

SMoX RESULTS

April 2017

In partnership with:





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The greatest transformation in consumer behavior that we will see in our life time

How do we maximize the value of mobile in the mix?

How do we even give this question a chance?

Brands Need A Data Strategy That's In A League Of Its Own

by AdExchanger // Tuesday, April 18th, 2017 – 10:37 am

Ad Tech Is Butchering Your User Data

by AdExchanger // Thursday, January 5th, 2017 – 10:16 am



SMoX

Smart Mobile Cross Media Effectiveness Studies

SMoX is a global, industry-wide research initiative designed to help marketers figure out next gen marketing mix



SMoX Partners

Association of National Advertisers

ADVERTISING RESEARCH FOUNDATION

American Association of Advertising Agencies

MARKETING EVOLUTION

Allstate

MMA

SMoX: Overall Allstate Goals

1. Provide concrete evidence about the value of mobile in the mix
   - Quantify business impact
2. Dimensionalize the opportunity
3. Drive change - importance of MTA and integrated data measurement

MARKETING EVOLUTION Allstate MMA

Overview of Allstate approach

Brand Equity	Consideration	Acquisition
Drive unique reach and lift Allstate brand awareness	Increase consideration amongst prospects within relevant lifestages or priority markets and drive to Acquisition funnel stage	Drive efficient quotes and sales
High impact, high reach, high visibility brand placements	Target users within relevant lifestages with product-focused messaging to learn more about Allstate products	Target in-market prospects and current customers with DR-focused messaging

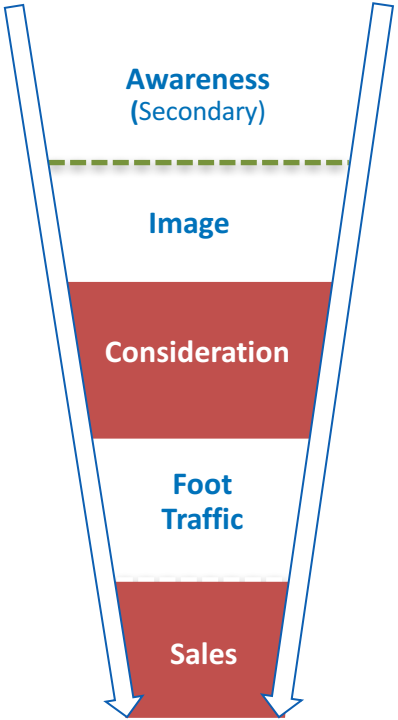
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Campaign overview

GOALS



MEASUREMENT PARAMETERS

TARGET:

18+ auto/home insurance

DATA COLLECTION

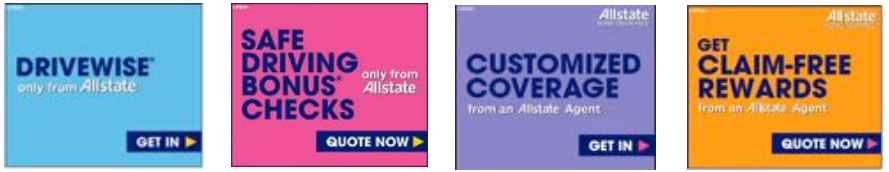
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2016

MEDIA AND CREATIVE

Traditional Media (TV, Radio, OOH, Print)
Digital Media (Desktop & Mobile)

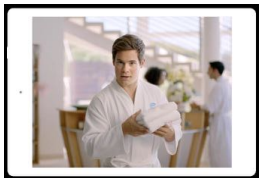
CREATIVE: Display (Desktop and Mobile)



MOBILE EXPANDED EXPERIENCES



VIDEO



EXPANDABLE INTERSTITIALS ANIMATED TKO

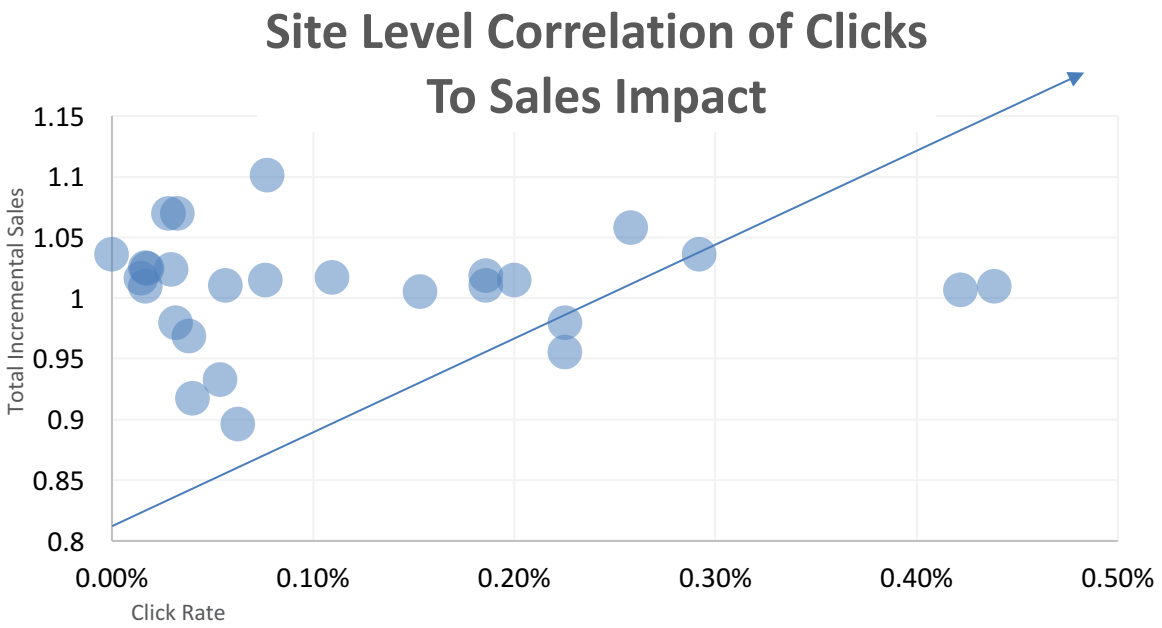
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KEY INSIGHTS

Kill the KPI:
Virtually no relationship between click thru and sales



Correlation = 0.2

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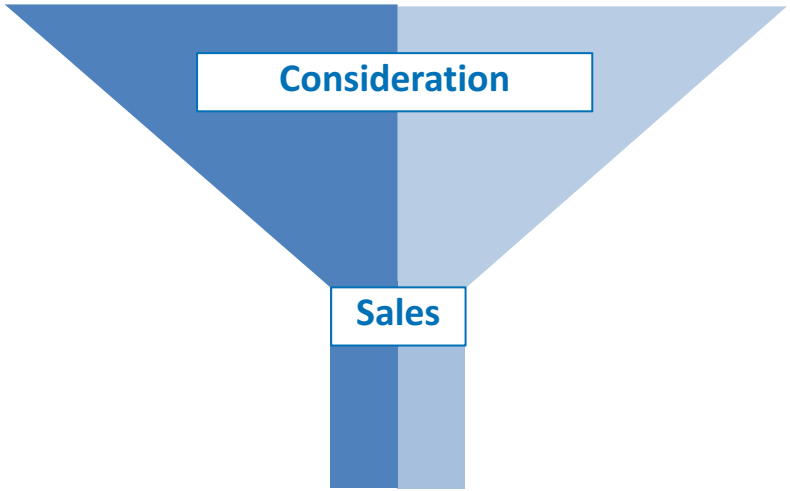
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Mobile toolkit drove results across the funnel.

Video and Audio: efficient drivers of consideration

Targeted Display: efficient way to “close the deal”



	Overall Campaign Average	Mobile Display	Mobile Audio	Mobile Video
Consideration	100	74	132	185
Sales	100	112	98	76

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Video: targeting shows a tremendous increase in cost efficiency

	Consideration / $ Spent
+ Behavioral targeting	320
+ Contextual targeting	191
No targeting video	100

*Index is based on Number of people who became more likely to consider Allstate / $ spent

Banners: animated takeovers and expandable video more cost effective compared to standard display units and interstitials

	Consideration / $ Spent
Animated TKO	134
Expandable video**	122
Standard Banner	100
Interstitial	70

*Index is based on Number of people who became more likely to consider Allstate / $ spent
** Banner with tap to expand video

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Banners: behavioral targeting, followed by re-targeting and location targeting are efficiency multipliers

	Incremental Sales / $ Spent
+ Behavioral	272
+ Retargeting	210
+ Location	198
+ Contextual targeting	111
No targeting display	100

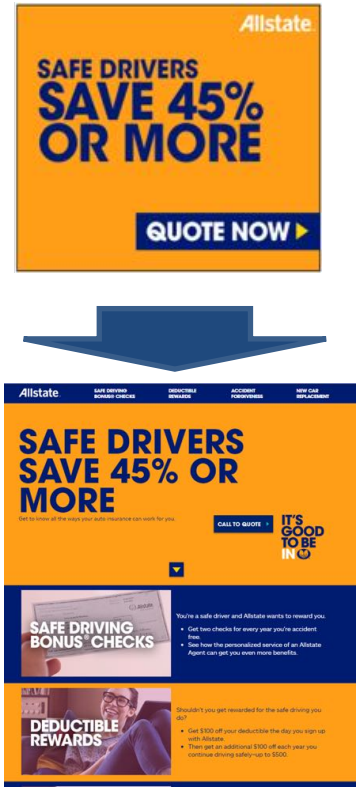
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What we learned for Mobile targeting

1. Ad server data was previously used to measure conversions from mobile to desktop
2. Cross device loss, not consistent across publishers
3. Unified data needed for correct attribution



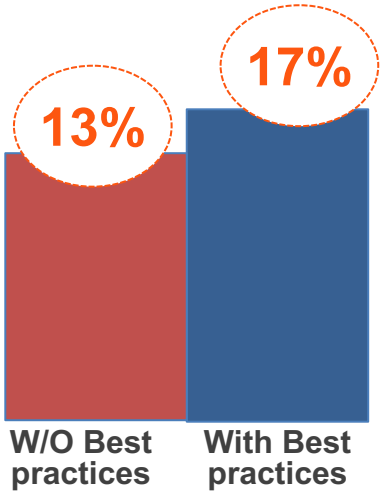
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Mix: Optimizing within mobile and better leveraging creative would further improve mobile impact

Mobile In-App and Behavioral Targeting should be leveraged further, given their efficiency



OPTIMAL ALLOCATION OF MOBILE

Improvements in mobile allocation and creative will further boost performance



INCREMENTAL SALES

Incremental performance is calculated vs scenario of no mobile in the mix

What SMoX is telling us

- Data and attribution strategy is a critical prerequisite
- We see opportunities to further optimize our mobile mix in terms of formats (increase video) sub-formats (length, ad units) and targeting
- SMoX validates that Targeting is a major multiplier (2x-3x) in our category
- Behavioral and retargeting were sure bets, but SMoX tells us that Location Based Targeting also operates like an extension of Behavioral Targeting
- Contextual targeting worked for upper funnel but not for sales
- Mobile optimized allocation: 17% of total mix if best practices are applied.

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Thank You!

Seizing the Mobile Opportunity

Mobile Marketing Association

Here to lead the greatest transformation in marketing we'll see in our generation