Importance of Location-Based Advertising
Why is Mobile Location Important?
More than 3 out of 4 people in 2018 will have a smartphone... that means huge reach and opportunity for marketers.
Mobility has broken the online-offline divide
Location is intent

90% of retail transactions actually take place offline

80% of retail purchases are made in the spur of the moment

Reinvent the in-store experience

INSIDE CLOTHING STORE
How Does Location Work?
How do you know where I am?

Sources of Location Data

- GPS
- WIFI
- CELL TOWER

Dependent on Tower Locations
- Within 50 Meters
- 3-10 Meters
What Does Location Mean for Advertisers
Location Accuracy is Key to Informing Marketing Messages
How Can We Make Location Actionable?
Mapping the World

Make location actionable through a virtual map of real places.
Identify Neighborhoods with High Visitation Affinity

Tracking visitation affinity to specific neighborhoods identifies hot spots that aren’t in a clear radius around your business.
Define Audience Segments for more Accurate Targeting

STEP ONE
Identify Real World Behaviors

STEP TWO
Overlay Demographics

Gender: Female
Age: 21 to 40 Years Old

STEP THREE
Determine Optimal Audience

Mom

5:15 am Gymboree
8:12 am Public School
5:23 pm Toys “R” Us
6:45 pm Grocery Store
Debunking Mobile Myths

Location Vendors can target down to 1-3 feet of a device ID.

**False!**
There are limitations from the GPS signal and one-time ad request that do not allow a vendor to get this granular.

Drawing a radial fence around a location is an accurate way to identify a target audience?

**False!**
Pinpointing the exact boundaries of a store location or POI is very important to accurately target audiences or attribute store visits.

In fact, in a test GroundTruth ran using Blueprints vs. Radial Fences, only 1 in 4 attributed visits within the radial fence actually visited the store.

All location campaign performance is verified by a 3rd party.

**False!**
Not all location vendors use a 3rd party to verify their results, which can lead to unreliable or inaccurate reporting.
What Does Location Advertising Success Look Like?
Increasing Sales of Arby’s Sandwich through Location Intelligence

Campaign Results:

Sales lift of control vs. exposed for the of Arby’s sales during this time

+2%  →  Total Sales

Of all sales lift was directly correlated to the product GroundTruth was specifically promoting

+67%

+4%

In base line sales between the start and end of the campaign
Targeting Consumers within Retail Block Drives Measurable ROI for Drug Store Brand

Retail Block showed highest success in driving incremental store visits

+66%

Store Visitation Lift driven by Retail Block

Incremental SVL drove ROI

+$4M

Estimated incremental ROI based on $15 average basket size
The Future of Location
The Future of Location

Weather

Predictive Marketing
Where else around the neighborhood do customers go?

Which days do visits occur?

What time do visits occur?

What time do visits occur?

Highest visits at

4PM

Lowest visits at

3AM
Thank You