

SMoX RESULTS

March 2017

In partnership with:





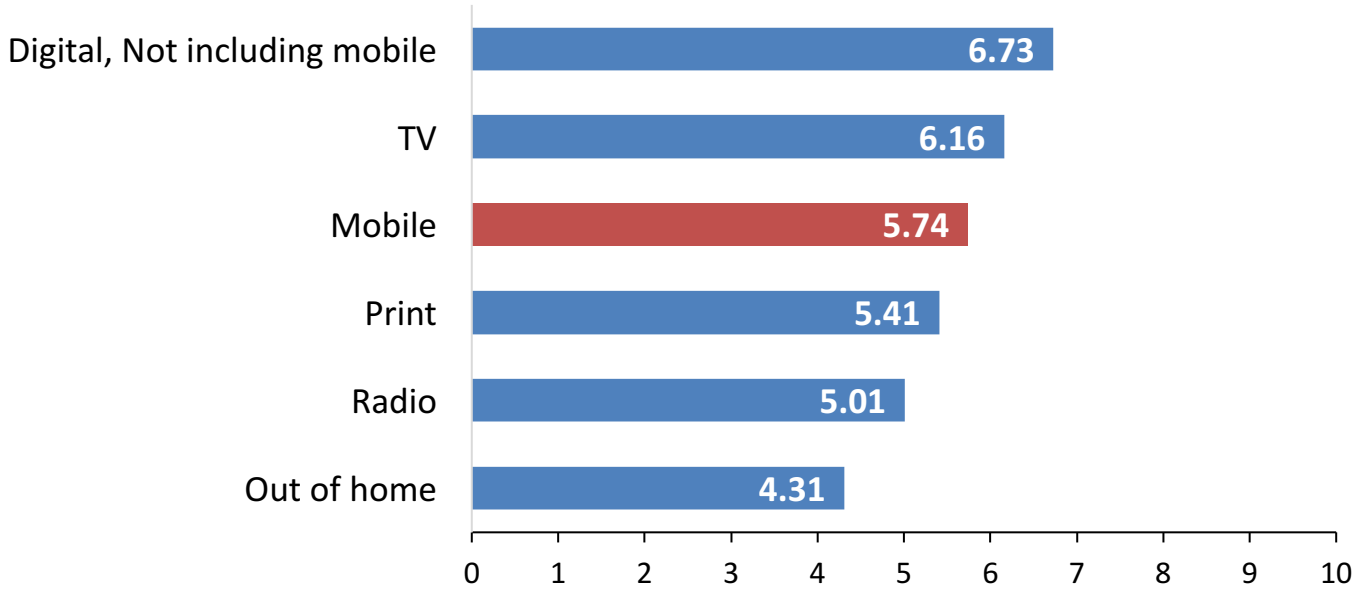
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The greatest transformation in consumer behavior that we will see in our life time

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

Question 1: How much should we allocate to Mobile?

Challenge: Low confidence about media ROI estimates



Question 5: Across the different methods you use, how confident are you on a scale of 1 to 10, where 10 is the highest confidence, that you are getting accurate estimates of the return on marketing of: N=105, Total Marketers

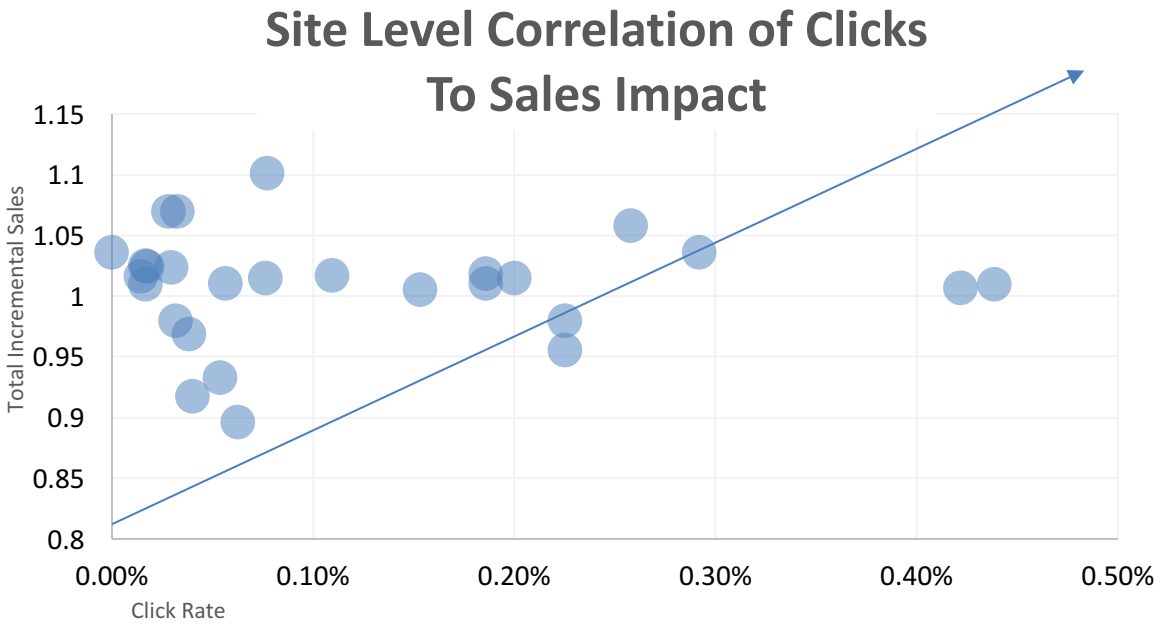
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Question 2: How can mobile work better?

Challenge: Become more agile and optimize for performance



Fact:
Virtually no relationship between click thru and sales

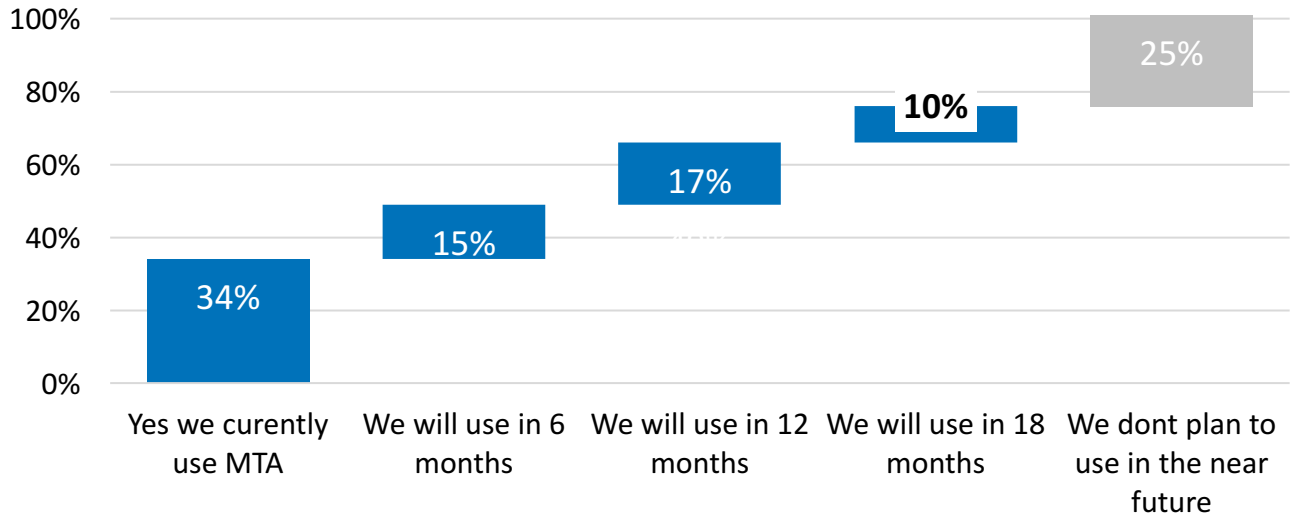


Correlation = 0.2

Unchanged in 20 years

1997 Correlation = -0.2

Solution: Need to transition to unified data and MTA



Does your company currently use a multi touch attribution (MTA) solution or do you plan to use one in the future? N=412, Total Sample

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Getting MTA Right



SMoX

Smart Mobile Cross Media Effectiveness Studies

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 …?

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

Thanks to our Partners

xAd	jumgroup	PlaceIQ	The Weather Company
Location Segment Leader	**Video Segment Leader**	**Cross Screen Leader**	**Data Segment Leader**

turner PANDORA ubimo

FOURSQUARE VERVE LOCATION POWERED ESPN

Mobile video has been part of almost all SMoX studies

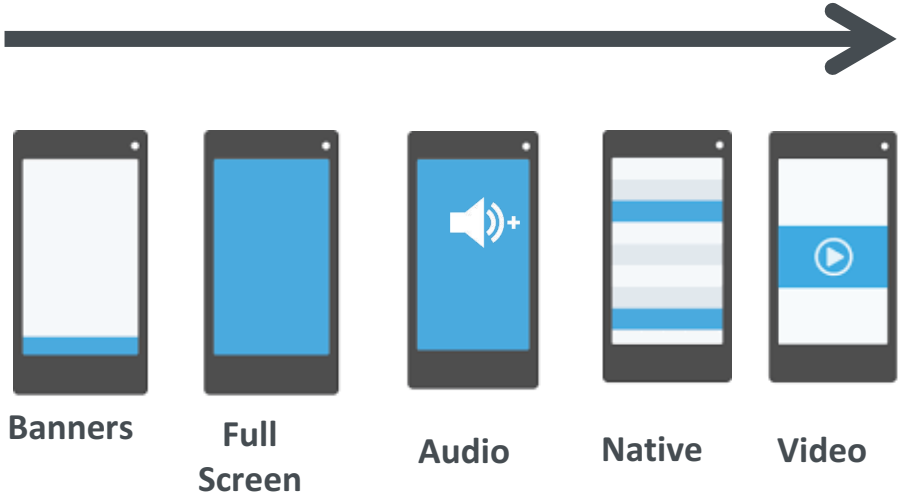
	at&t	MasterCard	Walmart	Coca-Cola	Coca-Cola	Coca-Cola Brasil	Coca-Cola	Unilever	Allstate
TV	✓	✓	✓	✓	✓	✓	✓	✓	✓
Print	✓	✓		✓				✓	✓
Internet	✓	✓	✓	✓	✓	✓	✓	✓	✓
FSI			✓						
Cinema						✓	✓		
Social		✓				✓	✓	✓	
OOH				✓	✓	✓	✓		✓
Mobile	Display	Display, video, social	Display, video, native, location	Display, audio, video social	Display, video, social	Display, video, social	Display, video, social	Display, RM, Weather targeting, social, video	Display, Video, behavioral, retargeting, location, contextual

MARKETING EVOLUTION

Getting MTA Right

- ✓ Person-level optimization of every message/targeting tactic
- ✓ Avoids 5 Flaws in Attribution by using control groups
- ✓ Omni-channel – looks at Mobile's role in the entire mix
- ✓ Uses leading indicators & sales instead of clickthrough

What previous SMoX studies have taught us: Video justifies its premium vs other mobile formats



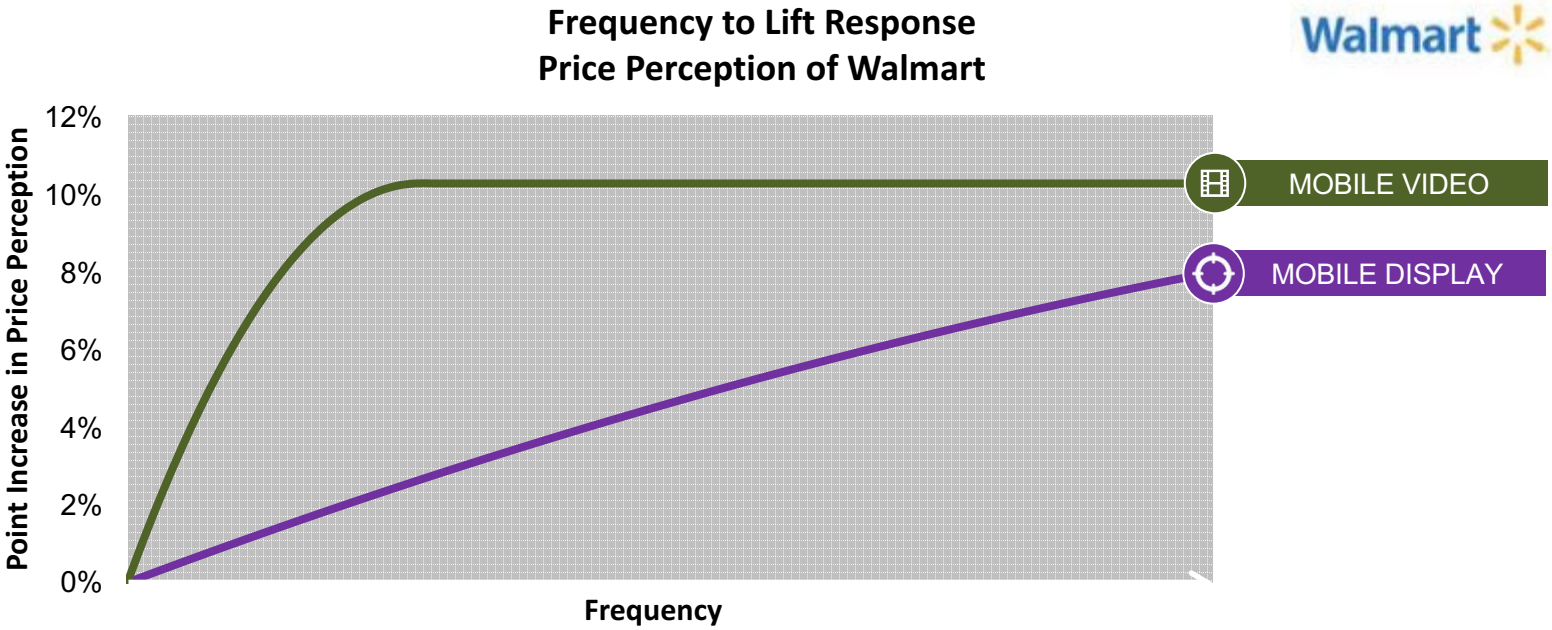
Mobile Video improves results
Manage frequency or rotate creative

	Price	Effectiveness at High Frequency
Mobile Video 	320	350
Mobile Display 	100	100

Better ROI!

Impact in this case is defined as purchase intent for Gold Peak tea.

Mobile Video and Display drive strong results, but Video gets its impact faster



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

**Mobile Display throughout this report refers specifically to mobile display advertising with location-based retargeting of people who previously visited a Walmart or competitor and proximity to a Walmart store*

MARKETING EVOLUTION

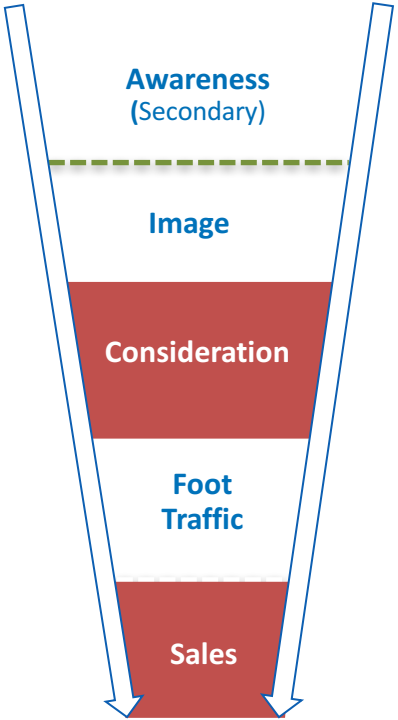
MMA

Allstate: Overview of Campaign 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

Campaign parameters

GOALS



MEASUREMENT PARAMETERS

TARGET:

18+ auto/home insurance

DATA COLLECTION

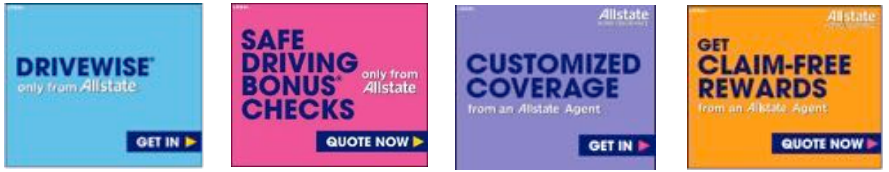
6/1 ⇨ 8/31

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



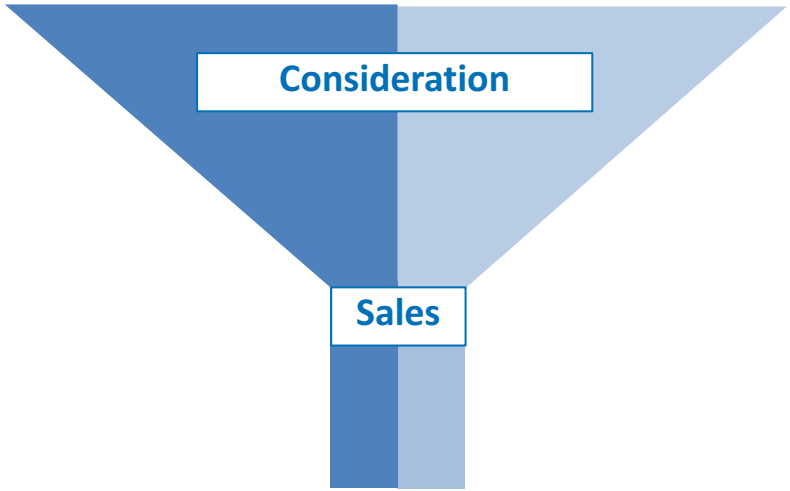
EXPANDABLE INTERSTITIALS ANIMATED TKO

MMA

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

MMA

Ad length: shorter is much more cost efficient especially for mobile video

	Video	Audio
15-SECONDS 	200	118
30-SECONDS 	100	100

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

Proprietary & Confidential

Video: pre-roll video more cost efficient vs in-banner video formats

	Consideration / $ Spent
Pre-roll (In-stream)	 178
Auto-play (In-banner)	 107
Opt-in (In-banner)	100

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

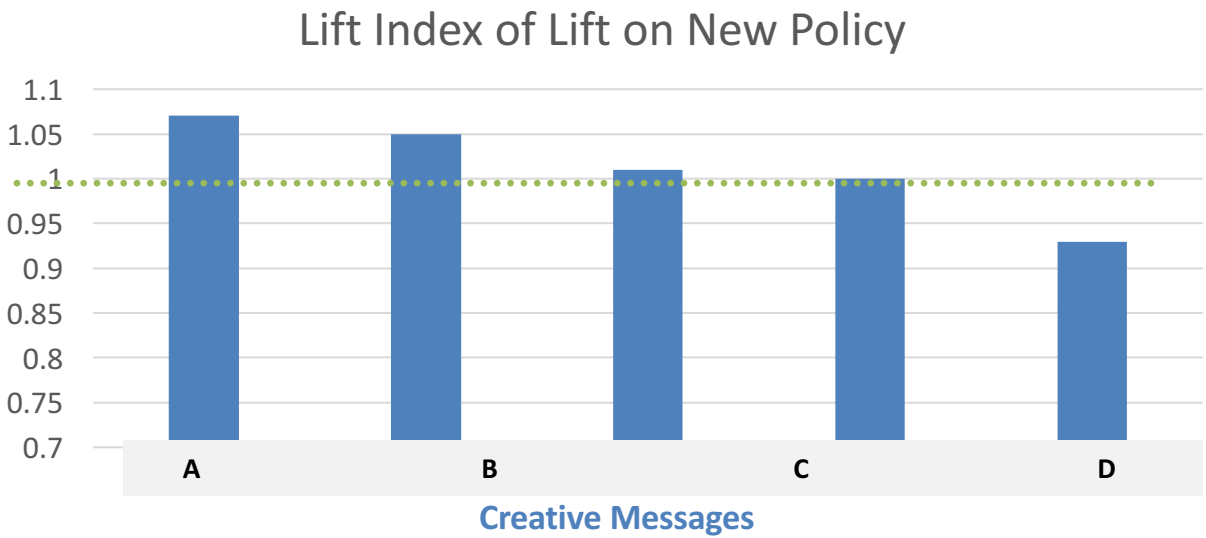
Video: targeting shows a tremendous increase in cost efficiency

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

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Creative: there was limited upside in terms of targeting the best creative to the most responsive groups

Consumers demonstrated limited differentiated response to the creative

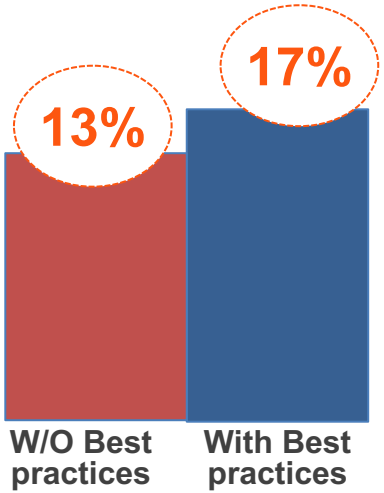


+7%

Increase in campaign performance

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

MARKETING EVOLUTION

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

MMA

What SMoX is telling us

- Mobile optimized allocation: 17% of total mix if best practices are applied.
- We see opportunities to further optimize our mobile mix in terms of:
  - Formats: increase video,
  - sub-formats: length, ad units
  - and targeting
- Contextual targeting worked for upper funnel but not for sales
- Finally creative optimization didn’t have a lot of upside in this case

Thank You!

Seizing the Mobile Opportunity



Mobile Marketing Association

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

MARKETING EVOLUTION