

# Case Studies in Geotargeting



REVEAL MOBILE



mobilads



plunge digital

# TODAY'S PRESENTERS



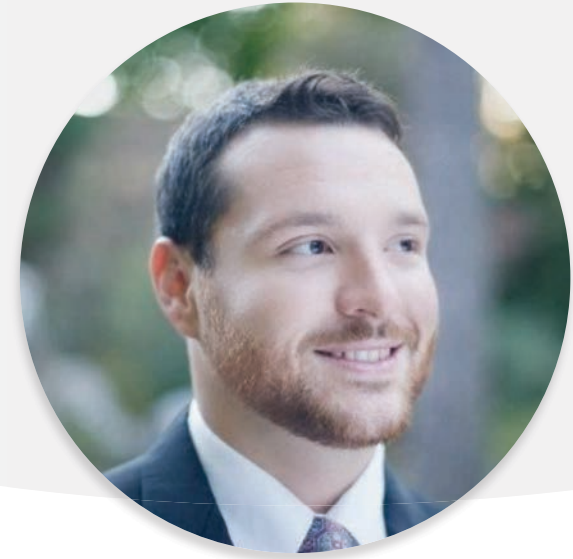
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**Matthew Davis**  
CMO



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**Craig Cook**  
CEO



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**Nick ten Bensel**  
CEO



# WHAT YOU'D EXPECT **FROM A WEBINAR**



Use GoTo Webinar control panel to **ask questions**



Webinar recording & PDF will be **available after the show**

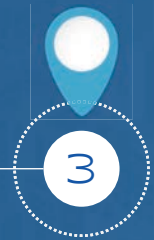
# TODAY'S TOPICS



Quick Intro &  
Setting the  
Context



Mobilads Case Study



Plunge Digital  
Case Study

# TECHNOLOGY

Location-based marketing & analytics runs on opted-in location data.

The vast majority of location-based marketing **is powered by opted-in GPS data, received from smartphones.**



# TECHNOLOGY

How the Location-Based Marketing Works

Privacy-Compliant  
Data Ingestion



Place Matching



Data  
Enrichment



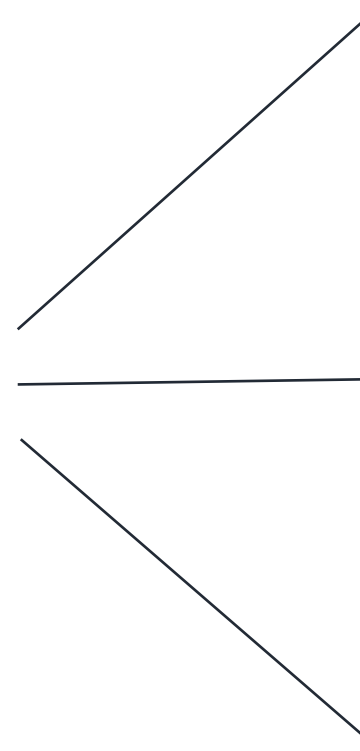
Analytics



Audiences



Attribution



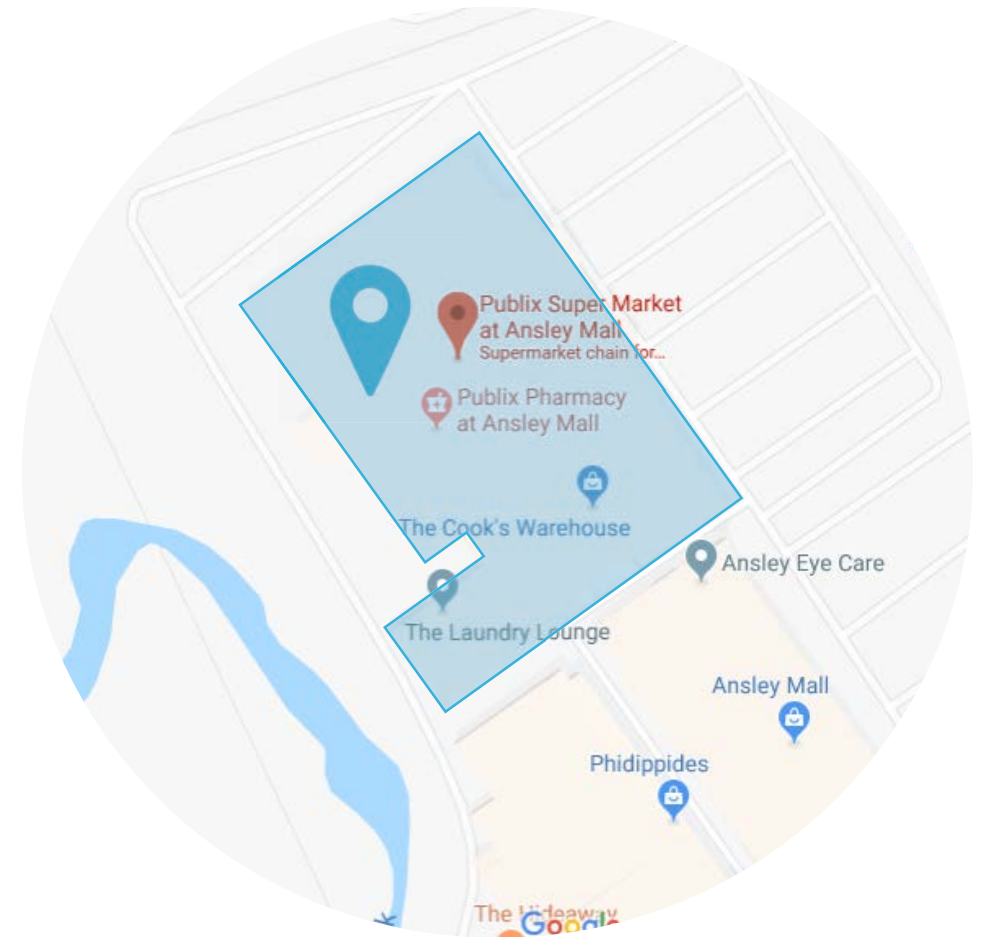
# TERMINOLOGY

**Geofencing** – there now

**Geotargeting** – was there

**Geoconquesting** – at a competitor

**Proximity Marketing** – really close!



# WHERE WE FIT IN

## VISIT Data



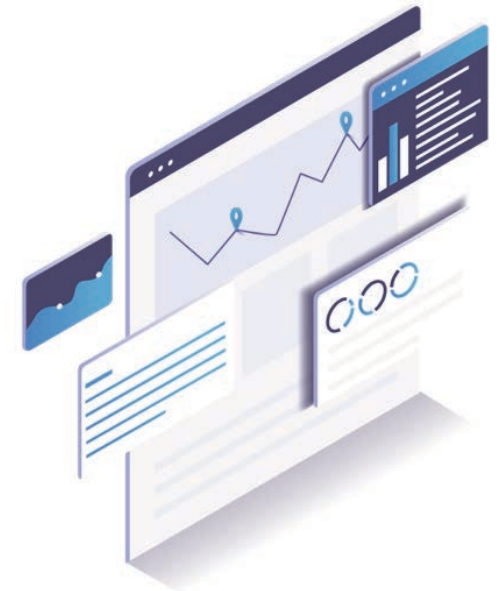
RAW & CURATED  
LOCATION DATA

## VISIT Match



PLACE MATCHING

## VISIT Local



LOCATION-BASED  
AUDIENCES, ANALYTICS, &  
FOOT TRAFFIC ATTRIBUTION



# PRIVACY

- Network Advertising Initiative certified - Code of Conduct and annual audits
- OS opt-outs honored
- De-identified, aggregated data sets
- Members of multiple privacy advocacy groups and committees
  - IAB Transparency & Consent Framework Vendor Registry
  - IAB Public Policy Committee
  - Mobile Marketing Association Privacy Committee
  - Future of Privacy Forum members
  - EU-US Privacy Shield Framework





# MOBILADS CASE STUDY

Geotargeting “Mobile” Mobile  
Audiences

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**Craig Cook**  
CEO





mobilads is a rideshare advertising company that is focused on data attribution and reporting in the out-of-home space.

We've worked with national advertisers such as Amazon, Boost Mobile, T-Mobile, Hims, and others.

We are based in NYC, operating in ATL, LA, HOU, and NYC - plans for expansion across US

# Mobile Location Intelligence

Our vehicle's GPS data pairs with mobile tracking technology to help brands understand true ROI and audience segmentation, which we layer with cross-channel attribution and live retargeting.

## Audience Sizing

We accurately measure audience size using proprietary algorithms based on billions of mobile GPS points.

## Audience Segmentation

Understand your audience by combining demographic data and detailed consumer behavior.

## Foot Traffic Attribution

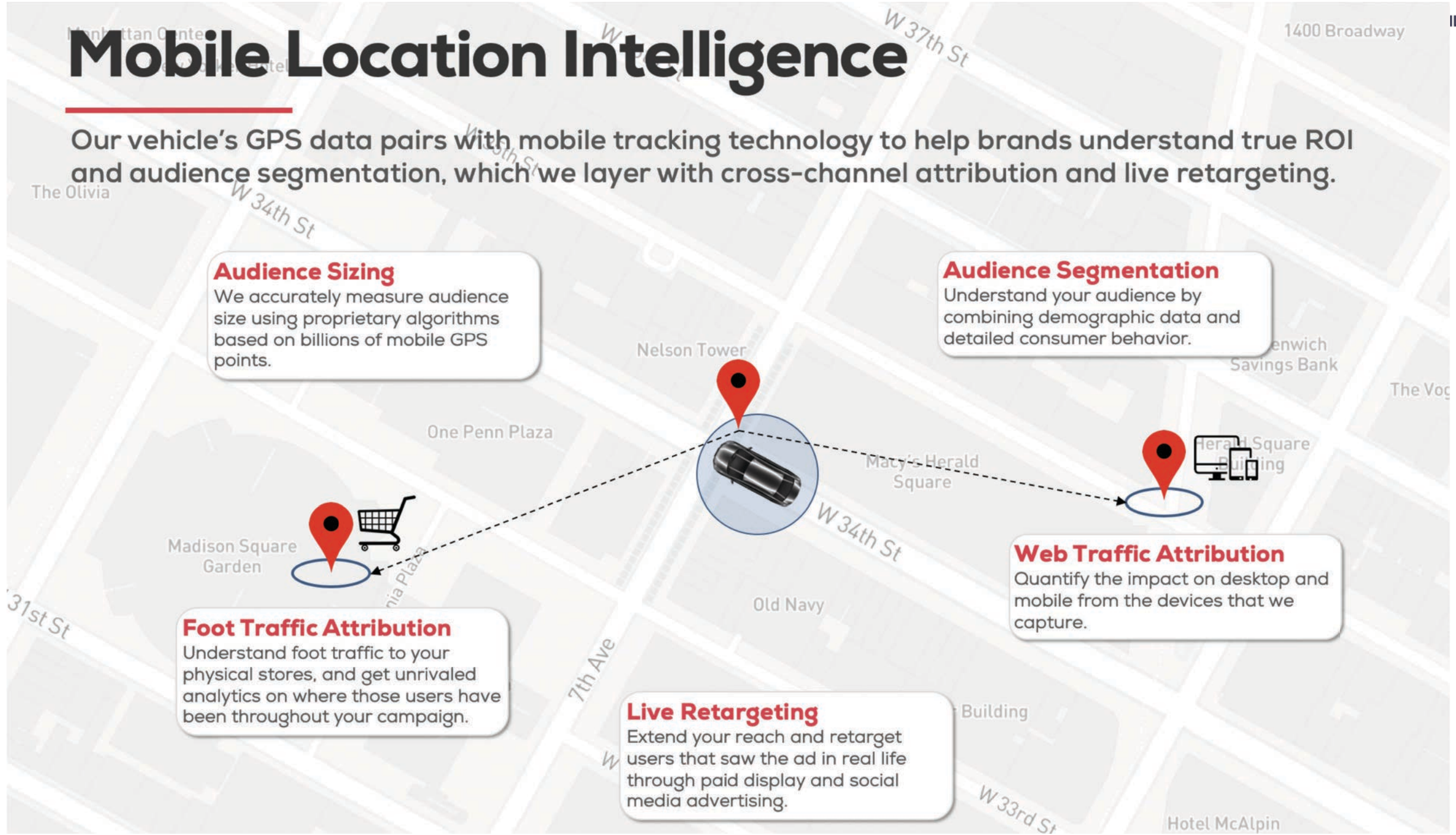
Understand foot traffic to your physical stores, and get unrivaled analytics on where those users have been throughout your campaign.

## Live Retargeting

Extend your reach and retarget users that saw the ad in real life through paid display and social media advertising.

## Web Traffic Attribution

Quantify the impact on desktop and mobile from the devices that we capture.



# CAMPAIGN DETAILS

**The goal of the campaign was:**  
**to create awareness for the Treasure Truck brand in Houston and Atlanta,**  
**increase user sign-ups, and ultimately drive visits to local Treasure Truck**  
**locations.**

- 200 wrapped rideshare vehicles (100 in each city)
- Atlanta & Houston (existing markets)
- Call-to-action: text "TRUCK" to 24193
- Exterior / Interior Activation



# CHALLENGES

## Limited data to measure campaign effectiveness:

Measuring Out-of-home already difficult

These billboards aren't stationary...they move!  
Will they impact foot traffic? and to what extent  
How do we measure that?

One way to increase our view of effectiveness is to incorporate results of a retargeting campaign

Client Data / Feedback limited (particular in the out-of-home space)



# SOLUTIONS

## Matching audiences to these moving billboards

Allows us to accurately estimate impressions and CPM (what some of our clients focus on)

Build movement / home-base profiles for cities and times of day

Provides retargeting audiences, target-audience profiling

Taking a data-first approach to measure campaign effectiveness to bottom of the funnel



# RESULTS & MEASUREMENT

## OOH Campaign Impact

The average number of days between exposure and visit is 10 days



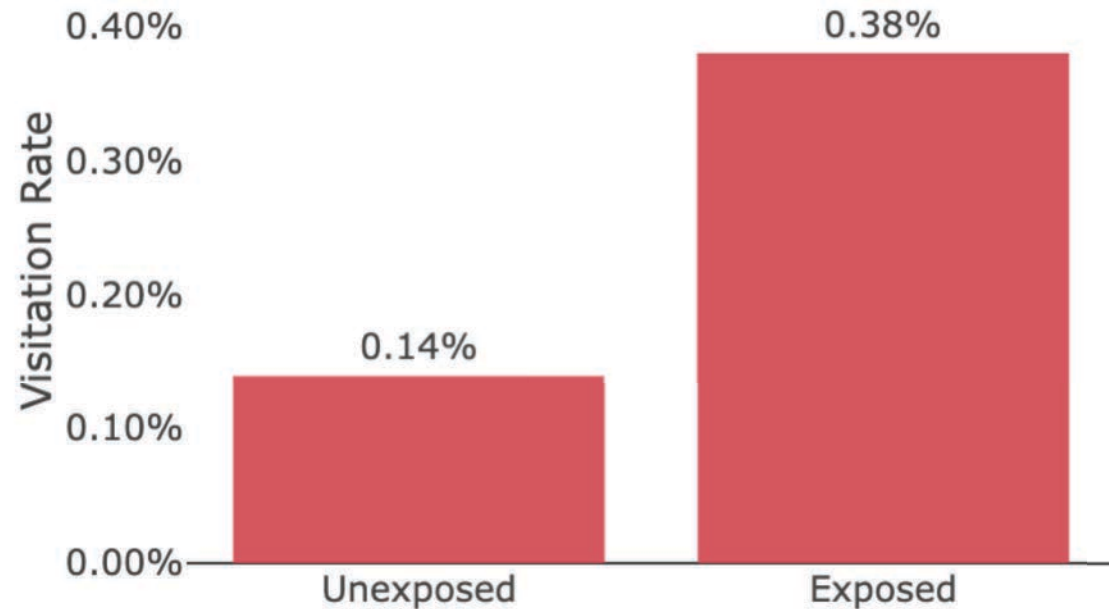


# RESULTS & MEASUREMENT

## OOH Campaign Impact

Exposed audience 2.5x more likely to visit a Treasure Truck location compared to random audience

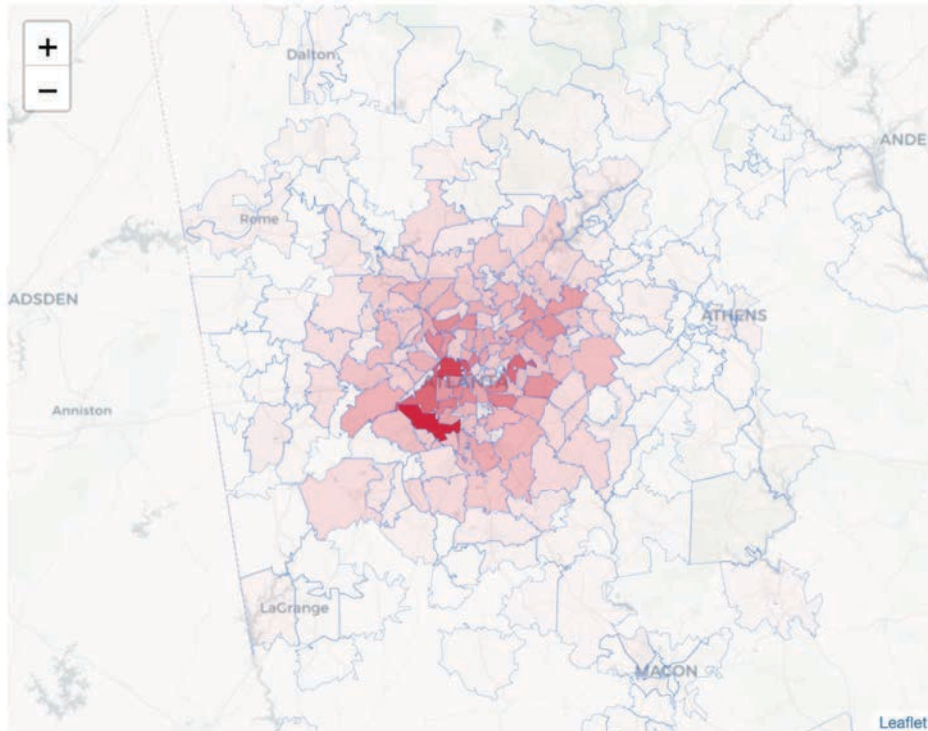
VISITATION RATE OF EXPOSED AND UNEXPOSED



# AUDIENCE BREAKDOWN

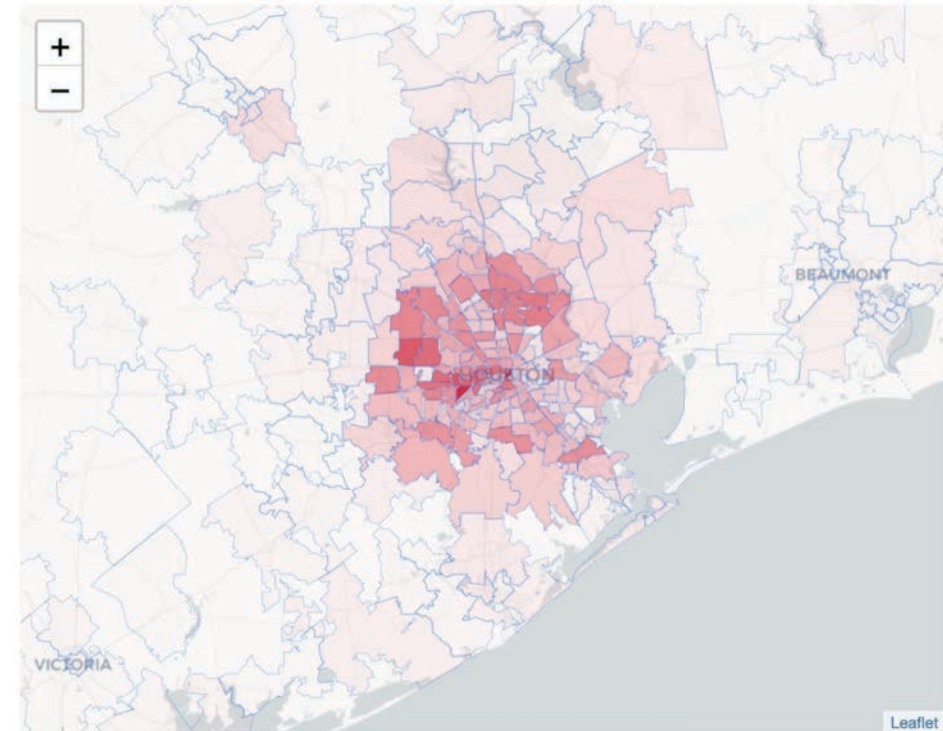
23% of Atlanta Exposed were  
from out of town

HOME LOCATION BY ZIP CODE - ATLANTA - FULL PAGE MAP



18% of Houston Exposed were  
from out of town

HOME LOCATION BY ZIP CODE - HOUSTON - FULL PAGE MAP



# CAMPAIGN DETAILS

## + Paid search retargeting

To audiences seen in proximity of the cars & Treasure Trucks.



# RESULTS & MEASUREMENT

## Rideshare Impressions and Exposed Impressions

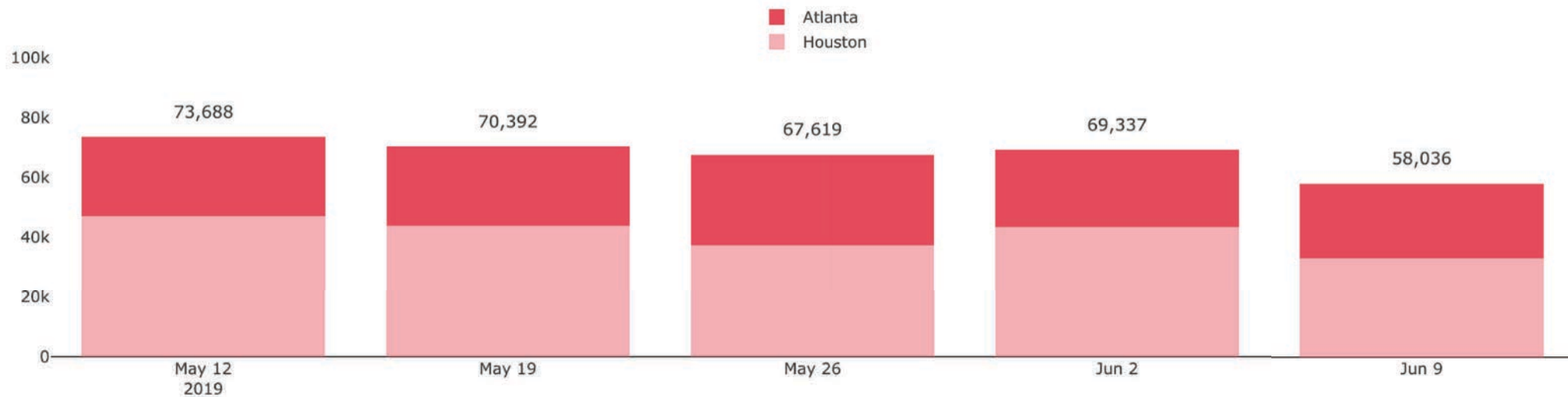
69,092  
Rideshare  
Passengers

339,072  
Exposed  
Impressions

40,724,715  
Total Estimated  
Impressions

\$2.70  
Total Estimated  
CPM

WEEKLY EXPOSED IMPRESSIONS



# RESULTS & MEASUREMENT

## Digital Re-targeting Campaign

608,001  
Retargeted  
Exposed Impressions

Exposed audience had a 2.7x higher CTR compared to unexposed devices across the two cities

PERFORMANCE BY AD CAMPAIGN



# CAMPAIGN SUMMARY

## Successful campaign - backed by data

Client utilized our campaign report to renew into 2 more markets

Data-centric approach allowed them to verify campaign performance with their own data

The lift we saw matched the lift that they saw to particular trucks within each city

With more data from client, campaign reporting can become more robust





# PLUNGE DIGITAL CASE STUDY

*Data Driven  
Location Targeting*

Nick ten Bensel  
CEO



Plunge Digital  
seamlessly  
**CONNECTS**  
research, planning &  
activation  
for higher ROI

Consumer Intelligence ▶ Marketing Strategy ▶ Targeted Audiences



## WHAT WE DO

Our mission is to utilize a combination of marketing strategies to identify your target audience and eliminate marketing budget waste by implementing our granular targeting capabilities and focusing on ROI.

### Fundamental Services



- Social & Digital Display
- Email Marketing
- Marketing List Rental
- Custom Insights & Analytics
- Business Automation

### Location Based Marketing



- Geo-targeting
- Geofencing
- Event Retargeting
- Connected TV

### Targeted Display Advertising



- Website
- Retargeting Search
- Retargeting
- Keyword Contextual Targeting
- Category Contextual Targeting
- Behavioral Targeting
- CRM Lookalike Targeting



# CAMPAIGN DETAILS

**The goal of the campaign was:  
Proof of Concept (POC) test campaign.**

**Increase visitor / foot traffic to Magic Springs  
Theme And Water Park.**

**Increase Holiday Weekend Attendance: 4<sup>th</sup> of  
July Holiday weekend, specifically for the July  
6<sup>th</sup> fireworks show.**



# CAMPAIGN DETAILS

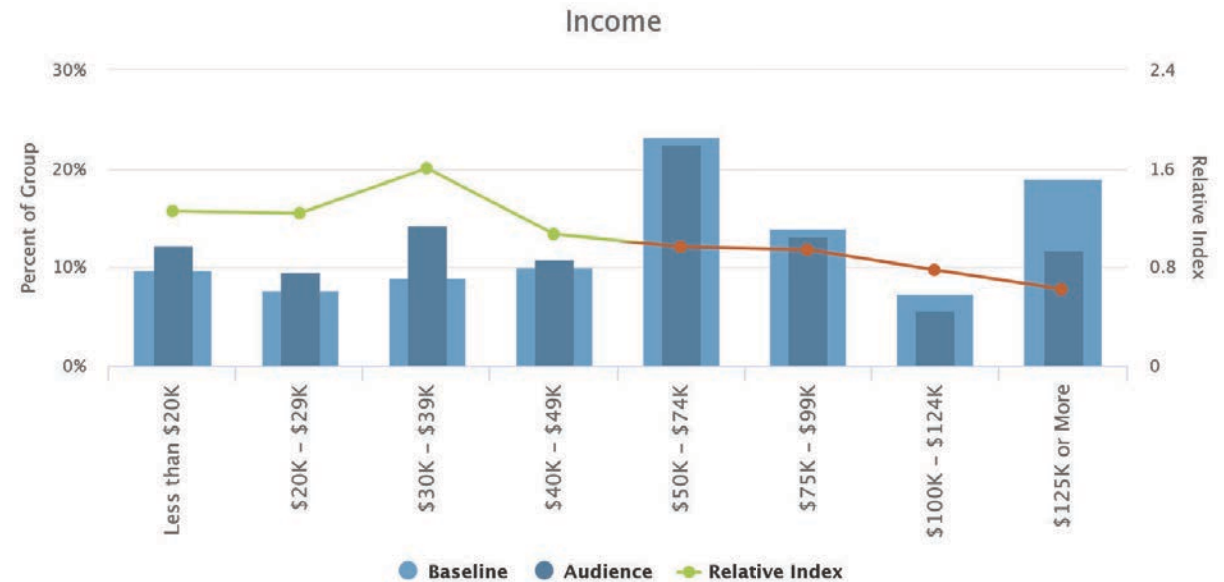
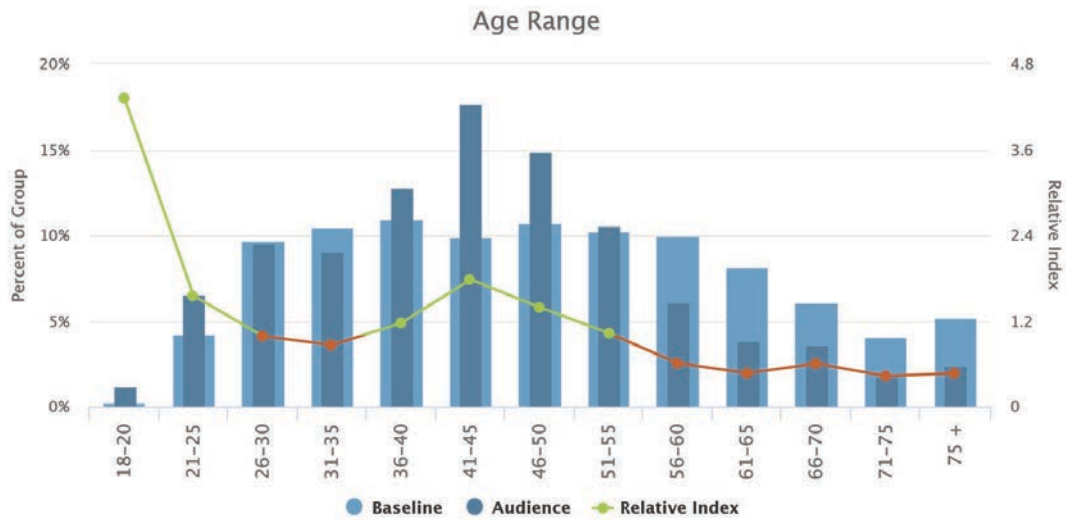
## Identify - Target - Execute

- Identify the best target audience based on Plunge Digital's Social Intelligence & Behaviorment custom Insights & Analytics solutions.
- Target and pull custom audience through Reveal Mobile's VISIT Local Platform.
- Execute social & digital display campaign by serving AD impressions to target audience across social media platforms and across our digital display network.



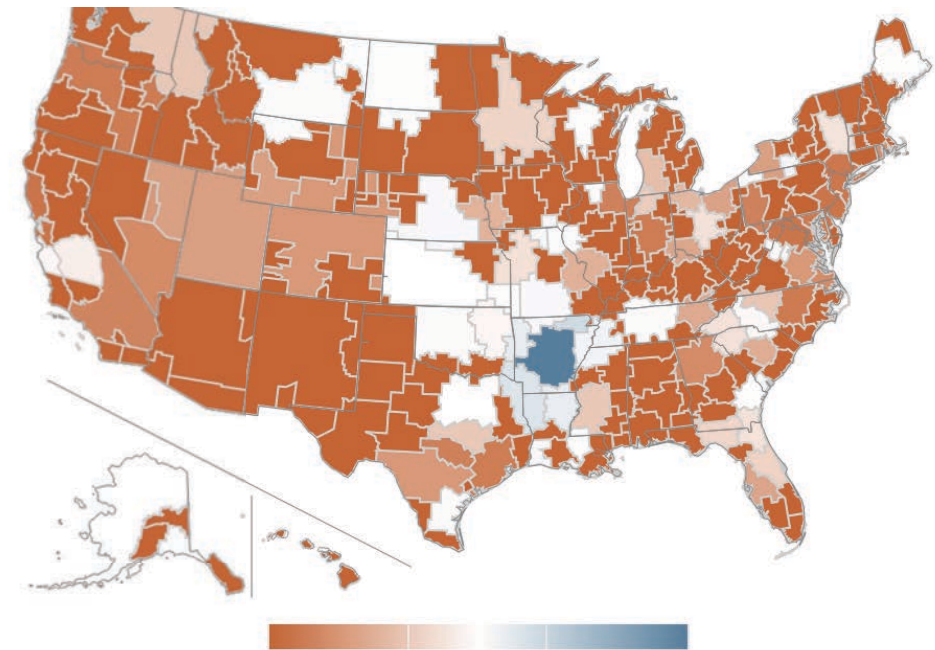
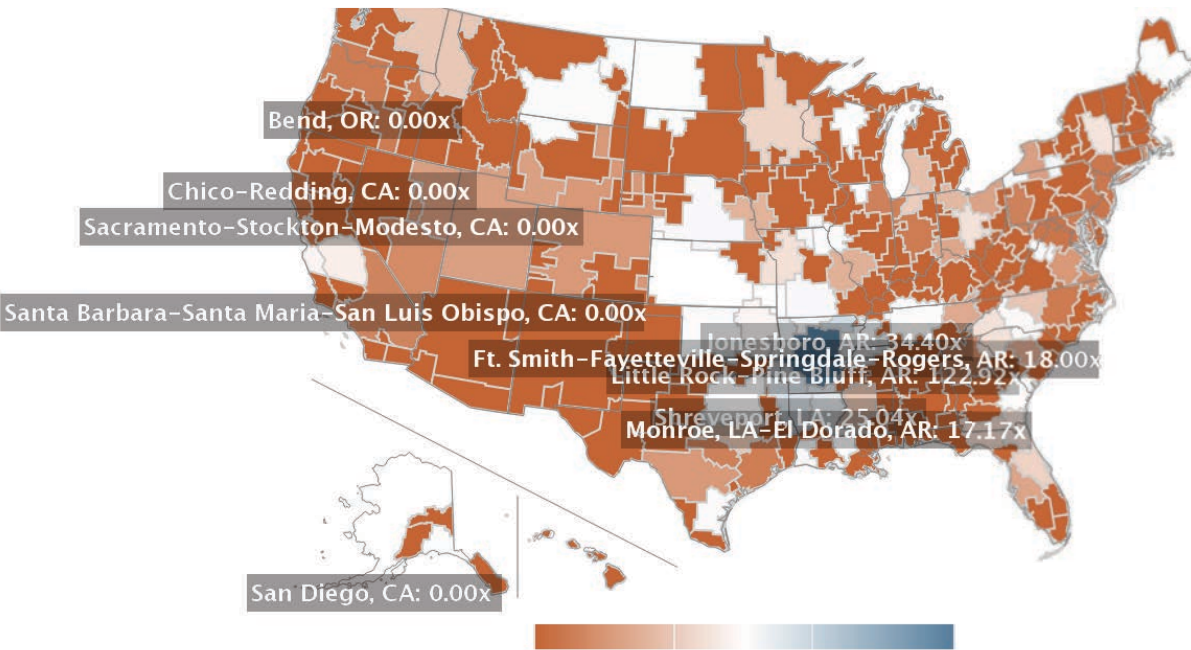
# SOLUTIONS

Leverage Plunge Digital's Social Intelligence & Behaviorment Platform to create a custom Insights & Analytics Report on client's brand to better understand the individuals who are following and/or socially engaged with Magic Springs Theme And Water Park.



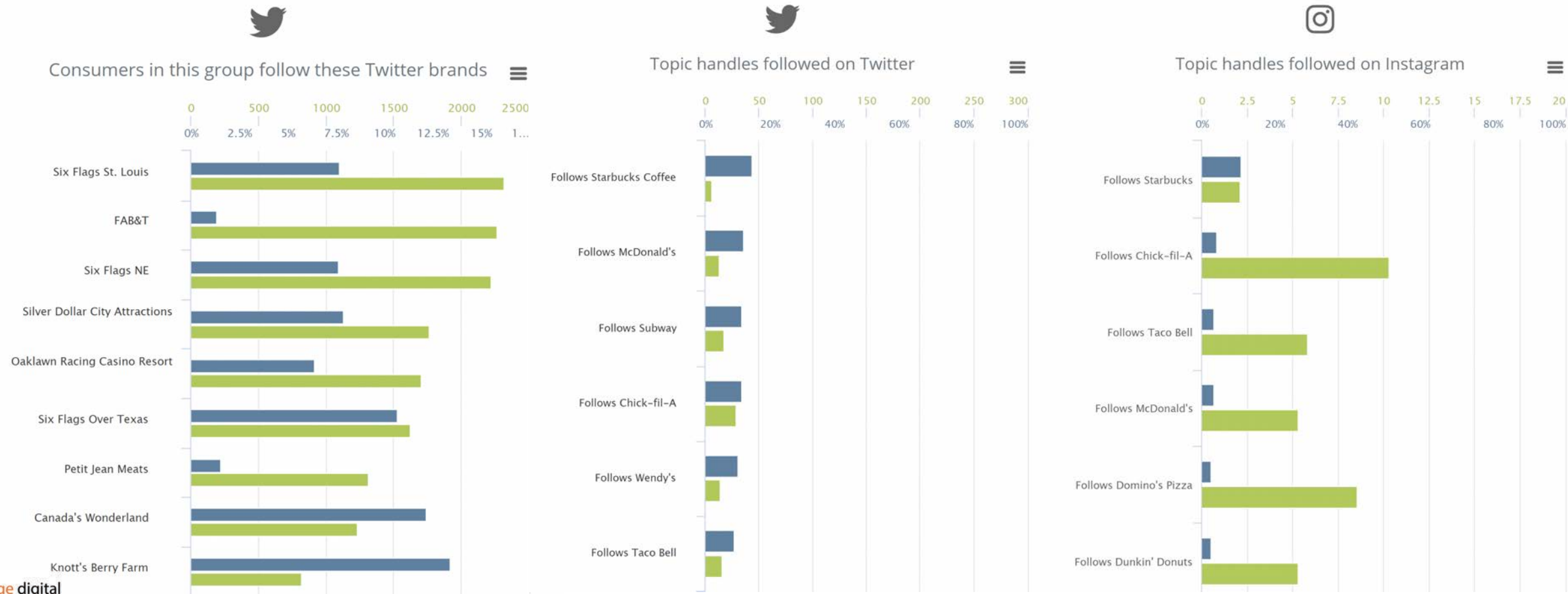
# SOLUTIONS

Identify Highest Indexing Target Geography:



# SOLUTIONS

Top Indexing Brands & Restaurants Socially Engaged:



# SOLUTIONS

Drill Down To The Target Test Audience For the Marketing Campaign:

## **Pull Visitors From Select Locations Between April 1 – June 22, 2019:**

- Oaklawn Racing Casino Resort
- Subway (select local geographic locations)
- Taco Bell (select local geographic locations)

## **Serve Social and Digital Display Ads Between June 22 – July 6, 2019:**

- Total impressions = 200,000 impressions through each marketing channel (400k in total).

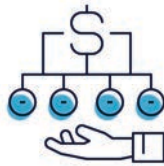
# PERFORMANCE



## AUDIENCE SIZE:

27,843 from VISIT Local

400K Impressions  
across social & digital



## TOTAL VISITORS:

**June 22 - July 6 = 1,832**

Total unique matched devices  
from target audience that visited  
during campaign dates = 234

% of total visitors that were  
targeted and converted = 12.77%



## JULY 6 VISITORS = 575

Total unique matched devices  
from target audience that visited  
specifically on July 6th = 42

% of total visitors that were  
targeted and converted = 7.30%

# QUESTIONS



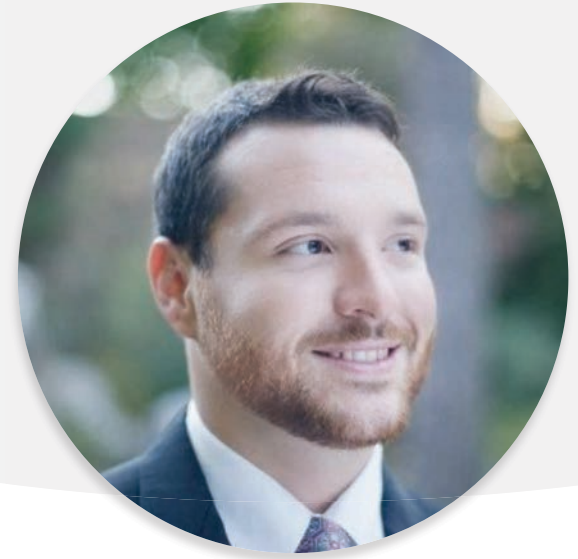
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# THANK YOU

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**REVEAL MOBILE™**

