



Mobile Location Use Cases and Case Studies

A look at current implementation and best practices for mobile location data

MARCH 2014



This document has been developed by the IAB Local Committee, part of the IAB's Mobile Marketing Center of Excellence.

About the IAB's Local Committee: The mission of the Local Committee is to communicate the value of online local interactive advertising to national and local marketers and to provide tools best practice for publishers to effectively monetize their local ad inventory. A full list of committee member companies can be found at http://www.iab.net/local_committee

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Overview

This paper is provided as a guide for marketers to better familiarize them with practical approaches for integrating local targeting and location data into a successful mobile marketing strategy. A follow-up to our June 2012 [Mobile Local Buyer's Guide](#), this piece gives an updated view of local mobile advertising campaigns and strategies.

Here we offer use cases along with case studies of actual campaigns as in-depth examples of how marketers are successfully capitalizing on local targeting and location data to increase the overall relevance and effectiveness of their mobile marketing campaigns. As such, this paper focuses on tactics and strategies which are most used and currently available in the market today. The conclusion of this paper explores what's on the horizon for local targeting including future technology advancements as well as emerging best practices.

Intended Audience

This paper is written for advertisers, agencies and marketers who have a general understanding of the different types of mobile location data available, but seek practical use cases for running successful locally targeted campaigns across mobile devices – including smartphone and tablets.

1 Location Unlocks the Mobile Opportunity

“Location, location, location!” Once used to highlight the importance of where a brick and mortar store is placed, this phrase is now the crux of most conversations dealing with mobile marketing. The rise of mobile devices and technologies has given marketers the ability to get closer to their desired audiences than ever before.

Marketers are becoming increasingly familiar with mobile location technologies; however a firm understanding of how to unlock the value of mobile remains elusive for many. Location targeting shouldn't be reduced to simply targeting a zip-code or DMA or implementing a new, trendy strategy or technology. The best mobile location ad campaigns combine raw location data with strong insights into how mobile is used and its relevance in the lives of consumers to deliver compelling and engaging experiences.

Mobile is the “holy grail” that finally gives marketers the opportunity to solve consumers’ problems in a personal, relevant way at the exact moment of need.

So how do you do it ‘right’? The first thing is to understand what location based targeting options are available to you. There are many different ways to identify a mobile user’s location, and each varies in scale and precision (for a look at detailed definitions and terminology, you can reference the Mobile Marketing Association’s [Location Terminology Guide](#)). This paper focuses on the practicalities of location: use cases and strategies for unlocking the value of location data, combined with a collection of case studies of actual campaigns from a wide array of verticals.

2 Location 101

There are many ways location can be obtained from a mobile device, making the process much different from how location is assessed on desktop devices. Each tactic for assessing mobile location varies in precision, scale, how it is obtained and many other variables. These should all be taken into consideration when developing a campaign's mobile local targeting strategy.

A recap of the most common types of location data and targeting strategies, presented below, is from 2012's Mobile Local Buyer's Guide.

GPS relies on the device to pick up signals from the orbiting Global Positioning System satellite network. Users opt in to access location-specific content (e.g., maps and movie listings). GPS is the most accurate in places with clear lines of sight skyward. Because GPS is hampered indoors and among tall buildings, and users have to activate the feature, the applicable number of location-enabled phones varies. For this reason, GPS is typically supplemented with cell tower triangulation and Wi-Fi access point information.

WiFi – ISP estimates a user's location within the radius of a wireless network access point (e.g., in a home or store). The user's device has to be connected to the network. This geo-location method is accurate at the DMA level and, frequently, on a neighborhood level.

Geo-Search terms are relatively accurate determinants of a user's location because the person actually enters them (e.g., city, state, ZIP) in a search bar or map (e.g., weather or restaurant delivery). Geographic specificity is determined by the search terms. While a person can be in one place while searching for results in another, entering geo-search terms verifies a user's intention of retrieving information for that locale.

Carrier IP identifies a device by a numerical identifier (assigned by the carrier) that allows it to receive information across networks. Because it is integral to the device itself, it is one of the more consistent (though not most precise) forms of targeting.

Registration data assigns location according to a user's account address. Geographic specificity ranges from country to state level, depending on the type of registration data being collected. Like geo-search, registration cannot account for mobility.

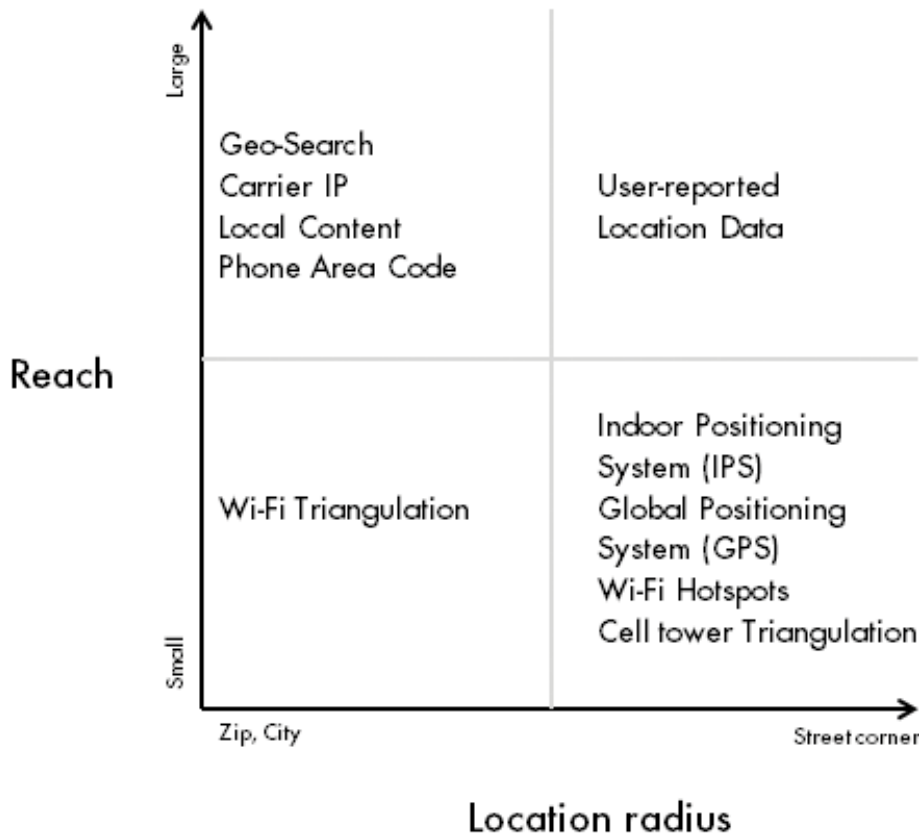
Location-based content assumes proximity to a Web page containing local content (e.g., local newspaper). The nature of the content indicates the reader's local interest and intent, though not current location.

Cell tower/triangulation identifies all the devices operating within its range. It's accurate at the market level where there are multiple towers in proximity to users (e.g., dense urban areas). Because carriers control cell data, marketers can't really target on this basis. The data typically refines GPS information from the device.

Caller ID identifies the origin of a caller's phone by area code—either through call-capture or app registration—but cannot confirm the person's location. Mobile phone numbers are portable, so a 917 (New York) caller may actually be in, say, Mobile, AL. Caller ID comes into play principally with text advertising.

2.1 Scale vs. Precision

Each of these location types vary in accuracy, reach and availability. The chart below plots each of the data in terms of accuracy and reach. As you can see because of the variance illustrated below, it is often advantageous to use more than one type of location to ensure maximum targeting accuracy. In fact, many media companies will use more than one type of location data, compared against each other, in a best attempt to ensure the user's location is accurate.



3 Location Targeting Use Cases and Strategies

Depending on the goal of your campaign there are many use cases and specific targeting strategies leveraging location data that you can take advantage of. Before deciding which strategy is best you should have a firm understanding of the overall campaign goal. Digital campaigns are traditionally broken up into two general categories: branding and direct response. Below we take a look at use cases with mobile location data for the most common types of campaigns. Knowing the action you want users to take is essential when choosing the correct location based targeting strategy.

3.1 Branding Campaigns

Branding campaigns refer to advertising whose goal is to drive overall awareness. While the intent could be to increase brand affinity, loyalty or consideration – the goal of these campaigns is not necessarily to get the user to take an immediate action towards purchase. As such, mobile location data is normally used to target messages to specific service areas or areas of product availability. Location can also be used as a signal to inform creative optimization, delivering a more relevant ad which is likely to get the user's attention. For example an ad for an SUV could refer to San Francisco's hills or New York's pot holes based on geo-location. Some common goals or objectives of branding campaigns include:

- **Promote upcoming sales/promotions/events** – Some branding campaigns are designed to promote sales, events or other promotions happening at a future date. Here reach among the correct target audience is the focus. Accuracy can also be an important consideration if you're messaging is around specific local promotions sales or events (see Wal-Mart case study below). Location data best for these types of campaigns include:

- Carrier IP
- Local content
- Geo search
- Area code

Since this type of campaign does not depend on knowing exactly where the user is at a specific point in time, using the methods above will give you a way to locally target ads without sacrificing scale.

- **General brand awareness** – Similar to building awareness for events, many advertisers take advantage of location targeting to build brand awareness in their areas of operation or service. Location data best for these types of campaigns include:

- Carrier IP
- Local content
- Geo search
- Area code

Again – these types of campaigns focus on reach in a particular location as opposed to exact user location at a precise time.

- **Drive social sharing/brand interaction** – Use of location targeting can be an effective way for marketers to drive qualified social and brand interactions from customers. By targeting ads to users in close proximity to physical locations, marketers can infer interest and target these users who may be more likely to share social content or otherwise engage with the brand. Location data best for these types of campaigns include:

- GPS
- IPS
- Wi-Fi hotspots
- Wi-Fi triangulation
- Cell tower triangulation

Using location data to infer a visit to/interest in a physical location prioritizes data precision over scale. As such, technologies that give very precise coordinates (but may have less scale) are optimal for these types of campaigns.

3.2 Direct Response Campaigns

Unlike branding campaigns, direct response campaigns seek to get users to complete a precise action. While some technologies, such as DSPs, use algorithmic learning to optimize direct response campaigns toward their goal – location signals have become a lynchpin for mobile campaigns. Location has the ability to provide rich user context as well as intent. It is with direct response campaigns that the more precise location data has a chance to shine. For example, geofencing (creating ad campaigns that target people who come within a certain radius of a specific point) is almost always used for direct-response campaigns. Some common direct response campaign goals advantaged by location include:

- **Drive to physical location/drive in-store purchase/offer redemption** – Possibly the most popular use case for mobile location data is to drive users to a physical location to promote in-store traffic and transactions. Marketers typically use location data to drive in store traffic in by geofencing specific areas and/or delivering targeted local impressions. Combined with third party research, tying in-store sales or foot traffic to exposed users, this can be an effective and unique way of showing positive ROI through the power of mobile marketing. Location data best for these types of campaigns include:

- GPS
- IPS
- Wi-Fi hotspots
- Carrier IP
- Cell tower triangulation
- Geo search

The objective of geofences and other similar technologies is to provide extremely accurate and timely location signals. For this reason, these campaigns often incorporate precise location data and technologies – even if this limits scale.

- **Download app** – Much like with driving social sharing and brand interactions; targeting ads to users in close proximity to physical locations is a way marketers can infer interest in a particular brand or offering. Marketers with mobile apps can target these users in an effort to drive app downloads and continued brand engagement. Location data best for these types of campaigns include:

- GPS
- IPS
- Wi-Fi hotspots
- Wi-Fi triangulation
- Cell tower triangulation

Similar to the scenario above; using location data to infer a visit to/interest in a physical location prioritizes data precision over scale. As such, technologies that give very precise coordinates (but may have less scale) are optimal for these types of campaigns.

4 Case Studies

This section includes specific case studies of mobile campaigns that leveraged location data in order to best meet their goals.

4.1 SMS Campaign: Retail Roadshow

National Retailer Goes on Tour

Client:

National crafts retailer

Campaign Goal:

In order to promote their products, this national crafts retailer embarked on a US summer road tour. The retailer stopped in selected cities in order to participate in local summer events and create brand and product awareness in each market. The client sought a way to inform their database of more than 400,000 opted-in SMS subscribers as to when they would be in a nearby location, and at which events subscribers could find them.

Campaign strategy:

For this campaign, Acxiom was able to partner with the retailer to obtain cell phone numbers from the client's SMS database. These subscribers were then filtered by area code and grouped by corresponding location. This was a reliable strategy as a recent Pew study found that 90% or more of mobile phone users live in the same state that their area code defines, and 60% or more live in the same county.¹

Subscribers in or near particular areas were then notified, via SMS, of upcoming local events the retailer would be participating in, as well as how to attend these events.

Results:

The program was designed as an informational campaign and used the subscribers' area code to target users for an event taking place in their geographic area of the country. Through this opt-in targeting strategy, Acxiom was able to reach a segmented market of just under 24,000 customers, who had already shown interest in engaging with the brand, in 8 defined geographic areas. These users were delivered relevant messaging regarding in a way that respected their privacy choices.

Takeaways:

Although the summer road show was successful for the client, this case study highlights the importance of designing a campaign with the ability to understand attribution, from the beginning. It would have been most helpful to the client's future efforts to understand which targeted users took the desired action based on the SMS campaign. One way to do this would have been to include a simple call-to-action in the SMS as a way to allow users to declare their interest or non-interest in attending the events

¹ Source: <http://www.people-press.org/methodology/sampling/cell-phones/>

4.2 Geo-Aware Campaign: Meguiar's

Client:

Meguiar's (auto care products brand owned by 3M)

Campaign Goal:

Meguiar's sought to increase in-store traffic as well as overall brand recognition and consideration among auto enthusiasts. Specifically, the client wanted to specifically target users who were most likely to be interested in Meguiar's high-quality auto-care products.

Campaign strategy:

Working with the client, PlacelQ was able to build a multi-faceted mobile-centric campaign, equipped with control and exposed markets, to utilize in-store sales as the measure of campaign ROI. Several tactics were used in the campaign, which leveraged core technologies that are unique to mobile devices. These included: SMS, interactive "touch", barcode scanning, and most importantly – location and audience. The combination of these tactics represented a new marketing capability for Meguiar's that was previously unavailable to the auto care products brand.

Using PlacelQ's proprietary audience targeting, PlacelQ was able to find and reach their audiences in the physical world, leveraging the power of location-aware mobile advertising. PlacelQ used its proprietary location audience data to target ads to locations that had a high propensity of buyers of new and used vehicles, auto commuters and shoppers for car accessories and services.

These highly targeted consumers were then served rich mobile ads with the Medialets' custom "Touch & Swipe" interactive experience to engage consumers and incentivize them to visit a Meguiar's retail location.

Results:

Meguiars analyzed in-store retail sales for control and exposed markets and observed the following:

Market Level Sales lift

- \$1.31 ROI (brand sales lift for every dollar spent in media) in exposed markets
- 118% retail sales lift for exposed markets over control markets

Engagement Metrics:

- 109% lift in response rates with location enhanced data (PlacelQ)
- Engagement rate – 2X Medialets' benchmarks for interaction and time spent
- 21% watched "How-To" videos on the go
- 20% used the Store Locator
- 83% browsed products via mobile phone

Takeaways:

This campaign delivered a wealth of insights around audience engagement. For example, in the Houston market College Students and Young adults were the most engaged audience segments, whereas in Orlando - families and Senior's made up the most engaged audience. These insights can help Meguiar's better direct its messaging and strategy to specific audiences in specific markets in the future.

4.2.1 Creative Showcase:



4.3 Geo-Fence Campaign: Major QSR

Client:

Major QSR

Campaign Goal:

Campaign: "It's a Soup Kind of Day". A Major QSR sought to reach mobile audiences at the most relevant times and locations to increase interest and consideration in the brand's various fresh meal options: including their selection of hot soups, sandwiches and salads. The goal of the campaign was to increase foot traffic to the QSR's physical locations during the heavy lunch rush hours in areas that were experiencing lower sales due to aggressive competition.

Campaign strategy:

By leveraging xAd's SmartFence™ technology combined with time of day targeting and location-specific weather triggers – the client was able to provide relevant lunch related messaging to their target audience just before the heavy lunch rush.

The campaign utilized geo-fenced ads that were served within a 1 mile radius around the brand's location as well as top competitive locations and large business parks in the area. One hour prior to the lunch rush ads were targeted with meal options that were generated based on local weather conditions.

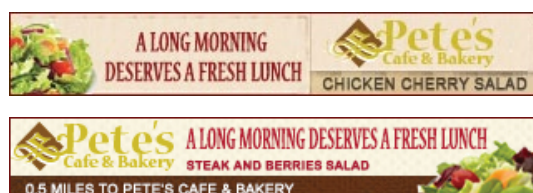
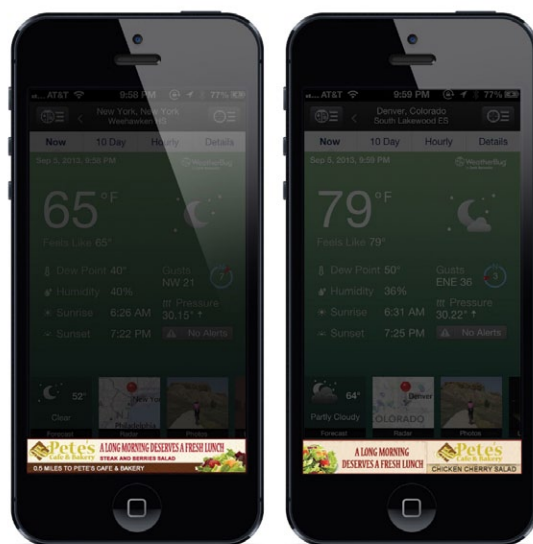
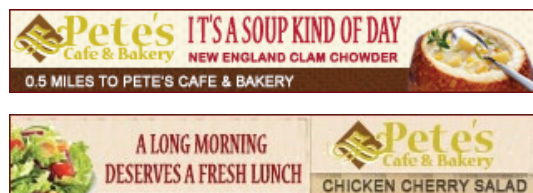
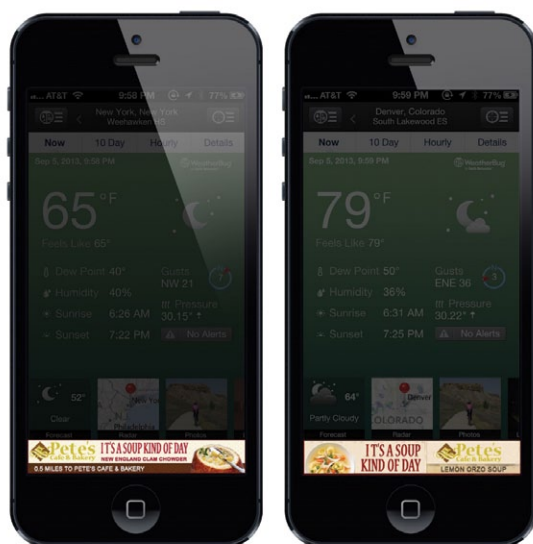
When temperatures dropped below 60 degrees, ad creative promoted the restaurant's hot selection of fresh soups; while temperatures above 60 degrees would trigger creative focused around the brand's cafe salads and sandwiches. Soups-focused creative was also served when and where weather events such as snow or rain appeared.

Results:

The campaign exceeded the clients benchmarks by 124%, generating an above average click-through-rate (CTR) and measurable sales lift in the targeted markets.

4.3.1 Creative Showcase:

Note below are mock creative examples created in order to portray the creative elements used in the above client (who prefers to remain nameless) campaign



4.4 Geo-Fence Campaign: Wal-Mart

Client:

Wal-Mart

Campaign Goal:

Wal-Mart wanted an efficient way to target on-the-go consumers with mobile location data. As new technologies became available, Mediative partnered with Wal-Mart to test the ability to drive superior results with hyper-local technology.

Campaign strategy:

With the client's goals in mind, Mediative created a test construct of five, 10km, geo-zones around five stores in the Greater Toronto Area. The plan was to deliver mobile creative enticing users within the five geo-zones to visit their local Wal-Mart store for unbeatable savings (see Figure 1.0). However, it soon became apparent that this strategy was not providing stellar results. CTR rates were only moderately above industry standard.

To explore other ways to successfully engage the audience, Mediative began targeting audiences of consumers using lat/long but this time also using time of day and their environmental surroundings (such as weather) as contextual signals to deliver more relevant targeting (See Figures 2.0 and 2.1). This strategy delivered much better engagement and results overall.

Results:

The first part of the test, which only targeted users based on lat/long with generic creative to visit their local Wal-Mart did not deliver impressive results. With a 0.57%CTR, this was moderately higher than industry benchmarks. The second part of the test, which added weather and time of day in as additional signals, generated much better results. The ads targeted to users in Toronto, Montreal and Vancouver's business districts from the second part of the test delivered a 1.03% CTR. Likewise, ads encouraging consumers to purchase discounted swimwear at the retailer delivered 1.85% CTRs via our hyper-targeted delivery to a small geo-zone built around Canada's Wonderland, on the hottest day of the year.

Takeaways:

The biggest insights from this campaign were based around the power of using location data and strategies in combination with other types of audience targeting. During the first part of the test, the smartphone users that saw our ad already knew where their closest Walmart store locations were and that the products/services offered were priced at unbeatable price points. Thus, the message "Summer Savings in Mississauga" provided little to no additional value to consumers. Furthermore, the banners added little value to giving users the information needed at a specific time.

Learning from the first test, we decided to target audiences depending on their location and their motivations given the time of day and their environmental surroundings. When we sent out differentiated creatives that spoke to varying consumer intentions depending on weather and time we got much better results.

Time and time again since this fateful test, we've discovered that it is better to target on-the-go consumers based upon their changing wants and needs rather than narrowly on their specific location. And it's true not only for retailers.

4.4.1 Creative Showcase:



Figure 1.0



Figure 2.0



Figure 2.1

4.5 Geo-Fence Campaign: National Telecom

Client:

National Telecom

Campaign Goal:

Increase awareness and desire for newly available TV service in seven select markets and encourage users to utilize the advertiser's DVR function to record live TV.

Campaign strategy:

To best engage audiences, Mediative created a suite of tailored messaging that both DVRers and non-DVRers would understand. However, Mediative knew it was critical to deliver these messages at the right time, in the right place and within the right environment. Below is the hyper-relevant mobile strategy that was devised.

Audience	Message:	Targeting Criteria:		
		LOCATION	LOCATION	ENVIRONMENT
Digital Saavy Consumers	Going home? Have today's daytime TV waiting.	Business districts & Public Transportation stations	Monday-Friday from 3PM to 7PM	All conditions
Digital Saavy Consumers	Rainy out? Catch up with your fav shows tonight.	Residential neighborhoods	Any time, Any day	Rainy and/or Cold
Digital Saavy Consumers	Tonight's family night? Curl up with recorded movies.	Residential neighborhoods	Sunday, throughout the day	All conditions – but boost impressions if rainy and/or cold
Digital Saavy Consumers	Sick day? Sit back and catch up with your fav shows.	Residential neighborhoods	Monday-Friday from 9AM to 4PM	All conditions – and boost budget if stormy out
Traditional TV Consumers	Tonight: Grey's Anatomy or The Big Bang?	Residential neighborhoods	Thursday Nights from 5PM to 9PM	All conditions
Traditional TV Consumers	Tonight: Criminal Minds or Pretty Little Liars?	Residential neighborhoods	Tuesday Nights from 5PM to 9PM	All conditions

Results:

A total of 3.6MM ad impressions were delivered across the seven markets, generating an average click-through rate of 0.70%. This represented more than 25,000 opportunities for consumers within these markets to discover more about the advertiser's TV offer via our educative landing pages. Of this, a sizeable percentage of the audience scrolled down to the bottom of the various landing pages and clicked on a button that automated a call to the advertiser's call center.

Takeaways:

Given the regionalized targeting, Mediative was able to pull data from a city with significantly higher CTRs than other cities as well as a city with significantly higher impressions/clicks (despite relatively similar population sizes). From this data, Mediative was able to show the advertiser regions where they had potentially strong market interest and potentially strong lead generation, respectively. As such, the telecom has it on their roadmap to invest in these markets.

4.6 Geo-Fence Campaign: International QSR

Client:

An international quick-serve restaurant chain

Campaign Goal:

This client wanted to educate market on brand offering and increase share of market. Client also sought to interest consumers in the client's breakfast and lunch promotions with mobile ads that drive high engagement and consideration.

Campaign strategy:

In order to grow the client's audience, Mediative decided to focus on audiences who weren't hungry yet. That is, catching a user before they decide what to eat in order to create the desire for the client's fast-served meals. Mediative used mobile display banners to reach the on-the-go user in conjunction with time and location variables.

- 1. TIME:** Campaign delivery was time-parsed to deliver creative two hours before each meal. In order to further whet the customer's appetite, messaging was customized to the forthcoming meal (e.g. "Start your day with a coffee & a sandwich" was delivered during the early morning hours).
- 2. LOCATION:** Who wants fast food? University students during exam period. Business people rushing between meetings. Parents who had have a long day and would prefer a drive-thru to the kitchen. Tourists staying in hotels who don't have the option of eating in. As such, custom geo-zones were built around universities, business districts, the suburbs and hotels to reach and engage these audiences with differentiated messaging that was aligned to each of the regionalized customer intents. In addition, geo-zones with a 500m radius were built around each of the restaurants' locations to drive immediate foot-traffic (the quick-serve mammoth was so successful because they knew where their customers were... so we followed suit and built custom banners announcing "You are 500m away from a great meal").

Results:

The campaign delivered average CTRs of 0.93% to 0.97%. By targeting using location and time, Mediative delivered 100% of the impressions that the client invested in to grow their audience. Furthermore, with A/B testing, Mediative was able to optimize creative spend within the first week by understanding that yellow banners with black writing worked better to generate recognition than did the black banners with yellow writing.

The 4 Universities targeted generated a moderate level of impressions and a CTR of 0.51%. As such, the budget was immediately optimized by cutting spend on that audience. This budget was shifted to other, family-oriented, targeting based residential zones (0.67% CTR) which generated early-morning pushes to get breakfast before starting the day (i.e. more relevant messaging someone's location and need at the start of the day).

Takeaways:

Of significance though, was not the lifestyle zone targeting – reaching pockets of demographics that they wanted – but rather reaching consumers who were most receptive to an immediate push to go to a nearby franchise to pick up their next meal. Mobile users who were within 500m of a franchise location, for instance, delivered a 0.69% CTR whereas out-of-home people in hotels delivered a 1.52% CTR.

It thus became clear that to increase market share for a fast-food retailer, it was critical to trigger a want for a particular menu item before the consumer even realized they were hungry. By generating the “want” with banner advertising and then call-to-action messaging with a click-through landing page outlining directions to the nearest restaurant, we were able to effectively deliver CTRs that were up to 3X larger than the industry benchmark and deliver more foot-traffic to advertised locations.

4.7 Geo-Aware Campaign: Scion

Client:

Scion

Campaign Goal:

Client wanted to use the power of location and data to drive engagement and action with highly targeted, rich mobile banners. The main goal was to identify and engage in-market auto shoppers and drive foot traffic to regional Scion dealerships.

Campaign strategy:

Mobile users looking for new cars are constantly on-the-go. While an auto shopper may be near a dealership at noon, they have other places to be later in the day. In addition to standard Geo-Fences, Scion also took advantage of xAd’s SmartFence™ technology, which combines real-time mobile search behavior with location, to reach their audience at the right place and time. By factoring in both location and the mobile search behaviors of these consumers, Scion was able to reach their consumers with the most relevant message as they moved throughout their days.

Results:

Compared with standard geo-fencing, users reach through this campaign were:

- 40% more likely to click on an ad
- 120% more likely to engage with Scion’s landing page

4.7.1 Creative Showcase:



4.8 Geo-Fence and DMA Targeting Campaign: Macy's

Client:

Macy's

Campaign Goal:

Every year during Prom Season, Macy's strives to drive awareness amongst moms and teens and ultimately drive visitors to Macy's in-store prom events. Macy's came to Verve to harness the power of location to generate buzz and awareness of their Prom Fashion events at 25 key Macy's locations across the country across the span of 4 weeks. The goal was to increase foot traffic to the events and get parents and their teens to shop at Macy's for their prom needs.

Campaign strategy:

Verve's approach to reach, engage and interact with the target audience combined the use of location data to inform targeting and ad content. Additionally Verve implemented gender and contextual targeting to ensure they were providing their audiences with the most relevant messages. This strategy included three main tactics:

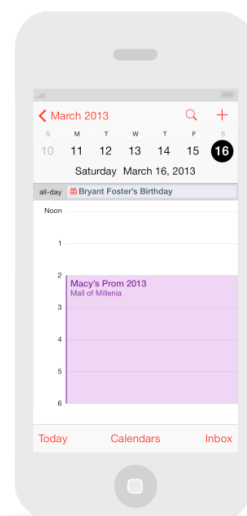
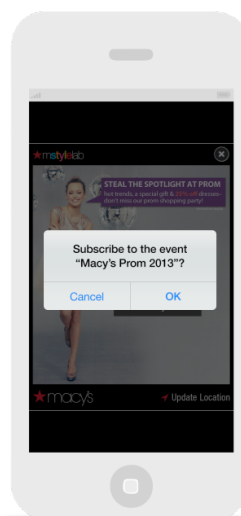
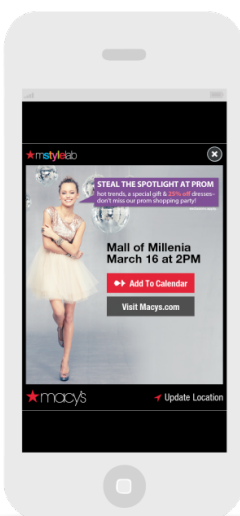
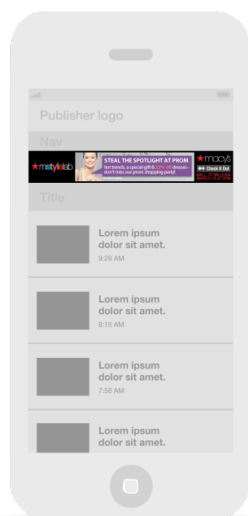
- Implement a 10-20 mile geo-fence around the stores one week prior to the events to increase awareness and provide expandable tap-to-calendar creative that tapped through to a mobile landing page with in-store event details, and directions to nearest store location.
- Construct a tighter geo-fence (5-10 mile radius) three days prior to the event to capture those consumers in and around Macy's store locations.
- Apply custom audience segments and create an audience package to engage with Style Fashionistas, Fashion shoppers and those who have shopped at Macy's in the last 3 months.

Results:

Geo-fencing worked best when consumers were near retail locations (standard banner performance was highest 0-2 miles from the store). This suggests that Macy's was able to grab the attention of consumers who were in close proximity to a Macy's store (possibly already out shopping) and alter the course of their shopping day. The Expandable Tap-to-Calendar banners performed best within the 5-6 mile radius. Consumers who were not close enough to pop into a store that day were able to save the event information to their phones for future reference.

Overall CTR for the campaign was .61%. The Tap to Calendar creative in particular allowed for greater consumer engagement with the brand with 3.21% of consumers saving the event to their mobile calendar. Campaign performance also spiked on weekends and event days, which further illustrated that consumers are most likely to be looking for nearby retail deals on their mobile device. By adding a calendar save functionality for these prom events, Macy's remained top of mind and further ensured in-store prom event attendance.

4.8.1 Creative Showcase:



4.9 Geo-Fence Campaign: Cub Cadet

Client:

Cub Cadet

Campaign Goal:

The goal of the Cub Cadet TDE campaign was to highlight the various Test Drive Experience events throughout the country in first half of 2013. Using geo-fencing, Verve and Brunner helped Cub Cadet reach consumers in close proximity to Test Drive Experience locations and encouraged them to add the TDE to their calendars, see directions to the nearest event, and learn more about Cub Cadet's products.

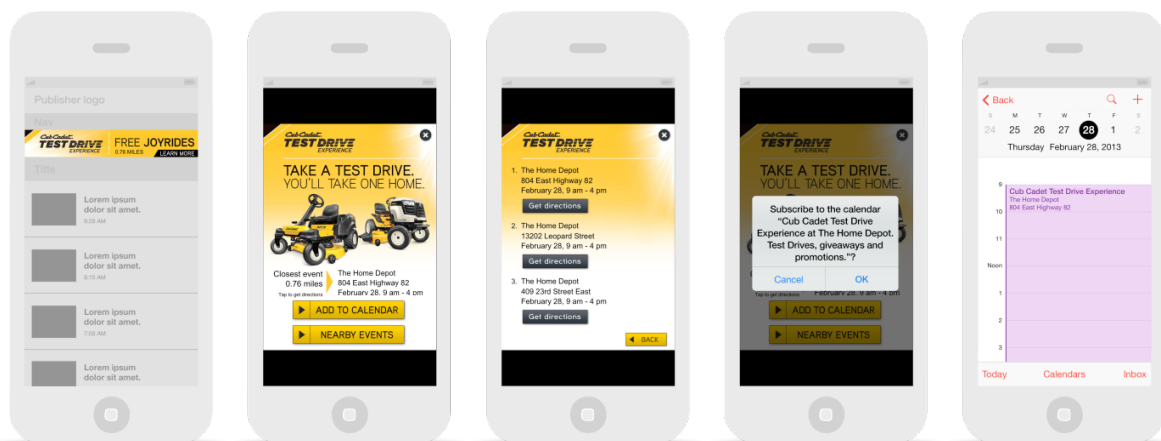
Campaign strategy:

The campaign strategy included expandable tap-to-map and tap-to-calendar creative that leveraged dynamic location to engage customers and invite them to visit retail locations. Verve worked with Brunner to geo-fence more than 200 retail locations across the U.S. with dynamic, geo-aware creative.

Results:

Campaign performance was great, with more than a 1.0% CTR. The Verve and Brunner created ad units allowed multiple ways for the consumers to interact and engage with the Cub Cadet brand. Cub Cadet also experienced significant increase in year-over-year attendance at event locations.

4.9.1 Creative Showcase:



5 Conclusion

Gone are the days of mass-marketing. To effectively connect with mobile users, we have to understand the places, moments and circumstances that trigger the desire or need for an advertiser's products or services. Local targeting is also about situational targeting. The most successful campaigns will market to users when the time, place and situation are optimal. These abilities which are unique to mobile advertising give advertisers the power to connect with audiences in a way no other platform can. Studies show that 73% of smartphone users and 70% of tablet users are more likely to click on an ad that is "locally relevant to me". This further highlights the importance of including location as part of the overall mobile marketing strategy. That being said, location in a vacuum will not provide as powerful results as if you were including other variables. The most successful case studies incorporated other elements of audience targeting and local contextual signals such as weather and time of day. This allows advertisers to further customize campaigns to provide the appropriate message to drive relevant engagement with audiences.

When it comes to reaching mobile consumers the advertising industry needs to shift its thinking from delivering messages in broad strokes to instead, considering its consumer's state of mind. When marketers are able to predict the needs and understand consumer thought patterns they can message these users when and where they are mostly likely to consider your products and services. Messages will become more relevant to consumers and, consequently, the performance of the campaigns will drastically improve. Many of the case studies in this paper showed significant lift when factors such as time of day, audience demographics, weather and other contextual signals were used in tandem with location targeting strategies.

Naturally, when we deal with targeting or tracking, consumer privacy concerns arise. But this technology is careful to assure that the privacy of individuals is always protected. Mobile locations are determined based on the connection type the user selects himself. On GPS, the consumer is always given the choice of sharing his or her location using the device's setting options. On Wi-Fi, location is determined using the Internet connections IP address, which is how desktops are currently placed. Privacy is further optimized through ad delivery because the ad servers remain blind, never knowing to whom the ads are being delivered. This technology is about pushing advertising messages to consumers within a geographical zone, not about pulling their information or tracking their behavior.

As we head into the promise of a truly "cross-platform" digital advertising world, location will only become more important, especially in light of the impressive amount of connected devices coming into the market. While new devices and technologies give us better ways to find and connect with audiences, the main tenants of good advertising will remain: delivering a timely and relevant message to address the needs of the customer close to the moment of decision.