MARKETING LEADERSHIP FORUM

MMA

#MMAF2016



Mobile: It's Personal!



REX BRIGGS

Founder and CEO
Marketing Evolution

MARKETING LEADERSHIP FORUM

MMA #MMAF2016

Now It’s Personal

Based on a $2 million, 3-year research initiative

Rex Briggs
CEO & Founder
Marketing Evolution
Rex@marketingevolution.com

Today's Discussion

1. What We Know From SMoX
2. Unpack SMoX Results
3. Discuss What Evolution To Person Centric Data Analysis Reveals
4. Explain How You Can Benefit From The Evolution
5. SMoX Next Steps
6. Q&A With Audience

1. What We Know From



SMoX.me = Smart Mobile Cross Marketing Effectiveness Studies

SMoX: Industry Consortium Coming together to understand business value of Mobile in advertising Mix



5 Brands

at&t

MasterCard

Walmart

Coca-Cola



4 Countries



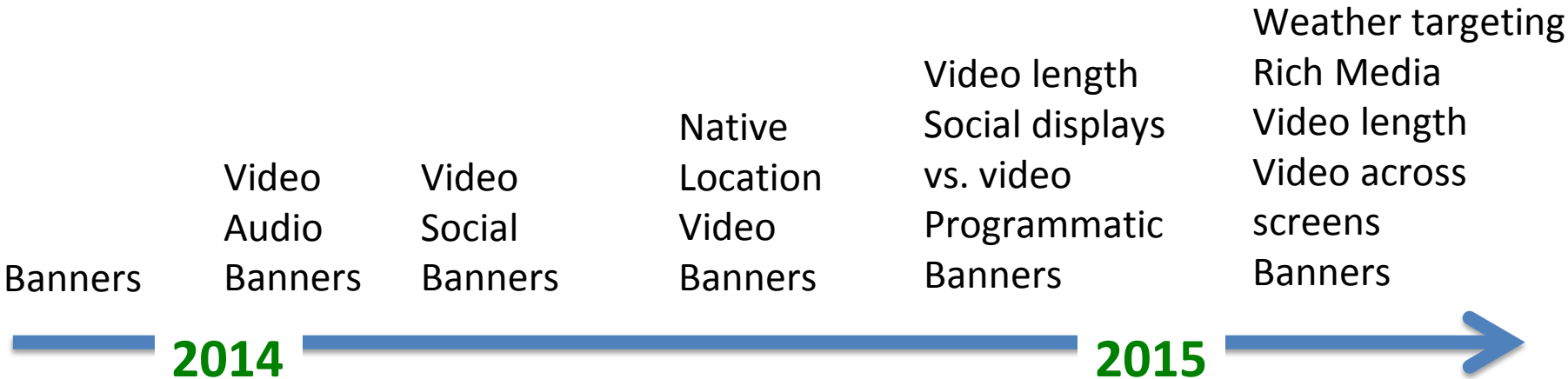
MMA

Variety of media in each campaign mix

	at&t	MasterCard	Walmart	Coca-Cola	Coca-Cola 可口可乐	Coca-Cola Brasil	Coca-Cola [1]
TV	✓	✓	✓	✓	✓	✓	✓
Print	✓	✓		✓			
Internet	✓	✓	✓	✓	✓	✓	✓
FSI			✓				
Cinema						✓	✓
Social		✓				✓	✓
OOH				✓	✓	✓	✓
Mobile	Display	Display, video, social	Display, video, native, location	Display, audio, video social	Display, video, social	Display, video, social	Display, video, social

1 Study not public yet

A growing body of detailed ROI insights:



Source: Learning Agenda from SMoX Studies

Exec Summary: What Have We Learned From SMoX?

1. Mobile works across the purchase funnel through to sales – that's now proven globally

2. There is lots to get right; and its different from *plain-old* digital (video, native, location)

3. First mover has real competitive advantage

What do we know – SMoX

Campaign Information					Change in Campaign Due to Mobile	
					Impact on Campaign just as Brand Executed Mobilei	
Company (Brand)	Country of Study	Overall Campaign Goal & Optimization	All Media in Campaign	Mobile Formats in Mobile Portion of Campaign	Optimized % of Mobile in Mix vs. Total Budgetiii	Boost in Overall Campaign Perf.iv
AT&T (MotoX)	U.S.	Awareness	TV Print Desktop	Display	16% →	+12%
MasterCard	U.S.	Image *("MC is good card to use when traveling")*	TV Print Desktop Social	Display Video Social	8% →	+7%
Walmart (Back-to-School Grocery)	U.S.	Purchase Intent & Sales	TV FSI Desktop	Display Native Social Location Targeting	11% →	+6%
Coca-Cola Co. (Gold Peak Tea)	US	Awareness, Image, & Sales	TV Print OOH Desktop	Display Audio Video	10% →	+4%
Coca-Cola Co. (Red Can)	China	Sales	TV OOH Desktop	Display Video Social	8% →	+7%

i Assumes that overall campaign budget is optimized without making any changes in terms of how mobile mix was allocated
ii Assumes that overall campaign budget is optimized and best practices are used to further improve the performance of mobile

In Summary – SMoX Proves:

	Allocation to Mobile in the Mix, when mobile is done right	Produces an Increase in Brand Metrics	Produces an Increase in Sales or Profit of:
All Studies to Date	**12% to 20%**	**+/-17%**	**7% to 16%**

2. Unpack Results

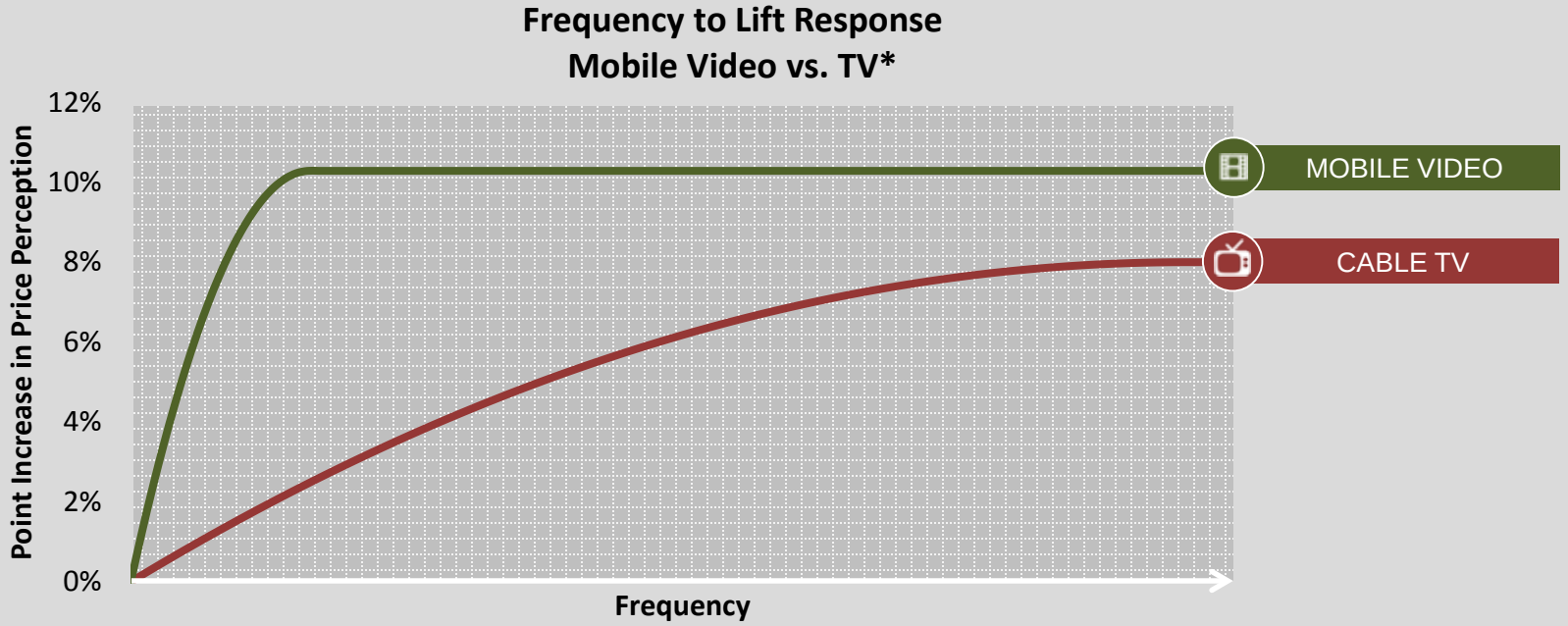
Consider what we are measuring:

- What they see
- When
- Where
- Who
- Why

2. Unpack Results
The mobile toolkit to improve results

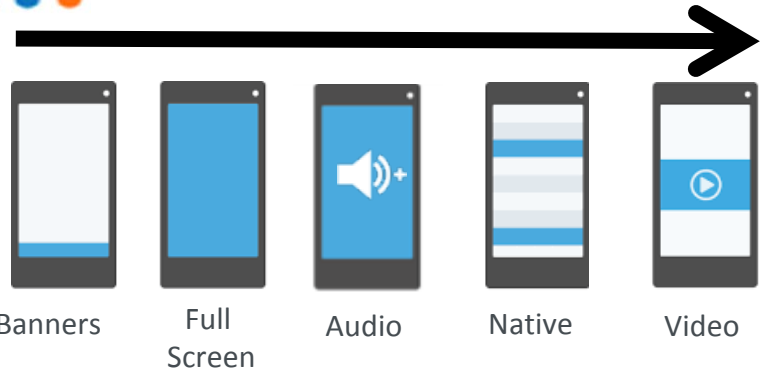
FORMATS	CHANNELS	TARGETING	CREATIVE
Audio Video Display Rich Media Native Coupons	Websites Apps Push SMS/MMS Social Search Email	Audience Context Day part Location Weather Programmatic	Dynamic Integrated Closed loop to payment

With the same creative, Mobile Video had more impact than video on other platforms

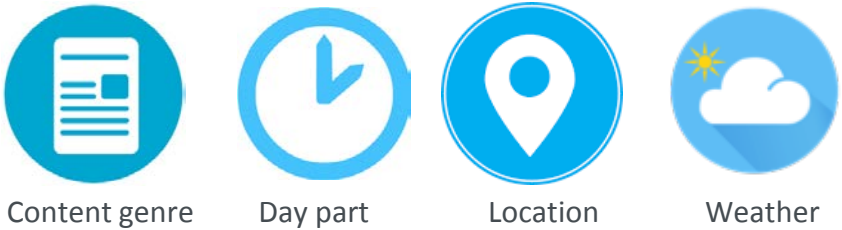


rce: Walmart SC Survey; Data Collected from: 8/4-9/28

Two examples:







1. More engaging formats are also more expensive. Do they justify their premium?

2. What is the value of targeting in mobile?

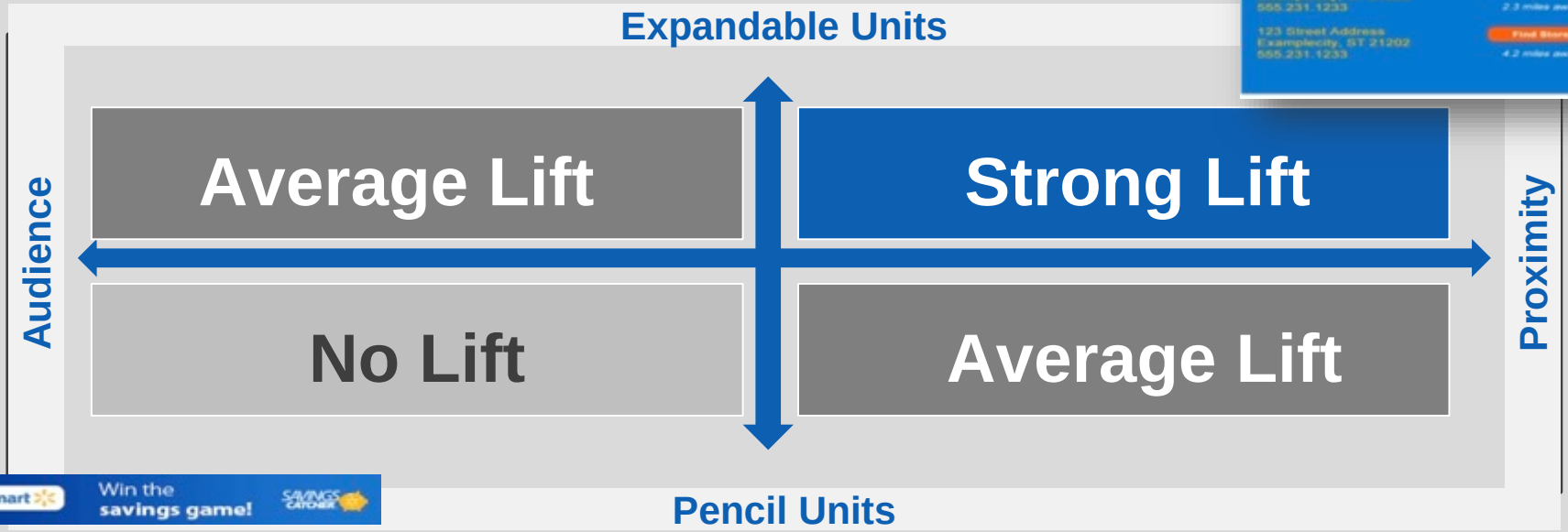
Depending on the category, Context Targeting can also add significant value

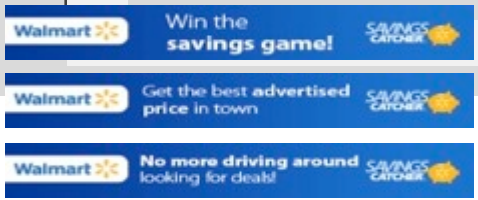
	Day of the week*	Time of Day**
With targeting	130	1290
Without targeting	100	100

Weekday vs. Weekend targeting
Time of the day targeting for industry with Strong Time of Day Dynamic

Proximity targeting + expandable units = strongest lifts in foot traffic



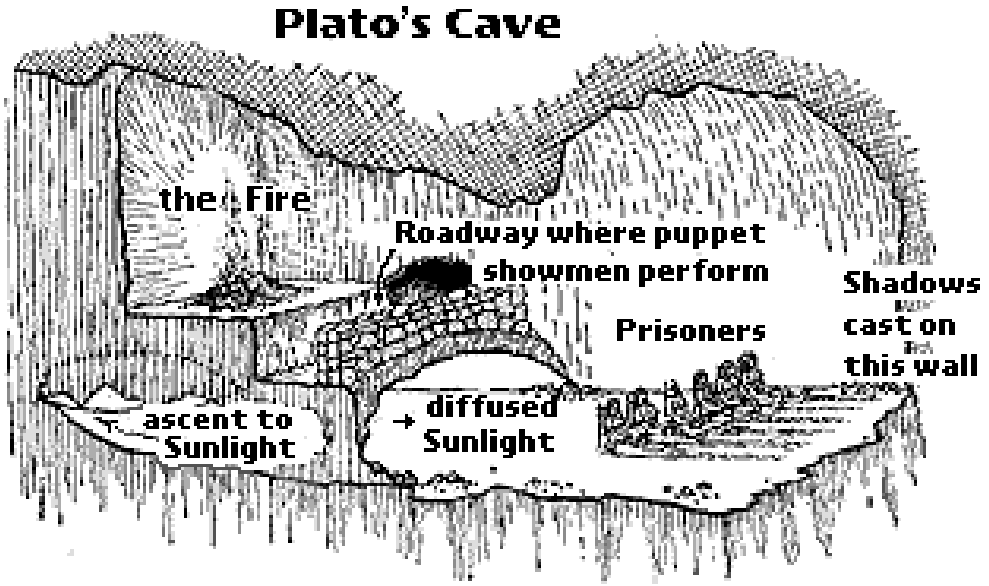




* Statistical significance at 95%

Sources: Walmart Savings Catcher – Combined Publisher report; Walmart Savings Catcher Sub-Segment Performance Findings on in-store purchase behavior to come

- What they see
- When
- Where
- Who
- Why



3. The Fundamental Disruption:

20% more likely to buy

Women



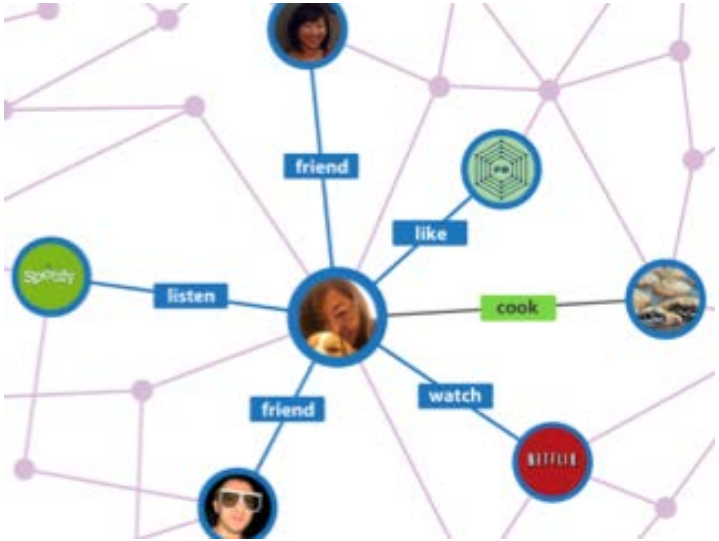
Men

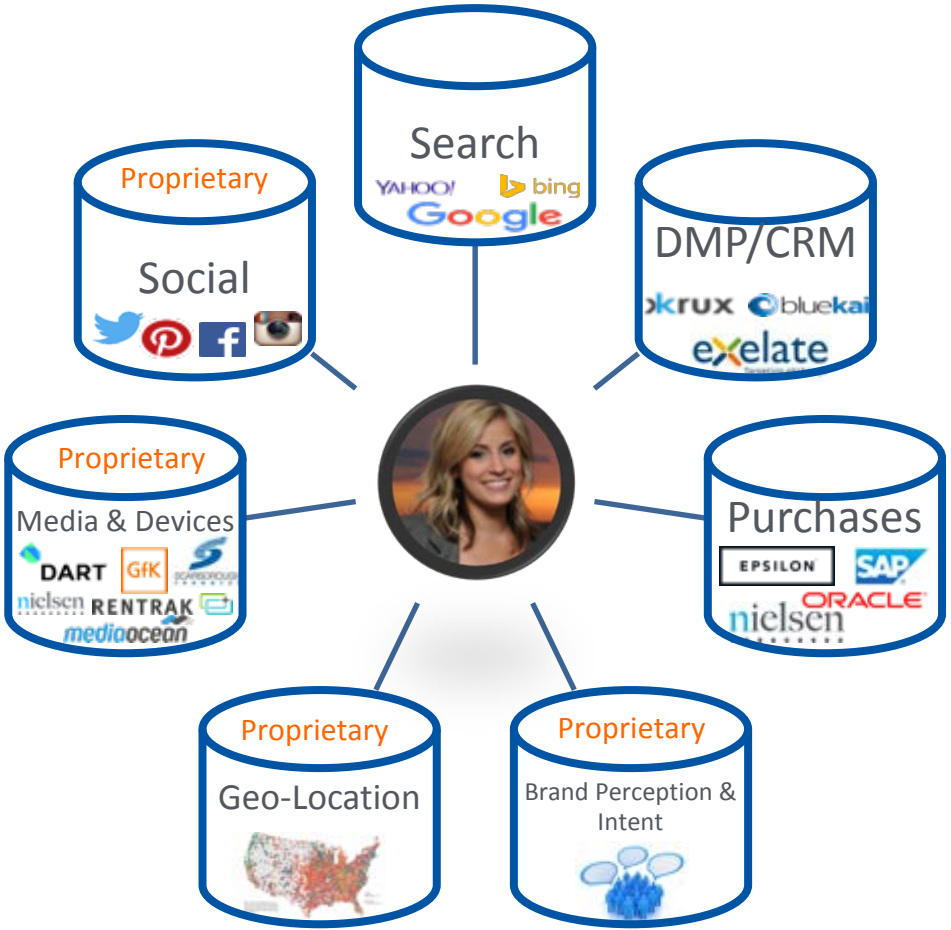




Sales Trend

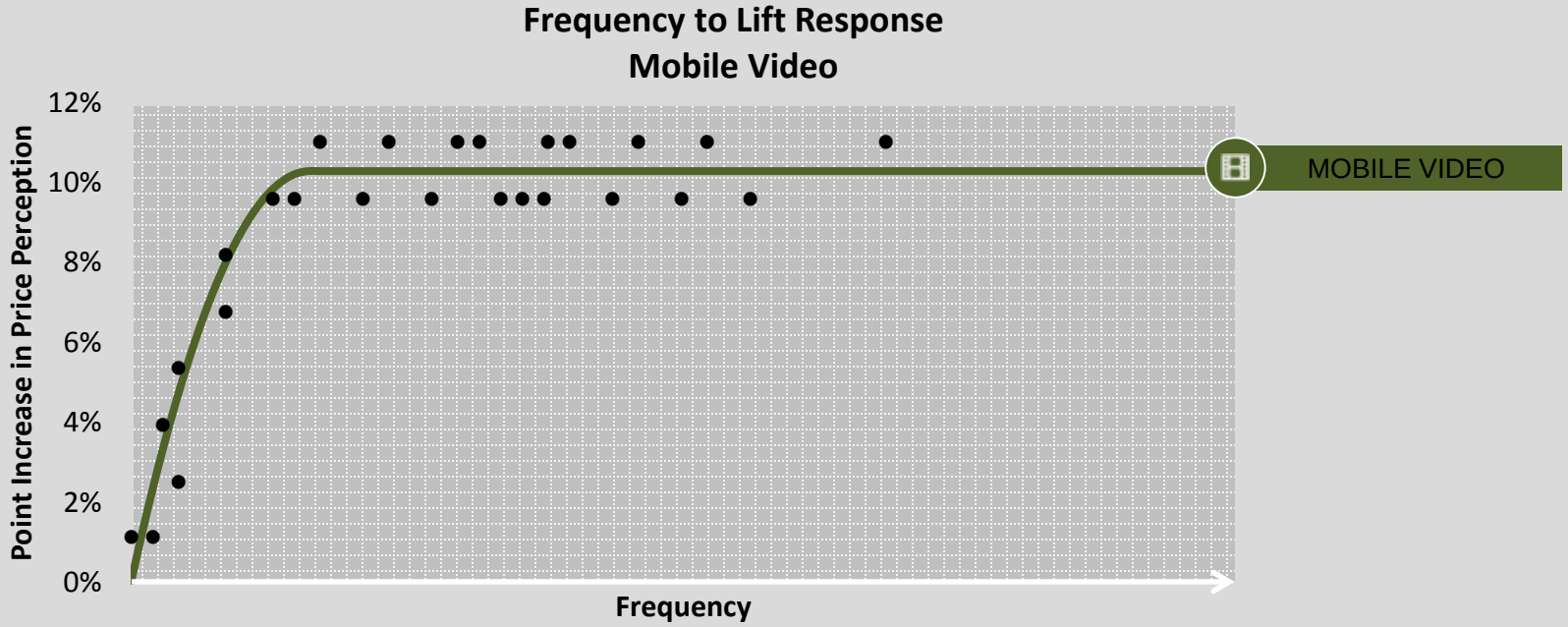
The Graph Schema





Revisiting The Finding

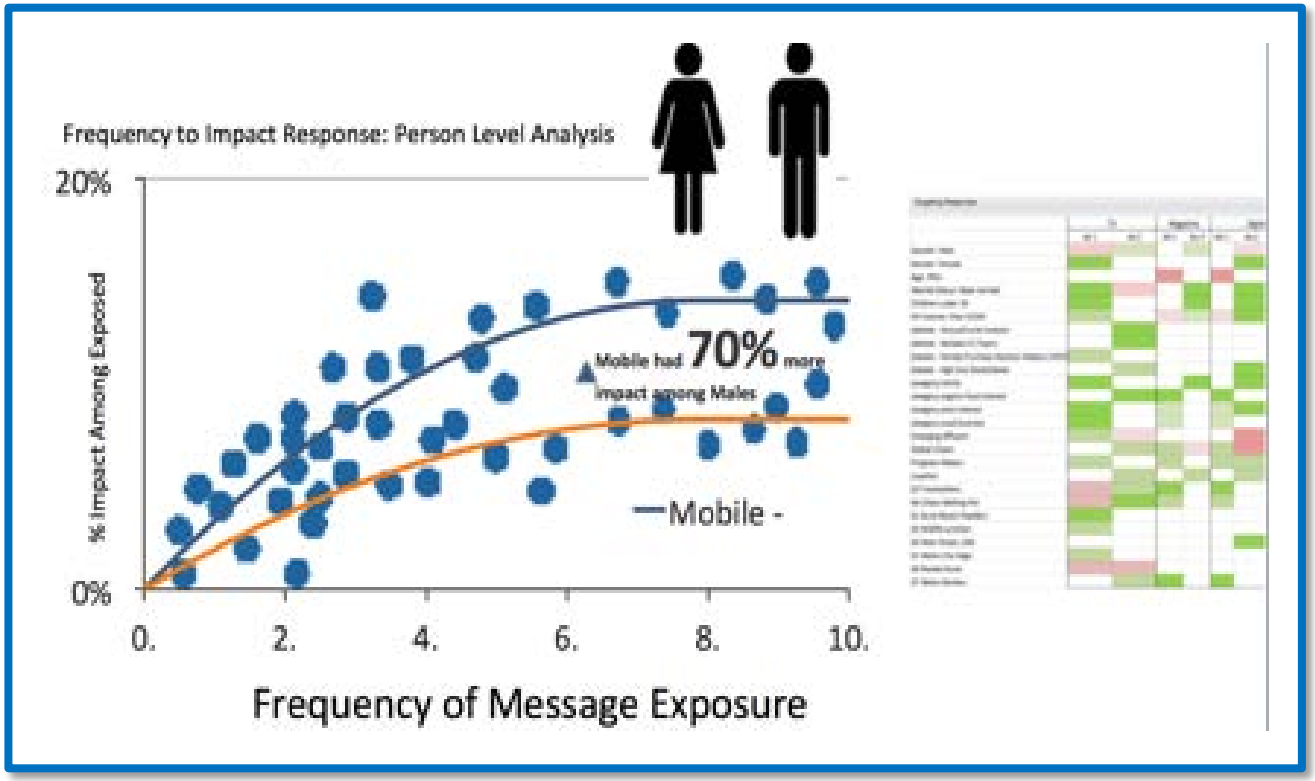
"Mobile Video had more impact than video on other platforms"



Source: Walmart SC Survey; Data Collected from: 8/4-9/28

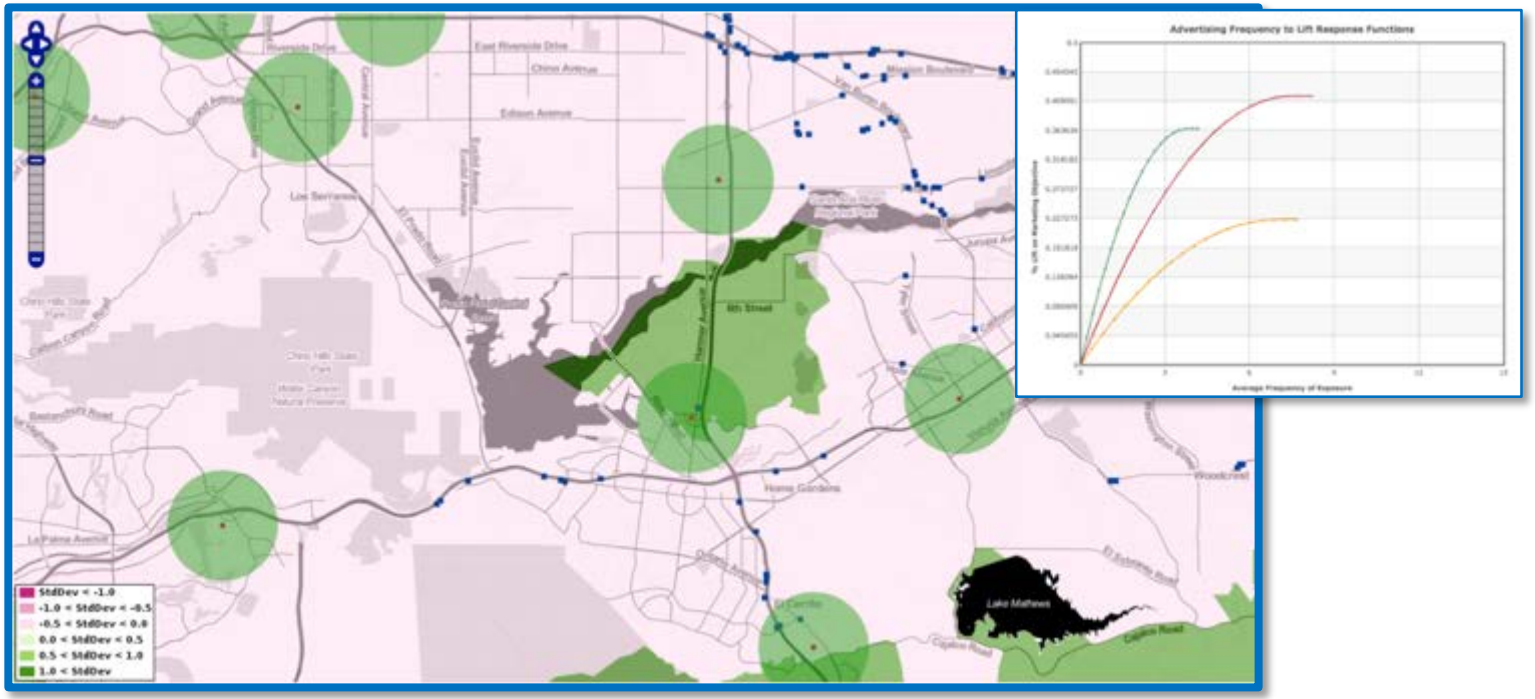
Data points illustrative of a person-based scatter chart from which the Frequency to Lift Response Function is calculated

SMoX

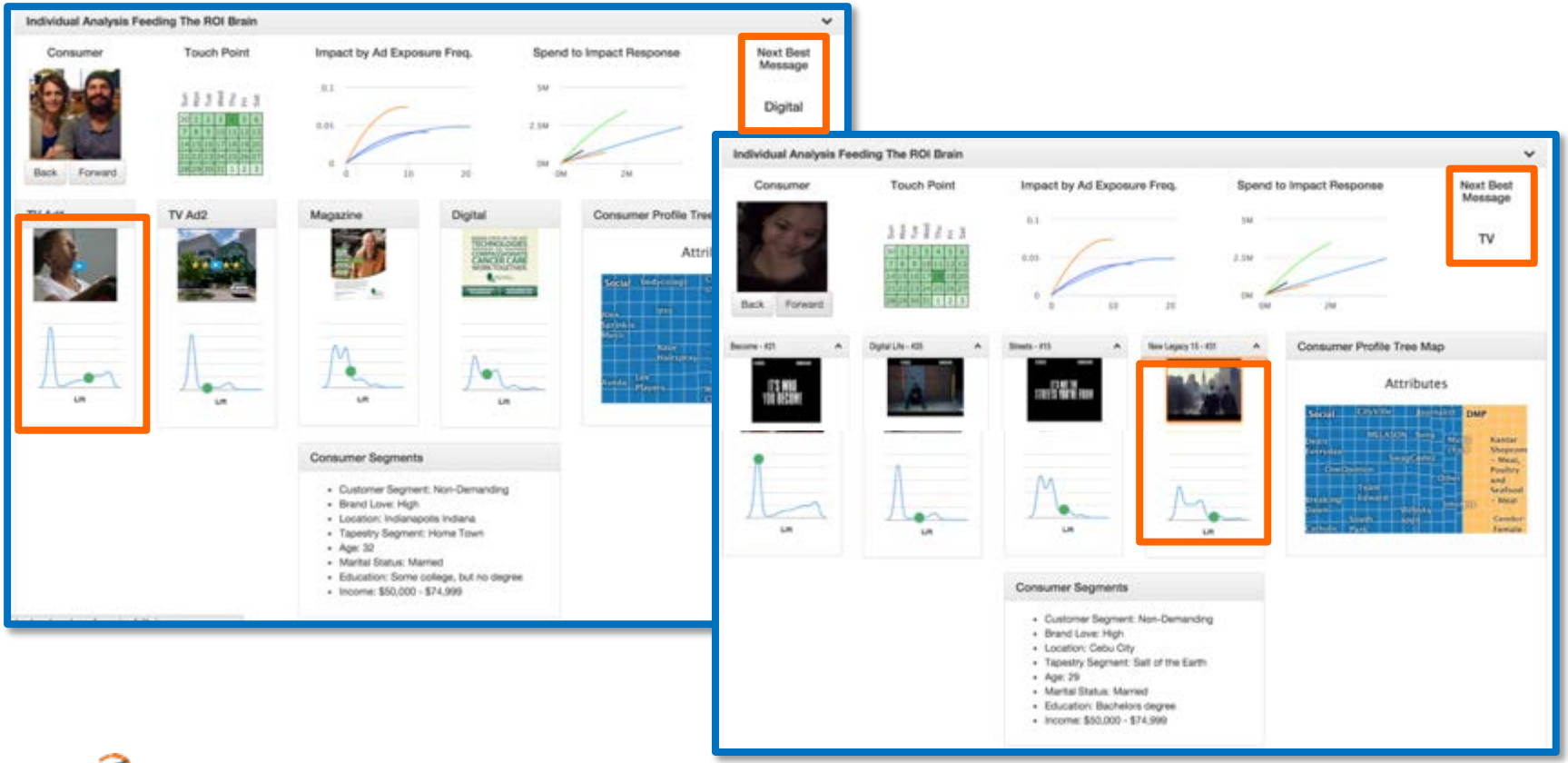

Frequency to Impact Response: Person Level Analysis
20%
0%
% Impact Among Exposed
Mobile had 70% more
impact among Males
Mobile -
0.
2.
4.
6.
8.
10.
Frequency of Message Exposure



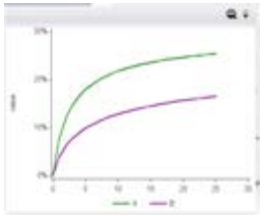
Local & National Targeting



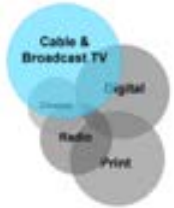
Personal Message & Media Mix

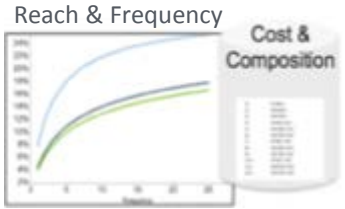


Combined Digital & Traditional Media Optimization











Programmatic connection

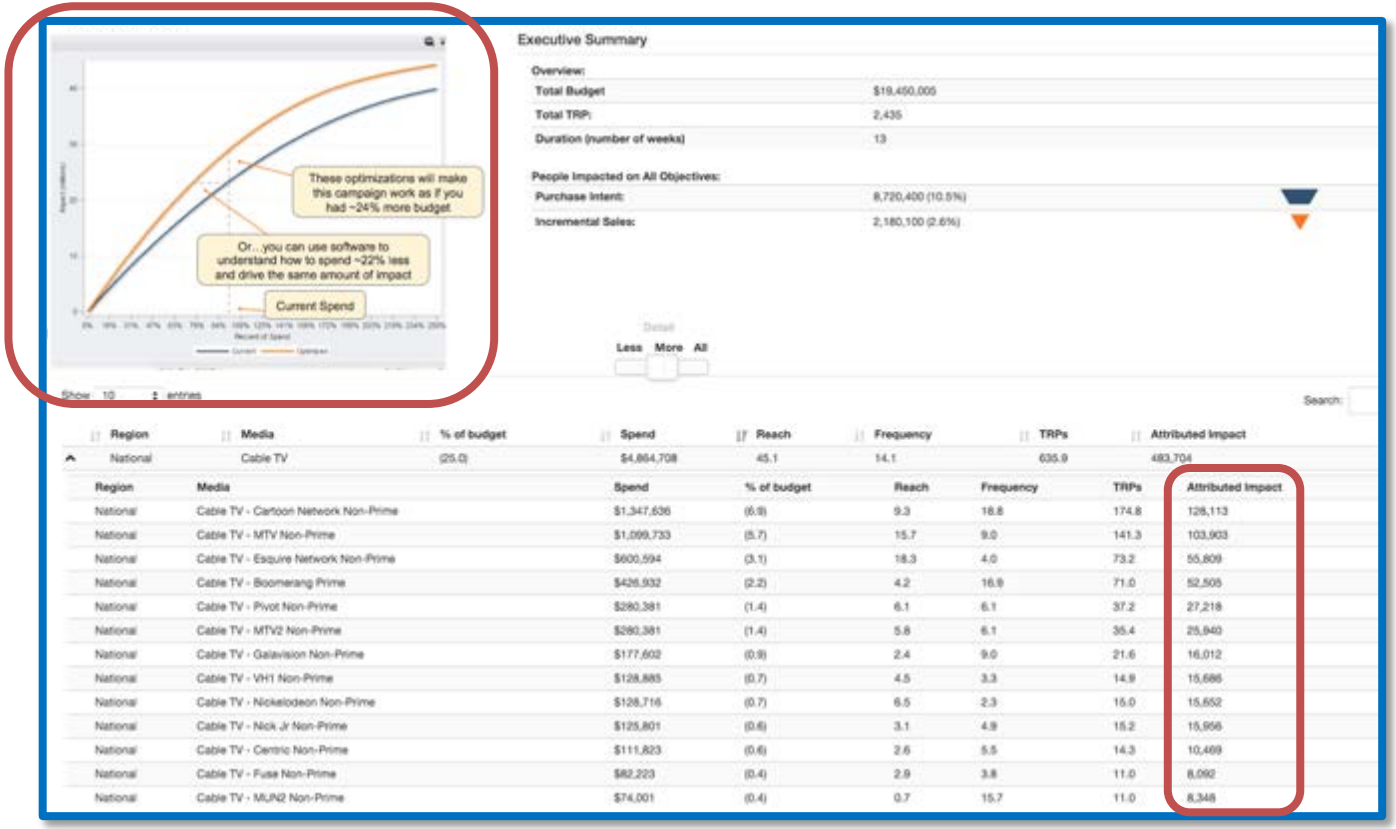
Insight to action



	OPTIMIZED			CURRENT			DIFFERENCE		
Lever	Spend	Ad1	Ad2	Spend	Ad1	Ad2	Spend	Ad1	Ad2
Cable TV - Hallmark Movie Prime	$121,129	$72,375	$48,754	$242,258	$121,129	$121,129	($121,129)	($48,754)	($72,375)
Cable TV - Discovery Channel Non-Prime	$79,096	$36,567	$42,529	$158,193	$79,097	$79,097	($79,097)	($42,530)	($36,568)
Cable TV - TBS Network Prime	$78,212	$36,027	$42,185	$156,425	$78,213	$78,213	($78,213)	($42,186)	($36,028)
Mobile - Mobile Display	$231,422	$69,427	$161,995	$155,166	$77,583	$77,583	$76,256	($8,156)	$84,412
Cable TV - TV Land Non-Prime	$72,481	$32,771	$39,710	$144,963	$72,482	$72,482	($72,482)	($39,711)	($32,772)
Cable TV - Lifetime Television Non-Prime	$69,286	$39,922	$29,364	$138,572	$69,286	$69,286	($69,286)	($29,364)	($39,922)
Mobile - Mobile Social	$611,994	$183,598	$428,396	$137,666	$68,833	$68,833	$474,328	$114,765	$359,563
Cable TV - Lifetime Television Prime	$67,608	$45,731	$21,877	$135,217	$67,609	$67,609	($67,609)	($21,878)	($45,732)
Cable TV - History Channel Non-Prime	$67,181	$30,202	$36,979	$134,362	$67,181	$67,181	($67,181)	($36,979)	($30,202)
Cable TV - The Weather Channel Prime	$61,847	$28,694	$33,153	$123,695	$61,848	$61,848	($61,848)	($33,154)	($28,695)
Cable TV - The Travel Channel Non-Prime	$55,550	$25,010	$30,540	$111,101	$55,551	$55,551	($55,551)	($30,541)	($25,011)
Cable TV - American Movie Classics Prime	$54,094	$25,729	$28,365	$108,189	$54,095	$54,095	($54,095)	($28,366)	($25,730)
Cable TV - Animal Planet Prime	$52,378	$26,305	$26,073	$104,756	$52,378	$52,378	($52,378)	($26,073)	($26,305)
Cable TV - TV One Non-Prime	$51,567	$23,930	$27,637	$103,134	$51,567	$51,567	($51,567)	($27,637)	($23,930)
Cable TV - TNT (Turner Network Television) Non-Prime	$47,119	$20,838	$26,281	$94,239	$47,120	$47,120	($47,120)	($26,282)	($20,839)

MARKETING MIX SHOULD BE BUILT UP FROM THE INDIVIDUAL PERSON

Detailed Attribution



4. How You Can Benefit From The Evolution to Person Centric Marketing

- Mobile is effective across the funnel
- Mobile is the most personal media
- Mobile is the most data rich media

And… there is plenty of upside room to grow

But…

You Have To Make It Easy



- Keep sight of the forest
  - Keep the pine needles in context
- Make data flow easy
- Make attribution & optimization easy

SMoX Next Steps:
First step was to figure mobile base line

	Wave 1:
What we are solving for:	*Marketers are underinvesting in mobile because they don´t have evidence about its value*
Focus and learning agenda	Prove mobile ROI (“why” mobile): • Prove that mobile works across the funnel. • Help brands optimize their budgets for mobile

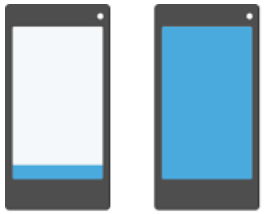
Our current goal recommended percent mobile allocation of mix overtime



MMA just kicked off Wave 2 SMoX

	Wave 1:	Wave 2
What we are solving for:	*Marketers are underinvesting in mobile because they don´t have evidence about its value*	• *Marketers still lag behind consumers.* • *They need guidance in terms of how to scale their mobile $$ and where to allocate*
Focus and learning agenda	Prove mobile ROI (“why” mobile): • Prove that mobile works across the funnel. • Help brands optimize their budgets for mobile	Maximize Mobile ROI (“How” mobile): • Provide guidance in terms of how marketers can win in mobile • Focus in key areas like location, video, programmatic, cross screen, gaming

1. More engaging formats are also underpriced



Banners

1. Good for selective use/awareness
2. Build impact gradually
3. Benefit from repetition



Audio

1. **Underpriced by 30%**
2. Build impact gradually
3. Stronger impact vs. banners
4. Appropriate for awareness and consideration



Native



Video

1. **Underpriced up to 50%**
2. Build impact at low frequency
3. Strongest impact
4. Appropriate for image, consideration, sales

New Wonders Await

- Person Centric Analysis is already unlocking bigger gains from Mobile compared to Wave1
- Marketers are already implementing person centric attribution & optimization
- The future belongs to those that keep their eyes open, and move fast.



Thank You

Mastering the Mobile Opportunity



Mobile Marketing Association

greg@mmaglobal.com

Mastering Attribution & ROI Optimization



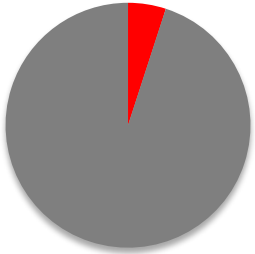
Marketing Evolution

rex@marketingevolution.com

SMoX Wave 1 KEY FINDINGS

WHY: MOBILE CAN DRIVE BUSINESS PERFORMANCE

CURRENT MOBILE ALLOCATION



3-5%

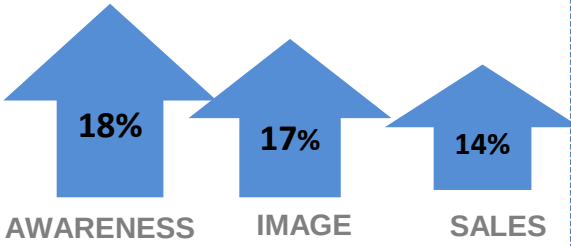
Immediate opportunity to increase sales & brand impact

OPTIMIZED ALLOCATION



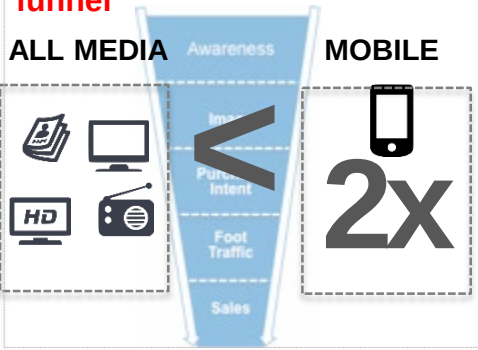
12%-20%

Performance upside from optimization



HOW: KEY OPPORTUNITY AREAS TO DRIVE MOBILE PERFORMANCE

1. Mobile is twice as efficient vs. other media across the funnel



2. Some formats are significantly underpriced

- AUDIO: 30%
- VIDEO: 50%
- NATIVE: 50%

3. Location targeting improves performance

- Audience targeting: +50%
- Audience + Proximity= 2.5X

4. SMoX wave 2 will identify more opportunities in the mobile toolkit



Source: SMoX studies, MMA

MARKETING LEADERSHIP FORUM

Mobile: It's Personal!

MMA