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MMA
MOBILE MARKETING ASSOCIATION

The Mobile Marketer Journey

MMA SM2 | September 2015

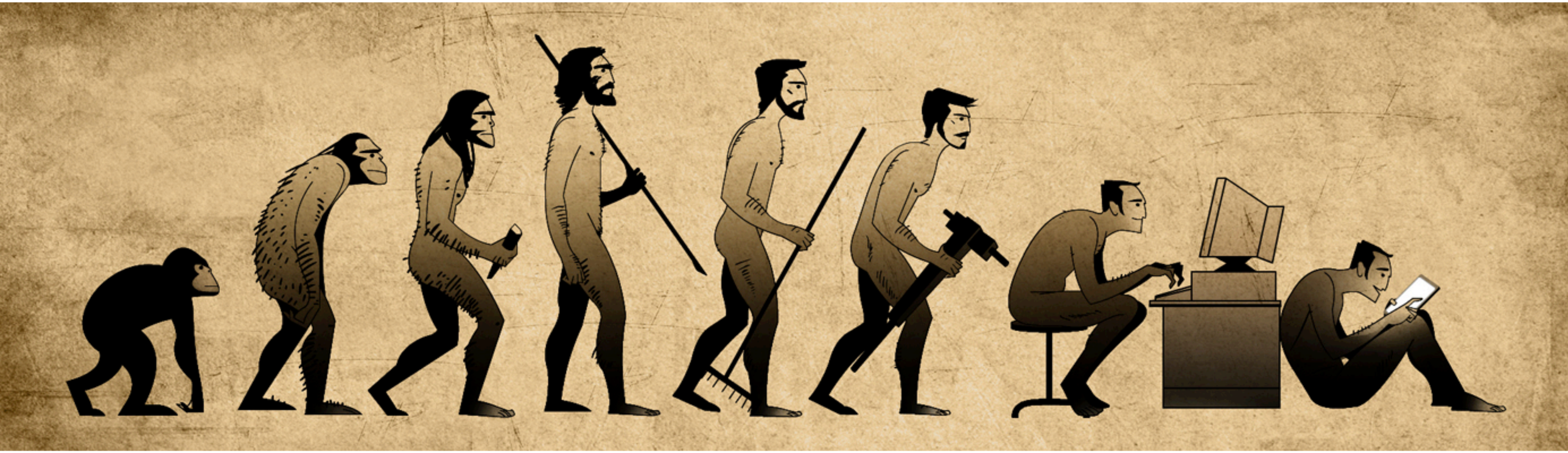




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by Telenav

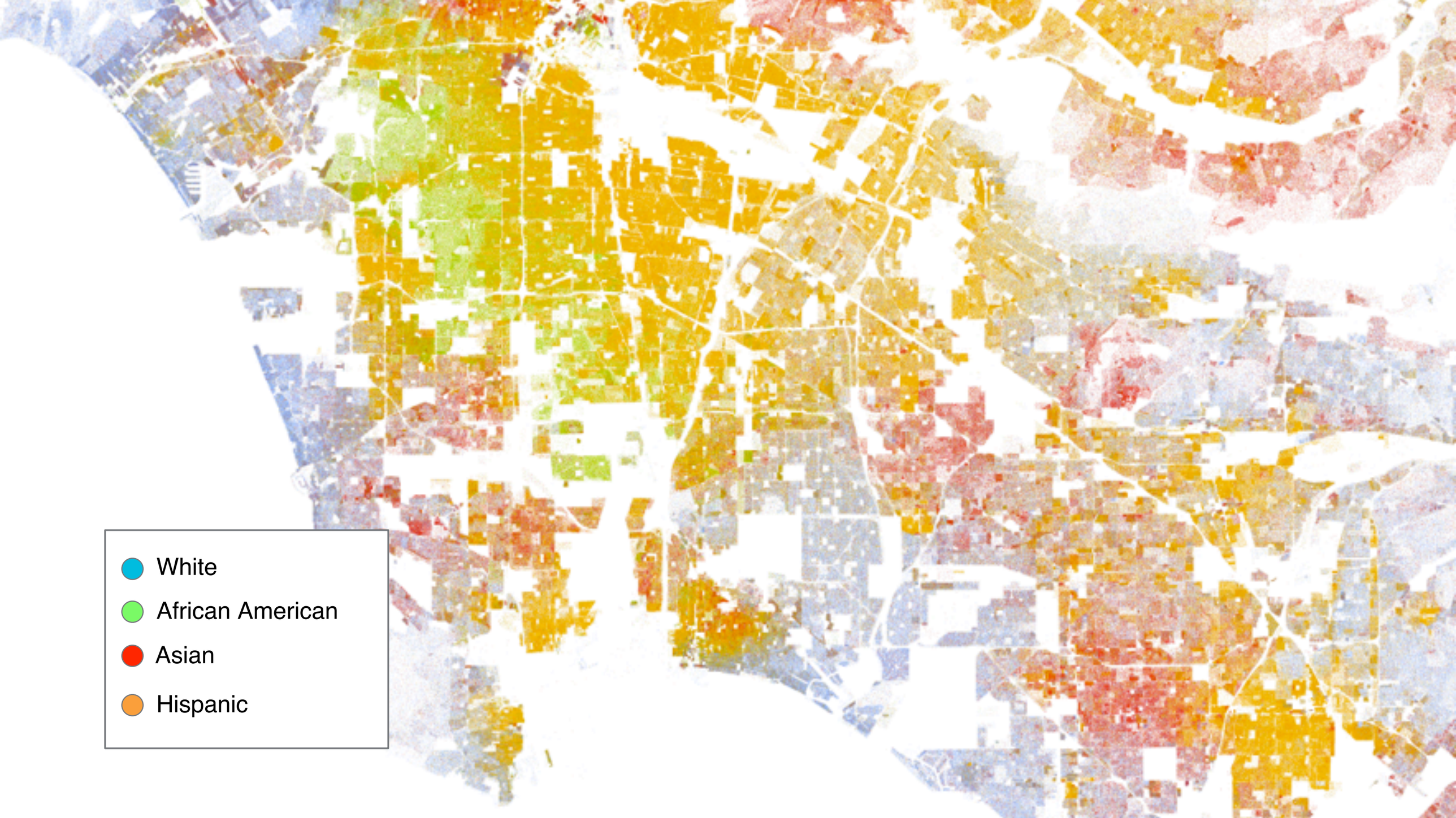
- Location Technology Company
- Mobile Marketing Platform
- Public Company (TNAV)

ev-o-lu-tion

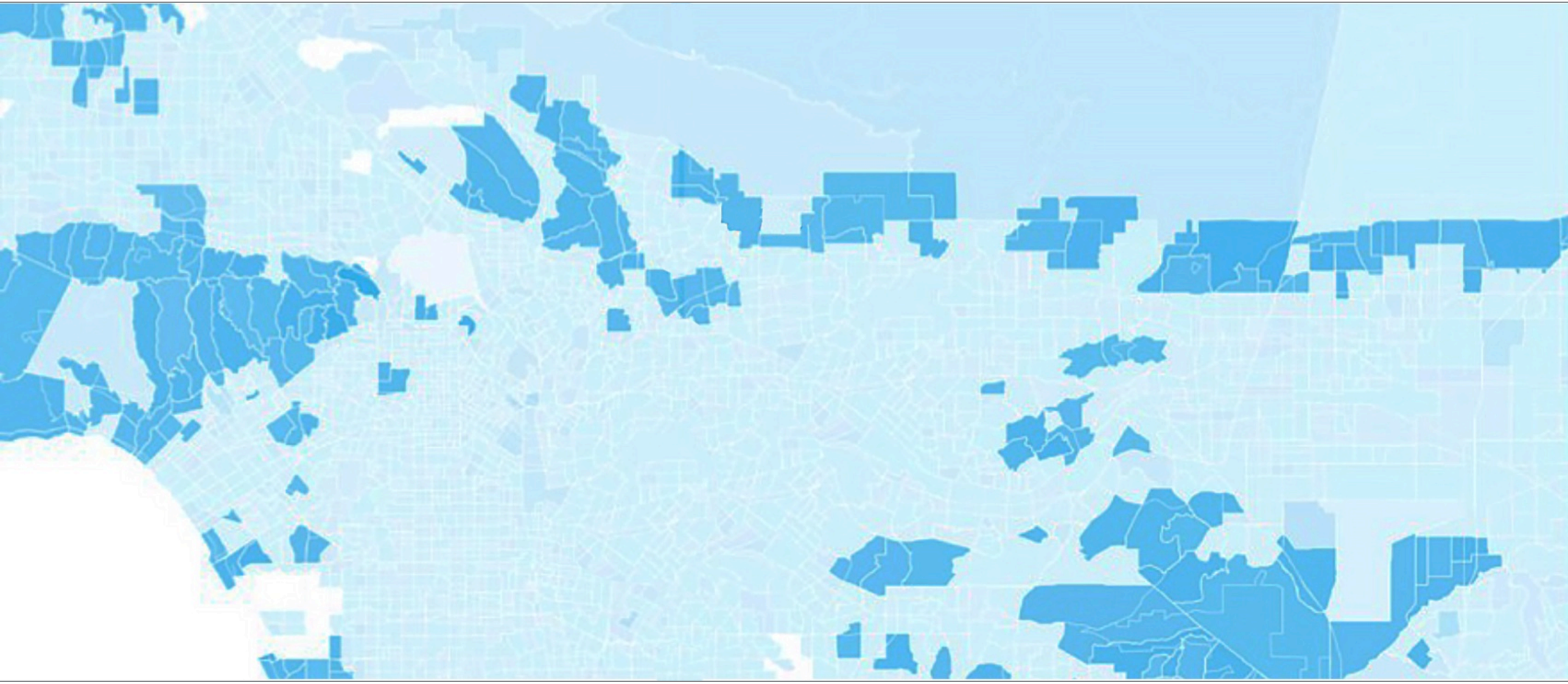


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White
African American
Asian
Hispanic

HHI > $100K DENSITY: LOS ANGELES



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Contextual Location Targeting:

Wednesday, 7:42PM, Wrigley Field

Behavioral Location Targeting:

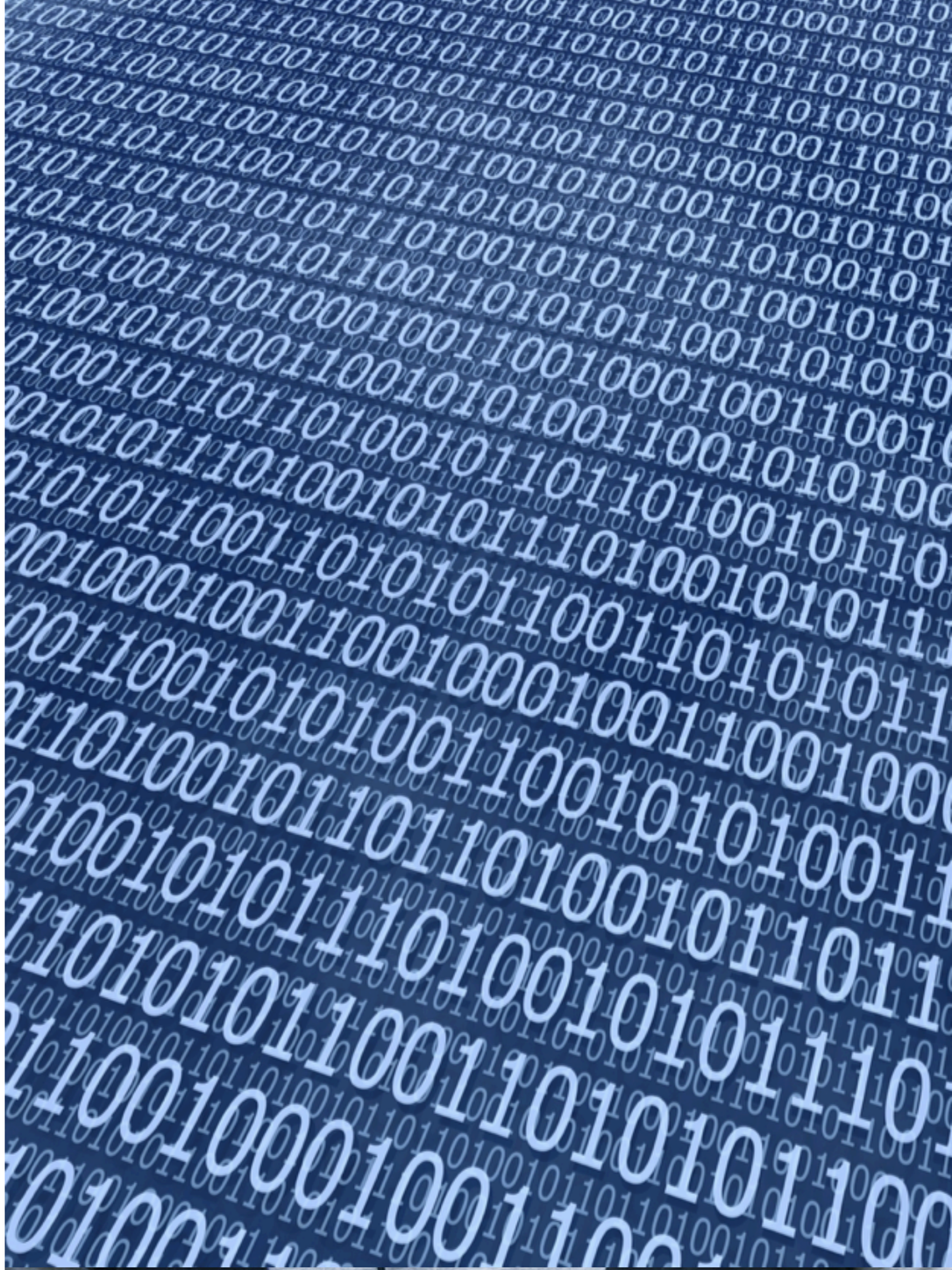
Frequent Dining, Boutique Men's Wear, Concert-Goer

Demographic Location Targeting:

HHI, Age, Ethnicity, Life Stage

3rd Party Data Profile Targeting:

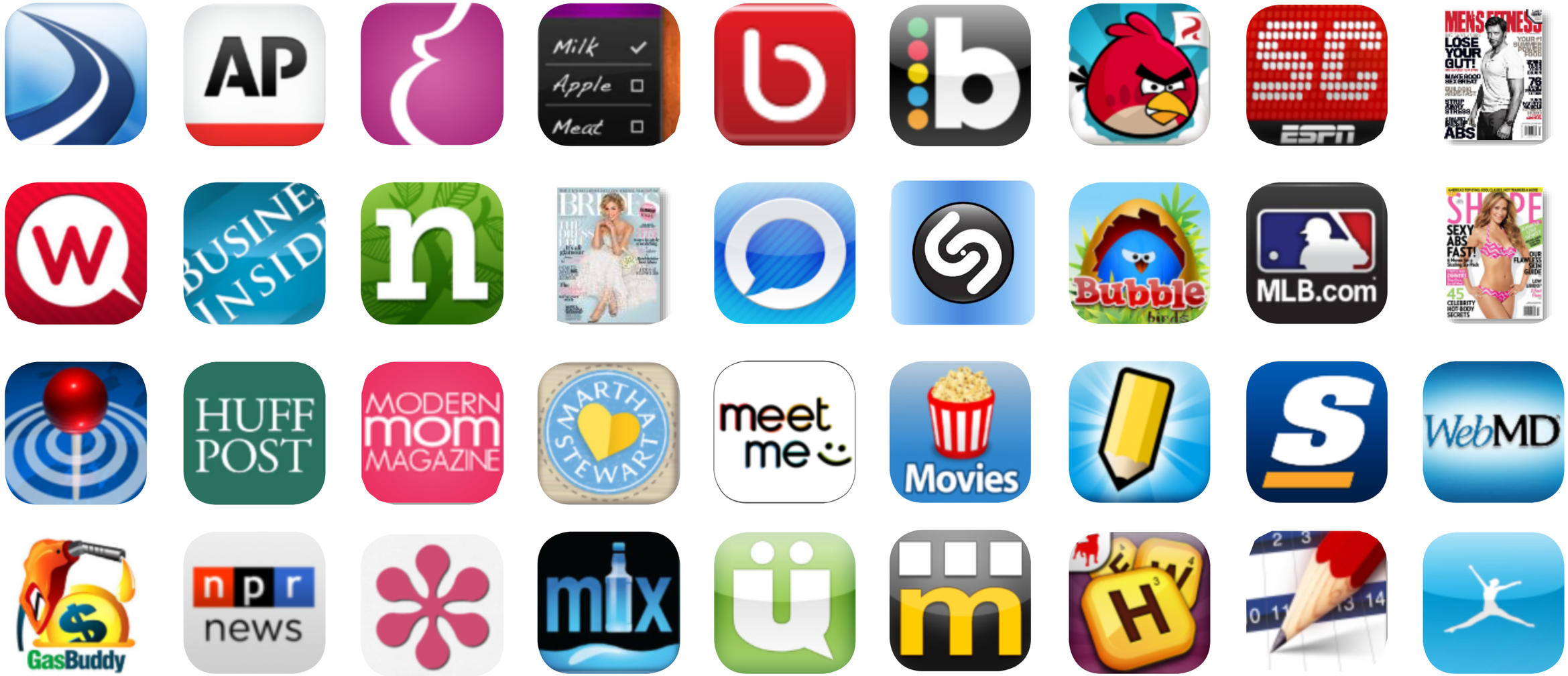
Owns an Acura, Purchases Crest, Male/ Female



122°0'16.69"W

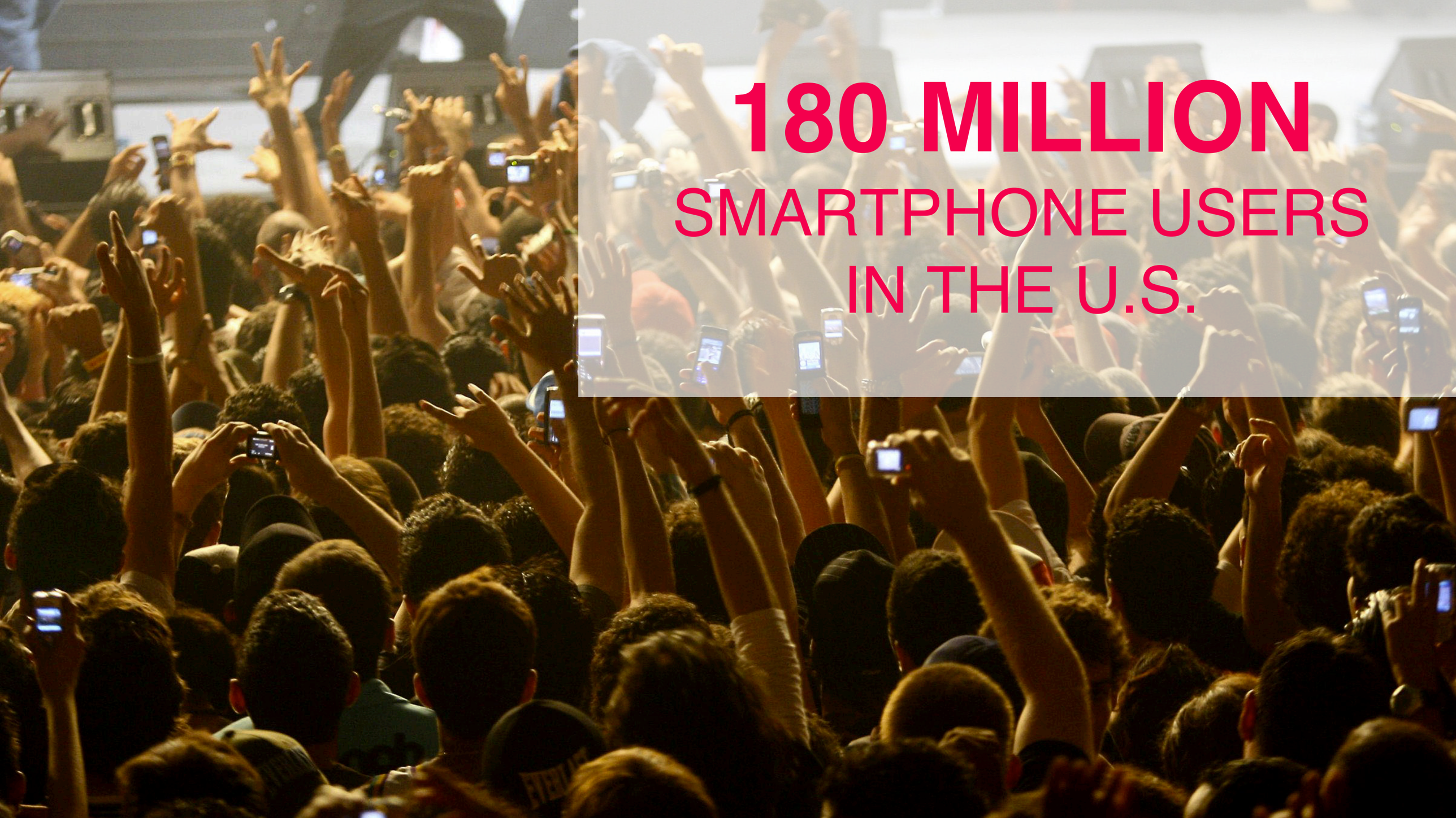
SO…HOW DOES LOCATION COMPARE TO TRADITIONAL AUDIENCE TARGETING?

37°23'10.88"N


AP
Milk
Apple
Meat
ESPN
MEN'S FITNESS
LOSE YOUR GUT!
ABS
MLB.com
SHAPE
SEXY ABS FAST!
Bubble
HUFF POST
MODERN mom MAGAZINE
MARTHA STEWART
meet me
Movies
WebMD
GasBuddy
npr news
mix

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>300 BILLION
DATA POINTS PER
MONTH



180 MILLION

SMARTPHONE USERS IN THE U.S.



60 LOCATION DATA POINTS

PER PERSON, PER DAY

PLANNING

TARGETING

CREATIVE

MEASURMENT

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122°0'16.69"W

THE MOBILE MARKETERS CAMPAIGN JOURNEY

37°23'10.88"N

I was so excited to receive this RFP.

But then I started reading it.



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BLACK FRIDAY

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MOBILE MARKETER'S CAMPAIGN JOURNEY

GOALS & OBJECTIVES

- ☐ INCREASE STORE FOOT TRAFFIC
- ☐ BUILD BRAND AWARENESS
- ☐ INFLUENCE OFFLINE PURCHASES
- ☐ DRIVE MOBILE PURCHASES
- ☐ OTHERS: _____

TARGETING

- ☐ BEHAVIORAL TARGETING
- ☐ CROSS-CHANNEL TARGETING
- ☐ SPECIFIC APP TARGETING
- ☐ RE-TARGETING
- ☐ LOCATION TARGETING
- ☐ OTHERS: _____

CREATIVE

- ☐ IAB BANNERS
- ☐ INTERSTITIALS
- ☐ RICH MEDIA
- ☐ DYNAMIC CREATIVE
- ☐ VIDEO
- ☐ OTHERS: _____

MEASUREMENT

- ☐ BRAND LIFT
- ☐ FOOT TRAFFIC ATTRIBUTION
- ☐ VIDEO VIEWS
- ☐ CTR
- ☐ SOCIAL ENGAGEMENT
- ☐ SALES LIFT
- ☐ OTHERS: _____

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GOALS & OBJECTIVES



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WHICH MOBILE MARKETING OBJECTIVES MATTER MOST TO BRANDS AND AGENCIES?

Foot Traffic

Brand Awareness

Offline Purchases

Online Purchases

Conquest Compet-itors

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Source: Industry Index / Thinknear

The Incredible Story Of How Target Exposed A Teen Girl's Pregnancy



Gus Lubin

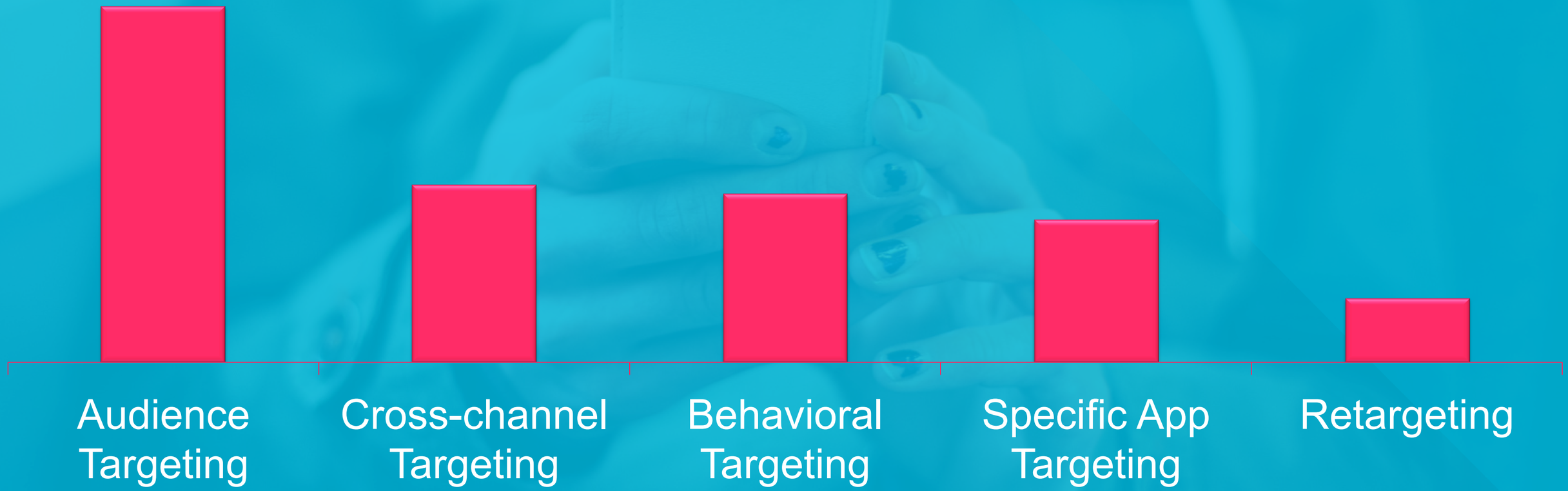
Feb. 16, 2012, 10:27 AM 34,420 17



Targeting

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WHICH MOBILE TARGETING CAPABILITIES MATTER MOST TO BRANDS AND AGENCIES?



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Source: Industry Index / Thinknear

Creative



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Dynamic Creative

15-30%

Increase in Post-Click Conversions

Engagement Rates by Format

0.48% Banner

0.53% Interstitial

1.14% Rich Media

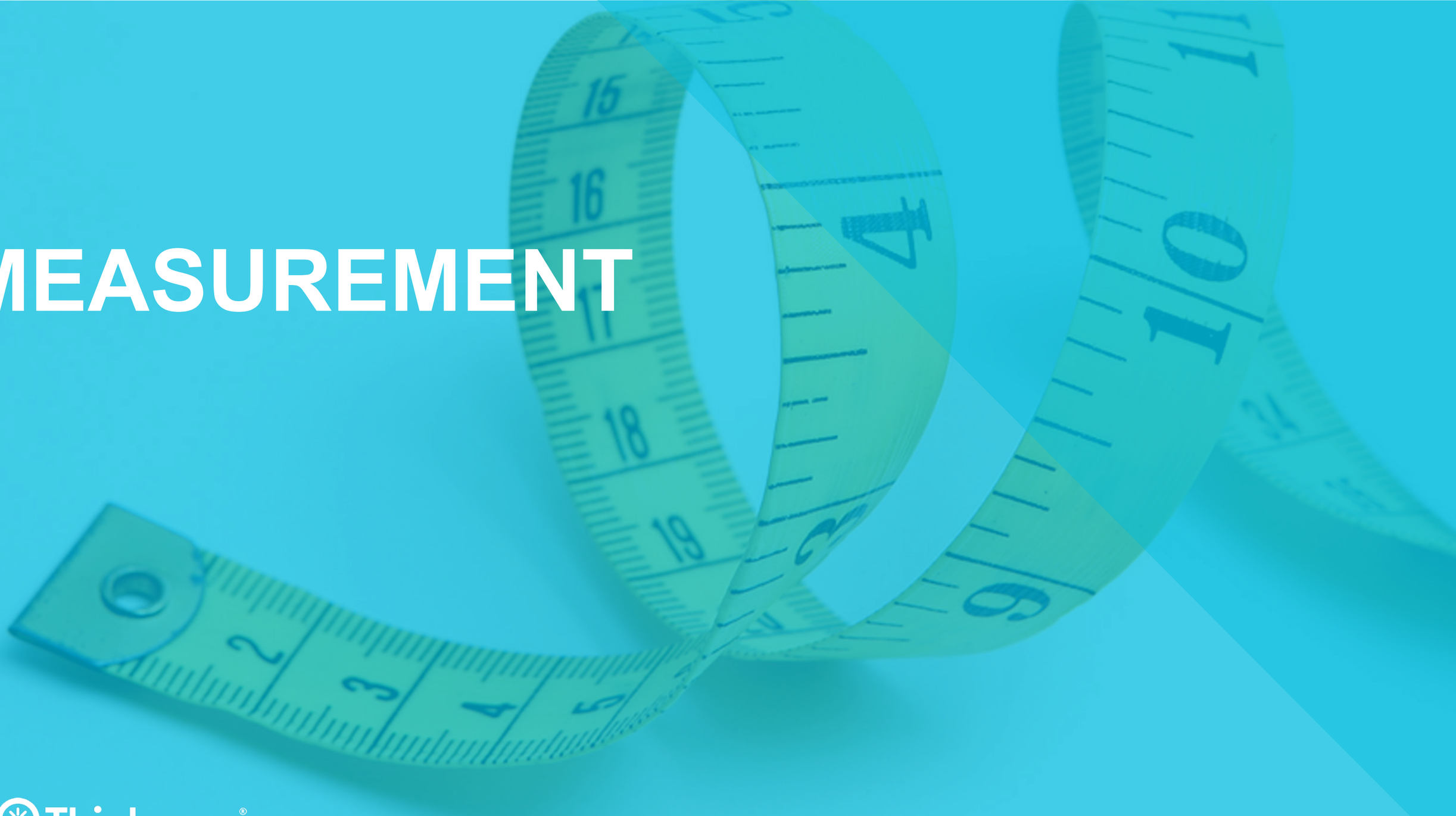
Mobile Video

70%

2015 Growth

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MEASUREMENT



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WHICH MEASURMENT TOOLS ARE MOST OFTEN USED BY BRANDS & AGENCIES?



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Source: Industry Index / Thinknear

Summary

- Start with mobile objectives, not “campaign objectives applied to mobile”
- Align targeting and creative strategies for better performance
- Measure what matters and share with your partners
- Mobile is the only “on-the-go” channel, plan for it

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122°0'16.69"W

37°23'10.88"N

Thank you!

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