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INFORMATION

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MRC Issues Location Based Advertising Measurement Guidelines

*Produced in Collaboration with MMA and IAB,
New Guidelines Establish Recommended Set of Practices for Location Measurement*

New York, NY (March 29, 2017): The Media Rating Council (MRC) today issued the final version of its *Location Based Advertising Measurement Guidelines*, which were developed in collaboration with the Mobile Marketing Association (MMA) and the Interactive Advertising Bureau (IAB). These measurement guidelines, which previously were issued in draft form for a 30-day public comment period in November 2016, are now considered final, and are formally in place to serve as industry guidance for the measurement of digital location-based advertising.

The *Location Based Advertising Measurement Guidelines* were developed with the assistance of a broad working group of industry practitioners, and provide key definitions for location-based measurement terms, as well as recommended research practices and disclosures concerning the assignment of device or user location for use in digital advertising measurements. As such, the *Guidelines* also will serve as a benchmark by which those organizations who engage in such measurement practices can seek to have their services voluntarily validated through an independent third party auditing process.

“With the release of the *Location Based Advertising Measurement Guidelines*, the industry now has a set of recommended practices to serve as a guide in the collection and reporting of location-based data,” said George W. Ivie, Executive Director and CEO of the MRC. He added, “Accurate location data that’s collected in a consistent and transparent manner can greatly add to the richness and utility of the measurements on which digital advertising is bought and sold, and, as such, the release of these *Guidelines* represents another step in fulfilling the Making Measurement Make Sense (3MS) mission of producing standards designed to enhance the state of digital advertising measurement.”

“The *Location Based Advertising Measurement Guidelines* reinforce the MMA’s ongoing commitment to providing brand marketers with transparency and confidence in selecting mobile marketing partners, said Sheryl Daija, Chief Strategy Officer, MMA. “Specifically, these guidelines provide marketers with further clarity on what they should expect from their location data providers, how to align metrics to their marketing objectives and better leverage mobile’s unique ability to drive business impact.”

"We are quickly moving from a mobile-first world to one that is mobile-only, and the industry needs measurement guidelines that address this shift," said Anna Bager, Senior Vice President and General Manager, Mobile and Video, IAB. "Location-based advertising is already a key part of many marketers' strategies, and these guidelines will be central in building the type of trusted media environment where geomarketing can flourish, benefitting both consumers and advertisers."

The *Guidelines* document is available at <http://www.mediaratingcouncil.org/MRC%20Location-Based%20Advertising%20Measurement%20Guidelines%20Final%20March%202017.pdf>

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