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# Mobile in the Media Mix

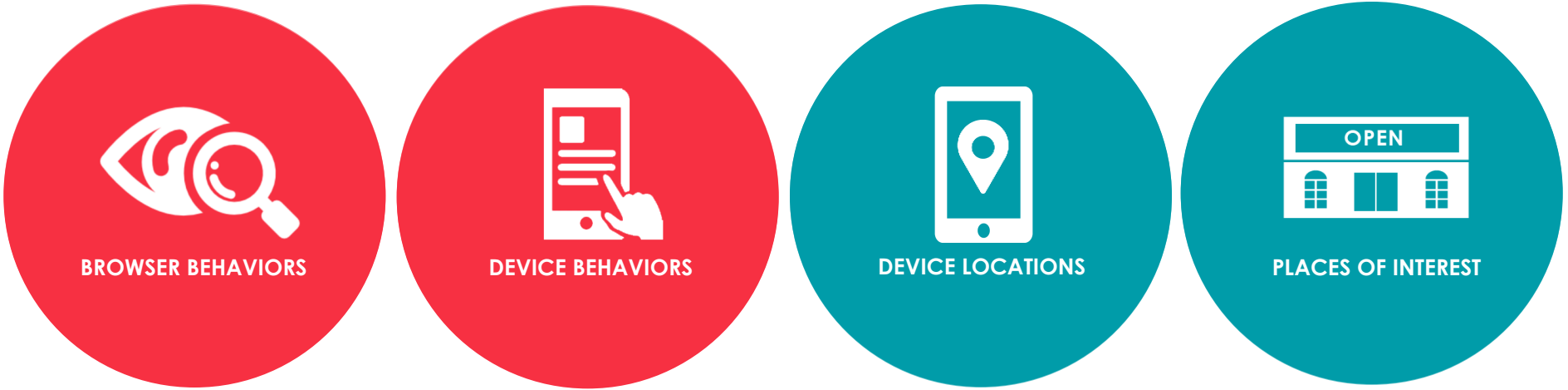
09.28.15



Dstillery is a pioneer in big data technology, translating a vast array of consumer behavioral data into digital intelligence for brands and media companies.

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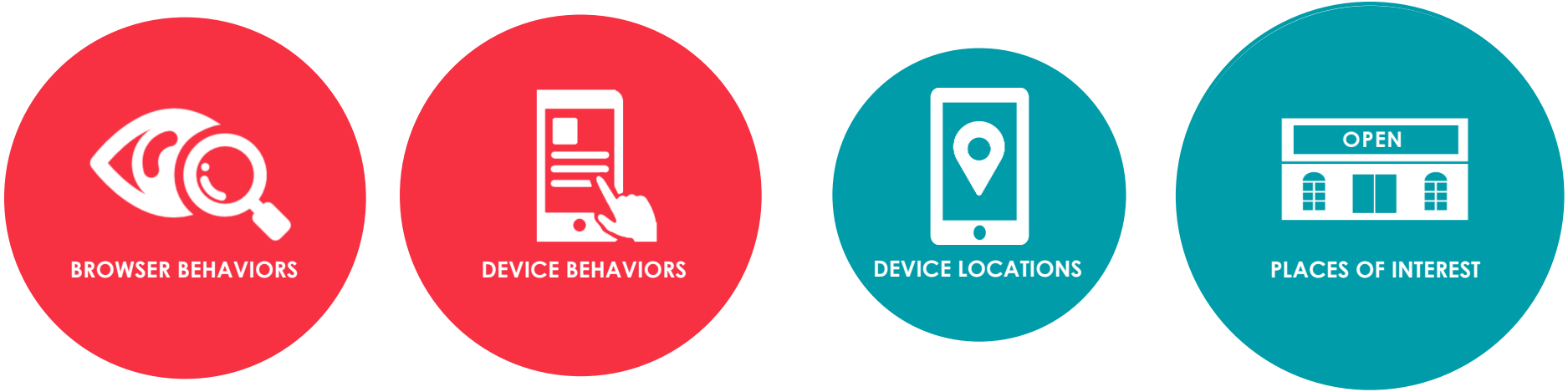
# The Dstillery Intelligence Engine






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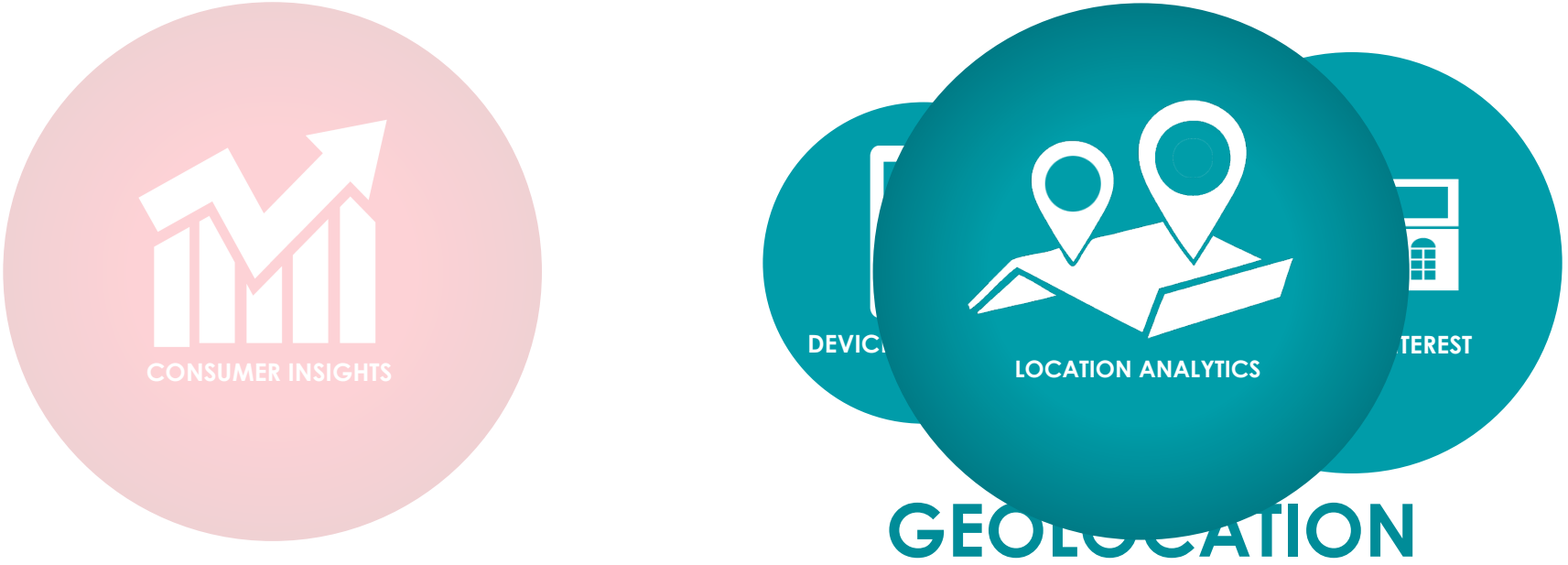







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# The Dstillery Intelligence Engine






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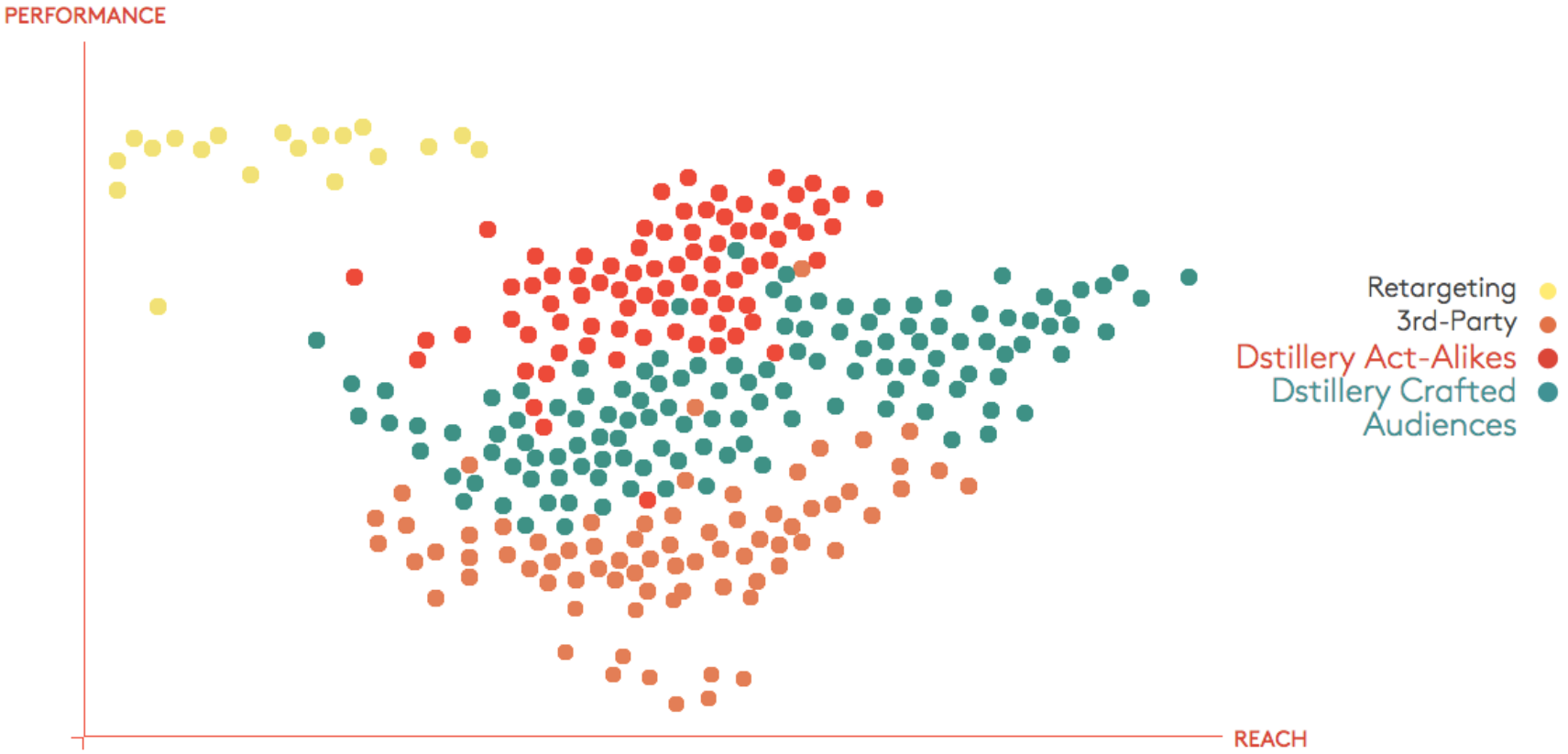
# Mobile In the Media Mix

*case studies*




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# Intelligent Audiences



# CPG: Brand Awareness

Cross-Device Display and Video

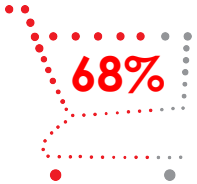
## GOAL

Drive awareness of a consumer good sold at a national convenience store chain.

## RESULTS




Completion Rate




Bought Products Multiple Times a Month

## HOW?



Audience Building Based on Locations Visited



Prospecting from Location Behavior



Video and Display Sequencing



Device Matching



Location Mapping



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# Retail: In-Store Purchases

Online Display Driving In-Store Sales

## GOAL

Drive both store visits and in-store purchases through a cross-channel display advertising campaign

## RESULTS

15,000 additional store visits, a staggering 34% increase, and a 5% bump in actual in-store purchases.

Dstillery and Placed successfully measured the impact of desktop on offline store visits and sales

## HOW?



Audience Building Based on Locations Visited



Prospecting from Location and Site Behavior



Device Matching



Location Mapping

Placed.



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# QSR:  Drive Millennials to the Store

Behavioral and Location Models and Cross-Device Delivery

## GOAL

Drive traffic to the store locator page of their web site as well as in-store traffic.

## RESULTS

111% increase in store visits and mobile click-through rate of 0.6% for store information

The store locator click-through was 65% above the industry average for the food and beverage industry.

## HOW?



Audience Building Based on Locations Visited



Prospecting from Location and Site Behavior



Device Matching



Location Mapping

Placed.



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# B2B Software:  New Real-Time Customers

Location Behavior and Cross-Device Delivery

## GOAL

Find relevant, new prospects during the Dreamforce event in real-time.

## RESULTS

Hundreds of highly qualified site visits and 22% of visitors clicked to explore deeper product information.

## HOW?



Audience Building Based on Locations Visited



Prospecting from Location Behavior



Device Matching



Location Mapping

# Telecom:  Mobile Targeting

Cross-Device Delivery and Provider Switching Measurement

## GOAL

Drive new customers to buy high-speed internet services.

## RESULTS

20% more ISP switching, 25% lift in desktop and 40% lift in tablet site visits.

Dstillery prospects 250% more likely to visit the brand's website.

## HOW?



Audience Building Based on Locations Visited



Prospecting from Location and Site Behavior



Device Matching



# Mobile Media Mix Workshop

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# Small Group Exercise

As a group, agree on an area that might benefit from adding mobile based audience and/or mobile media for an awareness campaign or to drive revenue.

Spend **20 minutes** answering the following questions:

- What vertical is your hypothetical brand in and what is the problem you are trying to solve?
- What solution(s) are the best?
- What are some obstacles to achieving the results?
- What changes with our media approach in the next 6 months?

We will report out findings – **5 minutes** per group.

# Solution Ideas...



Audience Building Based on Locations Visited



Prospecting from Location Behavior



Video and Display Sequencing



Prospecting from Site Behavior



Device Matching



Location Mapping

...and more

**Conclusion**

Mobile Matters in the Media Mix.

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*Lauren Moores*
*VP, Strategy*

# Thank You!