THE MOBILE ADVANTAGE

How Mobile and Local Data are Transforming Shopper Marketing

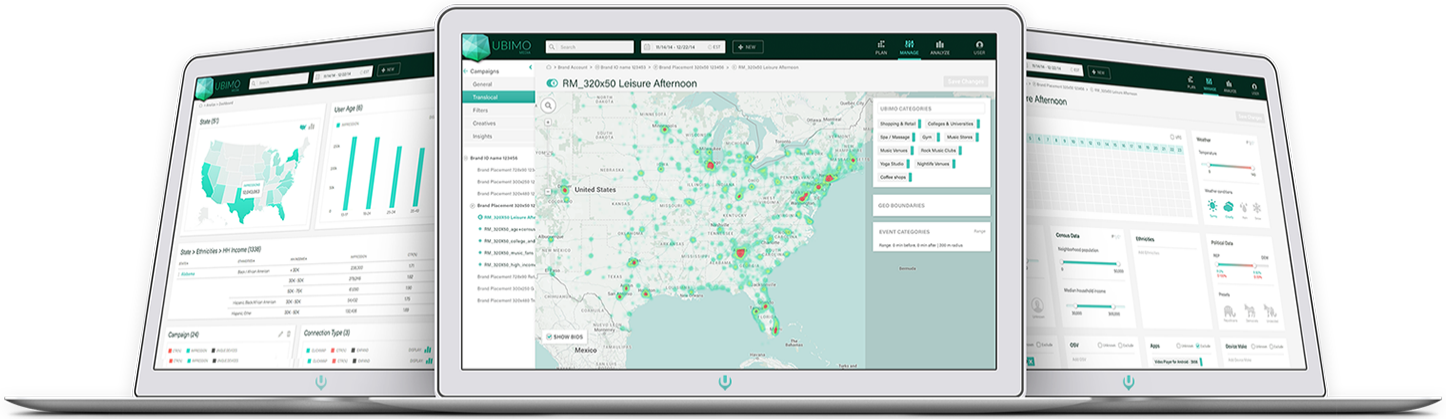




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One platform for your entire mobile advertising strategy.
Designed for the ever changing context of consumers on the go.

Founded in 2013 • HQ in Tel Aviv + NYC • Mobile First proprietary DSP
Intuitive interface • Transparent, self-service platform



'We think different to do better. With a number of agencies dedicated to providing best-in-class services, we're able to give a complete, total solution to any ask. A solution that's smart, challenging, innovative, and always accomplished what it sets out to do. And with our winning together mentality, you can count on us to keep you involved every step of the way.'



ADVANTAGE MARKETING PARTNERS

- 13 offices across North America
- Agency of Record for **10 of 12 top US Retailers**
- Agencies include AMP, BLITZ, 206inc, Evenus, MarlineNetwork, and IN Marketing Services
- Longest average Agency Tenure

THE SHOPPER MARKETING CHALLENGE

MOBILE FIRST DATA

Cookie based static audience segments are irrelevant for Shopper Marketers

Same person moves through different life contexts throughout the day.

Mobile data lets us capture truly personal moments.



Mobile allows a deep awareness of location, store proximity and moment.

Impossible to achieve with cookies.



Mobile captures the "in-between" moments without intent.

These moments add up to be almost infinite.



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CASE STUDY: MAJOR BREAKFAST PRODUCT



THE PRODUCT

Healthy Breakfast Product from a **Major Brand**

THE AUDIENCE

Health-conscious women with families looking for wholesome snacks

THE GOAL

Drive in-store sales of specific product

MEASURE

Near real time measurement of sales

Understand who, where, and why of user engagement

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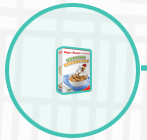
TACTICS: THE MOBILE ADVANTAGE



The product

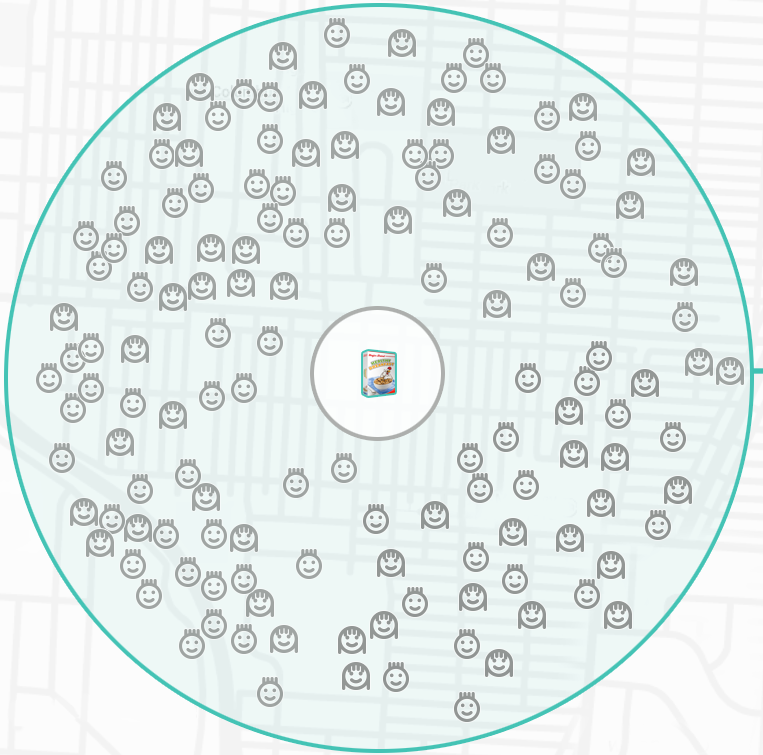
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TACTICS: THE MOBILE ADVANTAGE



The specific store

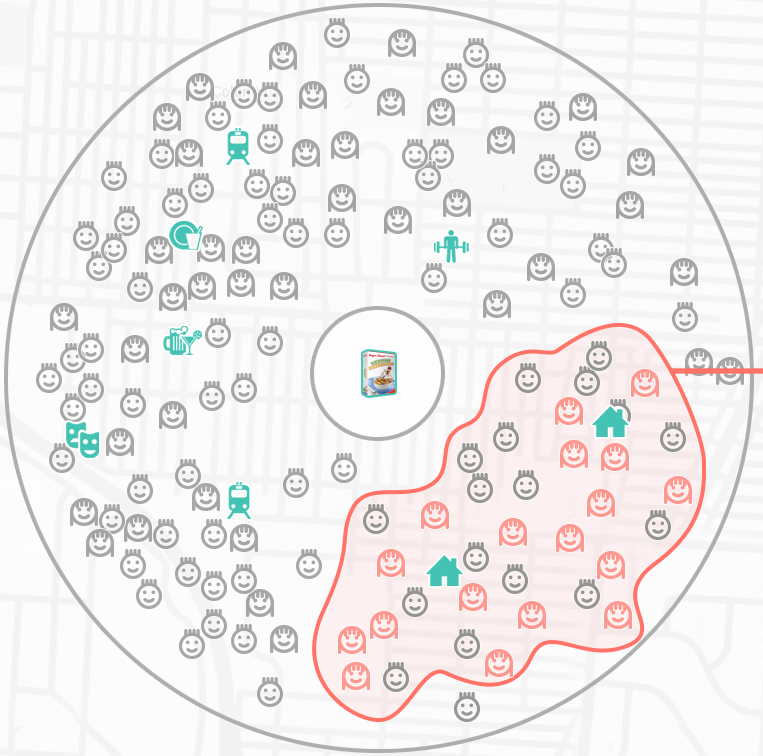
TACTICS: THE MOBILE ADVANTAGE



The Battleground:

Context around the store: real-world context, area culture, demographics and store affinity data

TACTICS: THE MOBILE ADVANTAGE



The right person

- Demographic data
- Historical location data
- DMA affinity data
- Audiences graph

The perfect moment

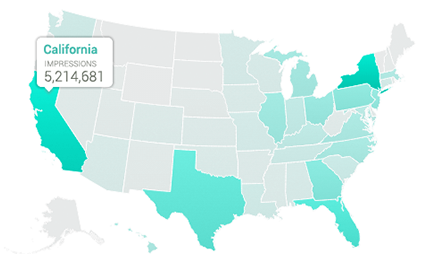
- The right time
- The right place

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AGE
24
50
WEATHER CONDITIONS
Sunny
Cloudy
Rain
Snow
VOTING PREFERENCES
R 25%
D 75%
R 75%
D 25%
DEVICE
iOS
Android
More
GENDER
Male
Female
Unknown
TEMPERATURE
F° | C°
0
140
PRESETS
Democrats
Undecided
Republicans
DYNAMIC CATEGORIES
Add Venues
Upload CSV
TACTICS: THE PERFECT MOMENT
HOUSEHOLD INCOME
75K
150K
LOCAL EVENTS
co
Comedy Show
Concerts & Tours
Conventions
Conference & Trade Shows
Festivals ×
Street Fairs ×
AUDIENCE
Fami
Busy Families - Weekend
Busy Families - Weekdays
Fast Food Lovers
Music Fans
Millenials ×
Travelers ×
APPS CATEGORIES
Arts & Entertainment
Books & literature
Fine Art
Music
Television
Automotive
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RESULTS

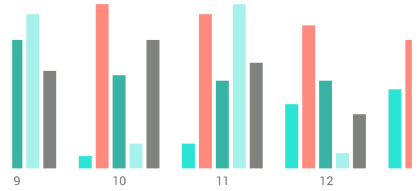
PERFORMANCE BY STATE



RESULTS Top performing TRANSLOCAL context

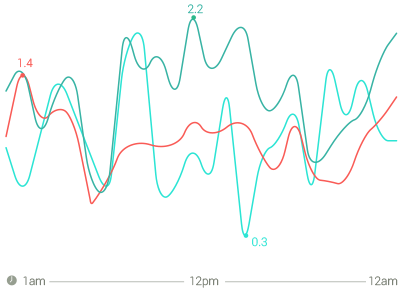
245%	Shopping and retail During opening hours
180%	Colleges and universities 12pm-8pm
124%	Parks and playgrounds Weekend daytime, weekdays - 4pm-6pm
75%	Transportation hubs Morning time

TIME OF DAY

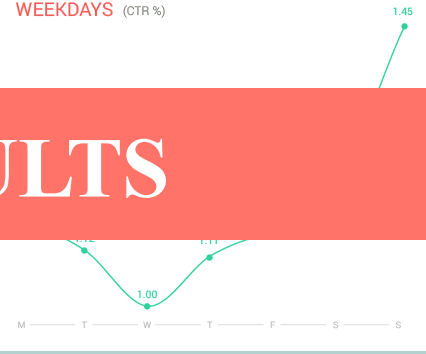


DELIVERY

ALL | SHOPPING | COLLEGES



WEEKDAYS (CTR %)



AGE* (CTR %)



WEATHER

Lift%

Sunny	Cloudy	Rain	Snow
130%	30%	-20%	-33%

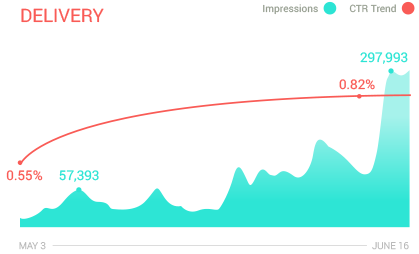
PERFORMANCE (CTR %)

OS: 0.81 | 0.75

Network: 0.98 | 0.62 | 0.92

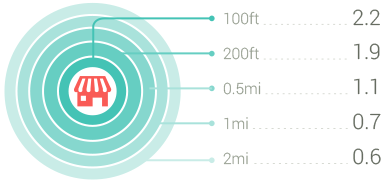
Carriers				
	AT&T Wireless	0.99	Cellco Partners	0.79
	Sprint	0.96	US Cellular Corp.	0.76
	T-Mobile	0.97	Unknown	0.71

DELIVERY



CLICK TO COUPON

By distance from branch CTR%



TOP PERFORMING STATES (CTR %)

AZ	1.73%	NV	1.45%	NY	1.30%
IL	1.64%	CA	1.42%	GA	1.29%
VA	1.63%	MA	1.40%	OR	1.25%
WA	1.55%	FL	1.37%	TX	1.20%
NJ	1.46%	MD	1.35%	MO	1.18%

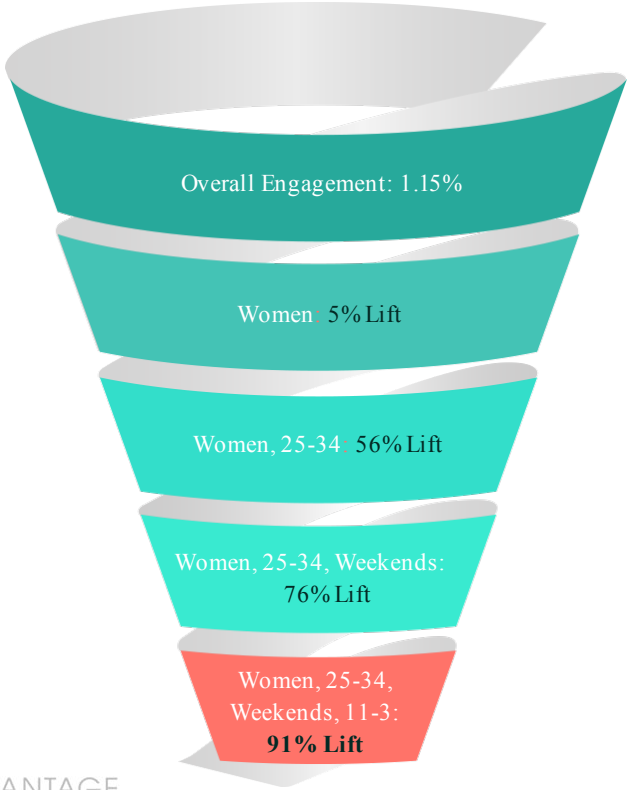
UNDER PERFORMING STATES

MN	1.03%	NC	1.03%	OH	1.07%
IN	1.03%	WI	1.05%	PA	1.08%

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THE ADVANTAGE ENGAGEMENT FUNNEL



ADVANTAGE MOMENT INSIGHTS:

- Women 25-34 engaged up to **49% more** during health-conscious experiences; at **gyms** and **parks,** both during the day and after work.
- Women 25-34 on **Sundays engaged 65% more** when in stores carrying the product.
- Women 25-34 engaged up to **138% more** at "young family" moments: pick-up and drop-off hours at **elementary schools,** and **183% more** at **playgrounds** between 11-3pm on weekends.

THE SALES MEASUREMENT CHALLENGE

ADVANTAGE PROJECT X
Powered by Ubimo

Project X empowers shopper marketing companies to understand sales data for **specific products** in **specific stores** measured against Ubimo Metrics

By matching near real-time sales data, it's possible to understand results in sales lift based on mobile media spend down to individual products.

When coupled with Ubimo's proprietary location and user data, companies can extract powerful insights about the effectiveness of their advertising budgets, and use the data to build audiences for each battleground.

BRAND B BEFORE AND DURING MEDIA

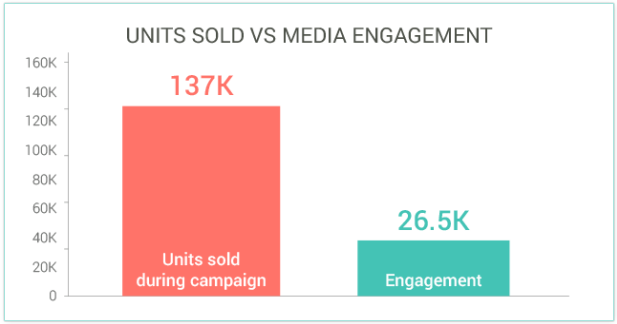
6 WEEKS PRIOR TO MEDIA (1/1-2/14)

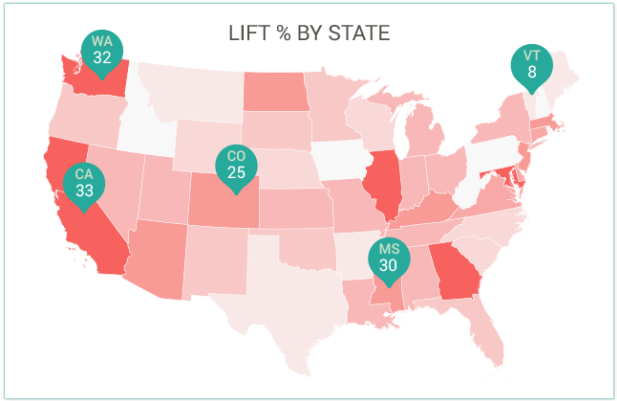
- Total Units Sold: 103,569
- Total Sales Dollars: $303,430

IN MEDIA (2/15-3/31)

- Impressions: 8.5M
- Engagement: **26,496**
- Total units sold: 137,073 (a 32% increase)
- Total sales USD: $402,212 (a 33% increase)

Timeframe assessed: Jan 1 – Feb 14 (prior to media) Feb 15 – Mar 31 (In media)
Chart percentages reflect Units sold difference between each timeframe assessed





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LIFT DURING MEDIA

Brand	In-Store Sales (When running ads)	In-Store Sales (with no ads running)	Lift
Brand Y	$206.73	$184.18	+22.4%
Brand Z	$64.44	$57.94	+11.2%

THANK YOU!

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