



# 10 TIPS TO MASTERING MOBILE PROGRAMMATIC



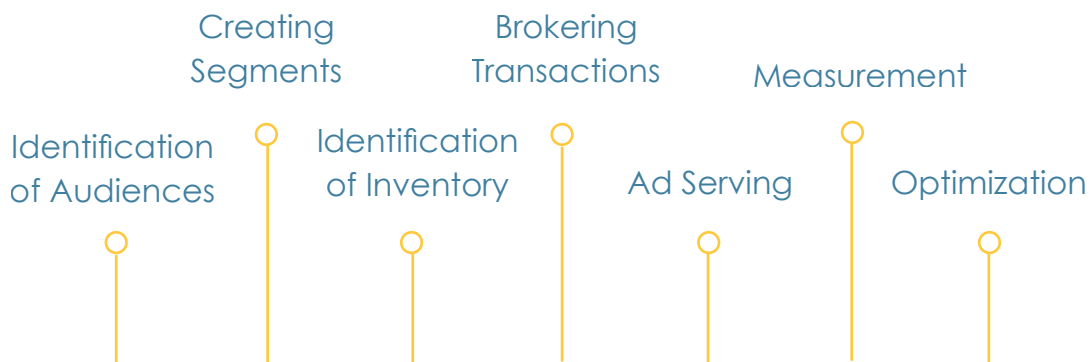
## WHAT IS MOBILE PROGRAMMATIC?

Mobile programmatic is the automation of a series of processes that places your ads in front of people on their mobile devices who are receptive to your message.

## WHY MOBILE ADS?

Mobile ads help you shorten the gap between when a consumer is exposed to an ad and when they can act on it. By reaching consumers when they're "out-and-about", actively shopping and near a retail store, your ads can show a clear benefit and purpose that matches the consumer's use of their mobile device. This can earn an immediate response and improve advertising performance.

### 7 PROCESSES AUTOMATED BY MOBILE PROGRAMMATIC



# WHY MASTER MOBILE PROGRAMMATIC?

## OPPORTUNITY

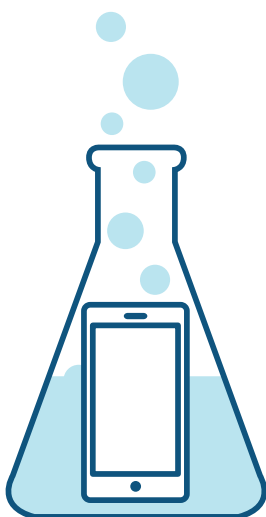
Mastering mobile programmatic can elevate your overall marketing results through persona-centric, cross-channel engagement with digital consumers.

## HOW TO DO IT

Use mobile programmatic to transform mobile advertising from a set of side experiments to a fully integrated, accountable part of daily ad operations.

## IN THE PAST:

Marketers ran disconnected mobile advertising experiments.



## NOW:

Marketers can integrate mobile advertising into persona-centric, cross-channel campaigns.



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## ACCESS ALL THREE KINDS OF MOBILE INVENTORY

### OPPORTUNITY

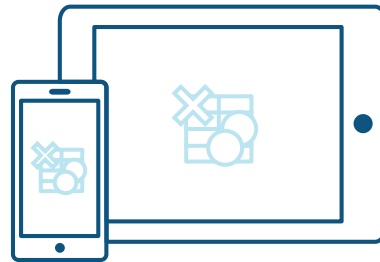
There's a growing and nearly infinite supply of mobile inventory available to you in real-time. For instance, RadiumOne sees 450 million unique users, 625 million devices and 480 billion bid requests in mobile every month, globally.

### HOW TO DO IT

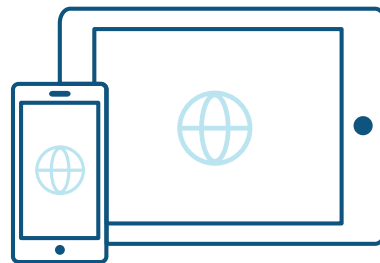
Scaled mobile audience and inventory are available in mobile for you to elevate your marketing results. Your success starts with accessing display and video inventory on the cookieless mobile web, standard mobile web, and in-app mobile environments. Don't settle for access to just one or two of these mobile inventory sources. You'll need all three.

### MOBILE INVENTORY CHECKLIST

- ✓ Cookieless Mobile Web



- ✓ Mobile Web



- ✓ Mobile Apps



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## ACT ON CROSS-CHANNEL INTELLIGENCE

### OPPORTUNITY

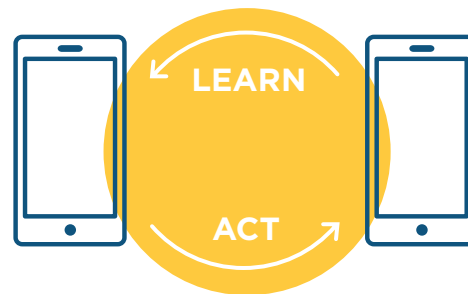
You can make mobile a data-rich environment by capturing cross-channel intelligence. The Web has troves of demographic, behavioral, contextual and other forms of data that can be associated with mobile audiences. Other channels, like CRM or social, can bring even more intelligence to bear on mobile.

### HOW TO DO IT

Bring all your data streams together into anonymous digital personas to make your mobile programmatic advertising supremely actionable. This sets you up to reach your highest value personas on their most personal devices.

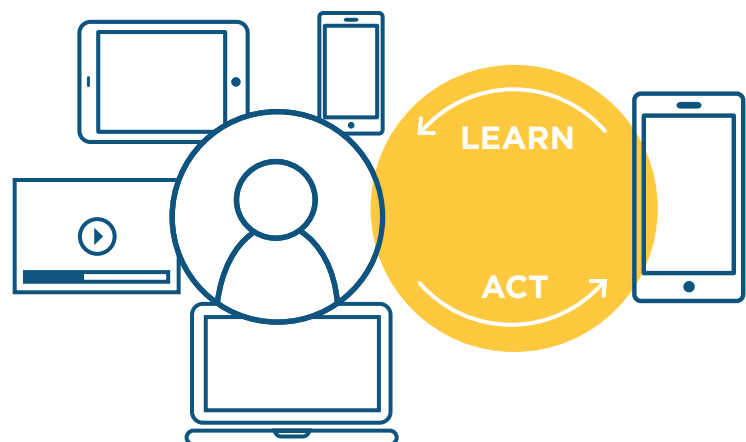
### IN THE PAST:

Marketers used mobile intelligence to inform mobile targeting and ad decisioning.



### NOW:

Marketers can use cross-channel intelligence to inform mobile targeting and ad decisioning.



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## USE INTRA-CHANNEL MOBILE INTELLIGENCE

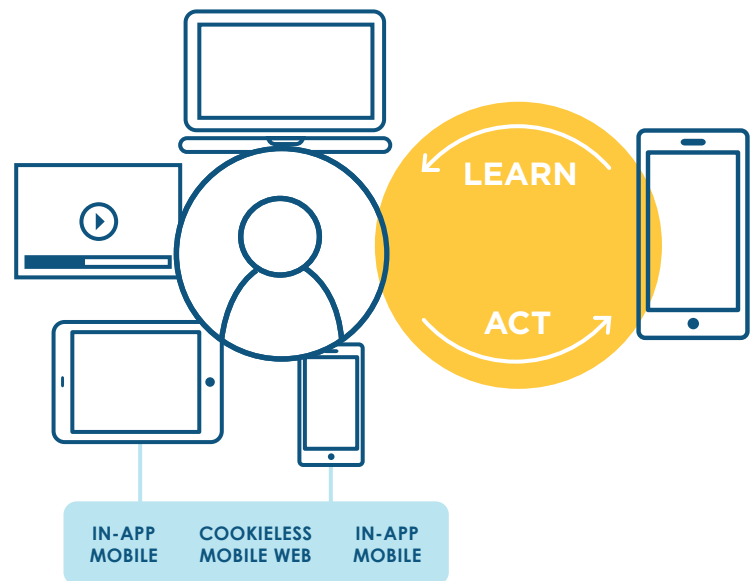
### OPPORTUNITY

In mobile programmatic, adding the strengths of each mobile sub-channel to your digital personas delivers better results.

### HOW TO DO IT

For your digital personas, be sure to include intra-channel intelligence from the three mobile sub-channels: mobile web, cookieless mobile web, and in-app mobile. This helps you get an even more unified view of your target customers. Without this, mobile sub-channels remain siloed where only in-app data powers in-app targeting or only mobile web data powers mobile web targeting.

### ENHANCE DIGITAL PERSONAS WITH INTRA-CHANNEL MOBILE INTELLIGENCE



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## RUN PERSONA-CENTRIC CAMPAIGNS AT SCALE

### OPPORTUNITY

Digital personas allow you to target mobile audiences based on their real-time and historical engagement across screens. It takes a scalable matching process powered by deterministic and probabilistic matching, to associate the activities on different screens with the correct digital personas.

### HOW TO DO IT

First, deterministic matches must combine the activity of one device with the activity of another with near 100% certainty for millions of computers, tablets and smartphones. Next, the millions of deterministic matches in the deterministic data set are used to validate a much larger quantity of probabilistic matches.

### YOU CAN REACH

80%

### OF ANY GIVEN WEB AUDIENCE ON MOBILE DEVICES

with deterministic and probabilistic matching (at typical confidence levels).

This means that for every 10 people you can reach online, you can also reach 8 of them on mobile.



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## CONSIDER DATA FROM MOBILE APPS

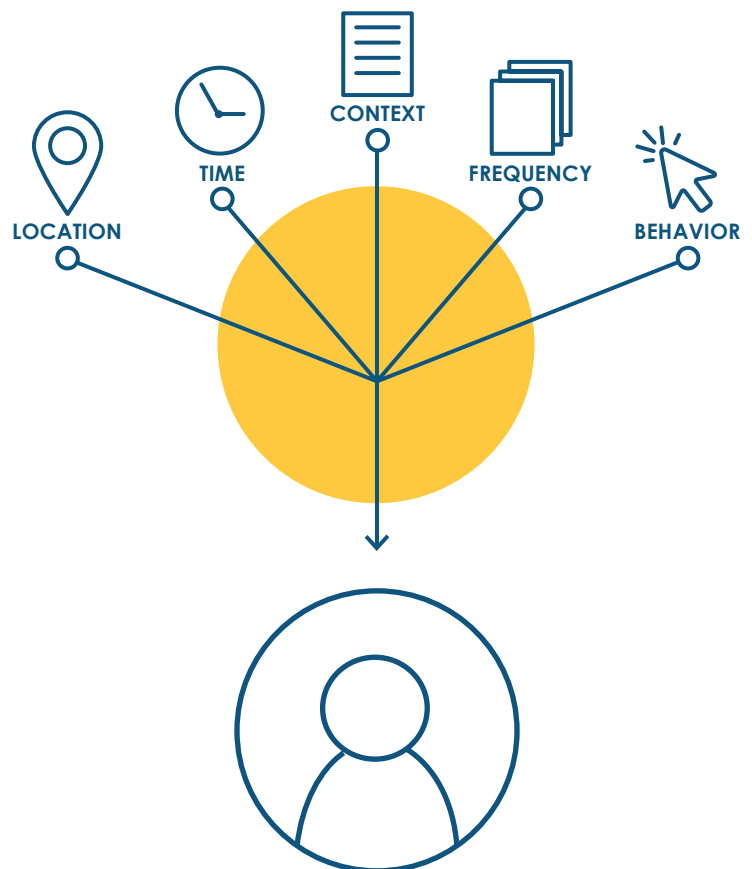
### OPPORTUNITY

Data from mobile apps offer very powerful signals for mobile targeting including location, time, context, frequency, and behavior signals. Location data, for example, is like a pixel in the real world that empowers targeting by real-time location or location history.

### HOW TO DO IT

If you include data from mobile apps in your cross-channel digital personas, you can consider that data with respect to everything else that's known about your audience across other channels. This results in better informed ad targeting and decisioning.

### SIX TYPES OF MOBILE APP DATA TO ADD TO DIGITAL PERSONAS





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## SET UP GEOFENCING

### OPPORTUNITY

You can use geofencing to better understand and tailor messages to your audience. It can capture information on when, where, and how often the digital personas that you'd like to target have entered and exited a custom geographic area of interest. Then, mobile programmatic allows you to act on geofence data in real time or at any point in the future.

### HOW TO DO IT

You should collect and analyze geofence data over time to understand your target audience better. For example, an advertiser who geofences golf courses could differentiate between frequent and infrequent golfers. In this way, geofence data isn't just for real-time messaging, it's for improving segmentation strategies.

### CREATE GEOFENCE BOUNDARIES AROUND AREAS OF INTEREST



#### Areas of interest may include:

- Store locations
- Airports
- Train stations
- Shopping malls
- Libraries
- Roads or highways
- Sports stadiums
- Golf courses
- Tourist attractions
- Concert venues
- College campuses
- Ski resorts

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## DEPLOY BEACONS

### OPPORTUNITY

Beacons are location-based hardware that can capture hyperlocal data about your target audience. Each beacon you deploy works like a miniature geofence to understand the devices and related digital personas that have been within range. Beacons can measure time spent within range and movements around the beacon.

### HOW TO DO IT

Like geofencing, beacons offer an array of possibilities for advertisers. Retail advertisers can use beacon data to target segments who have spent 15 minutes or more in their store within the last month, or to target segments who have been at the checkout counter. Beacons can also trigger real-time ads and push messages to smartphones.

### DEPLOY BEACONS AT HYPERLOCAL POINTS OF INTEREST



#### Retail points of interest:

- Store entrance
- Store departments
- Checkout
- Returns

#### General points of interest:

- Waiting line
- Customer service
- Concessions
- Lost and found

## AMPLIFY AND TARGET PROFITABLE SEGMENTS

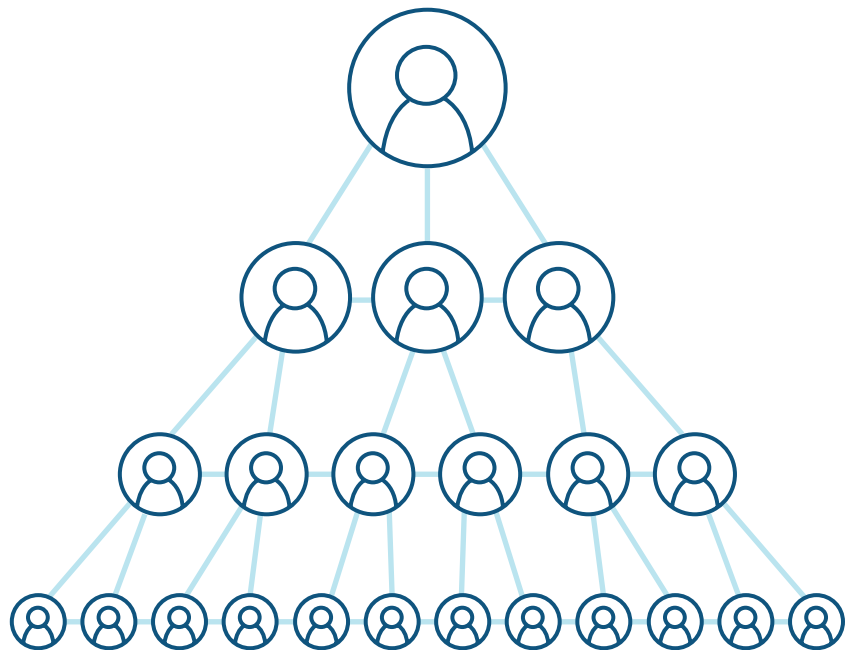
### OPPORTUNITY

Data from mobile apps offer very powerful signals, made from a combination of mobile app, geofencing, beacon, and cross-channel data, to aide in the development of intelligent audience segments. However, some segments may not have enough audience members without amplification.

### HOW TO DO IT

Sometimes, you need an algorithm to amplify a small audience segment into a larger one. For example, a social amplification algorithm can use social data to expand an audience segment to people that are very similar to, or even directly connected with, the digital personas in the original segment.

### MAKE SMALL, PROFITABLE AUDIENCES LARGER WITH AMPLIFICATION TECHNOLOGIES



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# DRIVE CROSS-CHANNEL PERFORMANCE

## OPPORTUNITY

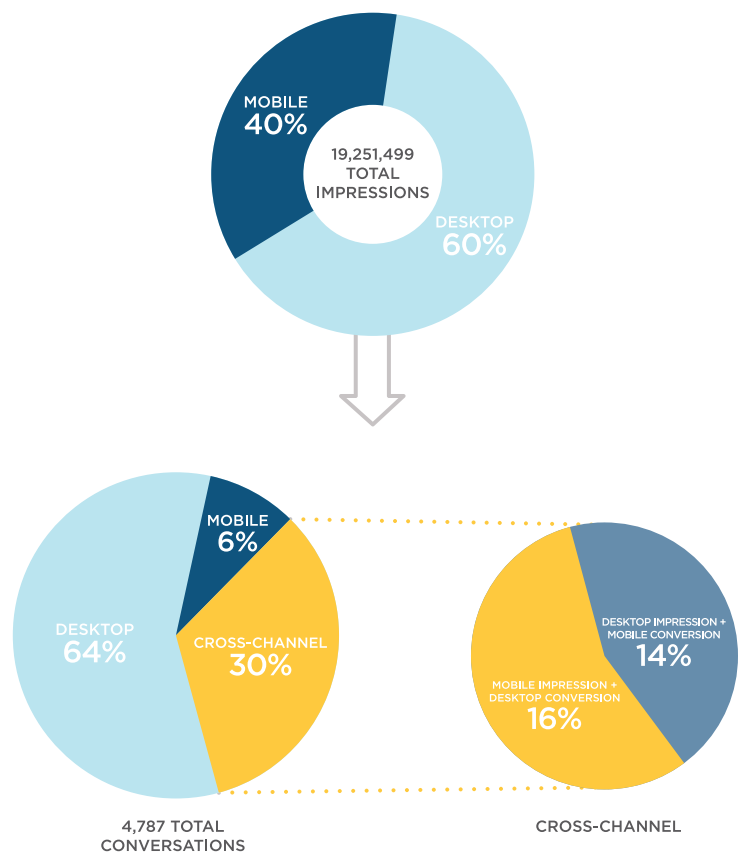
In addition to driving performance in the mobile channel, mobile programmatic improves cross-channel performance. It also assists other channels in their ability to reach advertiser goals.

## HOW TO DO IT

Add mobile programmatic to a display or video campaign. When a telecom advertiser allocated 40% of campaign impressions to mobile ads, their mobile channel drove 6% of all campaign conversions on its own, and worked together with desktop ads to influence another 30% of conversions.

## CONVERSION ATTRIBUTION OF A CROSS-CHANNEL CAMPAIGN

Source: RadiumOne data, May 2014



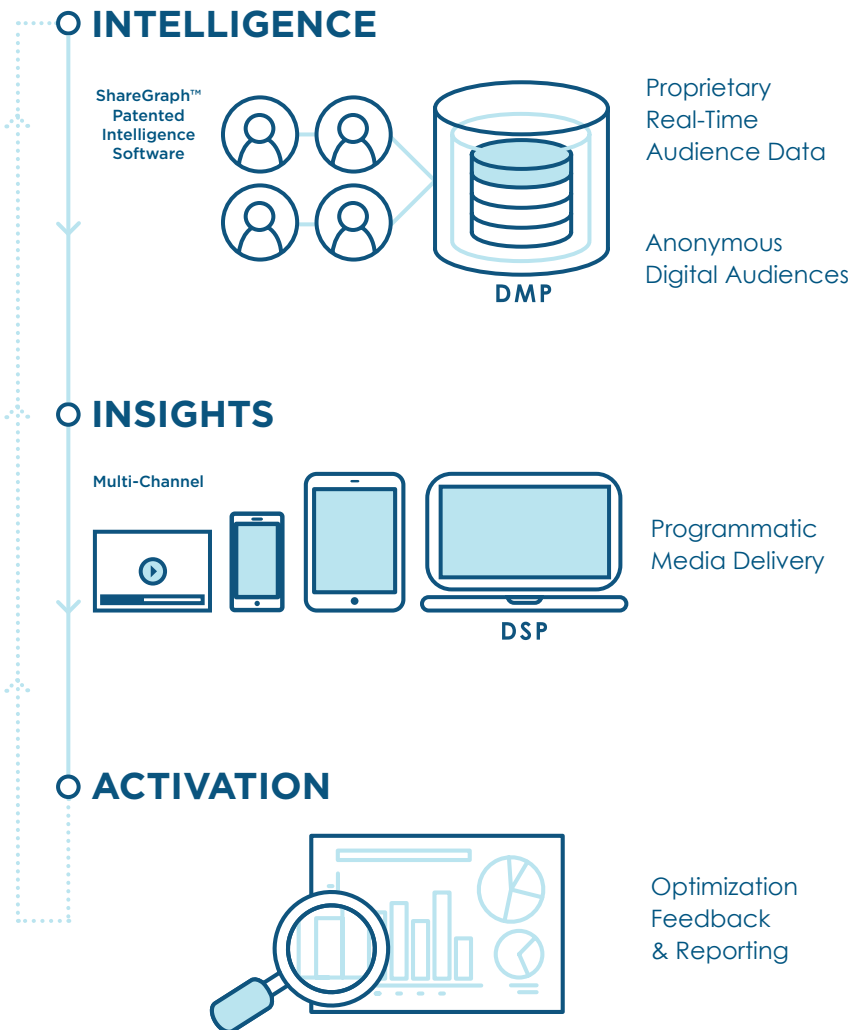
# NEVER SEPARATE DATA FROM DELIVERY

## OPPORTUNITY

Success with mobile programmatic requires the ability to make informed decisions, in real time, about which mobile impressions to bid on and at what price. An integrated data and delivery system identifies and captures the real-time “now moments” when prospects are the most receptive to responding to your ads.

## HOW TO DO IT

Look for a mobile programmatic vendor with an integrated approach to data management, media delivery, and feedback. A vendor with an integrated technology platform can ensure that actionable data gets organized into cross-channel digital personas, which can then be segmented and amplified into high performance, addressable audiences. Media performance results can then be measured and shared back into the system to make it smarter and more efficient on an ongoing basis.



# 10 TIPS TO MASTERING MOBILE PROGRAMMATIC

Advertisers can succeed with mobile programmatic by planning ahead to harness the right data and intelligence. All it takes is an approach that includes the following best practices:

- ① Access all three kinds of mobile inventory
- ② Act on cross-channel intelligence
- ③ Use intra-channel mobile intelligence
- ④ Run persona-centric campaigns at scale
- ⑤ Consider data from mobile apps
- ⑥ Set up geofencing
- ⑦ Deploy beacons
- ⑧ Amplify and target profitable segments
- ⑨ Drive cross-channel performance
- ⑩ Never separate data from delivery

