DISCOVER 3 WAYS FOOT TRAFFIC CAN HELP YOU DRIVE MORE SALES



Gilad Amitai
COO & Co-Founder



Laurence Chan
VP Revenue Development



COMSCORE 2016 MOBILE APP REPORT / E-MARKETER SURVEY

80% SHOPPERS USE THEIR MOBILE DEVICE TO RESEARCH PRODUCTS BEFORE HEADING TO THE STORE



61% of Americans say they check their mobile devices while out shopping

Forrester North American Consumer Technographics Retail Survey, 2015 | Deloitte's 2015 Global Mobile Consumer Survey

HOW CAN YOU REACH THIS MOBILE AUDIENCE AT THE TIMES THAT MATTER MOST?



Ensure you are messaging the user while they are in the right state of mind

WHY FOOT TRAFFIC IS DIFFERENT TO LOCATION DATA



LOCATION DATA:

- Sourced from ad request
- Larger eco system
- Only passed when there is an ad request
- Not all location data is originated from OS location services
- Great for context and Proximity

FOOT TRAFFIC VISITATION:

- SDK Panel based
- Works also on the backend
- Dwell time
- Great for meaningful validation of a visit

SDK PANEL BASED vs AD REQUESTS DATA

	AD REQUEST	PANEL	SDK
PROS	Scale	Data Quality / accuracy	Data quality/accuracy, ability to measure time spent at location and visit frequency
CONS	Lack of accuracy	Limited size	Size is larger than panel based but smaller than ad requests user base

In this webinar -

YOU WILL DISCOVER HOW TO:

Understand your mobile audience

Pinpoint your campaign planning

Maximize your measurement



UNDERSTAND YOUR MOBILE AUDIENCE

TAKE A TYPICAL SHOPPER



IN-STORE INSIGHTS

What day they visited a store

What time they visited a store

What the weather was when they were in a specific store

How long they stayed in the store

How often they visit the store/POI

POST-VISITATION INSIGHTS

What apps they are using

Other places visited before specific store

Which places visited after specific store

Whether exposed to any ads in-store

Where they live

Age/Gender

Offline data

Real-time, real-world user context

UNDERSTAND INTERESTS, ACTIVITIES, & AFFINITIES





ubimo

CUEBIQ

SOURCE: CUEBIQ INSIGHTQ

FOOT TRAFFIC IS NOT JUST FOR RETAILERS



Politics
which visitors went to specific political rallies or polling booths



Auto
visited car lot for at least 30 minutes dwell time



CPG
visited retail or event (sports/music) locations hosting their product



QSR
visited restaurants, competitor restaurants or stores

PINPOINT YOUR CAMPAIGN PLANNING

ubimo

VISITATION DATA ADDS DEPTH TO AUDIENCES



- Have come from a wireless carrier store such as Verizon and T-Mobile
- Visit a Wal-Mart store after their coffee run
- Visit a Starbucks location that is within 3 miles from their home and/or work location
- Spend 5 minutes or less (40%) or between 5 and 20 minutes (35%) in store
- Visit the store in the early morning during the week and hit Starbucks both in the morning and for an after lunch coffee on Saturdays and Sundays

SOURCE: Anonymized Starbucks Visitor Data - VISITQ

MOVE FROM AUDIENCES TO MOMENTS







MAXIMIZE MEASUREMENT

MOVE FROM CTR TO MORE RELEVANT METRICS

ATTRIBUTION WINDOW

The time interval after ad exposure during which the devices are monitored and POI visits are recorded

VISIT RATE

Percentage of devices which satisfy the visit criteria in the attribution window

DWELL TIME

Time spent in the same position or area specified by the visit criteria

HOW IT WORKS

Exposed Group vs. Control Group

CAMPAIGN DATA COLLECTION



Exposed users identified through a pixel implemented on creative ad units.

EXPOSED & CONTROL GROUP

Tightly Matched to Identify Campaign Impact



Exposed users



Unexposed users
(Control group)

FOOTFALL UPLIFT ANALYSIS



Store visit uplift
Based on comparison of exposed users vs. control group

MOVE FROM POST-CAMPAIGN TO REAL-TIME



Take action on the measurement and optimize in real-time

LET PROGRAMMATIC TECH WORK FOR YOU



Day of week
Time of Day
Temperature
Weather
Flu Index
Political Alignment
Demographics



Monday
2:35pm
67°
Low Flu Index
Republican
32 years old
Male
CNN app

ubimo
CUEBIQ

THANK YOU!



LAWRENCE CHAN
Lchan@cuebiq.com



GILAD AMITAI
Gilad@ubimo.com

SUMMARY

Use location data to create multi-dimensional mobile audience profiles

---

Precision target at marketing moments

Let technology work for you

HOW CAN MOBILE FOOT TRAFFIC HELP?



Build richer, multi-dimensional profiles of your customer