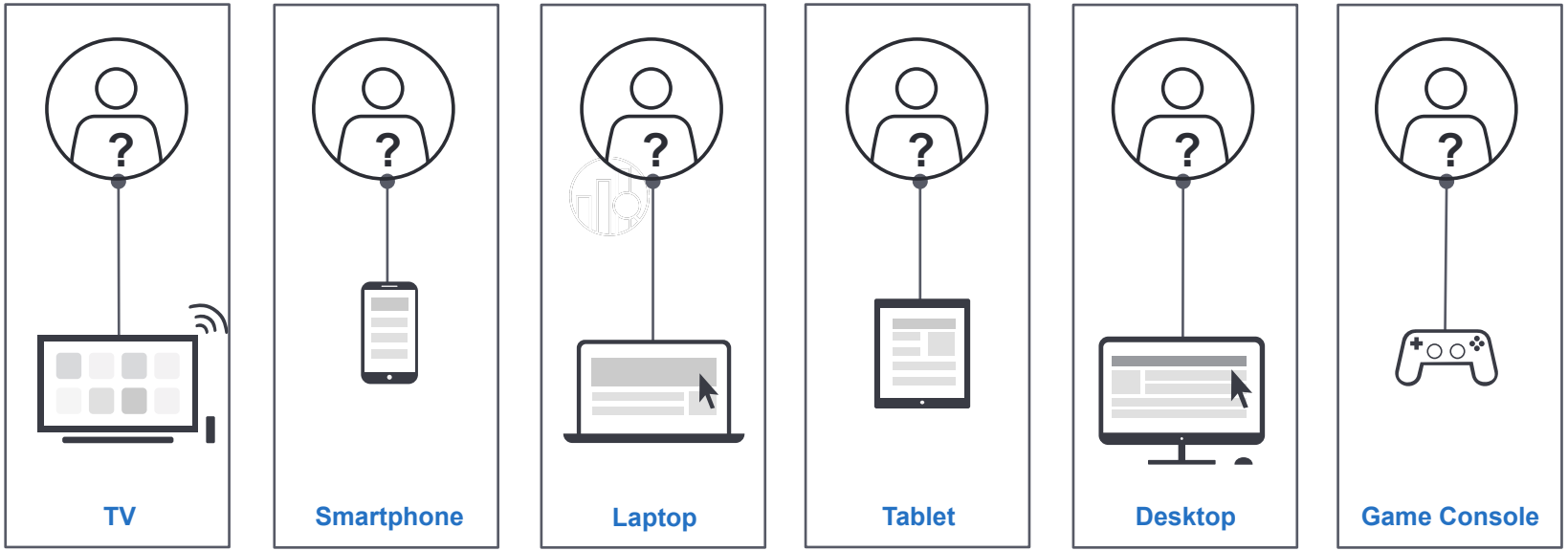
internal data

Multiple Touch-points Create a Deluge of Data



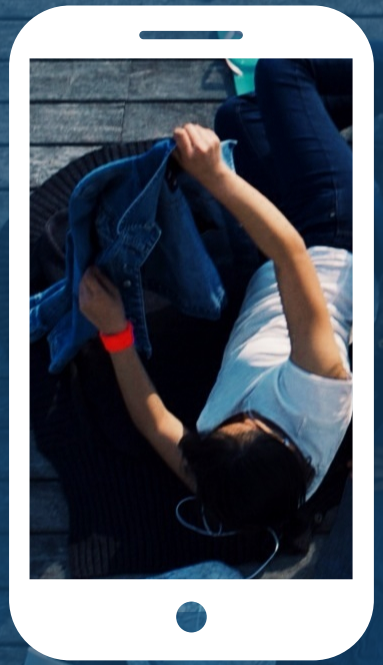
Causing Marketers to Lose Track of Consumers

All devices have different identifiers to the outside world and they don't talk to each other



Everything is siloed and can only be tracked and measured within that silo

Challenge: Reaching Mobile-First Consumers



37 different venues

5500-7500 shows per year

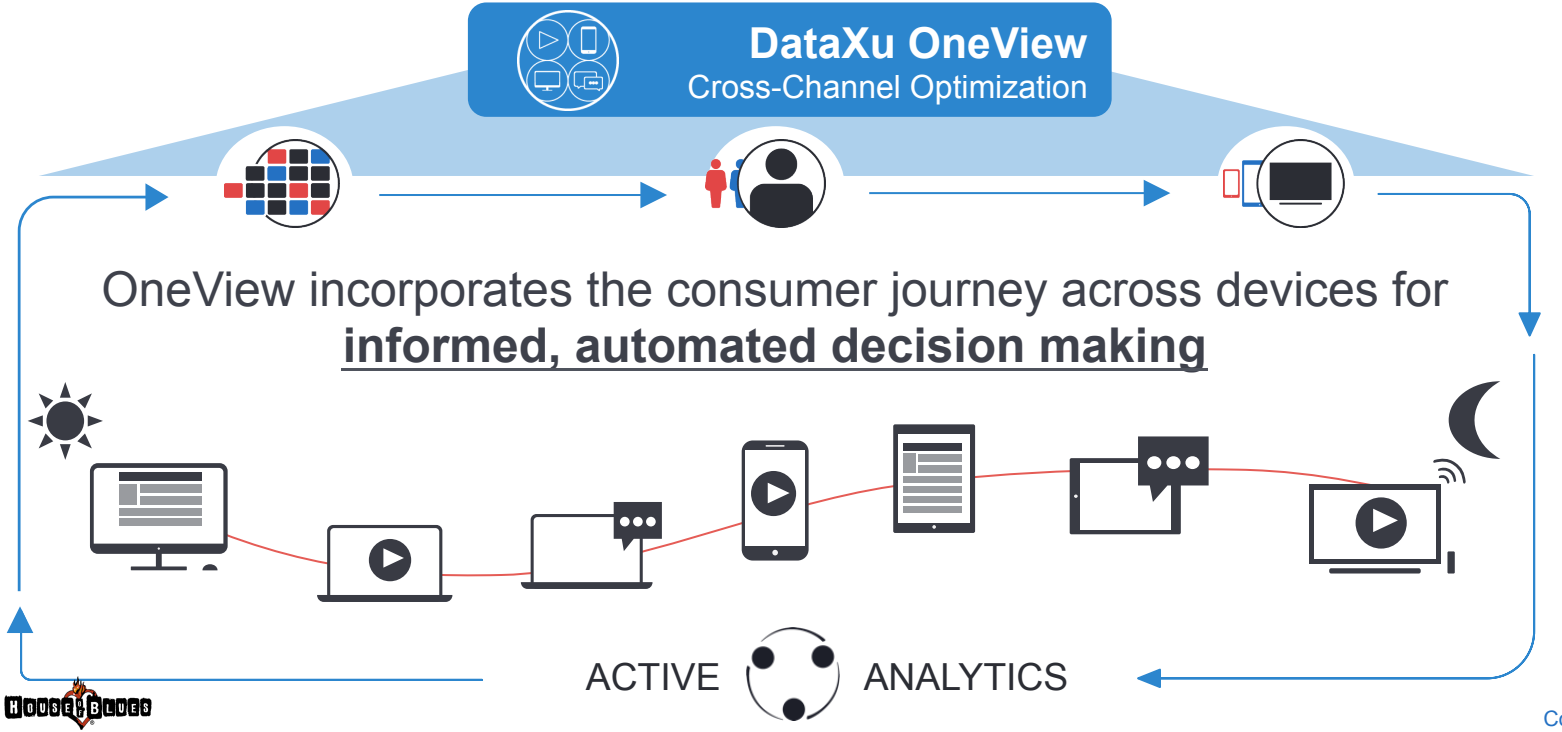
$30 The price of competition – everyday activities

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The Solution: Active Analytics Everywhere

Unified optimization across all channels and devices



Eliminate Device Silos and Reach the Consumer

OneView forms a holistic view of a person across their devices



Market to People, Not Cookies

Reach and measure audiences across all their devices

Measure Consumer Behavior Across Channels

Cross-device insights help to inform and attribute how your marketing is working



80+% of conversions from mobile campaigns happen on a desktop computer

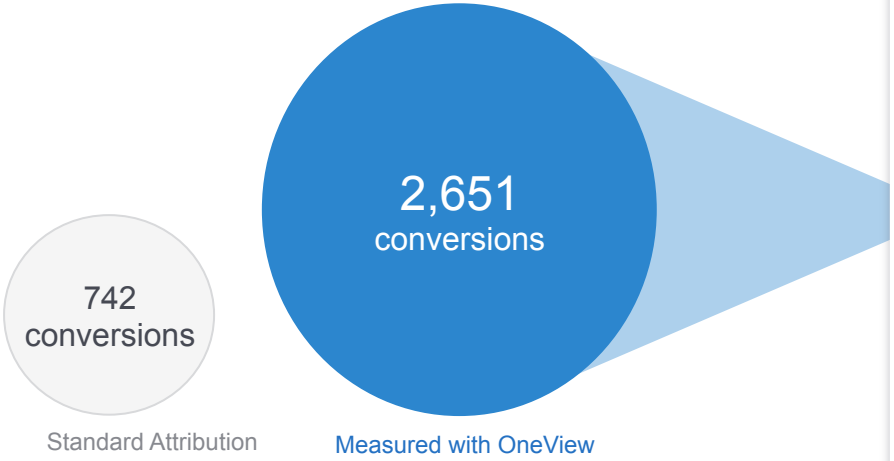
Source: DataXu OneView Beta test May 2015

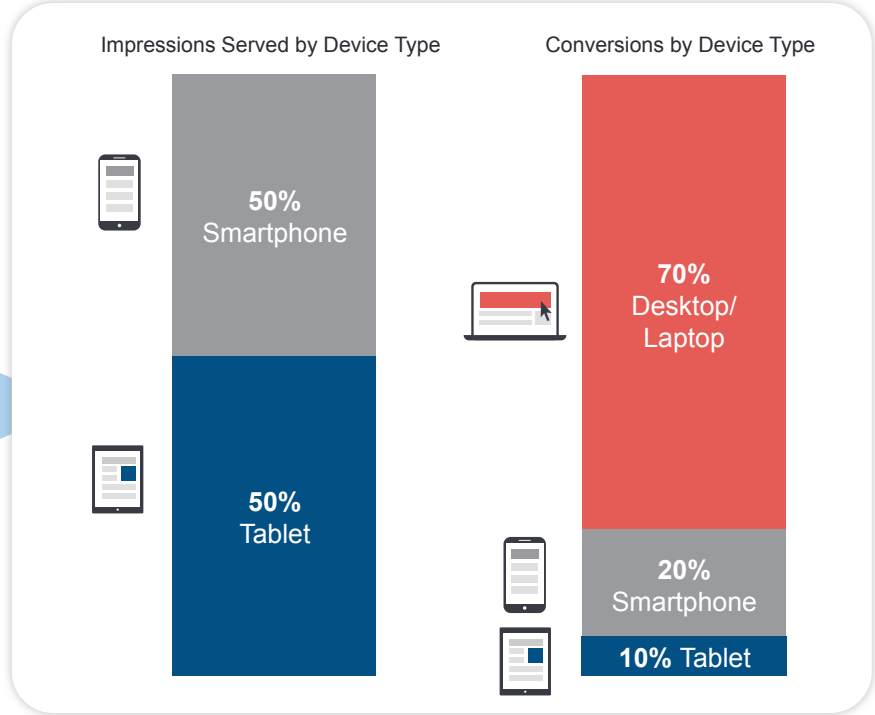
Conversion Visibility Improves with OneView

Gain insight into the consumer journey and the path to purchase

Results from a Consumer Technology Retailer

3x increase in attributed actions with OneView





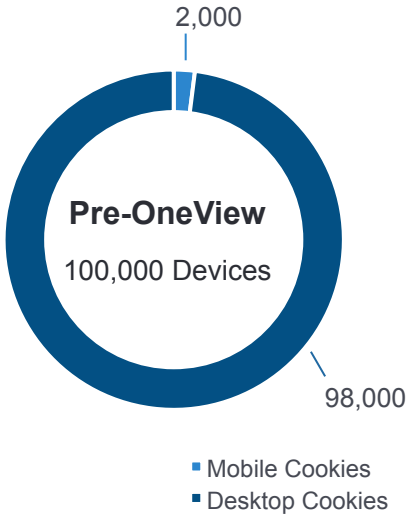
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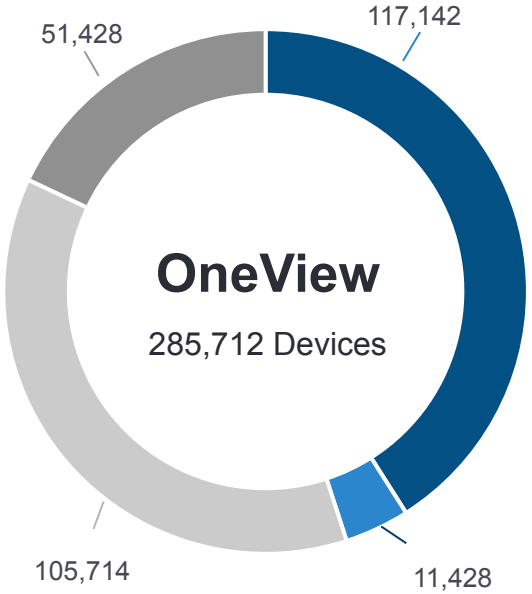
Consumer-Centric Targeting Increases Audience Reach and Scale

Targeting audiences beyond cookies increases addressable inventory and device reach

Sample Audience Segment: for a Beauty Retailer.







3x more devices reached

Source: DataXu OneView Beta test May 2015

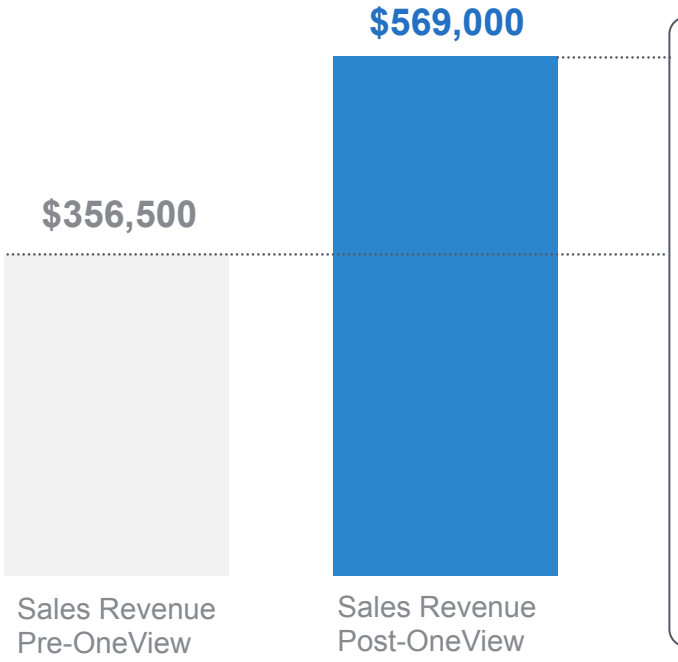
The True Value of Mobile for House of Blues

Utilizing DataXu cross-device targeting via OneView improved performance and the bottom line with the same investment

Increase from 15% in mobile allocation to 30%



Pre-OneView



…Increases revenues by 60%



Post-OneView

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Source: DataXu OneView Beta test May 2015



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How it works:
The DataXu Difference

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Methodology of the OneView Technology

The DataXu graph is founded on two core principles



Best-in-class Data

We curate data from multiple sources to provide clients with industry-leading cross-device data

- Sourced from multiple 3rd parties + DataXu
- Bring your own links



Privacy Safe

OneView Technology was built with privacy as top-of-mind

- Use only privacy safe identifiers
  Industry compliant opt-out

Leverage the Power and Scale of all Data Methods

Open and flexible graph allows you to select data policies based on your needs

Deterministic

The highest level of confidence data available with 100% accuracy. Limited scalability.

Rating Source:
Self-certified by graph provider

Example providers:Liveramp

Confidence Level
Reach & Scale:



High Precision

Curated probabilistic consumer level data that supports broad reach and scale. Always 3rd party verified at 90% accuracy or higher

Rating Source:
Nielsen or other independent measurement provider

Example providers: TapAd

Confidence Level
Reach & Scale:



Broad Reach

Maximize scale and reach on household level devices, such as connected TVs with 75+% confidence

Rating Source:
Self-certified by graph provider

Example providers: DataXu

Confidence Level
Reach & Scale:



Customer

Onboard valuable, proprietary data from your own customer base

Rating Source:
Customer provided

Example providers: CRM

Confidence Level
Reach & Scale:

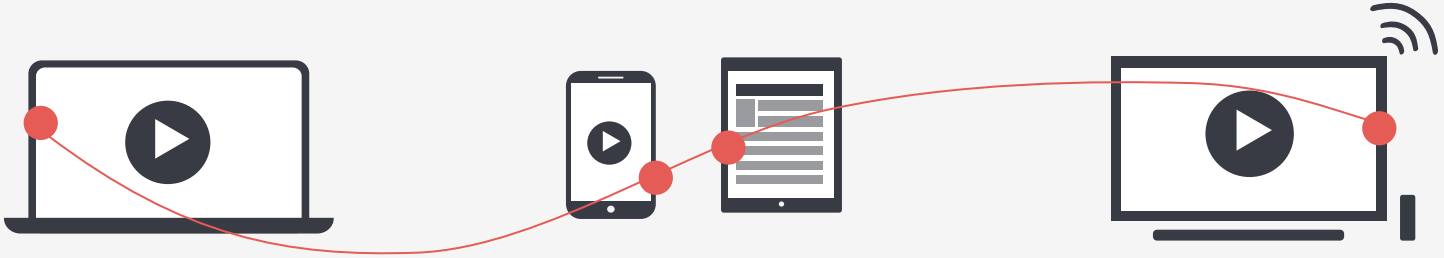


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* Deterministic data will be available in Q3/Q4

Example of Policy Usage

Empowering marketers with control to make informed targeting decisions



A conservative Financial Services company wants to manage the data policy for their cross device campaign

They want to target only consumer level data with 90+ % accuracy

They elect the *high precision policy*, which caters to brand needs and desire to protect consumer preferences

Example of the DataXu Linking Process

How the linking process works

OneView Graph

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Step 1

Bid Request 1

Cookie 1

HH ID 224

Bid Request 2

Device ID X

HH ID 224

Step 2

DataXu consolidates bid request data

Cookie: 1

Device ID: X

HH ID: 224

Step 3

Validates the data

Algorithms validate the data by analyzing signals such as frequency IDs and time of day

Step 4

Links the data to identify an individual



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