



LOCATION WORLD 2017

24-25 JANUARY, 2017

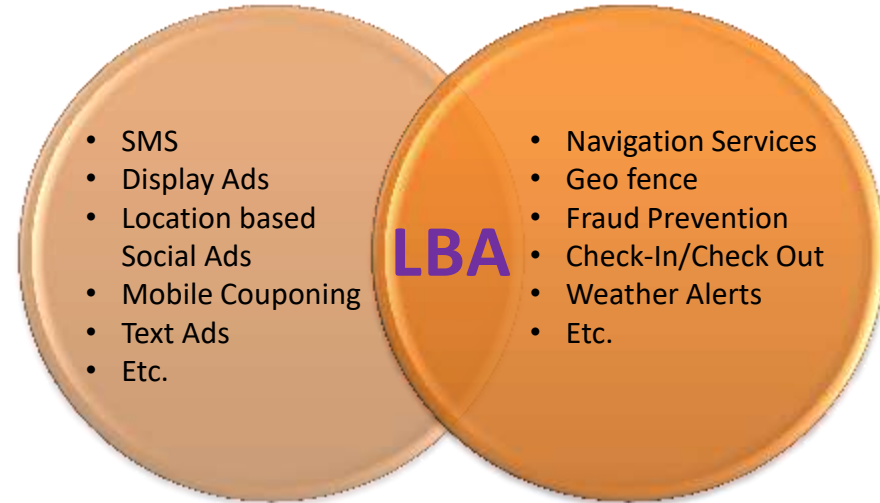
Hyderabad International Convention Centre, Hyderabad, India

Location based advertising Opportunities & Challenges



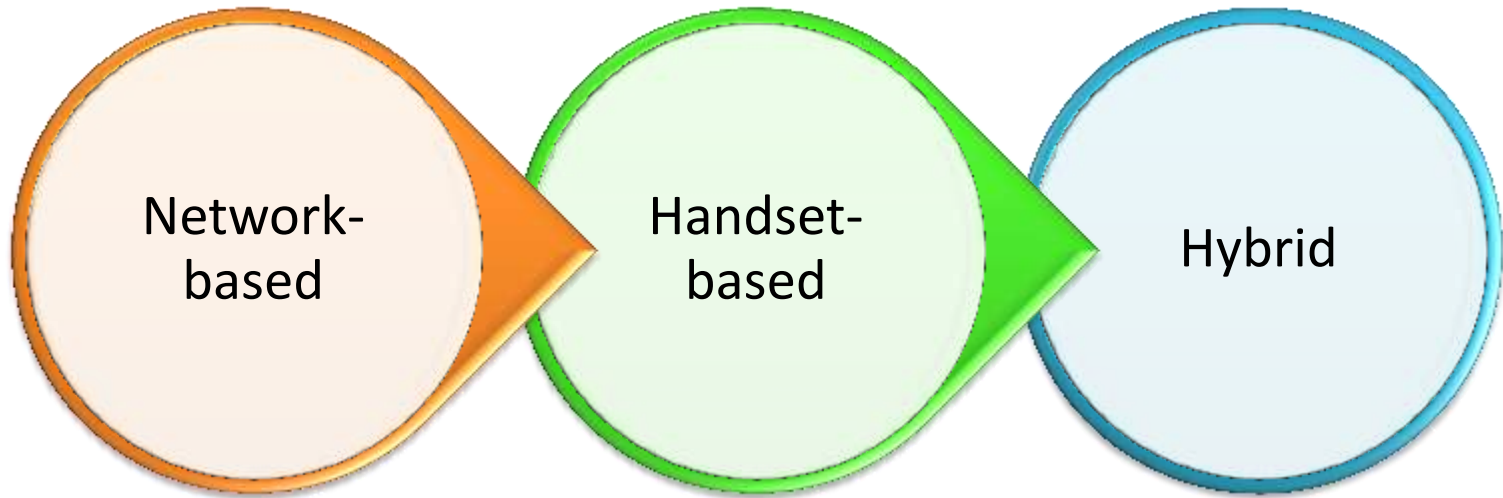
What is Location Based Advertising?

- The **personal** form of advertising done using location based service (**LBS**) to target the relevant user around the store on mobile.
- It is not something which is very new but has been around us for years. Look back and think that aren't the newspaper adverts were/are majorly based on the location the newspaper is being distributed. It's the same concept but technologized!



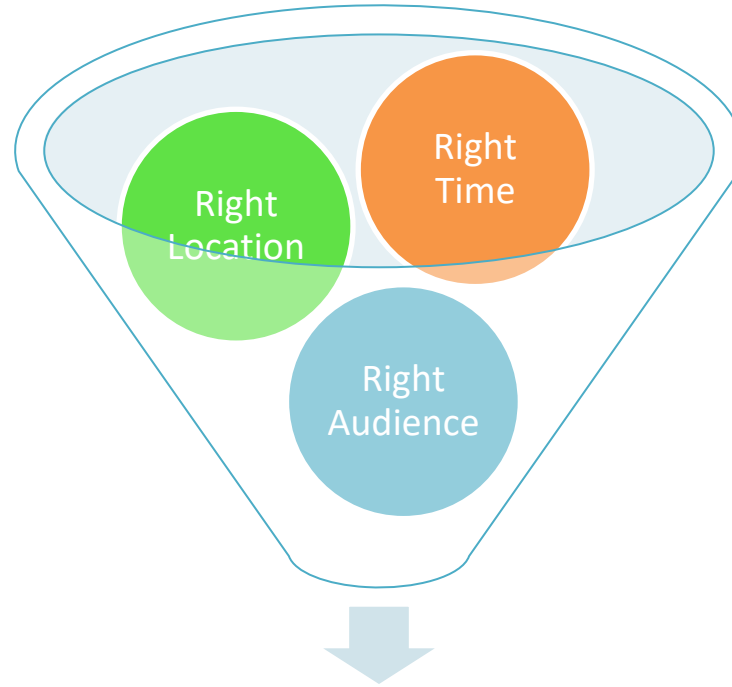
Intersection of MA and LBS = LBA

Methodology

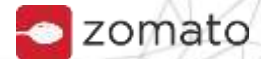


$(ROI)^n = \text{Right Time} + \text{Right Location} + \text{Right Audience}$

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AccuWeather



Pros

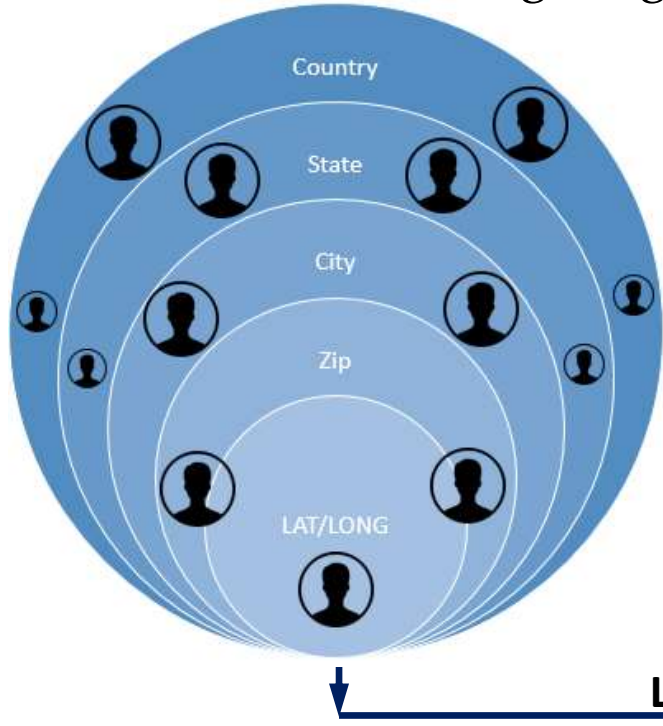
- Dynamic Messaging
- Consumer Acceptance
- Relevant Targeting
- Satisfactory Results
- Attract new customers
- Higher Conversion Chances
- Opportunity for new age business
- Driving Foot Traffic + Influencing Offline Purchase
- Direct Phone Calls

- Privacy issue
- Costly
- Limited Reach
- POE
- Proper Education
- Phone Performance
- Constant Notifications
- High Maintenance Cost
- Make users to use location services
- WAP Synchronization

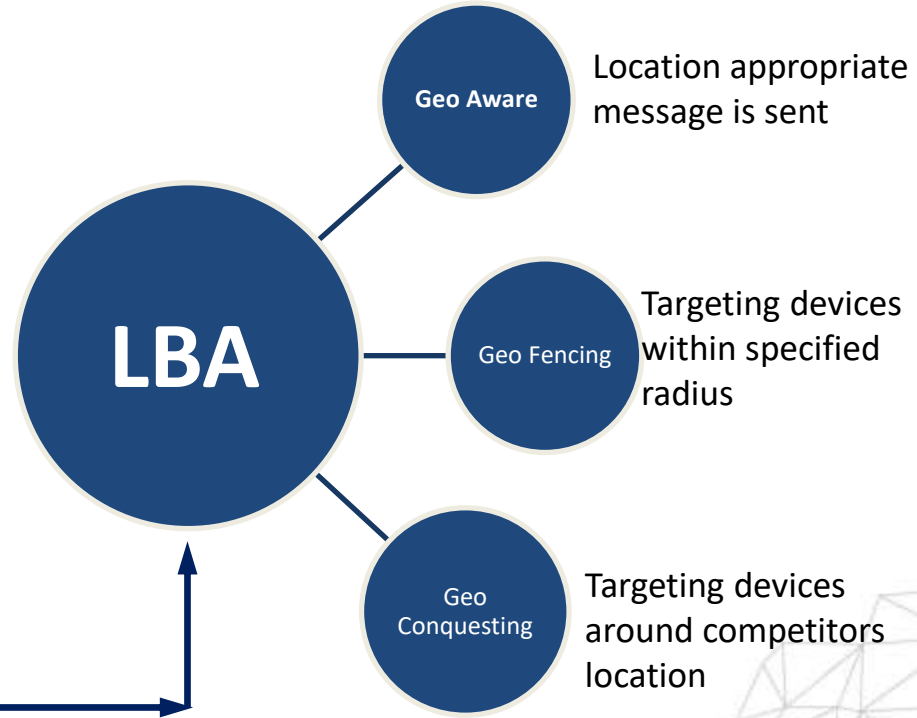
Cons

The LBA Ecosystem

Level of Location Targeting



Tactics of LBA



Targeting Opportunity

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The Demonetization Opportunity



Realistic Approach or Challenges

You would see a lot of media plan where LBA is bought just on the basis of demand and is not sure on the KPI or the ROI of the money spent on LBA

Though LBA in India is not that famous, we are just spending basis the hypothesis created by the location based companies

Clients questions on the live URL's which is not possible for now and hence loses the trust on LBA

Assumption on the footprints and no clear proofs of the ROI

Location data as alone is not of much use, it should be aligned with some relevant information like demographic, affinity, etc.

Lot of companies do not provide radius smaller than 5 KM, the major reason being inventory or reach

Campaign running time should be set accordingly by the location based companies as per the advertiser. E.g. McD ad running after 11 PM has no point.

Quantity is not important but quality, so the focus should be reaching the right people instead of targeting everyone (avoid waste of impressions)



*A minion
thanks.*