

MMA INNOVATE LA

Innovation in Location with PlaceIQ

Nov 7th, 2019

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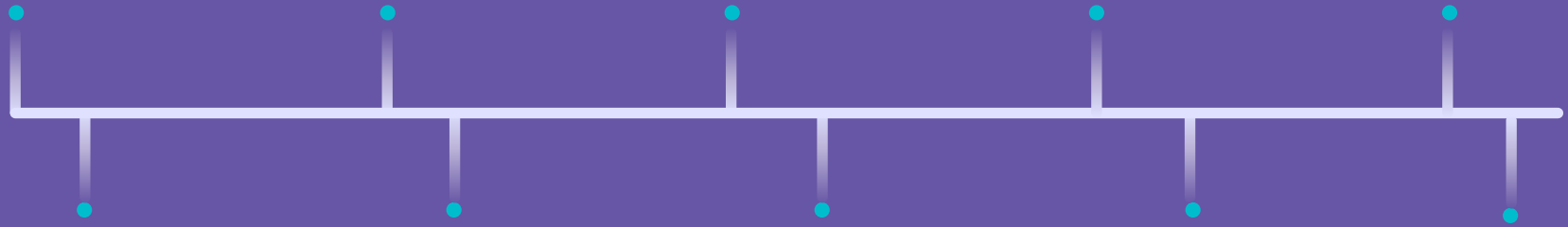


Agenda

- Quickly on Location: What and How?
- 6 Reoccurring Questions and Themes
- Location Based Audience Strategies
- Case Studies
- Innovation – Redefining trade areas

LOCATION HAS TRANSFORMED MARKETING & BUSINESS DECISIONS

DRIVING RESULTS SINCE SINCE DAY ONE



2010
Founded with a Vision of Location as a Service

2011
Introduced Location Data as an Effective Targeting Tool

2012
Launched Industry-first Measurement Metric

2013
Created Scalable Audience Segments

2014
Developed Location Analytics

2015
Extended Reach with Addressable TV Innovations

2016
Introduced LandMark as PlaceIQ's Proprietary Data Service

2017
Developed Robust Traffic and Market Analytics Dashboards

2018
Optimized PlaceIQ Visits and correlated to Truth Sets

2019
Named Sole Location Company in Oracle's Premier Data Provider Program

WHAT DOES PLACEIQ ACTUALLY DO?

UNDERSTANDING AUDIENCES WITH LOCATION DATA



WORKS OUT

- **Lifestyle:** *Frequent gym goer*
- **Lifestyle:** *Health Conscious*

DRIVES TO WORK

- **Commute Path:** *Long-distance Commuter*
- **Job:** *Business and Finance*

GOES SHOPPING

- **Shopping:** *Fashionista*

GETS FOOD & DRINKS

- **Dining:** *QSR Restaurant*
- **Lifestyle:** *Bar Goer*

GOES HOME

- **Demographic:** *Hispanic*

Auto Ownership

CRM Segments

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LOCATION INTELLIGENCE SOLUTIONS



6 REOCCURING QUESTIONS & THEMES

6 REOCCURRING THEMES / QUESTIONS

Vendors keep saying they have better location data than their competitors?

Almost everyone has the same INPUT data, there is almost no exclusive or 'better' data

6 REOCCURRING THEMES / QUESTIONS

So how do I judge the relevant merits of vendors?

The only real way is accuracy of the OUTPUT data against reality. Conduct your own correlations or refer to public evaluations that have taken place (eg Oracle)

6 REOCCURRING THEMES / QUESTIONS

I don't have physical locations, is location data still relevant for me?

Location based behaviors now proven in driving online & purchase performance

6 REOCCURRING THEMES / QUESTIONS

How can I use location data with other data sets and outside of mobile?

Very powerful when fused with other data sets and other mediums (CPG, TV, OOH, Direct mail).

6 REOCCURRING THEMES / QUESTIONS

How should I really use foot traffic measurement?

Optimization and directional guidance – NOT absolute measurement of counts

6 REOCCURRING THEMES / QUESTIONS

How should I think about CCPA? iOS 13?

CCPA about discoverability not consent (like GDPR), iOS a positive step for industry

DATA-DRIVEN AUDIENCES

TARGETING & LAYERING DATA

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KEY LOCATION AUDIENCES FOR RETAILERS

PlaceIQ has created a suite of audiences especially suited for retail marketing during different times of the year. Each audience takes advantage of specific PlaceIQ technologies to address key retail concerns in order to stay top-of-mind.



DRIVE BY AUDIENCES

Reach consumers with a messaging of convenience, who already drive by your locations on their route



COMPETITIVE VISITORS

Looking to grow your share of market? Lure away your competitors' shoppers with enticing incentives



FREQUENT VISITORS

Tell your regulars about your new offerings, seasonal sales, or membership deals



LAPSED LOYALISTS

Re-engage visitors who haven't been to your locations in the last 90 days to tell them about new offers

KEY PLACEIQ AUDIENCES FOR TRAVEL BRANDS

PlaceIQ has created a suite of audiences especially suited to travel marketers, depending on your goals and KPIs. Each audience takes advantage of specific PlaceIQ technologies to address unique travel drivers.



ROAD WARRIORS

Reach people who are constantly seen traveling away from their dwell, and seen visiting an office



YEARLY SEASONAL TRAVELERS

Message people who flew during Spring Break, or stayed at a hotel over New Years



THE AIRBNB CROWD

Identify the devices that are often seen traveling, but rarely or never seen at hotel



HIGH ROLLERS

Market to visitors of luxury destinations, layered with demographics like high household income and professional occupations

LOCATION AUDIENCES: STRATEGIC THOUGHT STARTERS

How else should retail brands be thinking about location-based audiences?



BLACK FRIDAY SHOPPERS

Create audience based on year-over-year seasonal shopping patterns



HOLIDAY SEASON SHOPPERS

Capture all the last-minute shoppers and the early bird gifters



CONCERT GOERS

Try behavioral targeting and reach regular concert goers or nightlife enthusiasts



OUTLET SHOPPERS

Promote your specials and savings to those regularly seeking deals



SMART MARKET AREAS

Reduce waste with smarter target areas based on traffic patterns



NEW MOVERS

New movers have tons of new needs from furniture, to a new favorite fashion outlet



COMBINE LOCATION WITH OOH

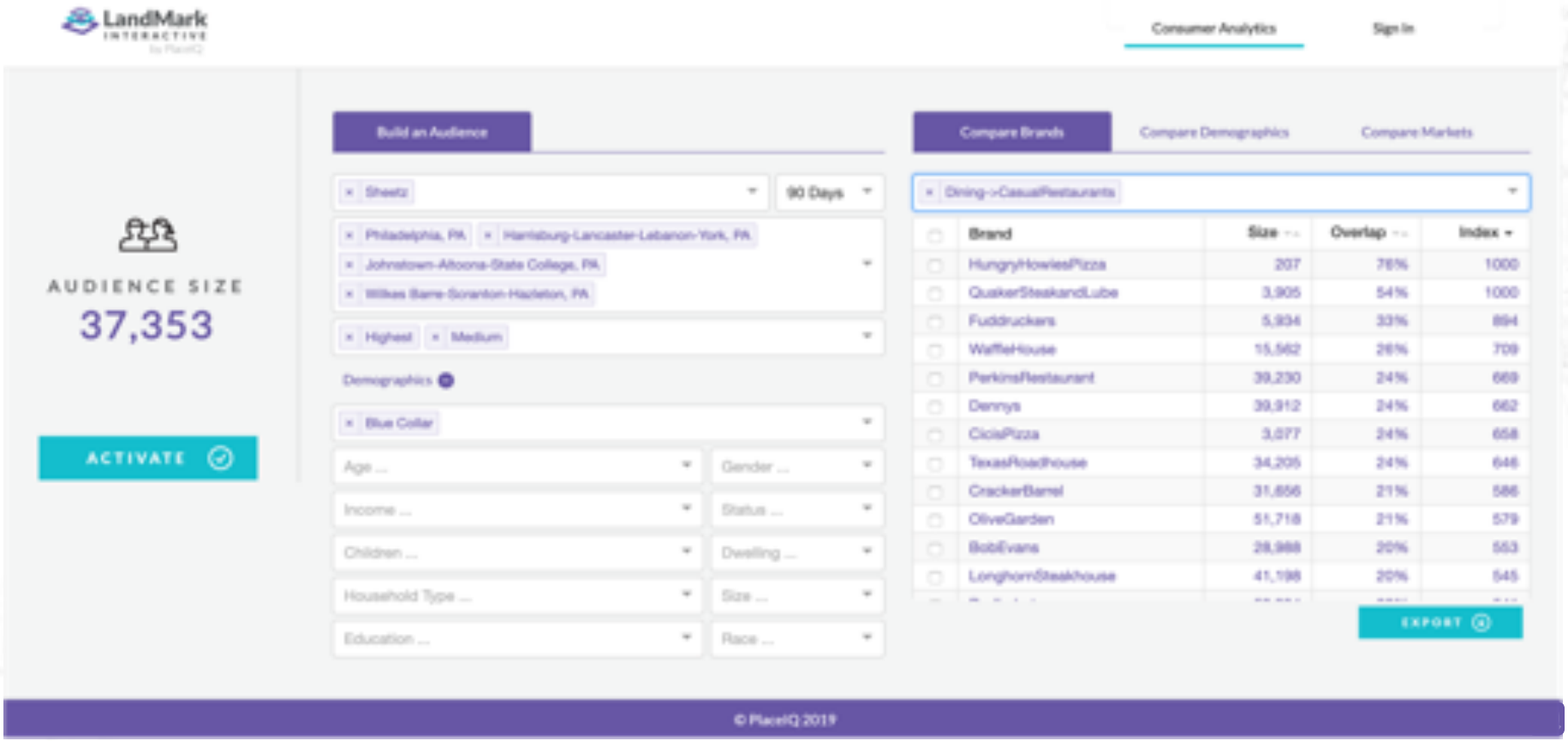
Amplify your OOH spend by reaching devices that drive past your billboards



COMBINE LOCATION WITH TV VIEWS

Reach TV viewers and measure the real world impact of your ads

AUDIENCE DASHBOARD



SMART MARKET AREAS

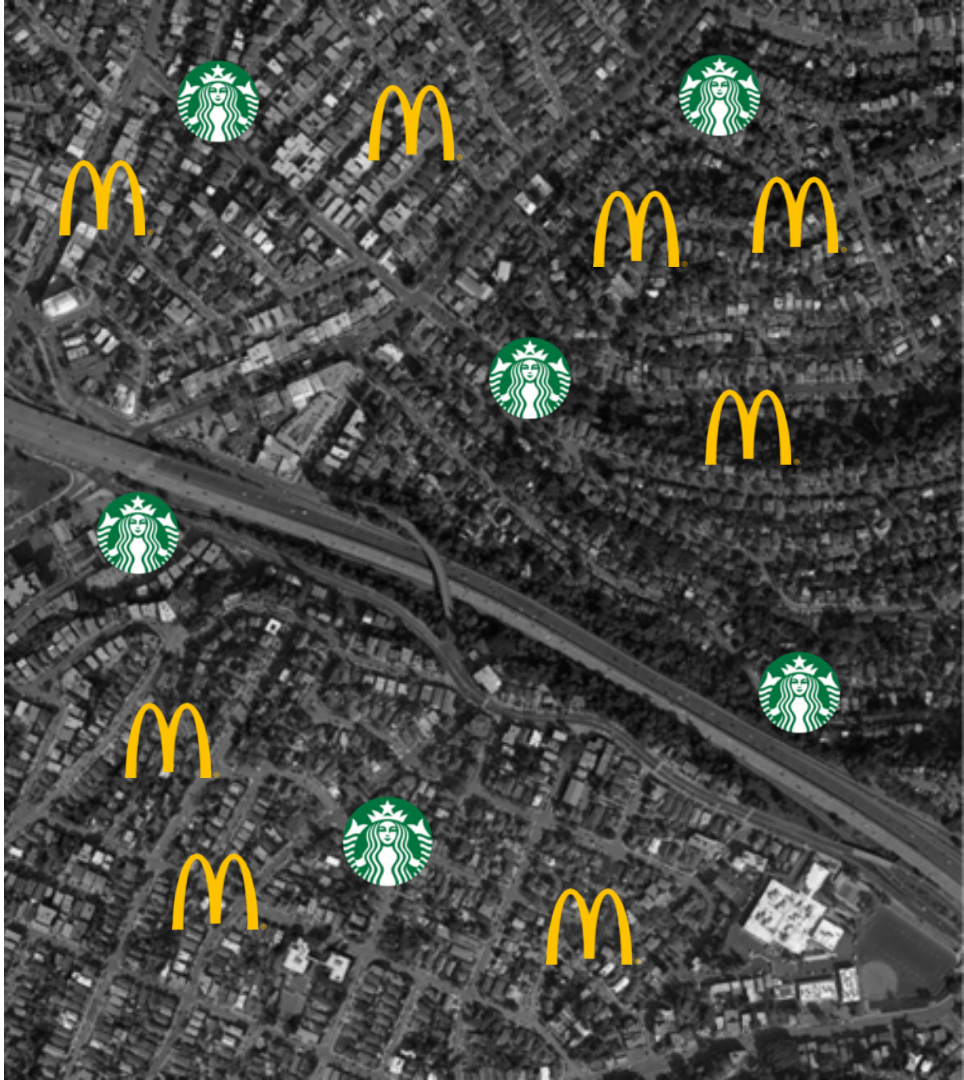
HOW TO MINIMIZE WASTE AND DRIVE ROAS

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PROBLEM:

YOUR LOCATIONS DON'T PERFECTLY ADDRESS A MARKET

Unless you're McDonald's or Starbucks, your stores aren't easy to get to for everyone. A percentage of people in a market pass by your locations during their daily routine – near home, near work, or near their commute.



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HOW WASTEFUL IS MARKET AREA TARGETING?



$27.44

27.44% of households in this QSR ‘s markets live, work, and commute too far away

WHY PAY TO TARGET A PERSON WHO CAN NEVER VISIT MY STORE?



WRONG MARKET



LIVE TOO FAR

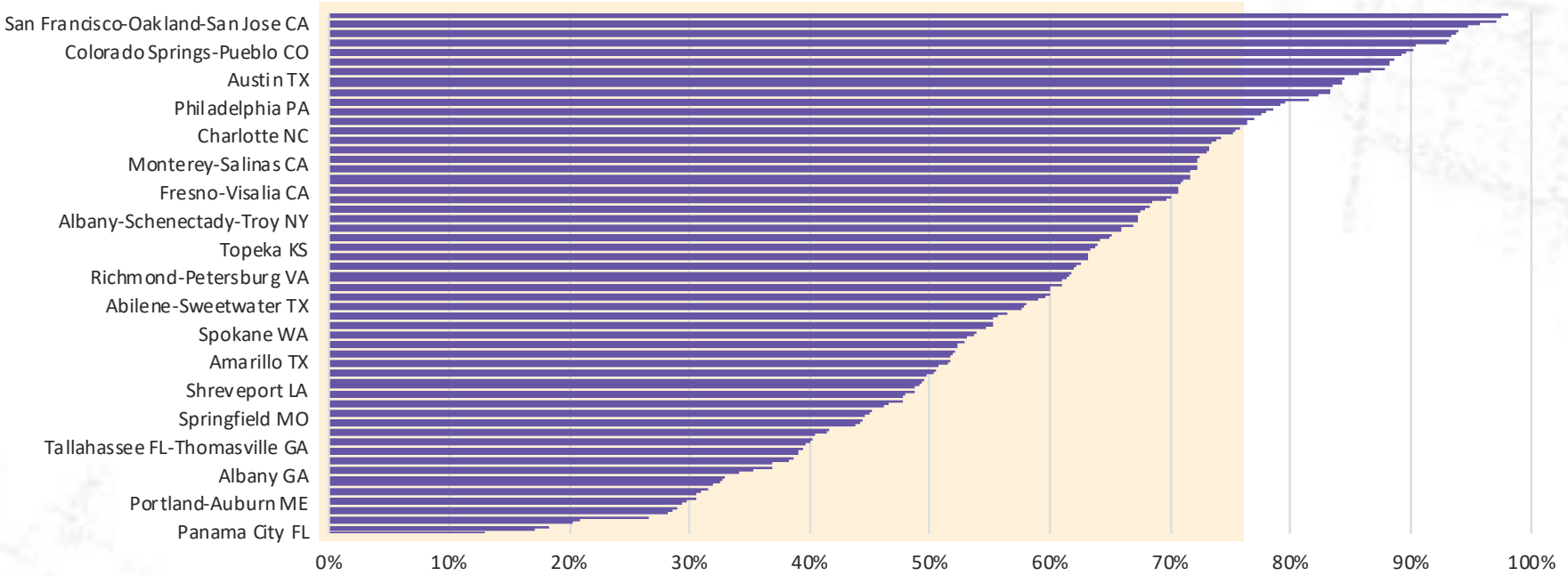


NEVER PASS BY

MARKET ACCESS WASTE: CHIPOTLE

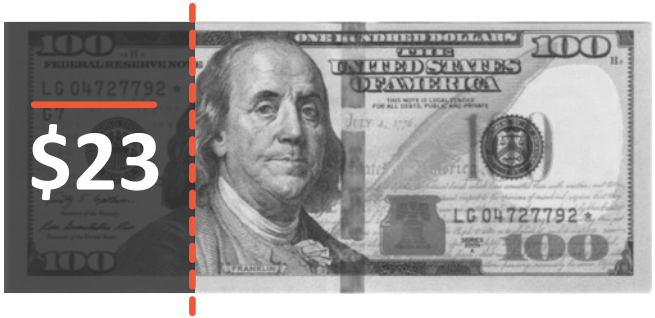
Chipotle wastes ~27% of their impressions if they target entire market areas where they have presence.

Out of 167 markets, 49 markets are below 50% market access; 126 are below 75%.

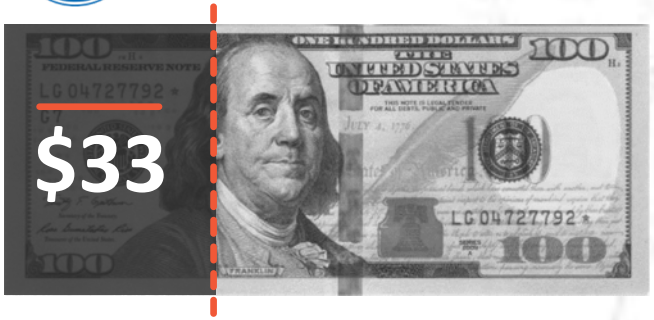


HOW DO YOU STACK UP?

DUNKIN' DONUTS



Kroger



COSTCO WHOLESALE



TRADER JOE'S

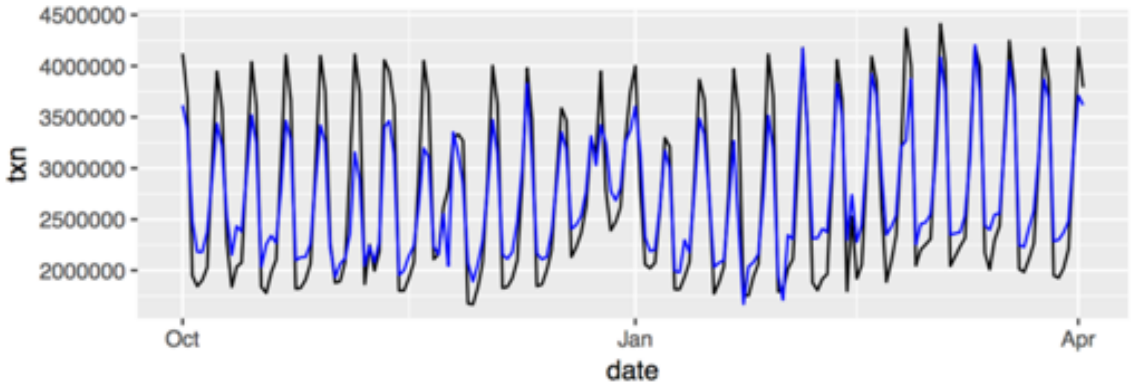


VERTICAL USE CASES

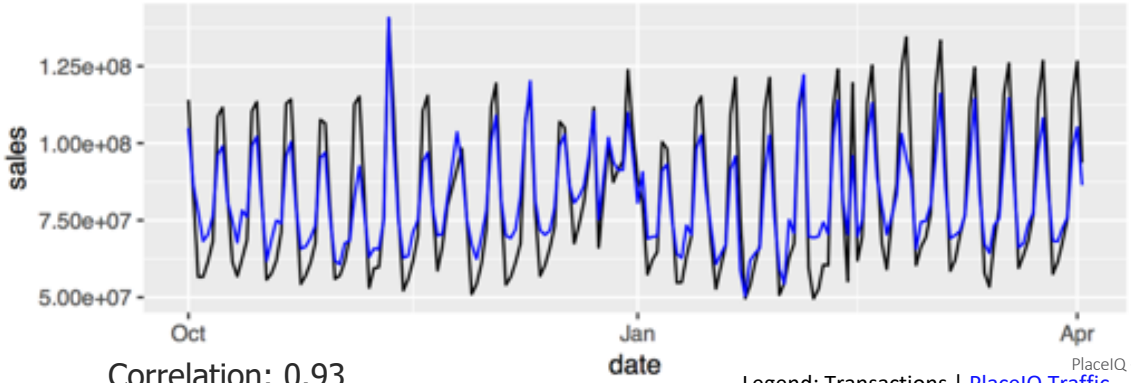
TARGETING, MEASUREMENT, OPTIMIZATIONS & INSIGHTS

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FOOT TRAFFIC CORRELATES TO PURCHASE…



Correlation: 0.9428



Correlation: 0.93

Legend: Transactions | PlaceIQ Traffic

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CASE STUDY

By optimizing to foot traffic in The Trade desk, a national retailer drove **13% more traffic** when using PlaceIQ's Place Visit Stream than with any other tactic.

VISIT DATA

PlaceIQ + theTradeDesk

PlaceIQ's Place Visit Stream pushed foot traffic data into The Trade Desk, enabling the retailer to track store visits, measure cost-per-store-visit, and optimize tactics.

RESULTS

+15%
more effective

When compared to client sales data from Shoppertrak, the visit-optimized test group performed 15% better than the CTR/viewability control

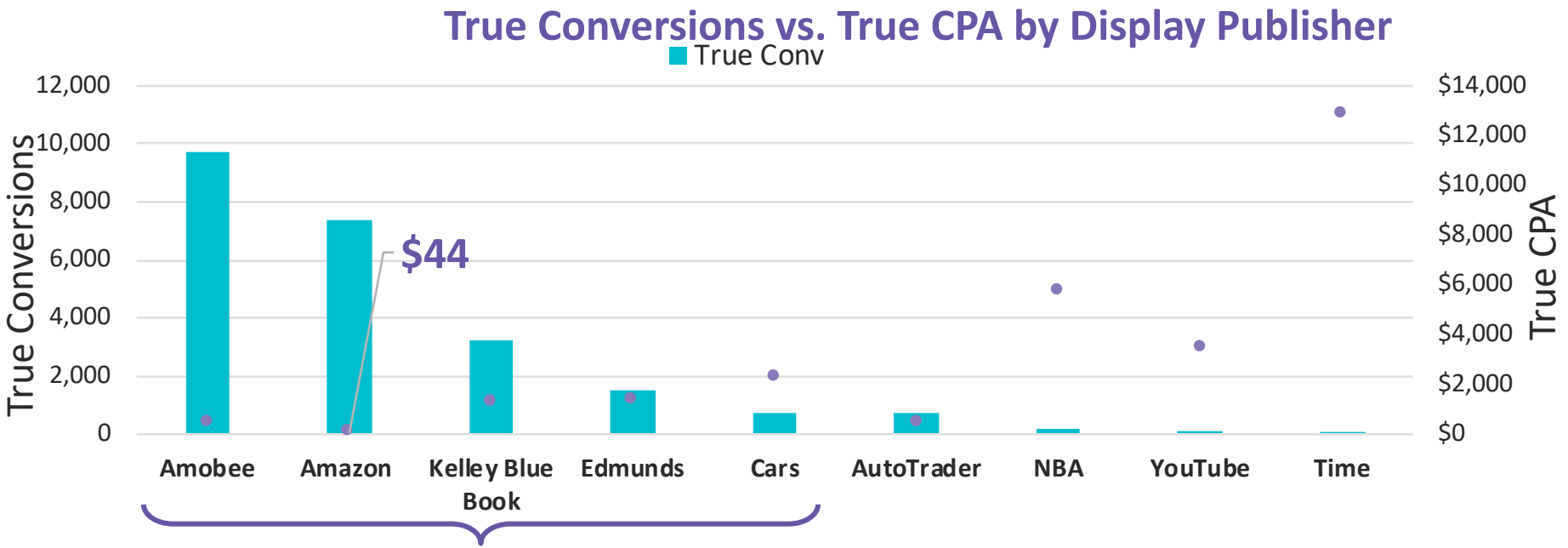
VALUE



Due to the high success of the test, the retailer went on to add Place Visit Stream across all media placements to ensure the most ROI

DISPLAY — PUBLISHER

AMAZON PROVES TO BE MOST EFFICIENT PUBLISHER IN DRIVING VISITATIONS

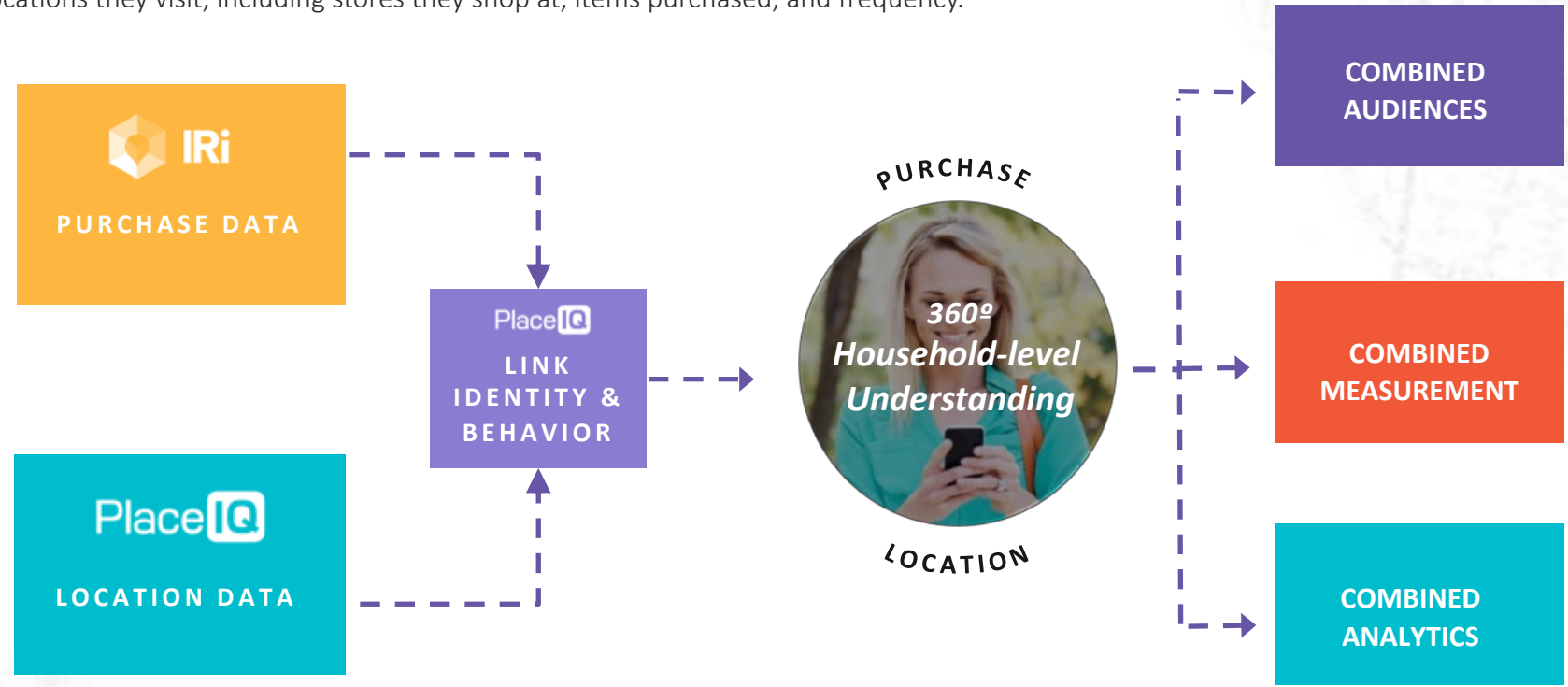


Top 5 publishers are making up nearly 90% of total channel visitations

*Hulu removed from top 10 ($) due to high skewing True CPA; 12 True Conversions w/ $160K True CPA

HOW DO LOCATION AND PURCHASE DATA COMBINE?

Through PlaceIQ's partnership with IRI, clients can target devices and households based on the locations they visit, including stores they shop at, items purchased, and frequency.



UNDERSTANDING THE CUSTOMER JOURNEY THROUGH MOVEMENT + PURCHASE



COMBINED DATA REVEALS A COMPLETE VIEW OF CONSUMER BEHAVIOR

DWELL

Demographic:
Hispanic

Household:
Family of four

Home Value:
200K – 300K

COMMUTE

Commute Path:
Short-distance Commuter

Market Areas:
Drives by CVS locations

FOOD & DRINK

C-Store:
Purchases candy and snacks

C-Store:
Purchases sports drinks

WORK

Industry:
Finance

Income:
$200K – 219K

SHOPPING

Lifestyle:
Visits Walgreens frequently

Grocery:
Purchases coffee beverages

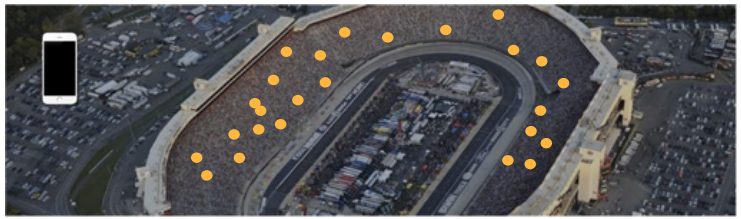
LIFESTYLE

Gym:
Regular gym goer

Recreation:
Visits sporting events

CASE STUDY: ONE BEVERAGE BRAND CONNECTS EVENT SPONSORSHIP TO IN-STORE PURCHASES

UNDERSTAND STADIUM VISITORS



TRANSLATE VISITS TO PURCHASERS



ANALYZE IN-STORE PURCHASES



RESULTS

- In one season, the brand earned more than **$3M in off-premise sales** from exposed visitors.
- **Event** visitors spent **twice** as much on the beverage brand versus a control group.

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CASE STUDY

Urban Outfitters leverages **PlaceIQ's real-world behavior data to target users**

OBJECTIVE

"Our goal is to provide better experiences for our audience in this competitive landscape. Out data enriched by PlaceIQ in Appboy's mobile messaging and testing platform has helped with this goal."

ANDREW RAUCH, SENIOR DIRECTOR
Global Digital Marketing, Urban Outfitters

OBJECTIVE

Gain deeper insights into customer interests and behaviors both online and off, and use those learnings to inform upcoming campaigns.

STRATEGY

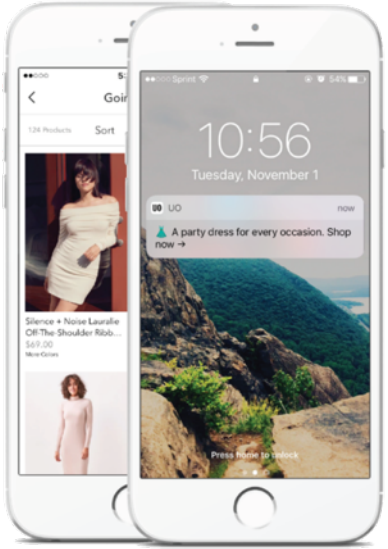
Use audience building supported by Appboy's (now Braze) integration with PlaceIQ location data.

METHOD

Create, send and test messages designed to better appeal to each user, including notifications, email, news feed cards, and in-app messages.

75%
Increase in conversions

146%
Increase in average revenue per recipient



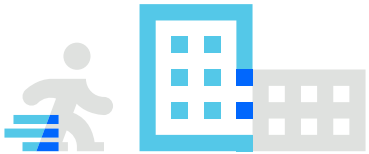
WITH MOVIE LIFT BY PLACEIQ AND COMSCORE, ATTRIBUTE MOVIEGOING TO DIGITAL AND TV ADVERTISING

1 Measure Ad Exposure



Expansive digital and TV set-top box data helps establish which households were exposed to ads

2 Observe Moviegoing



Passive location data enables you to understand who saw your ad and who went to the movies

3 Quantify Viewership



Comscore's trusted movies data allows you to understand which movies were viewed by visitors

INNOVATION: TRADE AREAS

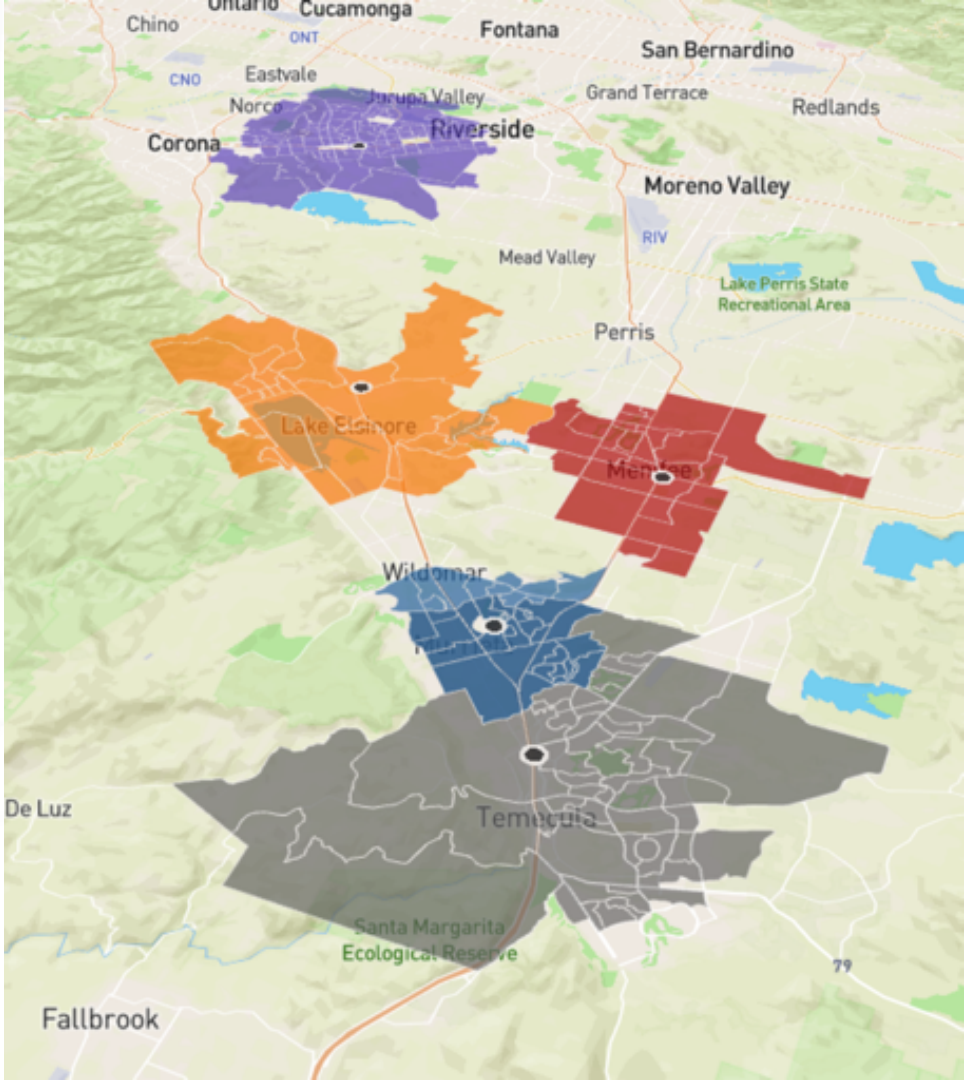
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SMART TRADE AREAS

Understand where customers come from to visit your and competitors' locations.

- **Define new trade areas** by observing where visitors live and work and mapping those details to Census Block Group.

- **Find underserved areas or opportunities for increased efficiency** by analyzing the overlap between your trade areas and those of your competitors to.



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SMART TRADE AREAS: USE CASES

Better understand how your stores fit into the customer geography in order to better optimize your assets and understand competitive pressures.



STORE PLANNING

Find where your stores cannibalize each other or don't address customers.



COMPETITIVE ANALYSIS

Identify the real threats putting pressure on your customer base, near and far.



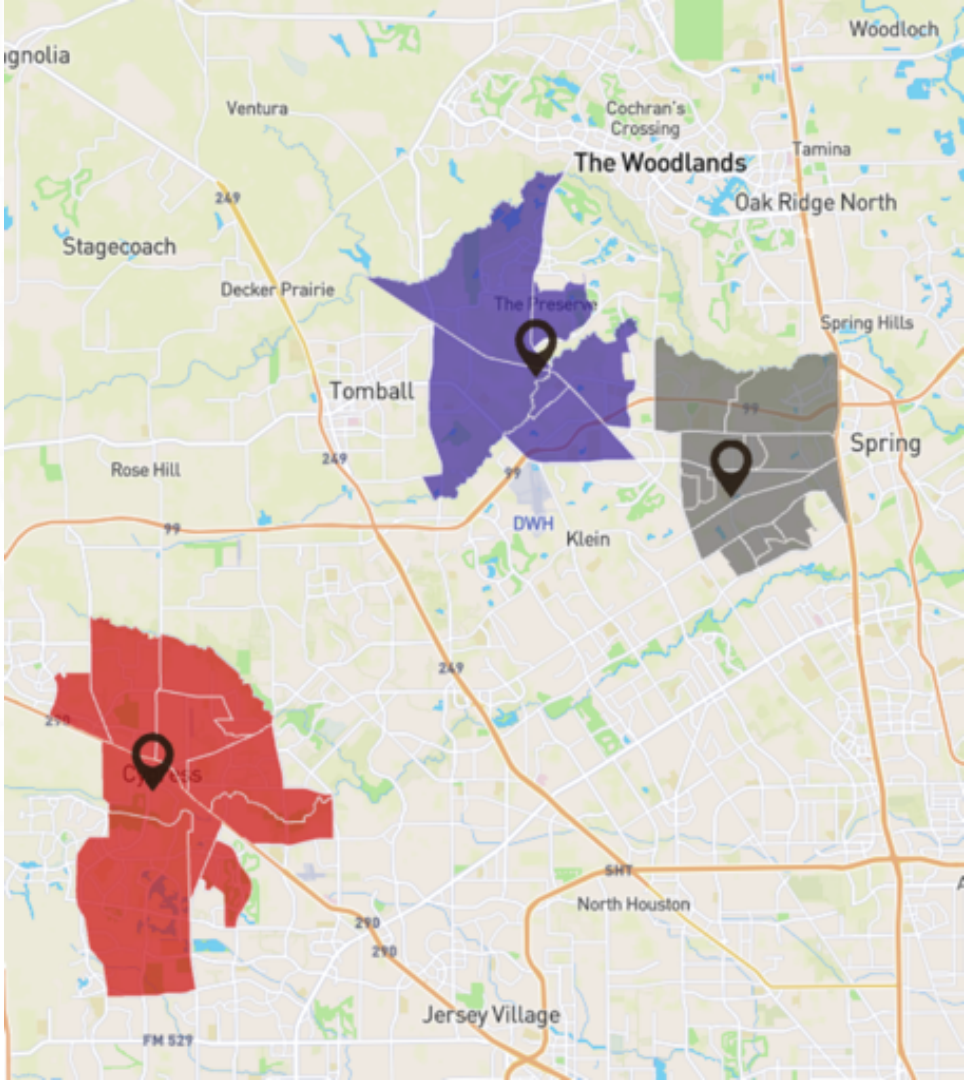
MEDIA PLANNING

Identify areas for more efficient direct mail, billboard placement, and more.

CLIENT TEST

SMART TRADE AREAS

- These Trade Areas represent 60% of the customer base for each store.
- Store 1 (red) is slightly larger than the others, but not along the highway. Its customers come in from areas traveling to the highway, not from along it.
- Stores 2 and 3 have rather tight trade areas, but are efficient – they don't step on each other's customers, at least with this Trade Area definition.

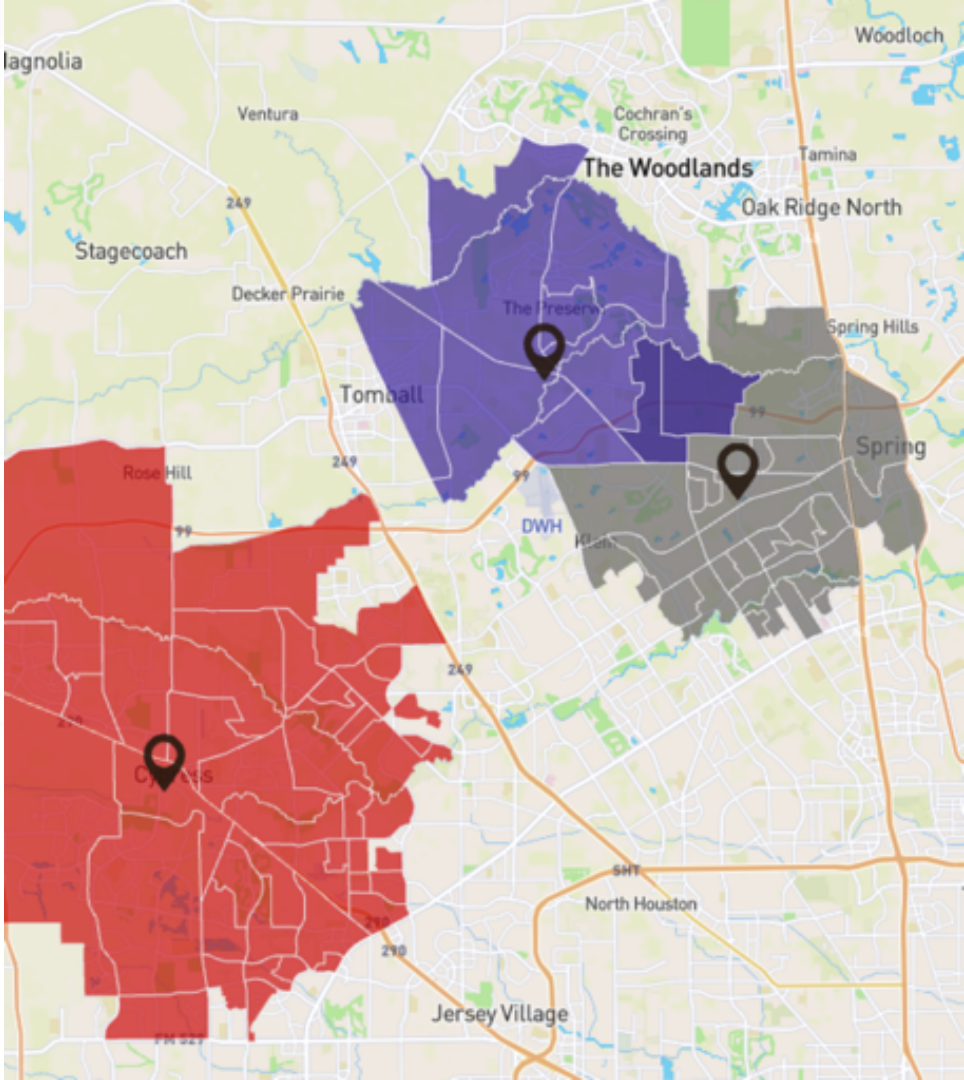


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CLIENT TEST

SMART TRADE AREAS

- Here, we expand the Trade Areas definition to represent 80% of the customer base for each store.
- Store 1 (red) expands much further than the others, up and down the highway, indicating it's further 40% of customers is rather scattered.
- Stores 2 and 3 start to overlap. To better understand which store is stealing from which, let's switch views.



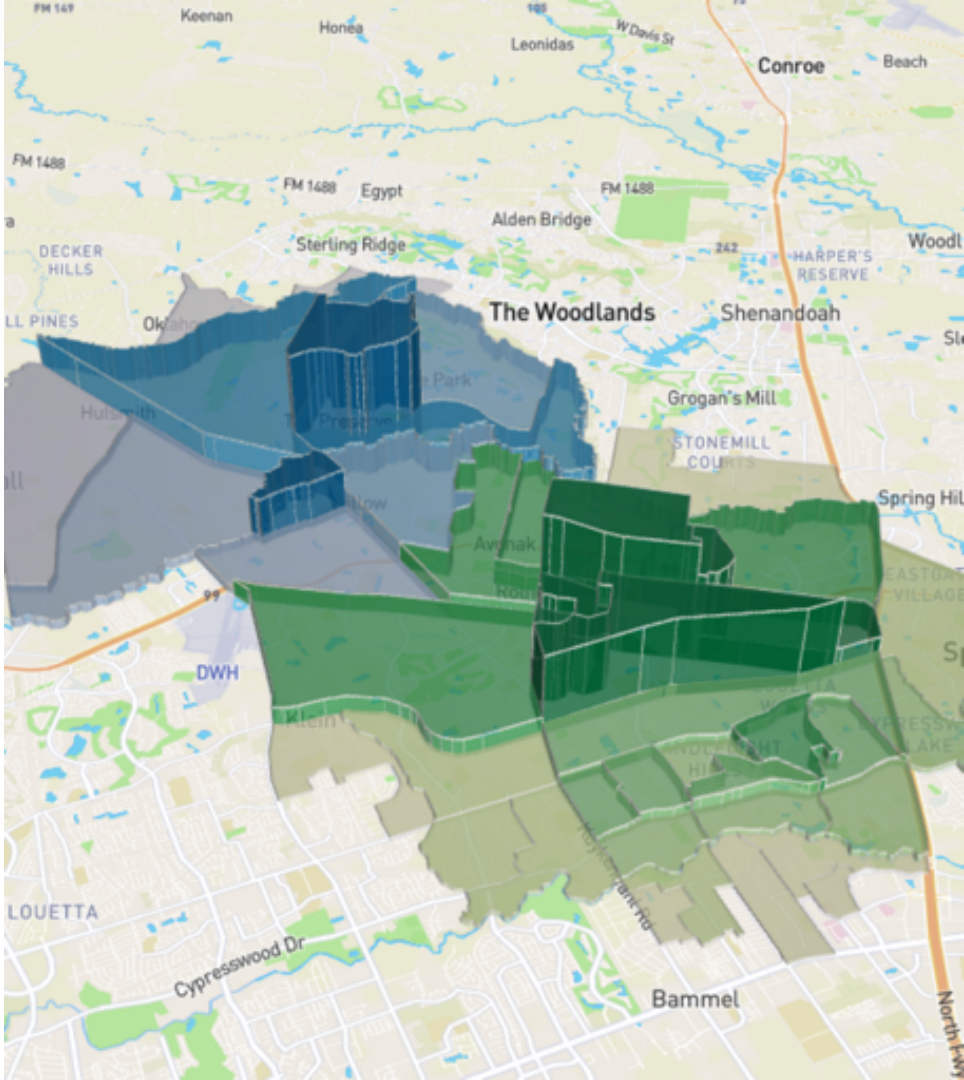
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CLIENT TEST

SMART TRADE AREAS

- Here we've zoomed in on just Stores 2 & 3, but kept the 80% customer base Trade Area definition.

- We've extruded each CBG based on each store's *penetration* of it – how many of the possible pool of customers it converts. The higher the CBG, the bigger the impact.



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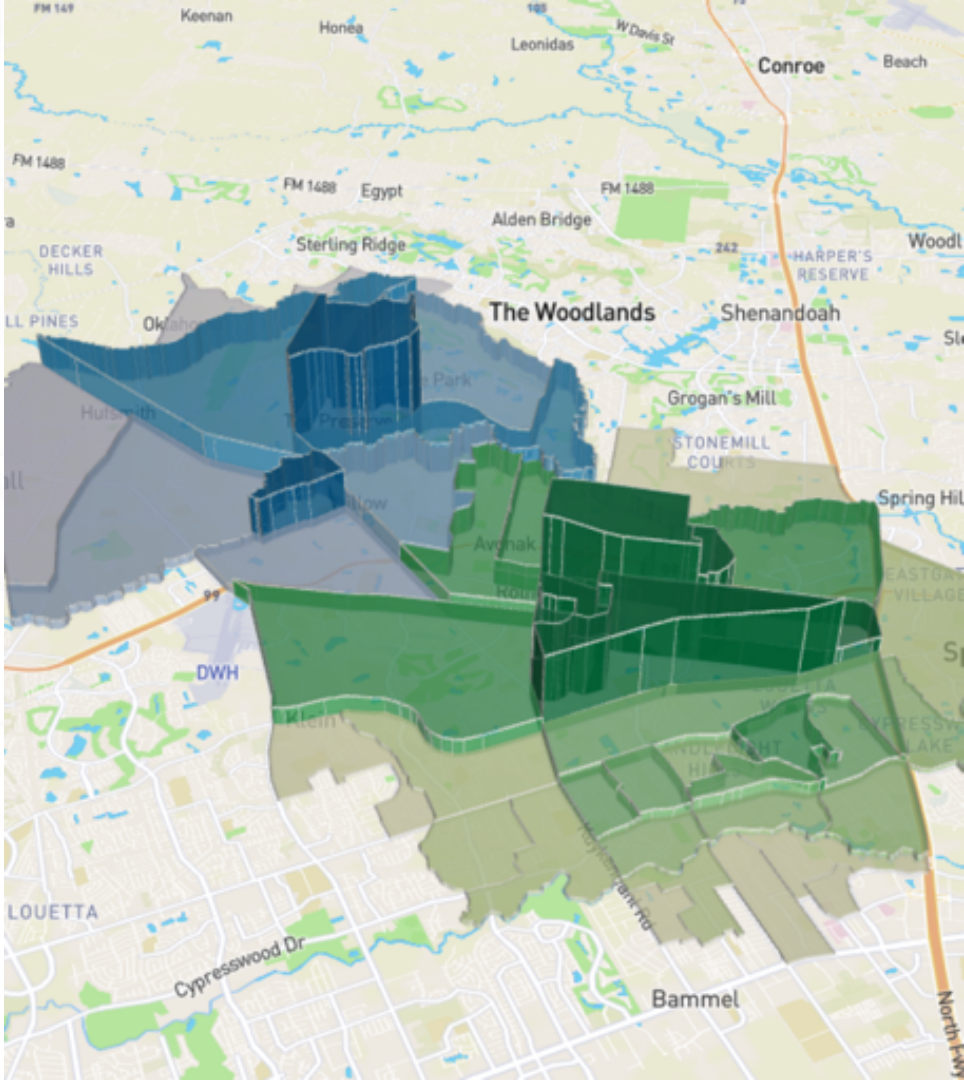
CLIENT TEST

SMART TRADE AREAS

- Store 3 (green) has a much healthier distribution of customers, whereas Store 2 (blue) has one CBG that makes up a very large chunk (>16%) of it’s total customer base.

- Store 3 leans away from the highway and in the CBGs where it overlaps with Store 2, it has a higher penetration rate.

- This indicates Store 3 is more attractive – either for it’s convenience or for it’s store quality.



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THANK YOU!
QUESTIONS / COMMENTS?