Using Location Data to Create Engaging, Measurable Experiences



SAMSUNG

Starcom SMG



Mike DeSanti

Associate Director,
Experience Design

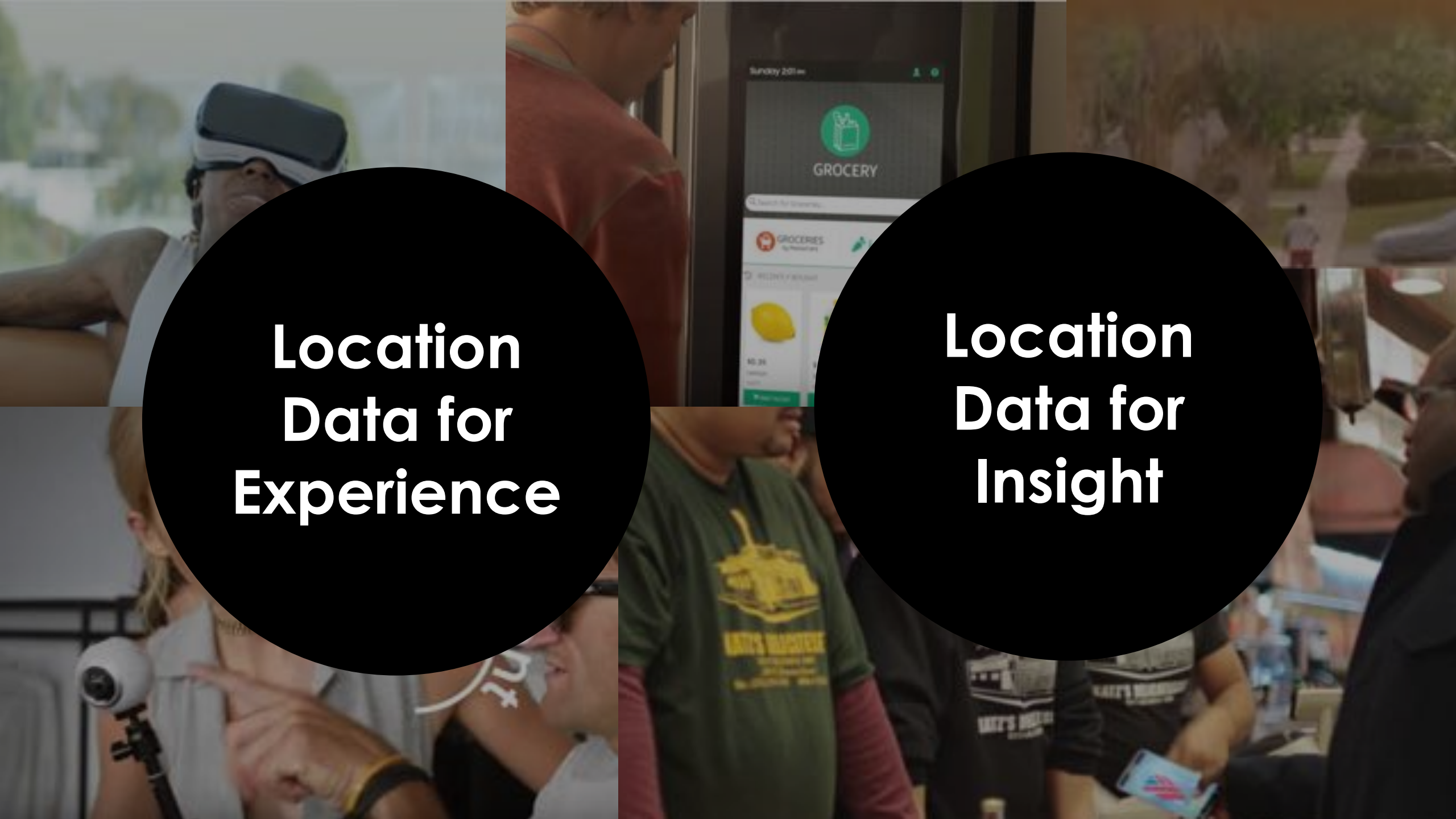


Whitney Jones

SVP, Data & Analysis

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GROCERY
Location Data for Experience
Location Data for Insight

Case 1
Tribeca Film Festival



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Tribeca Snapchat Shorts

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TRIBECA FILM FESTIVAL
PRESENTED BY AT&T

AD

WASHINGTON STREET 83 NYC NEW YORK, NY 10014

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TRIBECA FILM FESTIVAL
PRESENTED BY AT&T

AD





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+ 600%
Local Engagement Rate
vs. Benchmark

Case 2
Austin City Limits



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Samsung Mobile US
@SamsungMobileUS

Register your #ACLFest wristband by 10/5 and you might get VIP access to the Galaxy Lounge & more.



ACLFest Wristband

aclfestival.com





Scarpace

Woohoo, thanks Samsung!!! #Samsung #ACLFest #aclfest2016 #GalaxyLife



Samsung Mobile US

Hit up the Samsung Concierge this weekend to try a #Gear360 camera and capture #ACLFest in 360 degrees.

Samsung Mobile US @SamsungMobileUS Oct 01

Missing #ACLFest? Watch the @RedBullTV @aclfestival Live Broadcast in 360. Only on Samsung VR



Samsung VR

Open



The Chainsmokers

Check out our first 360 video of CLOSER and DONT LET ME DOWN with a SURPRISE performance from Designer at #ACLFest here:

Matt Barnette

Living the #GalaxyLife in the pit at the @SamsungMobileUS stage at #ACLFest. Samsung is awesome.



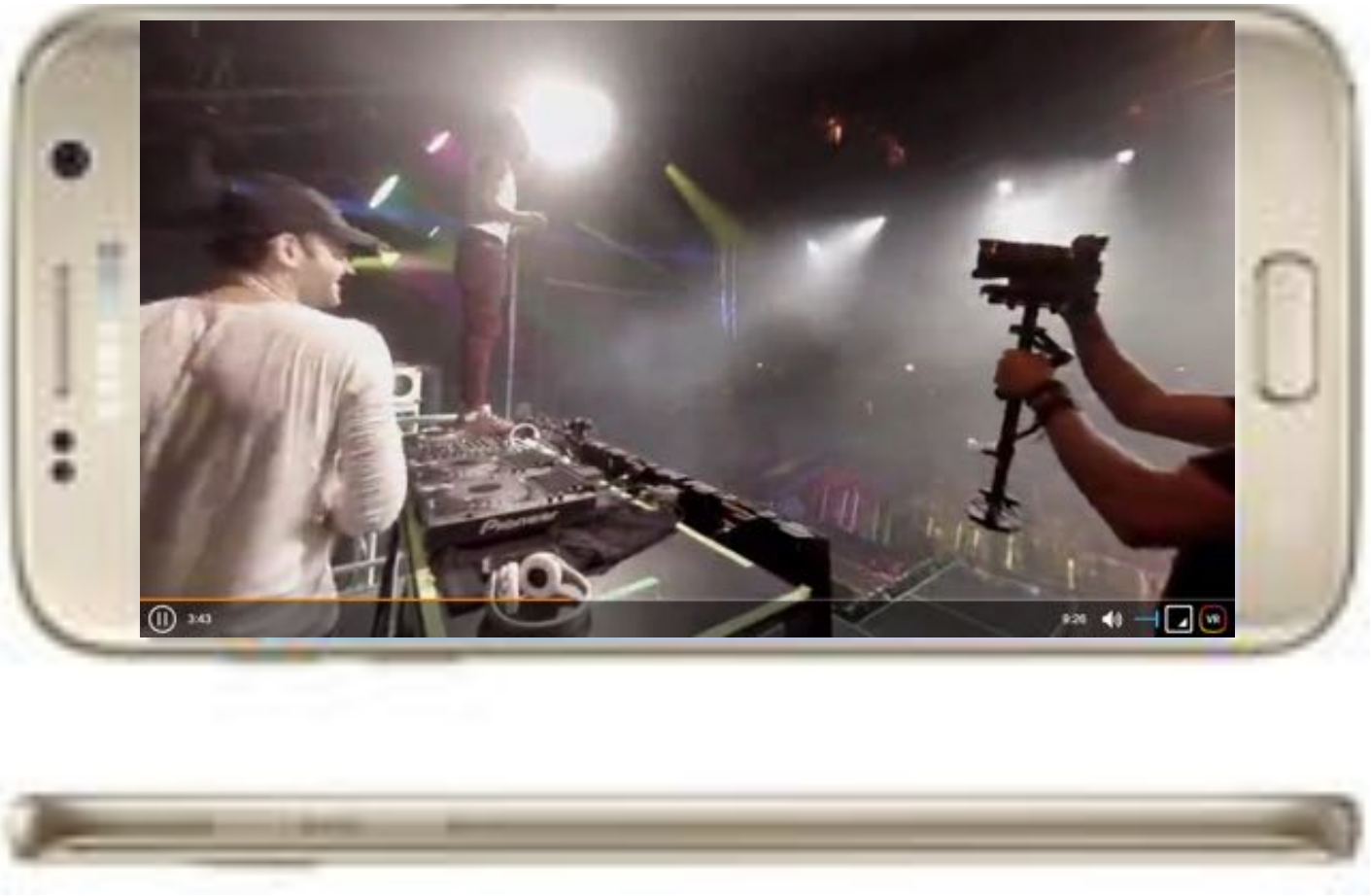




Samsung Mobile US

At #ACLFest? Visit the Samsung Concierge to experience the #GalaxyLife. 😎






10x
CTR vs. Benchmark

Case 3
Location Data for Insights



NinthDecimal

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The journey is complex…

In Store

Mobile

Digital

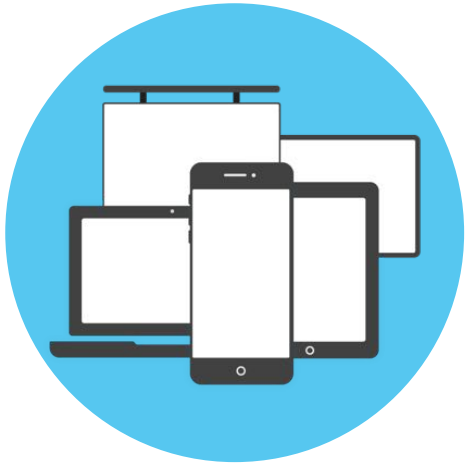
Social

TV & Video

Reviews

Etc…

Location Conversion Index (LCI™)



Audience is exposed to an ad campaign



Audience visits store location



LCI™ measures incremental lift in store visits…

Attributes life in visitation to media & uncovers insights about responders

Human Insights



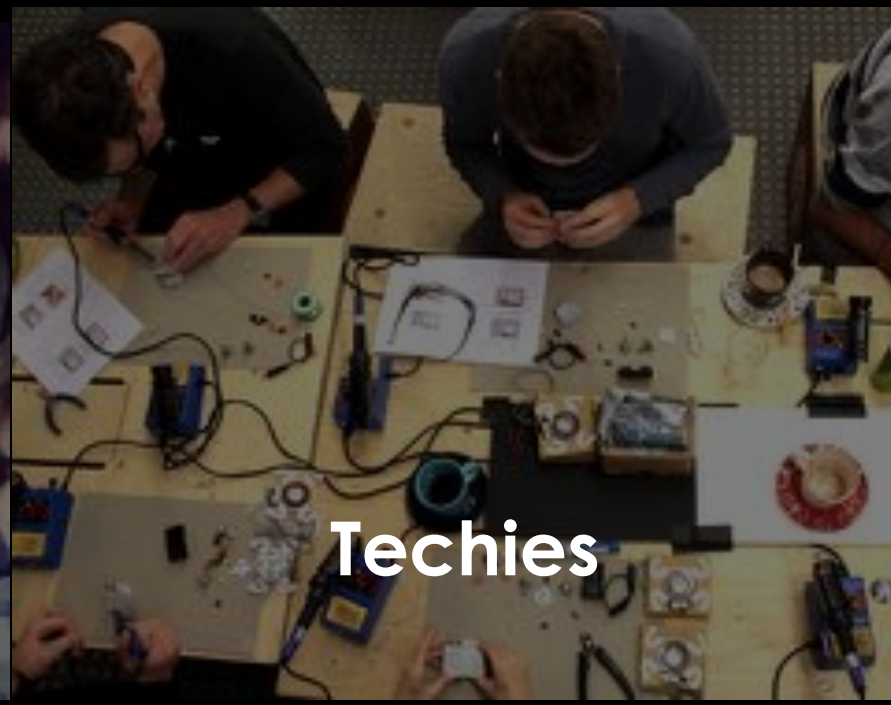
Movie & Entertainment Lovers

8.5x



Do It Yourself

5.5x



Techies

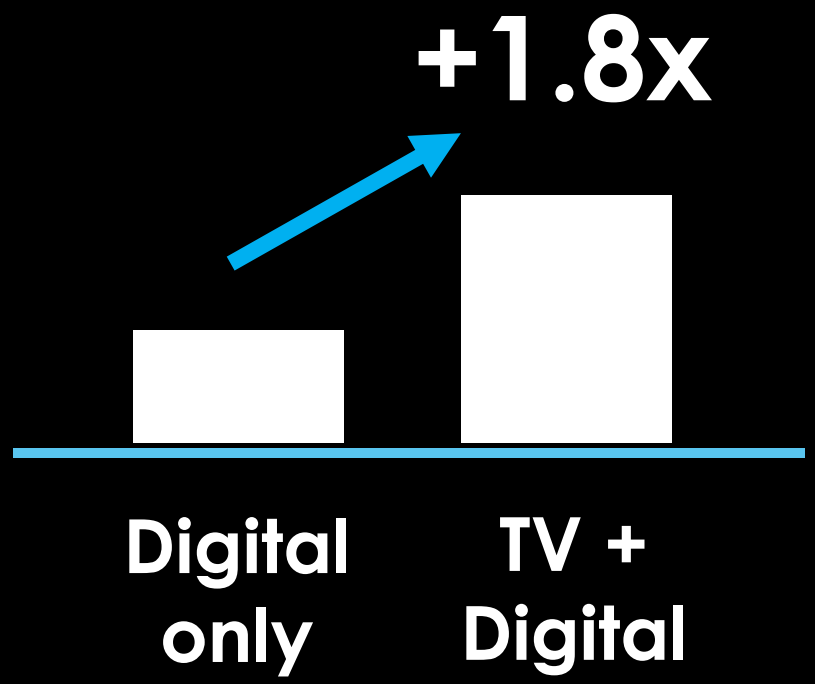
3.8x

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Media Insights

Control / Exposed Lift





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Targeting Insights



6.7x

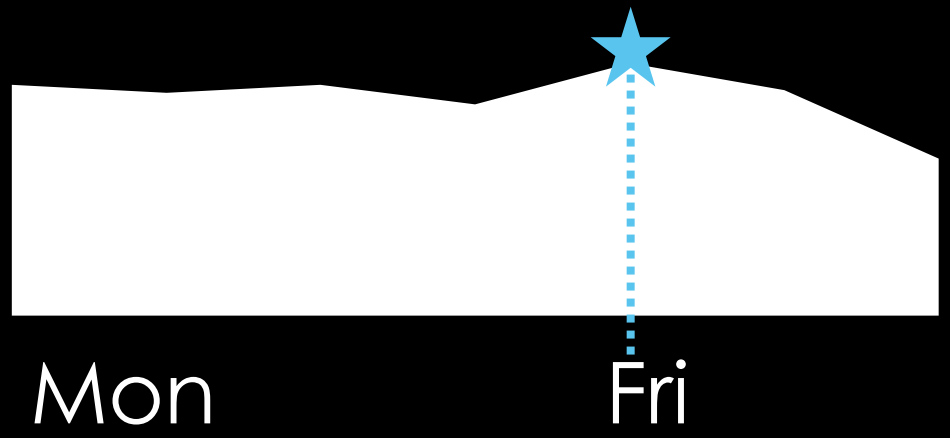
higher lift than non-geo targeted

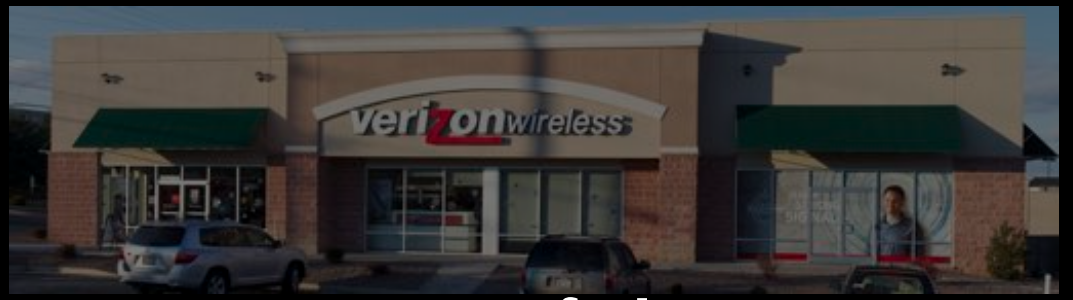
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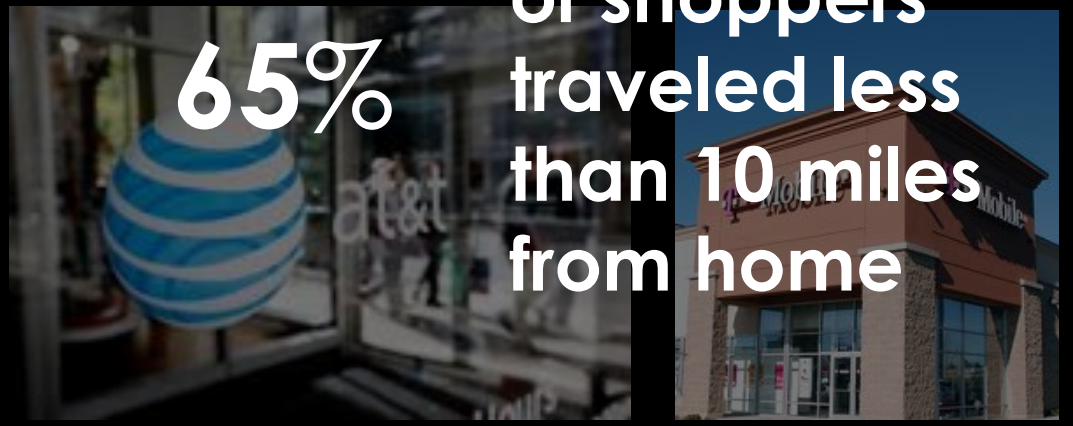
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Behavioral Insights

Visits peaked on Fridays







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Q&A

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