MOBILE LOCATION
AND THE TALE OF RETAIL ROI

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Reveal Mobile
InMarket
MOBILE LOCATION AND THE TALE OF RETAIL ROI

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inmarket
THE RISE OF MOBILE LOCATION
RETAIL DATA STUDIES
USE CASES & CASE STUDIES

Presentation available after the webinar
RISE OF MOBILE LOCATION
Figure 1 - Location-Targeted Mobile Ad Spend

Five-Year Forecast

US$ Billions

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$12.4</td>
</tr>
<tr>
<td>2017</td>
<td>$16.0</td>
</tr>
<tr>
<td>2018</td>
<td>$20.7</td>
</tr>
<tr>
<td>2019</td>
<td>$24.8</td>
</tr>
<tr>
<td>2020</td>
<td>$28.9</td>
</tr>
<tr>
<td>2021</td>
<td>$32.4</td>
</tr>
</tbody>
</table>

CAGR 21.1%

Note: Numbers are rounded.

Source: BIA/Kelsey, 2017
Figure 3 - Location-Targeted vs. Non-location-Targeted

Smartphones versus non-smartphones

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-location Targeted</th>
<th>Location Targeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$12.4</td>
<td>$20.2</td>
</tr>
<tr>
<td>2017</td>
<td>$16.0</td>
<td>$24.2</td>
</tr>
<tr>
<td>2018</td>
<td>$20.7</td>
<td>$28.0</td>
</tr>
<tr>
<td>2019</td>
<td>$24.8</td>
<td>$32.4</td>
</tr>
<tr>
<td>2020</td>
<td>$28.9</td>
<td>$36.3</td>
</tr>
<tr>
<td>2021</td>
<td>$32.4</td>
<td>$39.6</td>
</tr>
</tbody>
</table>

Note: Numbers are rounded.

Source: BIA/Kelsey, 2017
# LOCATION DATA

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>TRAITS</th>
<th>USE CASES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beacons</td>
<td>Very accurate &amp; precise. Growing in scale and adoption</td>
<td>Proximity marketing, retargeting, attribution</td>
</tr>
<tr>
<td>GPS</td>
<td>Accurate and precise under right conditions, 0-100M</td>
<td>Same as above</td>
</tr>
<tr>
<td>Wifi</td>
<td>Accurate and precise under right conditions, 10-100M</td>
<td>Same as above</td>
</tr>
<tr>
<td>Cell Triangulation</td>
<td>Accurate to zip code level</td>
<td>DMA, zip, region targeting</td>
</tr>
<tr>
<td>IP</td>
<td>Not reliably accurate or precise</td>
<td>Not relevant for real-time</td>
</tr>
<tr>
<td>Registration</td>
<td>Relevant to user’s home zip</td>
<td>DMA, zip, region targeting</td>
</tr>
</tbody>
</table>

Adapted from 2016 MMA whitepaper “Demystifying Location Data Accuracy”
500,000,000*

* By 2021, ABI Research
DATA STUDIES
Pairing mobile, beacons, and retail
HOW REVEAL MOBILE SOURCES THE DATA

SDK
“Listen Only” for iBeacon & Eddystone + Partnerships
We also use GPS & Wi-Fi data
Some places more represented – Beacons increase data
Data collected over 30 days
881,684 Devices in seen at “Retail”
 WHICH OPEN BEACON STANDARD HAS THE MOST ADOPTION?

**iBeacon** 99.6%

Eddystone 0.4%

Source: Reveal Mobile, Feb 2017
n = 2,510,535 devices

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OS BEACON DETECTION

62% Android

38% iOS

Source: Reveal Mobile, Sep 2016
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WHICH CATEGORIES DEPLOY BEACONS?

Retail & Restaurants Account for 77% of all deployed beacons and 81% of all beacon activity.

Source: Reveal Mobile, June 2016
MOBILE LOCATION AND THE TALE OF RETAIL ROI

841,261

Seen via GPS
95.4%

198,530

Seen via beacon
22.5%

Source: Reveal Mobile, Feb 2017
TOTAL ACTIVITY IN RETAIL

- Grocery: 26.9%
- Retail: 22.4%
- Wireless Stores: 14.0%
- Sporting Goods: 12.8%
- Electronics Stores: 7.4%
- Pet Stores: 5.0%
- Shopping Malls: 2.9%
- Clothing Store: 2.6%
- Convenience Store: 2.2%
- Home Goods Store: 2.1%
- Shoe Store: 1.7%

Source: Reveal Mobile, Feb 2017
BEACONS IN RETAIL

29,120 beacons evaluated

Source: Reveal Mobile, Feb 2017
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WHO DEPLOYS?

- **Verizon Wireless**: 5015
- **CVS Pharmacy**: 4651
- **Best Buy**: 3613
- **Apple Store**: 3264
- **Dollar General**: 1212
- **Target**: 1088
- **Walmart**: 964

Source: Reveal Mobile, Feb 2017
### Operating System of Devices Visiting

<table>
<thead>
<tr>
<th>Store</th>
<th>iOS</th>
<th>Android</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>17</td>
<td>82</td>
</tr>
<tr>
<td>Retail</td>
<td>23</td>
<td>76</td>
</tr>
<tr>
<td>Target</td>
<td>39</td>
<td>60</td>
</tr>
<tr>
<td>Best Buy</td>
<td>33</td>
<td>66</td>
</tr>
<tr>
<td>Marshalls Department Store</td>
<td>28</td>
<td>71</td>
</tr>
<tr>
<td>Ross</td>
<td>25</td>
<td>74</td>
</tr>
<tr>
<td>T.J.Maxx</td>
<td>23</td>
<td>76</td>
</tr>
<tr>
<td>Kohl's</td>
<td>17</td>
<td>82</td>
</tr>
<tr>
<td>Sears</td>
<td>17</td>
<td>82</td>
</tr>
<tr>
<td>Walmart Supercenter</td>
<td>13</td>
<td>86</td>
</tr>
<tr>
<td>Kroger</td>
<td>12</td>
<td>87</td>
</tr>
<tr>
<td>Walmart</td>
<td>11</td>
<td>88</td>
</tr>
</tbody>
</table>

Source: Reveal Mobile, Feb 2017
VISITS PER DEVICE
Over 30 Days

Source: Reveal Mobile, Feb 2017
HOME VALUES

Source: Reveal Mobile, Feb 2017  |  n=431,536 devices

- <150K: 49.1%
- 150 - 250K: 33.8%
- 250 - 500K: 15.4%
- 500K+: 1.6%

INCOME

Source: Reveal Mobile, Feb 2017  |  n=433,351 devices

- <50K: 23.2%
- 50 - 100K: 65.3%
- 100K+: 11.5%
MOBILE LOCATION AND THE TALE OF RETAIL ROI

We Turn Location Signals Into Valuable Audience Data
Retail ROI – A Gameplan
Strategy Tip 1 – Mapping to the Customer Acquisition Funnel
RETAIL CUSTOMER ACQUISITION FUNNEL

General Awareness:
- Broadcast TV
- Broadcast Radio
- Outdoor
- Print
- Social Media
- Desktop
- Mobile

Purchase Driving:
- Print
- On Premise
- Mobile
RETAIL CUSTOMER ACQUISITION FUNNEL

General Awareness:
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- Social Media
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- Mobile

Purchase Driving:
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- Mobile
Shoppers: Mobile and in the Moment

90% Use mobile for pre-shopping

84% Use mobile in store to help make shopping decisions

70% Influenced by mobile advertising to try a new brand or product

Shopper Marketing Council

Google

NinthDecimal
Gameplan Takeaway:

**DO**
Segment strategy into general awareness and purchase driving.

**DON'T**
Rely too heavily on one level of the funnel. A balance is key.
Strategy Tip 2 –
The Elements of Your Campaign
ELEMENTS – DATA
An hour’s drive from Wichita, Kansas, in a little town called Potwin, there is a 360-acre piece of land with a very big problem.

The plot has been owned by the Vogelman family for more than a hundred years, though the current owner, Joyce Taylor née Vogelman, 82, now rents it out. The acreage is quiet and remote: a farm, a pasture, an old orchard, two barns, some hog shacks and a two-story house. It’s the kind of place you move to if you want to get away from it all. The nearest neighbor is a
Gameplan Takeaway:

**DO**
Target using location data derived from Lat / Long, Wi-Fi and Beacons.

**DON’T**
Rely on ‘lose’ data points such as Cell Tower Triangulation and IP Address.
ELEMENTS – INVENTORY

General Awareness:
- Known interests of recipient
- Authority of source
- Scale of audience

Purchase Driving:
- Immediacy of message
- Relevance of source
- Value to current mission
ELEMENTS – CREATIVE

ADVERTISEMENT

- Relative to device and funnel stage
- Clear call to action
- Engaging content that overcomes banner blindness.

DESTINATION

- Relative to device and funnel stage.
- Clear call to action
- Directly follows content in advertisement creative.
ELEMENTS – CREATIVE

• Relative to device and funnel stage
• Clear call to action
• Engaging content that overcomes banner blindness.

• Relative to device and funnel stage.
• Clear call to action
• Directly follows content in advertisement creative.
ELEMENTS – CREATIVE

- Relative to device and funnel stage
- Clear call to action
- Engaging content that overcomes banner blindness.

- Relative to device and funnel stage.
- Clear call to action
- Directly follows content in advertisement creative.
Gameplan Takeaway:

**DO**
Choose an inventory partner that can fulfill your general awareness and purchase driving KPIs.

**DON’T**
Rely on volume alone, programmatic alone or the shotgun strategy.
Gameplan Takeaway:

**DO**
Use creative that is relevant, clear and engaging.

**DON’T**
Use one set of creative for desktop and mobile, or mistake brand awareness for loyalty or intent to purchase.
GUEST SPEAKER – MK WOLTZ

MK Woltz
Group Media Director
Integer
Strategy Tip 4 – Choosing a Vendor
CHOOSING A MEDIA PARTNER

- Provides general awareness and purchase driving opportunities.
- Has first-party GPS and beacon data.
- Uses trusted sources for inventory that the customer relies on.
- Has scale to reach multiple types of consumers and fulfill campaigns.
- Has proven success delivering ROI for the world’s top brands.
- Provides creative design and strategic planning services.
Using unparalleled real-time location data, we pinpoint shoppers in every retail location, target them using our direct integrations with the most commonly used apps, and create exciting experiences that consumers love.

*per comScore

- 100,000+ beacons at retail nationwide
- Experience delivering ROI to the world’s largest brands
- 50,000,000+ active monthly users

* * *
General Awareness Ad Units Using inMarket’s Exclusive 1ST Party Data

High-Performing, Decision-Making Ad Units Exclusive To inMarket

Audiences

Preceptivity

Moments: In Store

Moments: In Hand
Customer shopping behavior is tracked via GPS, WiFi and beacon data throughout inMarket’s 50 million integrations.

Customers who change shopping patterns and do not enter a store for a certain period of time are identified as lapsed.

Lapsed shoppers are targeted with branded display advertisements on mobile and desktop.

Customers that return to regular shopping are tracked when they enter a retail store, and marked as recovered. ROI is calculated compared to control group.
Metrics to Prove Success

Whatever your KPIs, we provide you deep insights into your campaign’s success.

Sales lift*, Brand awareness lift, Purchase intent lift, CTR, Moments delivered.

* Sales volume data can be provided by IRi, an independent 3rd party vendor.
Q&A
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