PlaceIQ MMA MOBILE MARKETING ASSOCIATION

USING LOCATION DATA TO REDEFINE LOCAL MARKETS

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THE PREMIER **LOCATION DATA TECHNOLOGY,** 7 YEARS RUNNING

190M+
Unique Users

10B+
Daily Movement Data Points

270M+
Curated Mapping Elements

TRAILBLAZING LOCATION SINCE DAY 1

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

THE EVOLUTION OF LOCATION



TARGETING AREAS

TARGETING AUDIENCES

MEASURING IMPACT

ANALYZE AND OPTIMIZE

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THE EVOLUTION OF LOCATION



Commute Path: *Commuter*

Shopping: *Fashionista*

Demographic: *Hispanic*







TARGETING AREAS

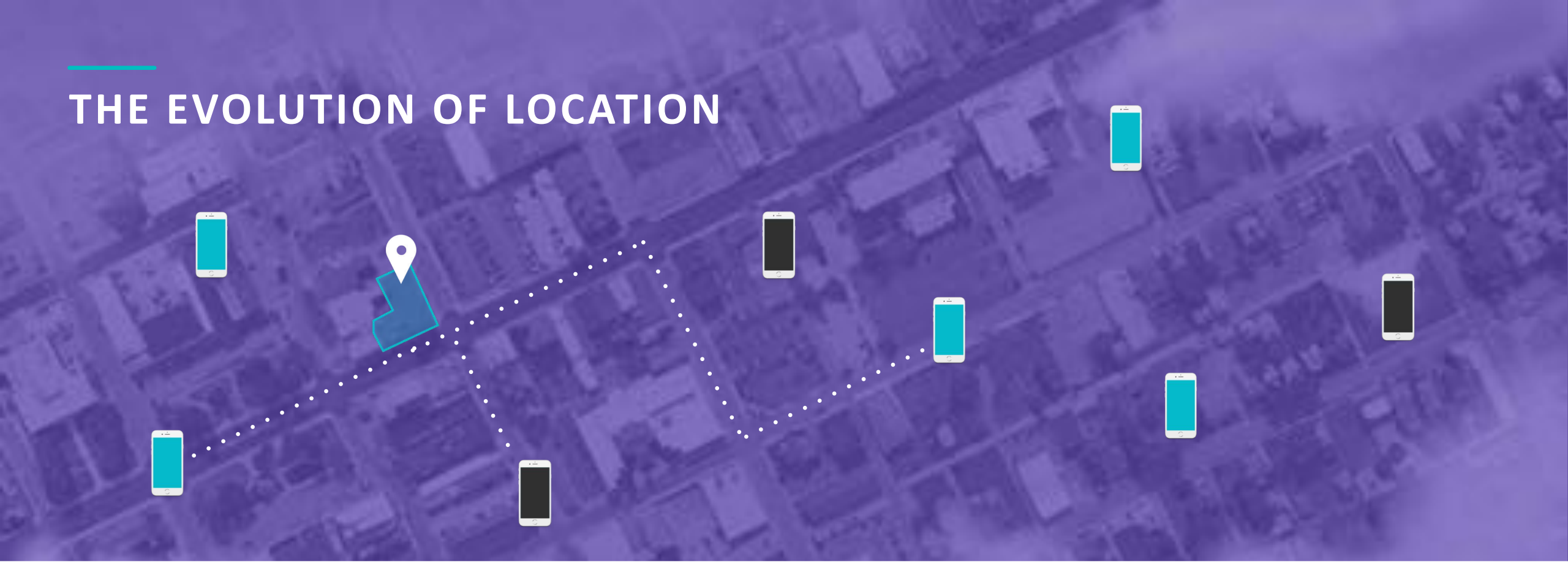
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THE EVOLUTION OF LOCATION



TARGETING AREAS

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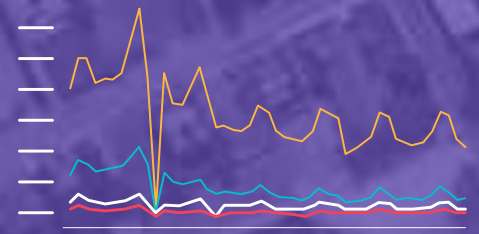
MEASURING IMPACT

ANALYZE AND OPTIMIZE

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THE EVOLUTION OF LOCATION

What does daily foot traffic to my store look like?



Who are my competitors in a specific market?



TARGETING AREAS

TARGETING AUDIENCES

MEASURING IMPACT

ANALYZE AND OPTIMIZE

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WHY DOES VISITATION MATTER?

Why did we make it so far and why is it here to stay?

IT TREATS THE REAL WORLD DIGITALLY

Measure and define behaviors in the real world as you would online.

GRANTS A WINDOW INTO COMPETITION

Location data is reported by consumer devices in your stores and competitors.

CONNECTS ONLINE, OFFLINE, & SALES

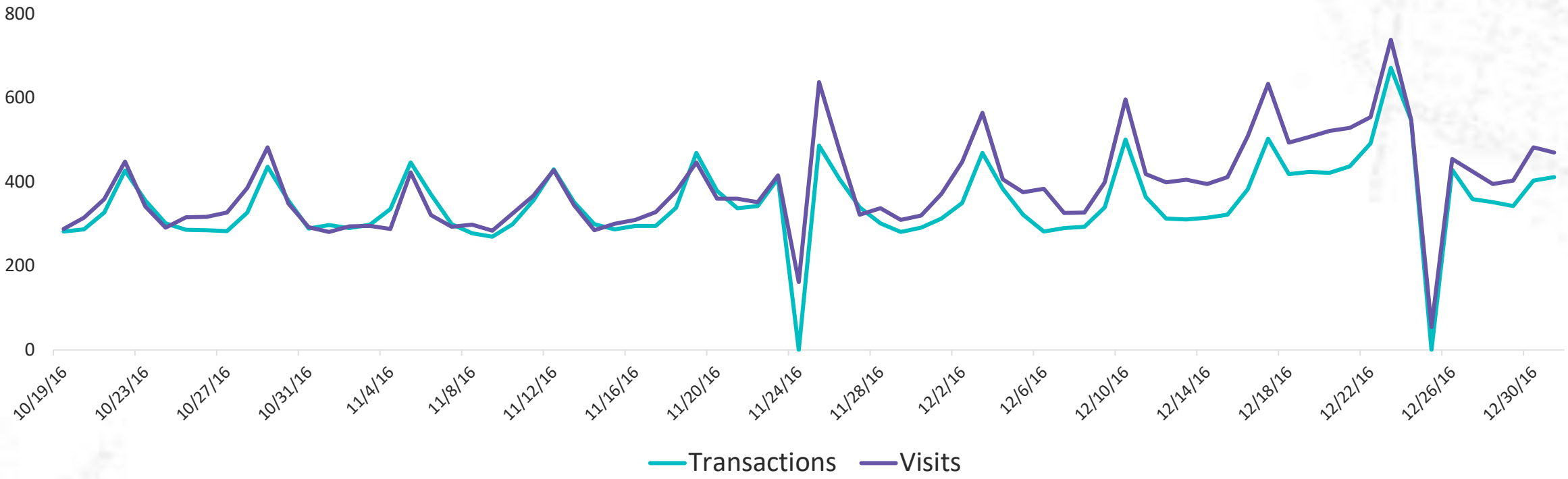
Better understand the consumer journey funnel, from exploration to sale.

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VISITATION AUGMENTS PURCHASE DATA

PlaceIQ routinely tests visitation data to transaction datasets to calibrate and understand correlation

Changes in the ratio between visits and sales illuminates new trends, events, and opportunities



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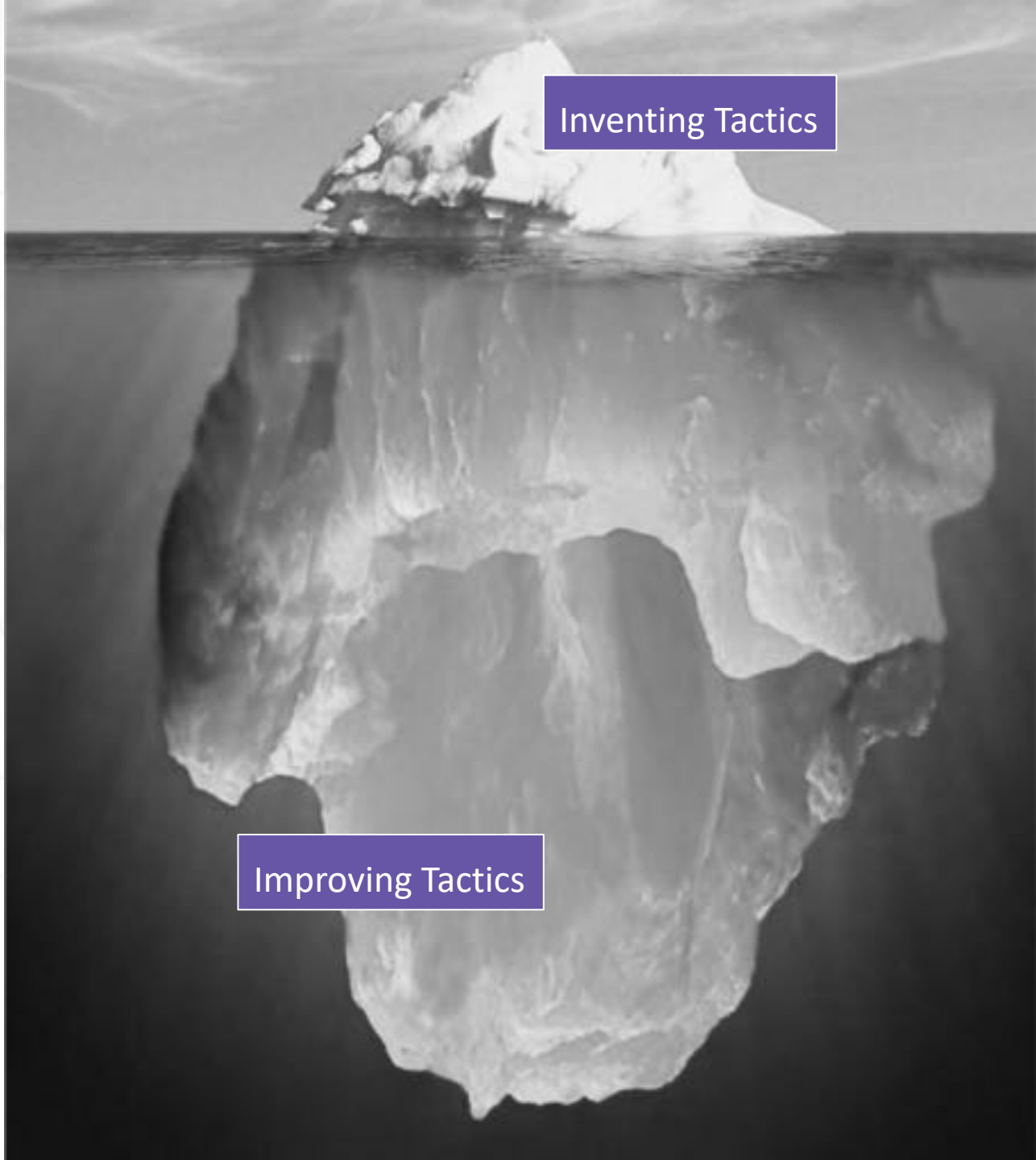
SO HOW DO WE BEST USE LOCATION DATA?

The Shiny Object Phase

We are attracted to and experiment with new tech for things it can do, other things can't

The Practical Deployment Phase

The Shiny Object Tactics that work stick around. But the new technology matures and takes on the boring, valuable, basics.



NEW TACTICS

- Creating hyper-focused audience segments that have never been created before
- Onboarding dozens of new datasets for marketing to consumers ‘in the moment’
- Expanding targeting efforts to reach more consumers, in more DMAs, than ever before

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DON’T NEGLECT THE BASICS

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MOBILE MARKET AREA TARGETING USUALLY **WASTES INVENTORY**

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PROBLEM:

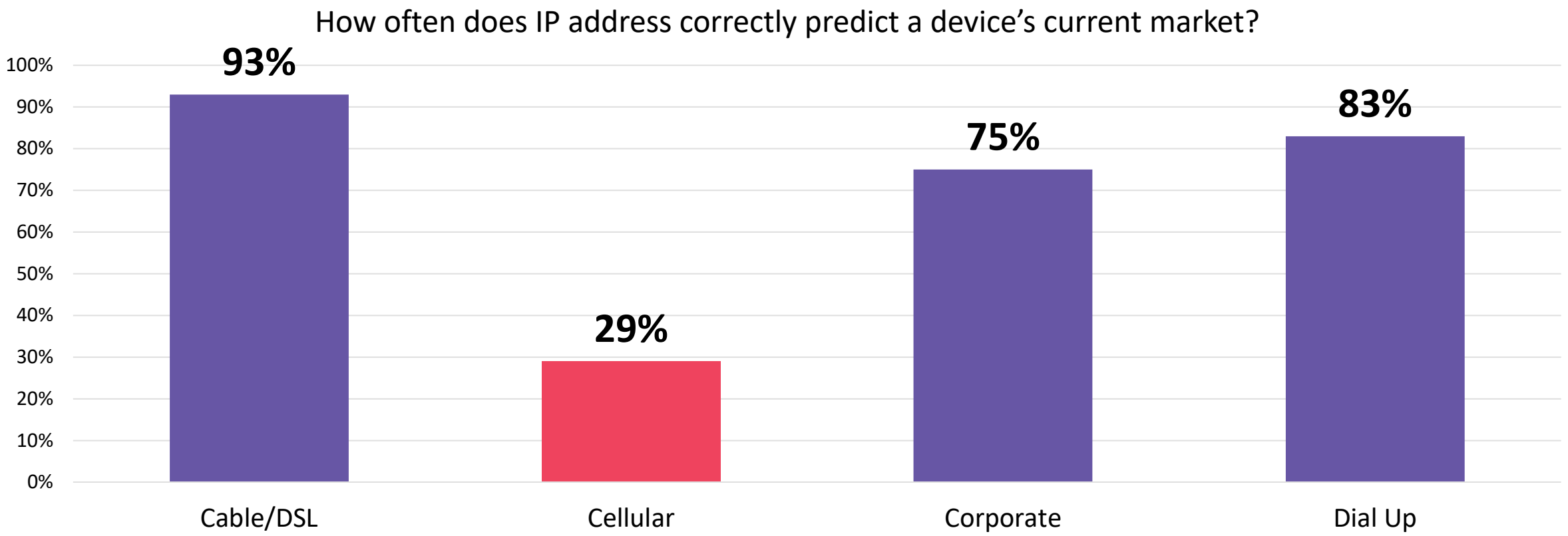
IP ADDRESS TARGETING IS ERROR-PRONE

Cellular networks rotate IP addresses across their networks. They are assigned when needed, to whatever market is currently up. IP addresses appear in multiple markets over a single month.



GEOTARGETING WITH IP: CELLULAR IS USUALLY WRONG

- We compared a device's current reported location, inferred residence, and geo-targeting from IP address
- Market area targeting may work on desktop, but utilizing it on cell networks is risky and wasteful

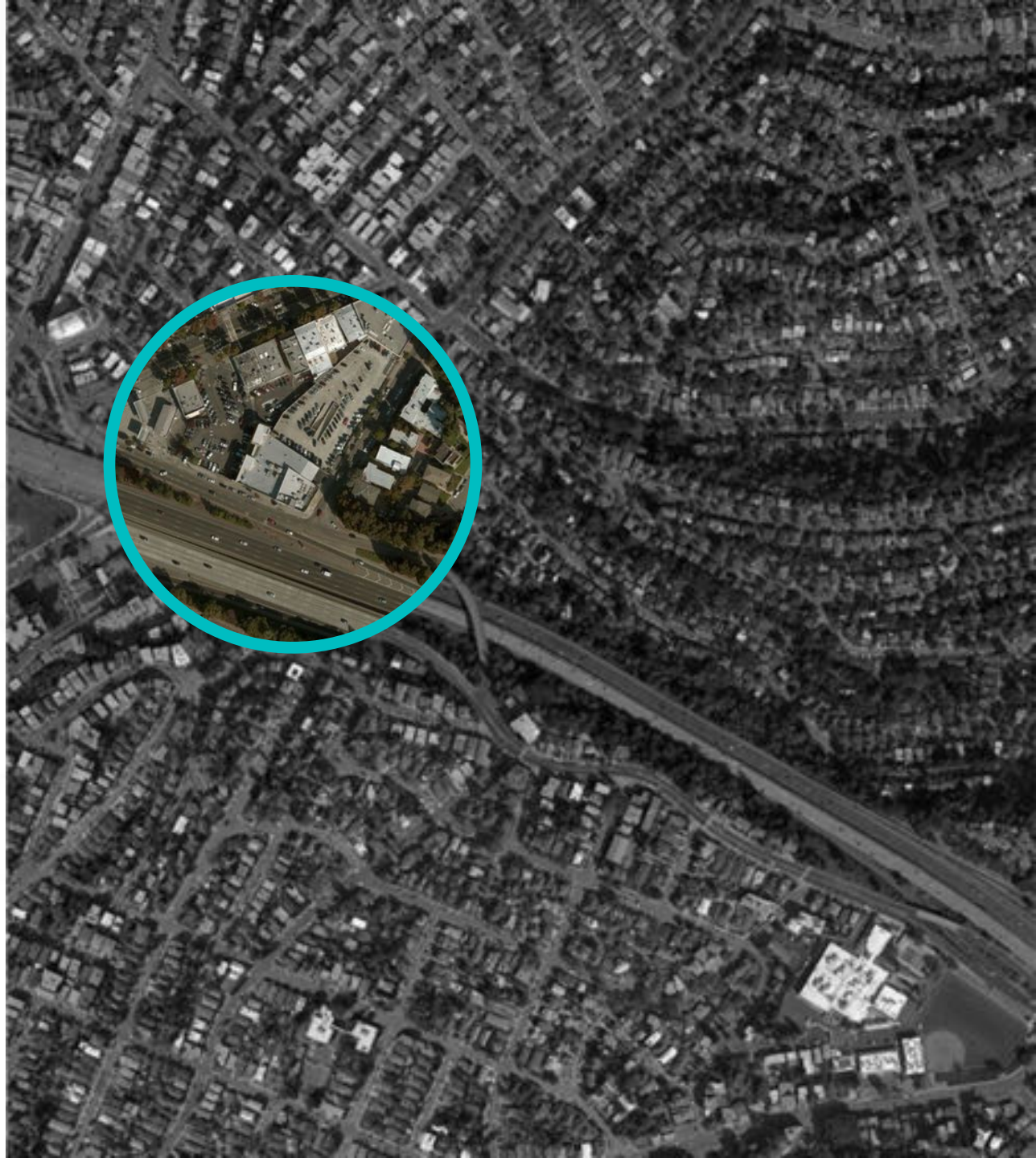


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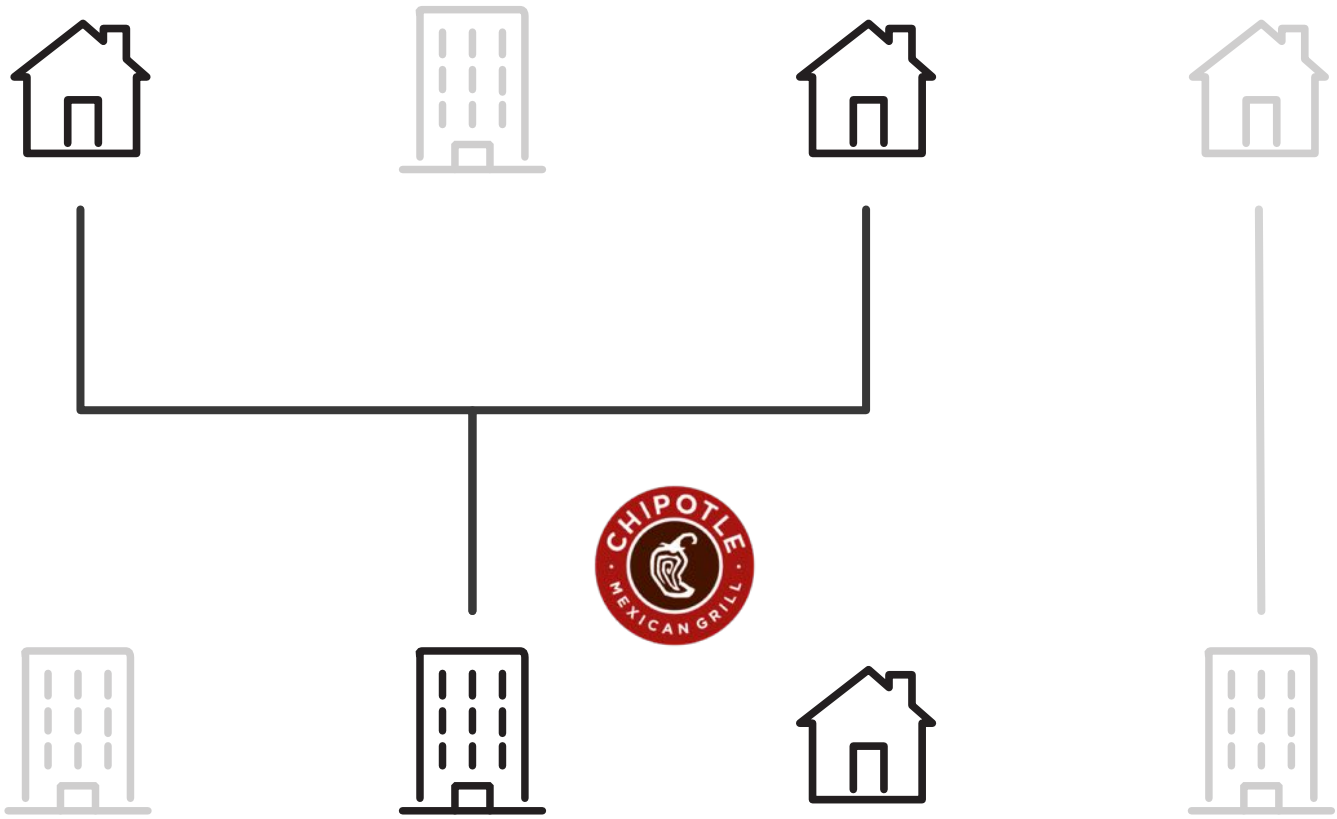
PROBLEM:

YOUR LOCATIONS DON'T PERFECTLY ADDRESS A MARKET

Unless you're McDonald's or Subway, 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.



HOW MUCH MARKET DO YOU ACCESS?



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HOW MUCH MARKET DO YOU ACCESS?

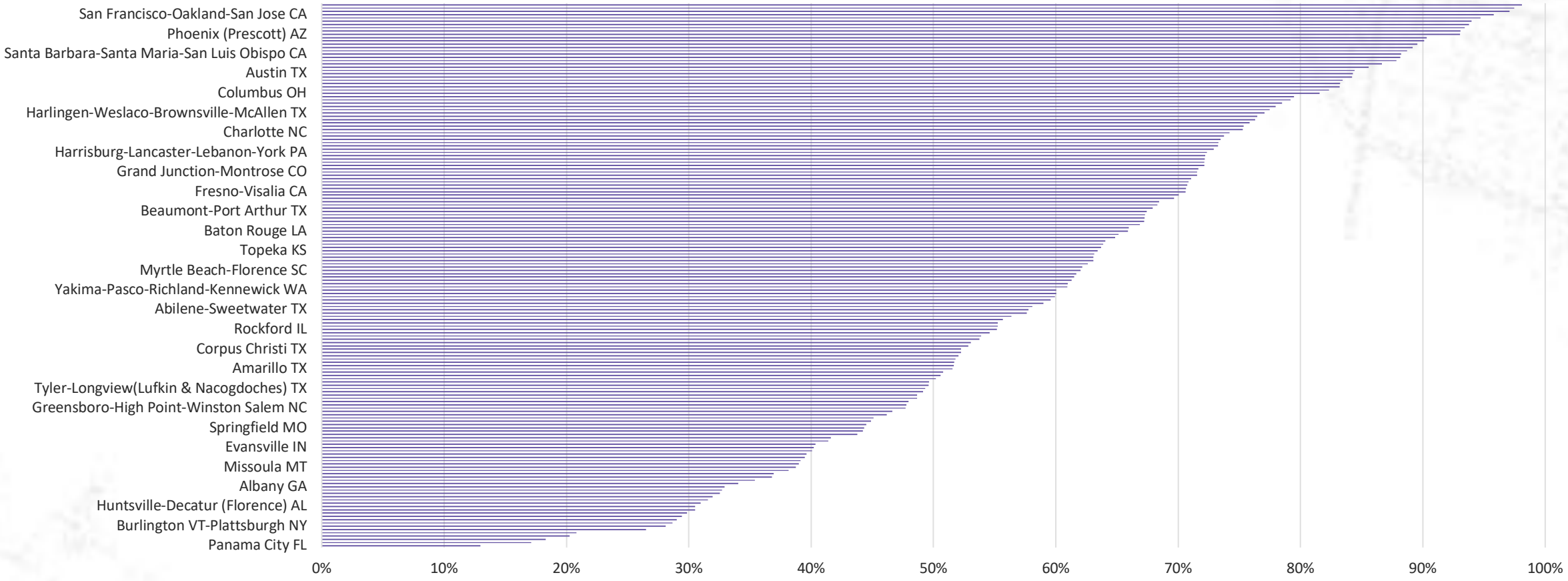


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MARKET ACCESS WASTE: CHIPOTLE

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 WASTEFUL IS MOBILE MARKET AREA TARGETING?



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HOW WASTEFUL IS MOBILE MARKET AREA TARGETING?



$27.44

27.44% of households in Chipotle markets live, work, and commute too far away

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HOW WASTEFUL IS MOBILE MARKET AREA TARGETING?



$28.40 Geo-IP errors

$27.44 Non-convenient audiences

$55.84 Wasted impressions

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HOW DOES MARKET ACCESS LOSS CHANGE BY BRAND?



DUNKIN' DONUTS



Kroger



COSTCO WHOLESALE



TRADER JOE'S

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



WRONG MARKET



LIVE TOO FAR



NEVER PASS BY

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A NEW APPROACH



CONSUMER DAILY ROUTINES

+

YOUR LOCAL STORE LOCATIONS

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SMART MARKET AREAS

Audiences built by understanding daily routines, store locations, and their interactions in a market.

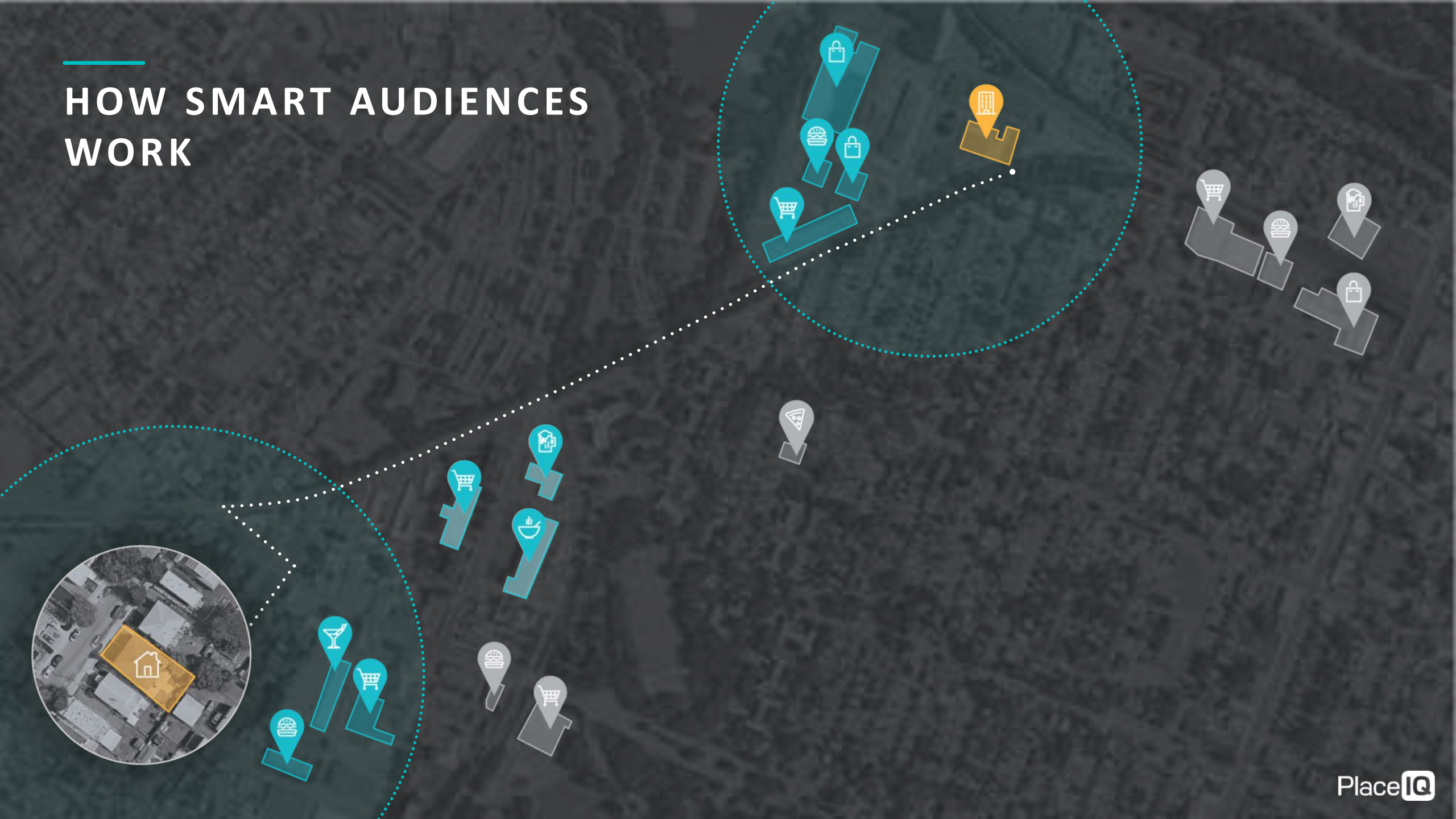
Built for your brand

Built for a market

Built for your audience



HOW SMART AUDIENCES WORK



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SMART MARKET AREA AUDIENCES

DRIVE BY
Devices that commute past a brand's physical location regularly

LIVE BY
Devices that live near a brand's physical location

WORK BY
Devices that work near a brand's physical location



SMART MARKET AREAS
A combined audience that includes all devices which live, or work, or drive by a brand's location

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HOW CAN YOU UTILIZE SMART MARKET AREAS?

DROP-IN REPLACEMENT

Reach consumers whose daily routines crosses paths with your locations

LUNCHTIME IN THE WORKPLACE

Target consumers whose work offices are near your locations especially around lunchtime when they are looking to grab food.

COMMUTERS IN THE MORNING OR EVENING

Reach consumers whose daily commutes, be it from home to work in the morning or from work the gym in the evening, intersect with your location

SUMMARY

- Marketers are making huge investments in mobile targeting
- Sophisticated use cases are appealing, but refining existing targeting methodology leads to significant gains
- Brands need to map the market areas that matter

SMART MARKETS IN ACTION

A QSR wanted to target a select group for awareness and purchase of a new product

Campaign Targets

- Fast casual restaurant frequent customers
- Drive By Smart Market Areas
- Fast casual diners or entertainment-bar goers

Campaign Success

- 26x Open Lift
- 5% PVR ; 29% lift over the control group
- Drive By audiences drove the highest visitation rate (7.14%)

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Thank you.

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