


# 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?

# Data Is Still The Trump Card For Driving Business Growth

by AdExchanger // Friday, January 6th, 2017 – 9:08 am

# Ad Tech Is Butchering Your User Data

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













DSP$_{16}$

**Device Graph$_2$**

DATA

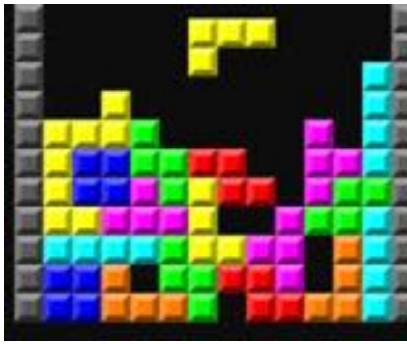
**Device Graph**



DSP$_{17}$

**Device Graph$_3$**

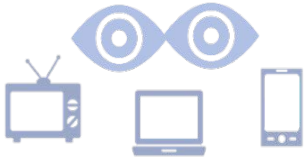
DATA



DSP$_1$ DATA

DSP$_2$ DATA

DSP$_{3\text{-}15}$ DATA







DATA

DATA DATA

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Onboarding



Onboarding$_2$



Onboardi



Data Management Platform$_1$

Data Management Platform$_2$

Data Management Platform$_{3,4,5}$

Individual Management Platform

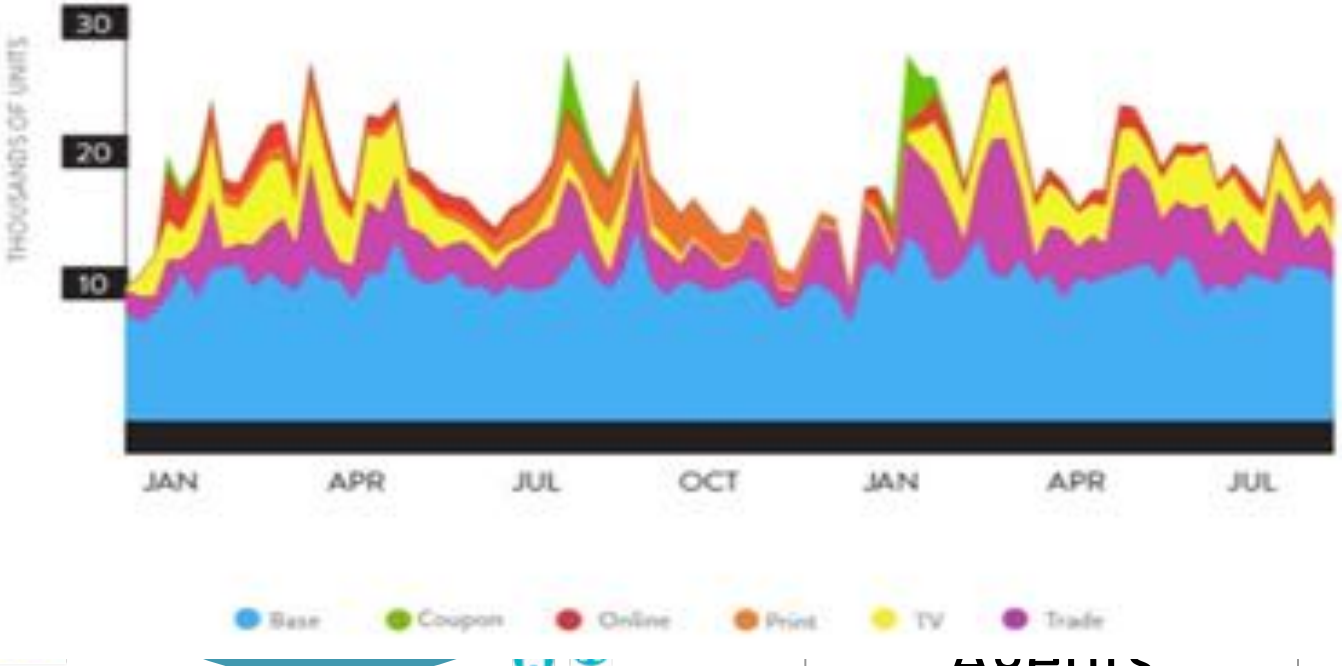
Individual Management Platform$_2$

# Omni-channel

Call Cente







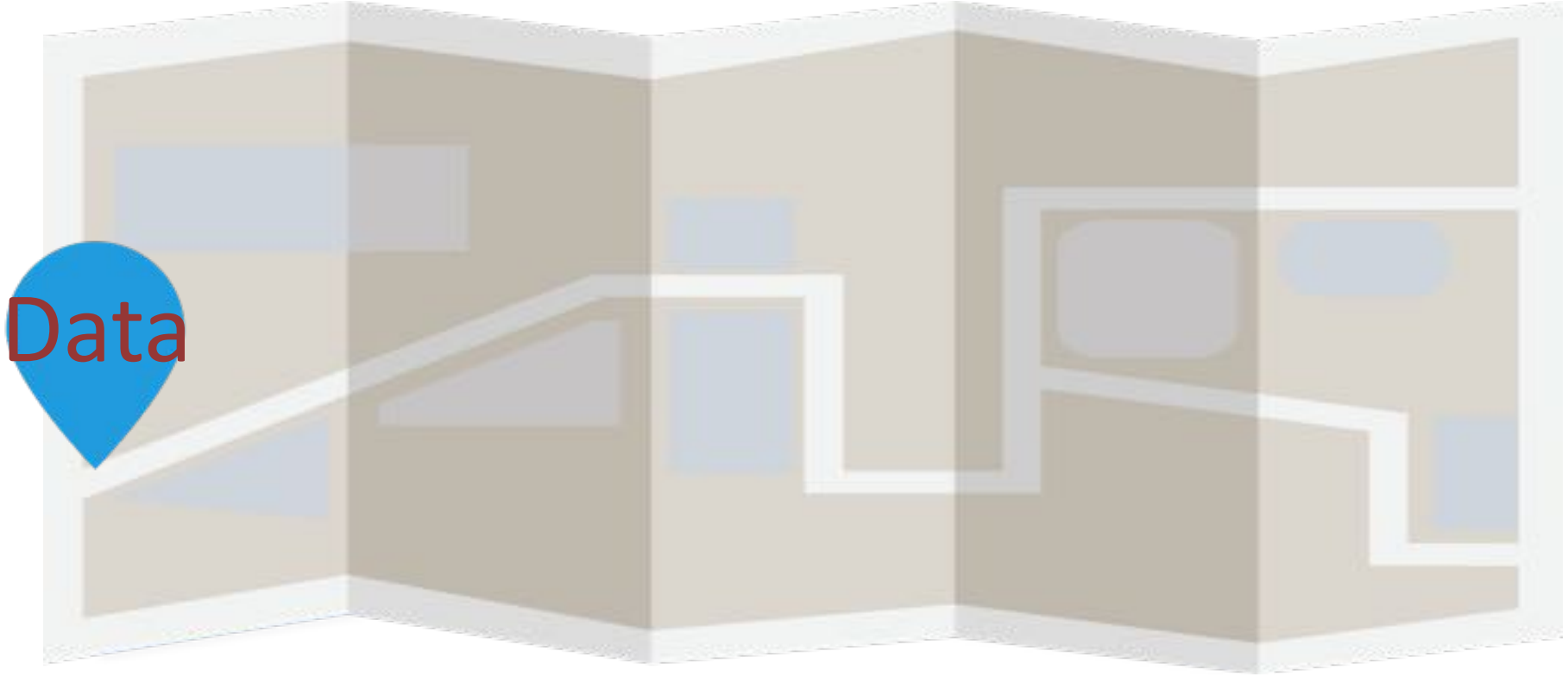




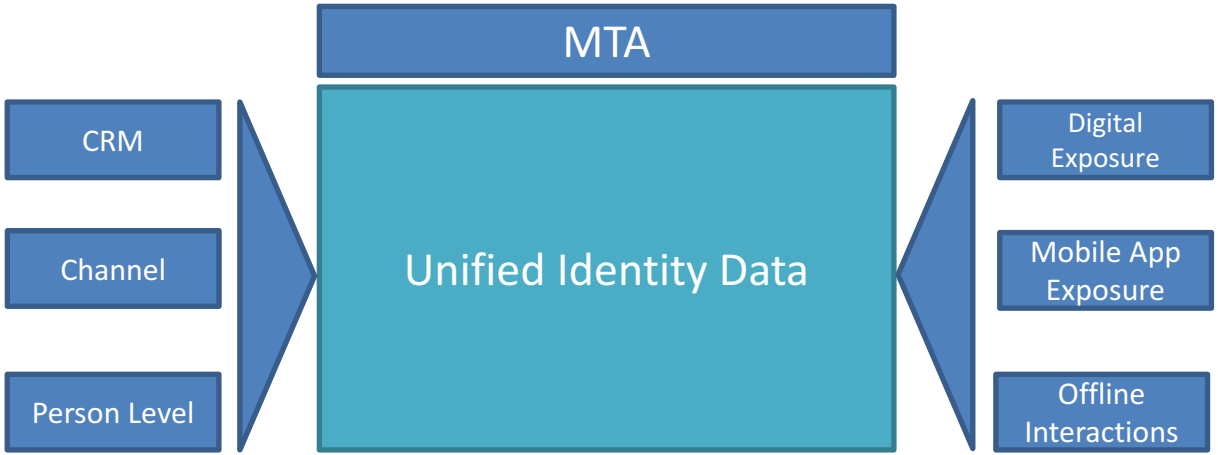

Agents


How is Mobile working?

# The path to Mobile insights starts here



# Give Mobile a chance: Unify the data, then add MTA




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# 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

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# SMoX approach is based on person level data

**Exposure to Advertising Media**






**Who you are and other context variables**
(where you are, have you purchased before, time of the day, weather, etc)



**Outcomes**

Did your opinion change?
Did you go to the store?
Did you buy?
Did you …?

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# 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

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# 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 |

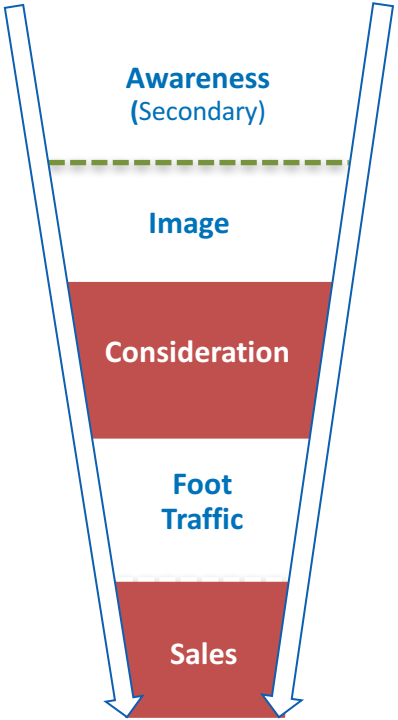
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# Campaign overview

## GOALS




## MEASUREMENT PARAMETERS

*TARGET:*

18+ auto/home insurance

*DATA COLLECTION*

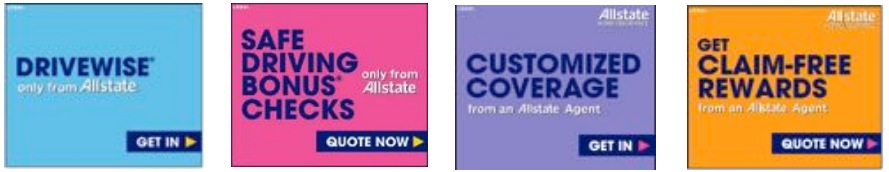
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*2016*

## MEDIA AND CREATIVE

Traditional Media (TV, Radio, OOH, Print): 59%
Digital Media (Desktop & Mobile): 41%

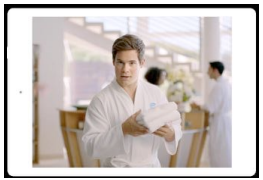
CREATIVE: Display (Desktop and Mobile)




MOBILE EXPANDED EXPERIENCES




VIDEO



EXPANDABLE INTERSTITIALS ANIMATED TKO

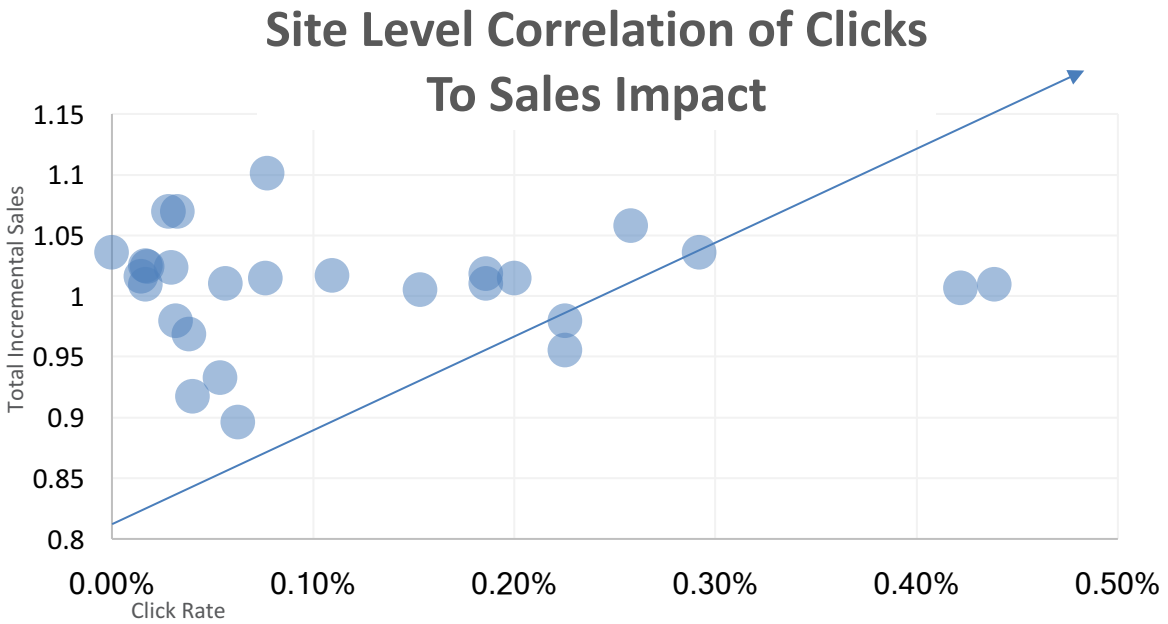
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# KEY INSIGHTS

# Fact:
# Virtually no relationship between click thru and sales




**Correlation = 0.2**

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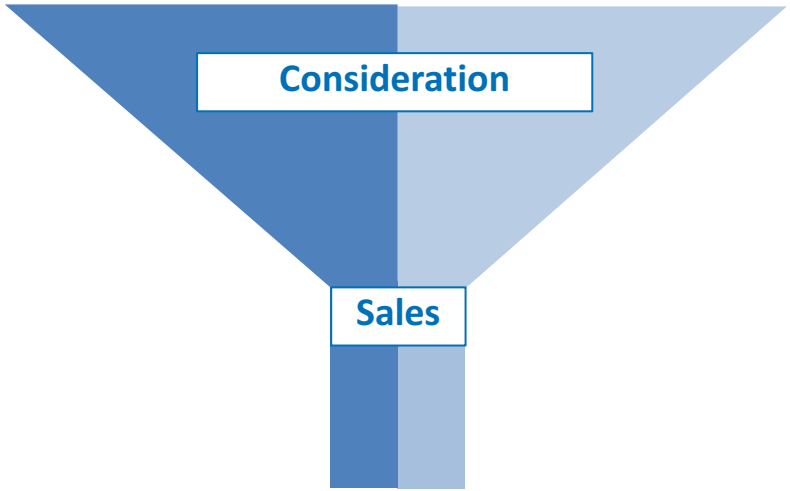
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# Mobile toolkit drove results across the funnel.

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 |

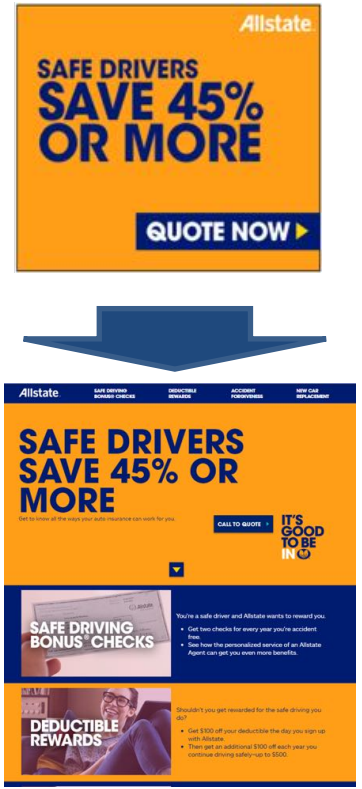
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# What we learned for location targeting

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



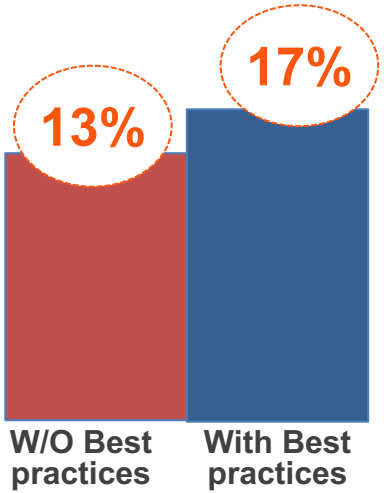

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# Mix: Optimizing within mobile and better leveraging creative would further improve mobile impact

**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