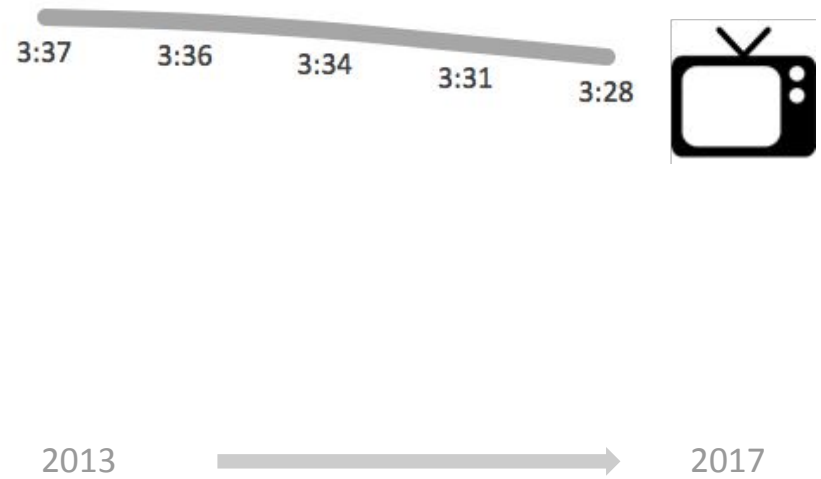




Unlocking the Smartphone's Potential

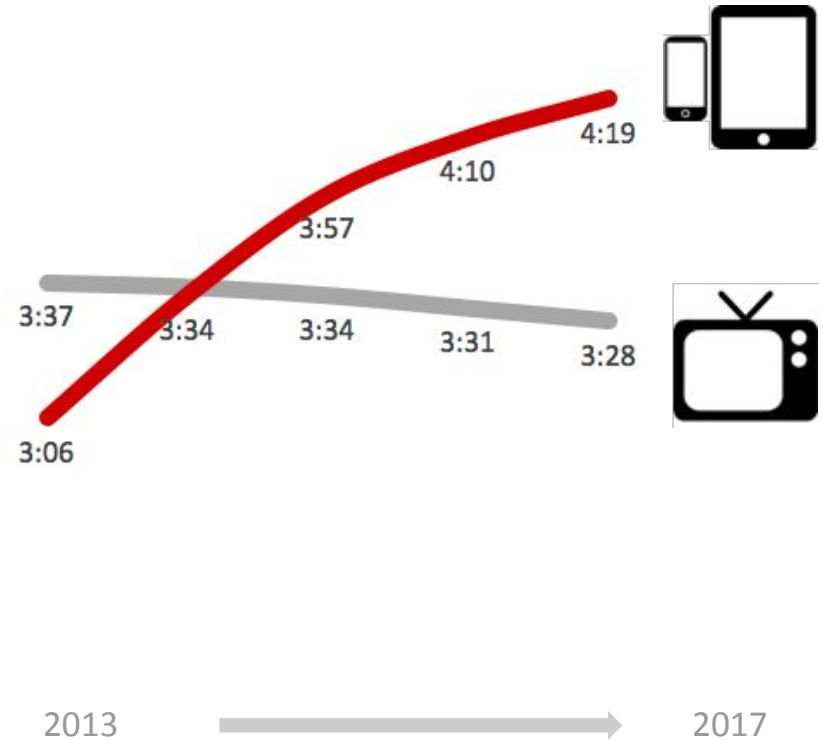
How to deliver data-driven
advertising at scale

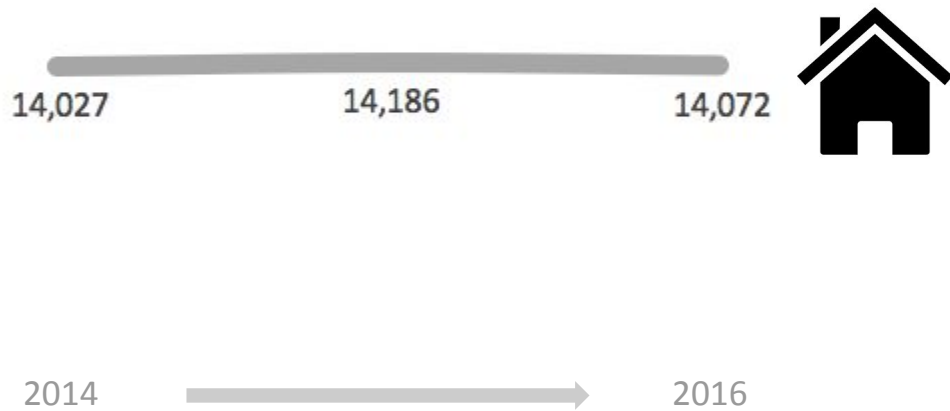
Ray Philipose
Head of Product & Engineering



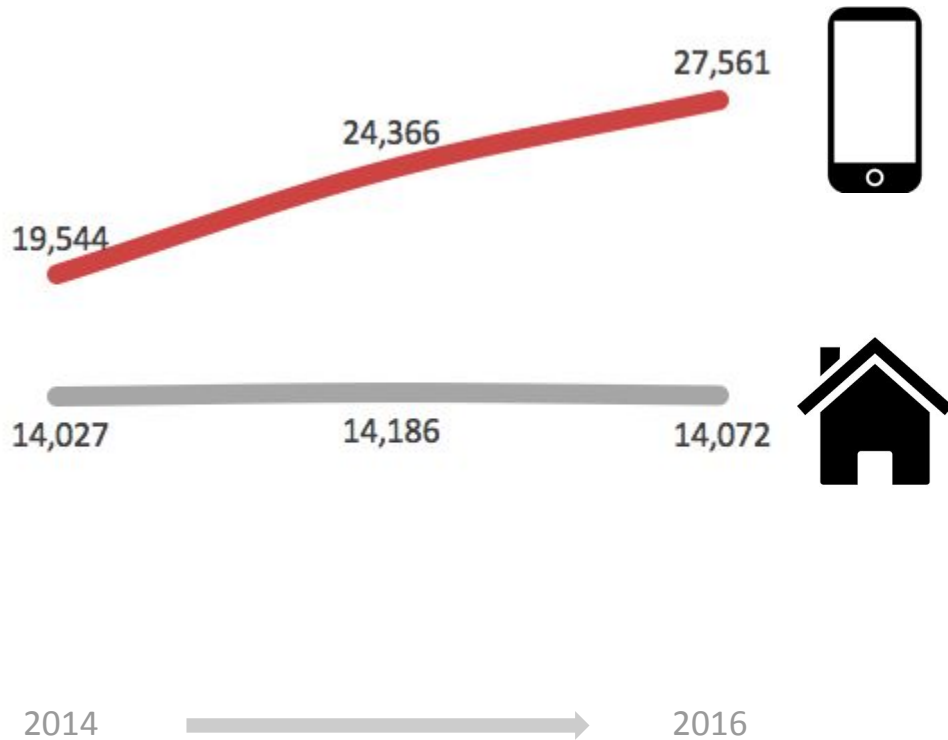
Source: 2013-2017 Time Spent by Medium in Canada (A18+); eMarketer, April 2017

Mobile is the dominant branding medium





Source: 2014-2016 A18+ Mobile Penetration - Catalyst Canada '2016 Canadian Smartphone Landscape' June 9, 2016; Households: 2014-2015 CMHC, 2016 - Statistics Canada - 2016 Census, Private Dwellings (occupied by usual residents)



**Mobile is the
dominant direct
marketing
medium**



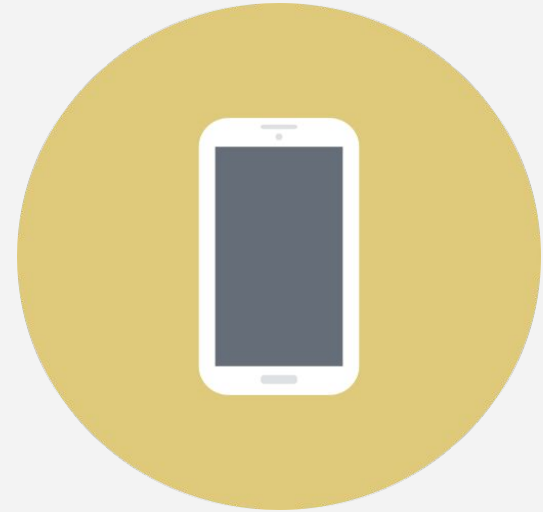
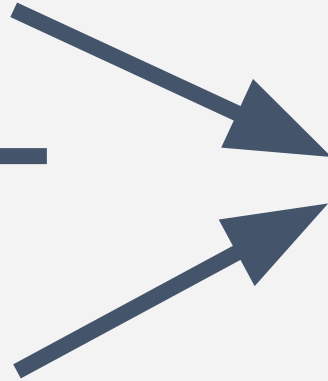
Source: 2014-2016 A18+ Mobile Penetration - Catalyst Canada '2016 Canadian Smartphone Landscape' June 9, 2016; Households: 2014-2015 CMHC, 2016 - Statistics Canada - 2016 Census, Private Dwellings (occupied by usual residents)

Mobile is now dominant...

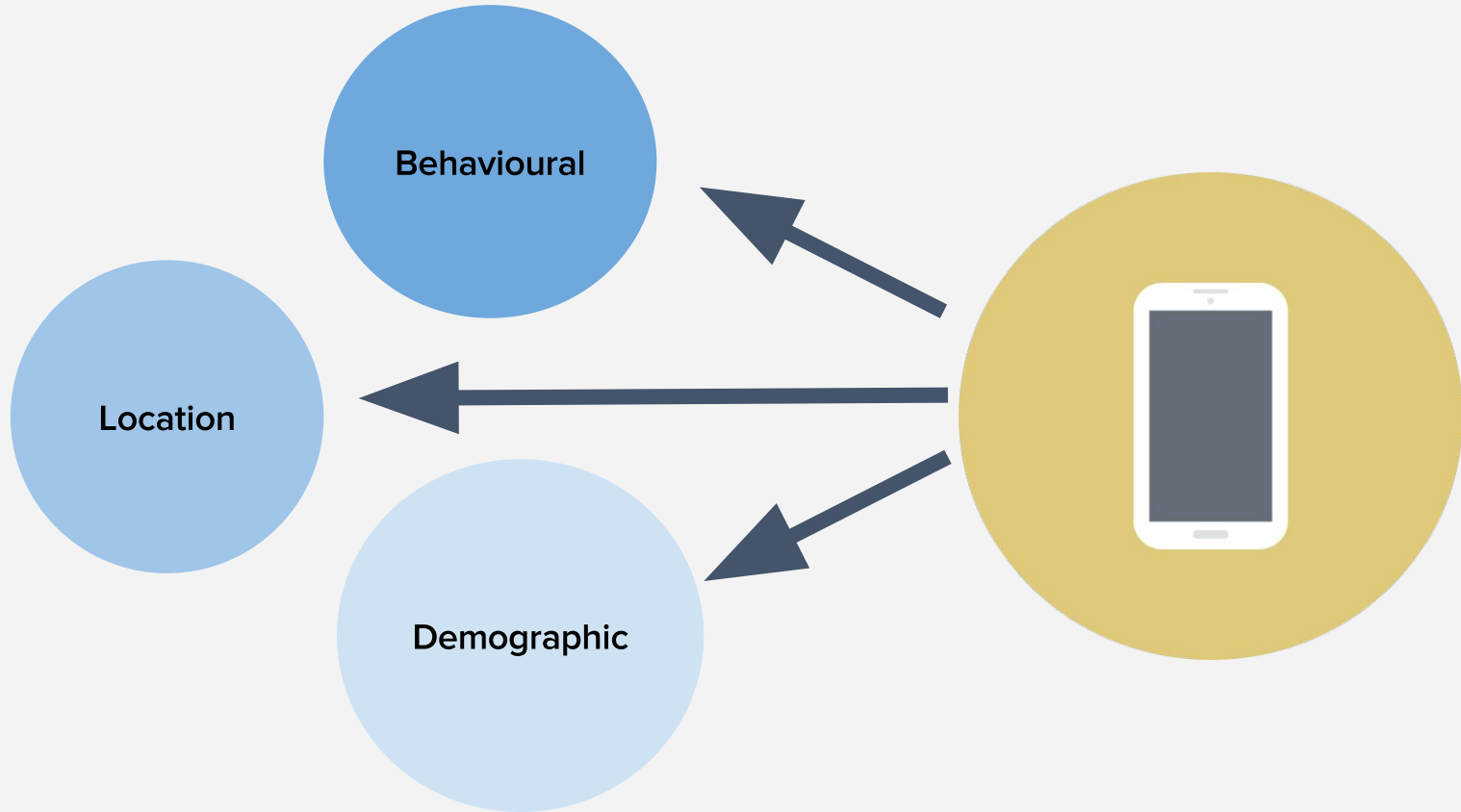
Brand



**Direct
Marketing**



...and it's data that unlocks its potential



A close-up photograph of a person's hands holding a smartphone. The phone's screen displays a social media profile for 'JOAO SILVA' with a grid of photos. The background is dark and out of focus, showing a desk with a computer mouse and some papers. The text 'New Universe of Addressable Data' is overlaid in white, bold font across the center of the image.

New Universe of Addressable Data

Location



Home
Location &
Surveys



Home Location & Survey Indicators



Psychographic Clusters



Street Scenes

South Asian Achievers





**Vieille École
(Old School)**

Location



**Retail
Signals**

**Home
Location &
Surveys**

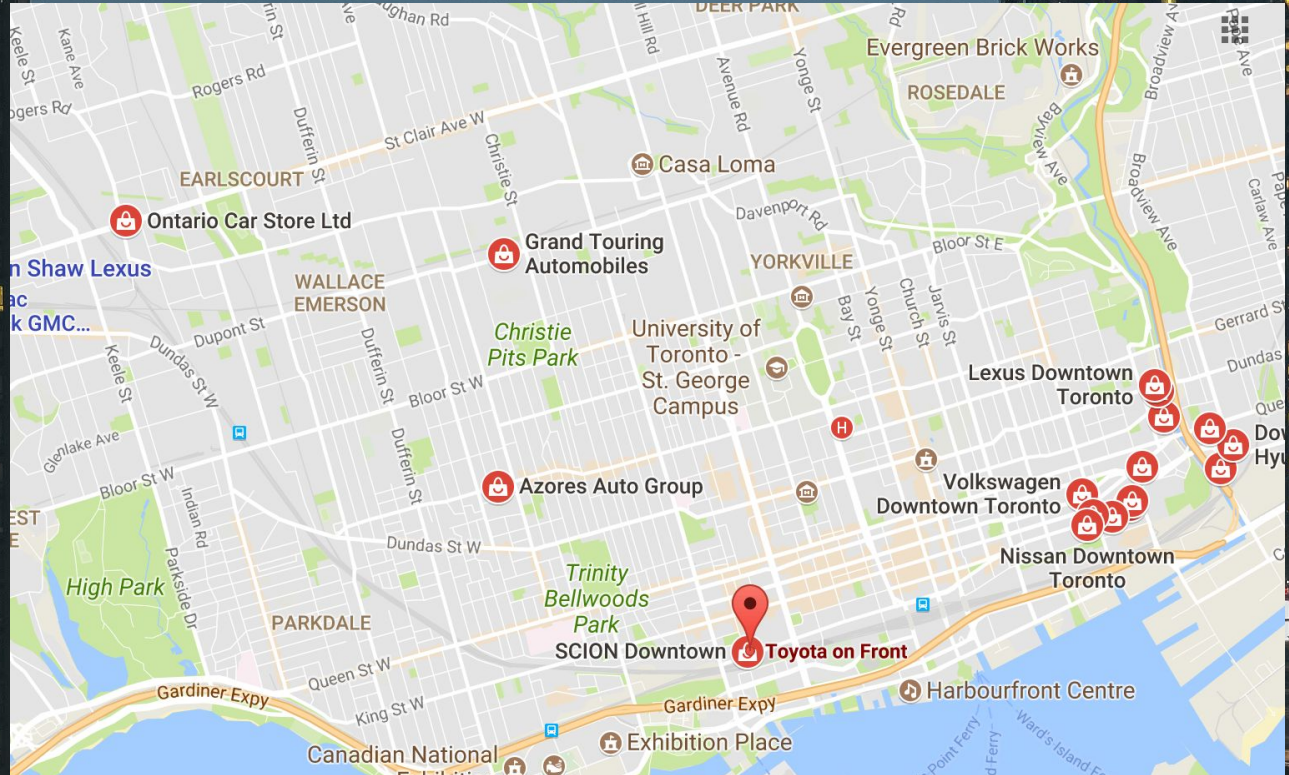
Retail Signals



Volkswagen



TOYOTA



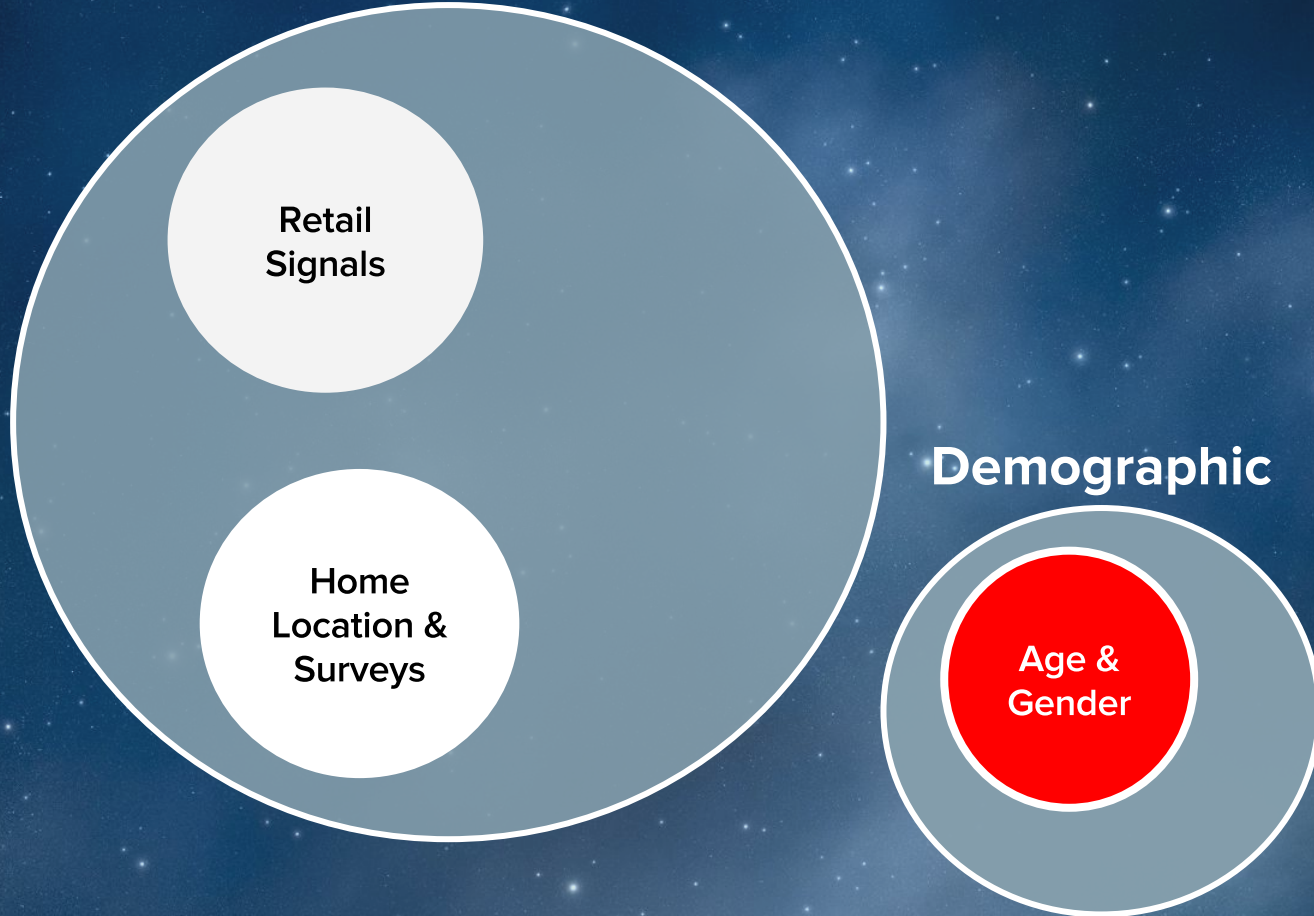
Location

Retail
Signals

Home
Location &
Surveys

Demographic

Age &
Gender



Age & Demographic Indicators



Location

Retail
Signals

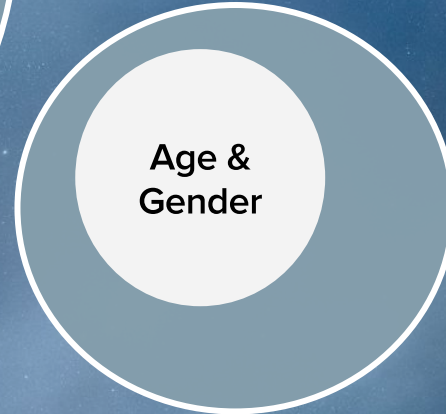
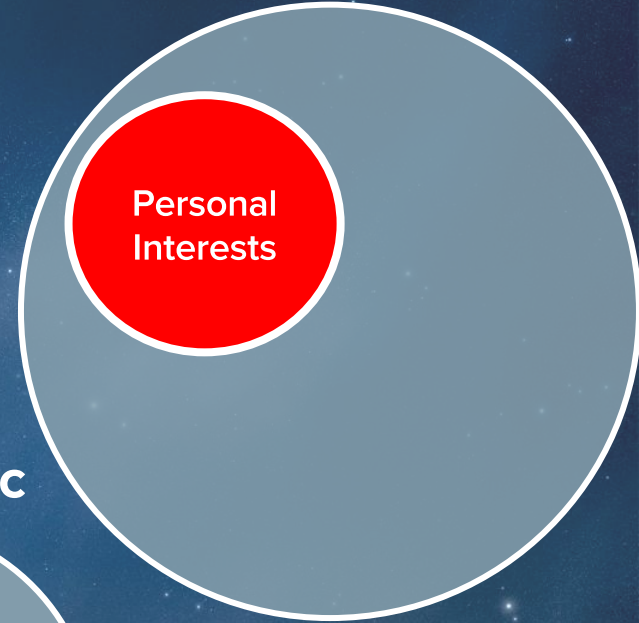
Home
Location &
Surveys

Behavioural

Personal
Interests

Demographic

Age &
Gender



Personal Interest Indicators



Home



Finances



Cooking

Location

Retail
Signals

Home
Location &
Surveys

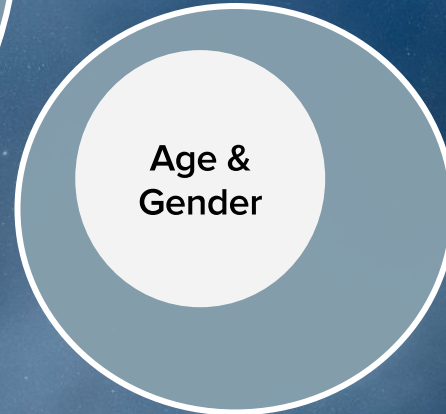
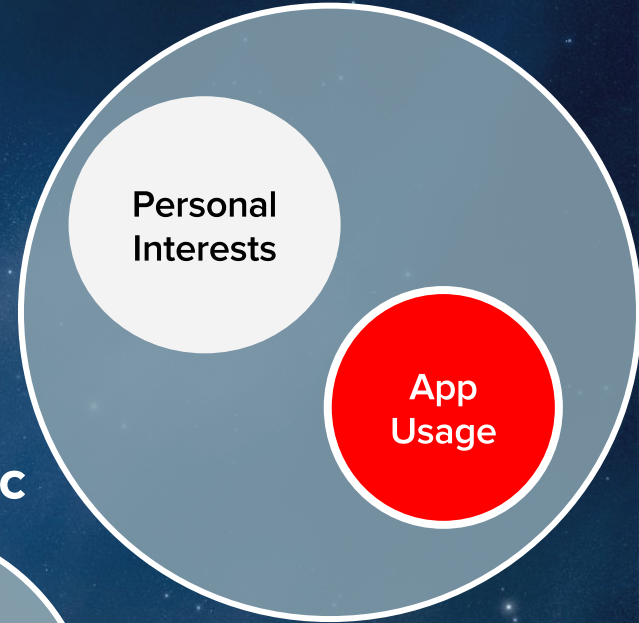
Behavioural

Personal
Interests




App
Usage

Demographic

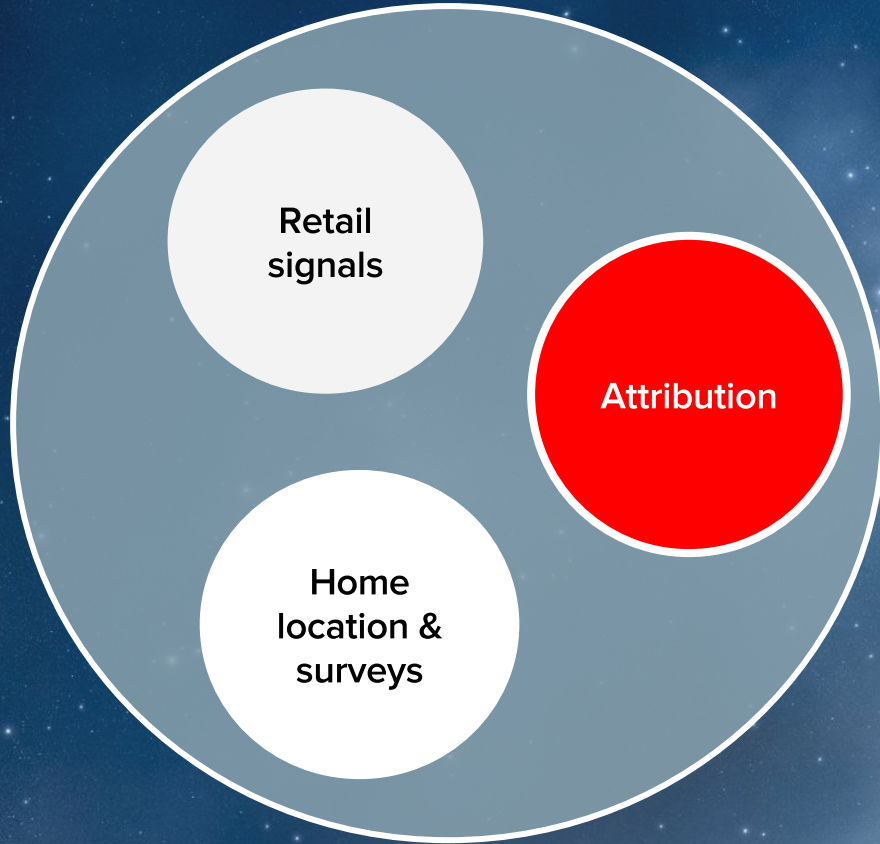
Age &
Gender



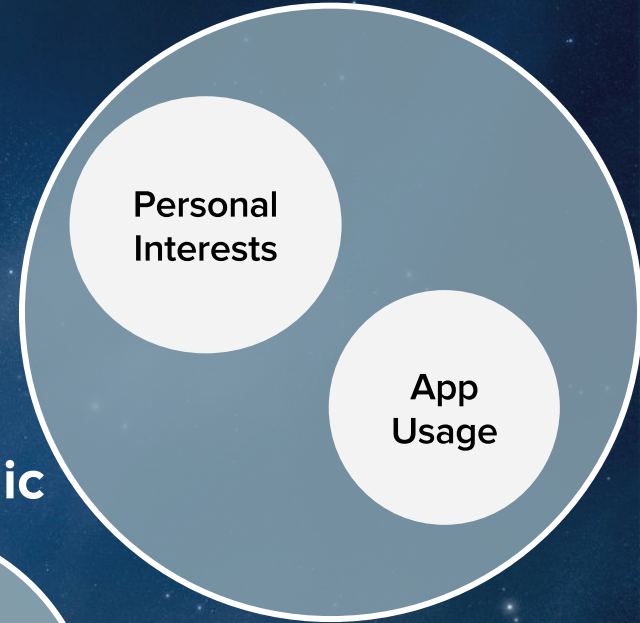
Stage of Life Signals

 <p>My Talking Tom</p>  <p>AlarmMon</p>	 <p>FaceUp</p>  <p>Planet of Cubes</p>  <p>BattleBox</p>	 <p>Russian Rider Online</p>  <p>OKCupid</p>  <p>MeteoEarth</p>	 <p>Couples in Love</p>  <p>Marriage Proposal Plan</p>	 <p>Baby Care</p>  <p>Baby Spa Salon</p>  <p>Newborn Baby and Mommy Care</p>
Kid (0 – 12)	Teen (13 – 17)	Young- Adult (18 – 24)	Married	Married w/ Kids

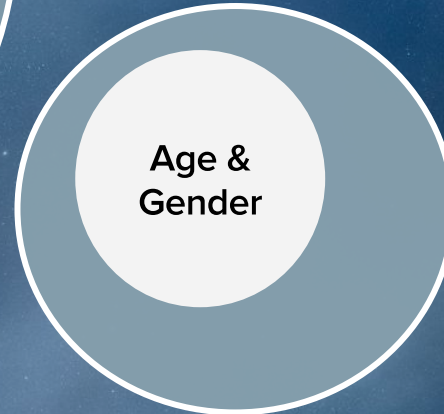
Location



Behavioural

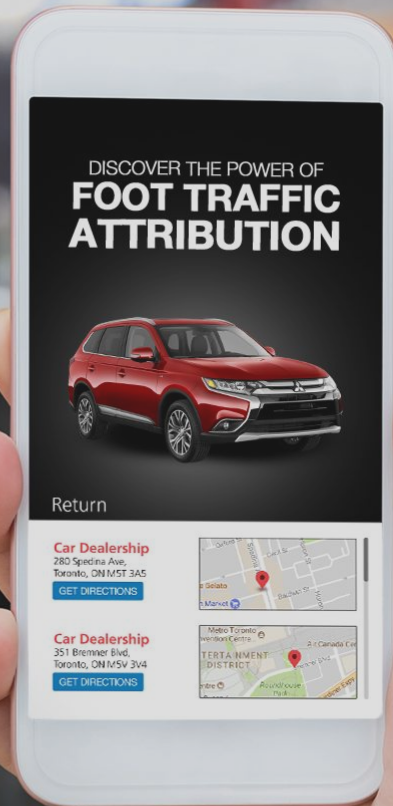


Demographic



Target. Engage. Measure.

FOOT TRAFFIC ATTRIBUTION





Case study: Location Targeting and Attribution

Fast-Casual Restaurant

Objective:

Increase awareness and drive store visits to restaurant locations (attribute lift)

Target Audience:

Casual & fast food diners

Market:

English Canada

Campaign Duration:

2 weeks

Attribution Partner:



Campaign Results

3.3K

Unique Visits

\$6.02

Cost Per Retail Visit

1.37%

Exposed Conversion
Rate

0.97%

Control
Conversion Rate

41.8%

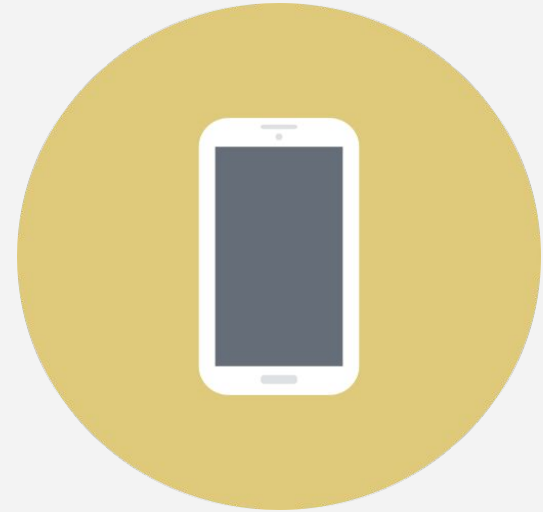
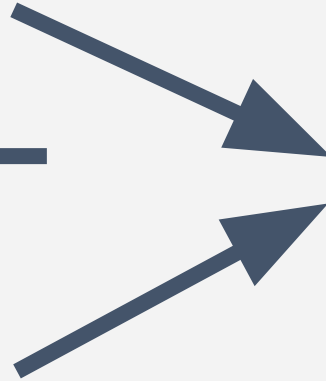
Lift

Mobile is now dominant...

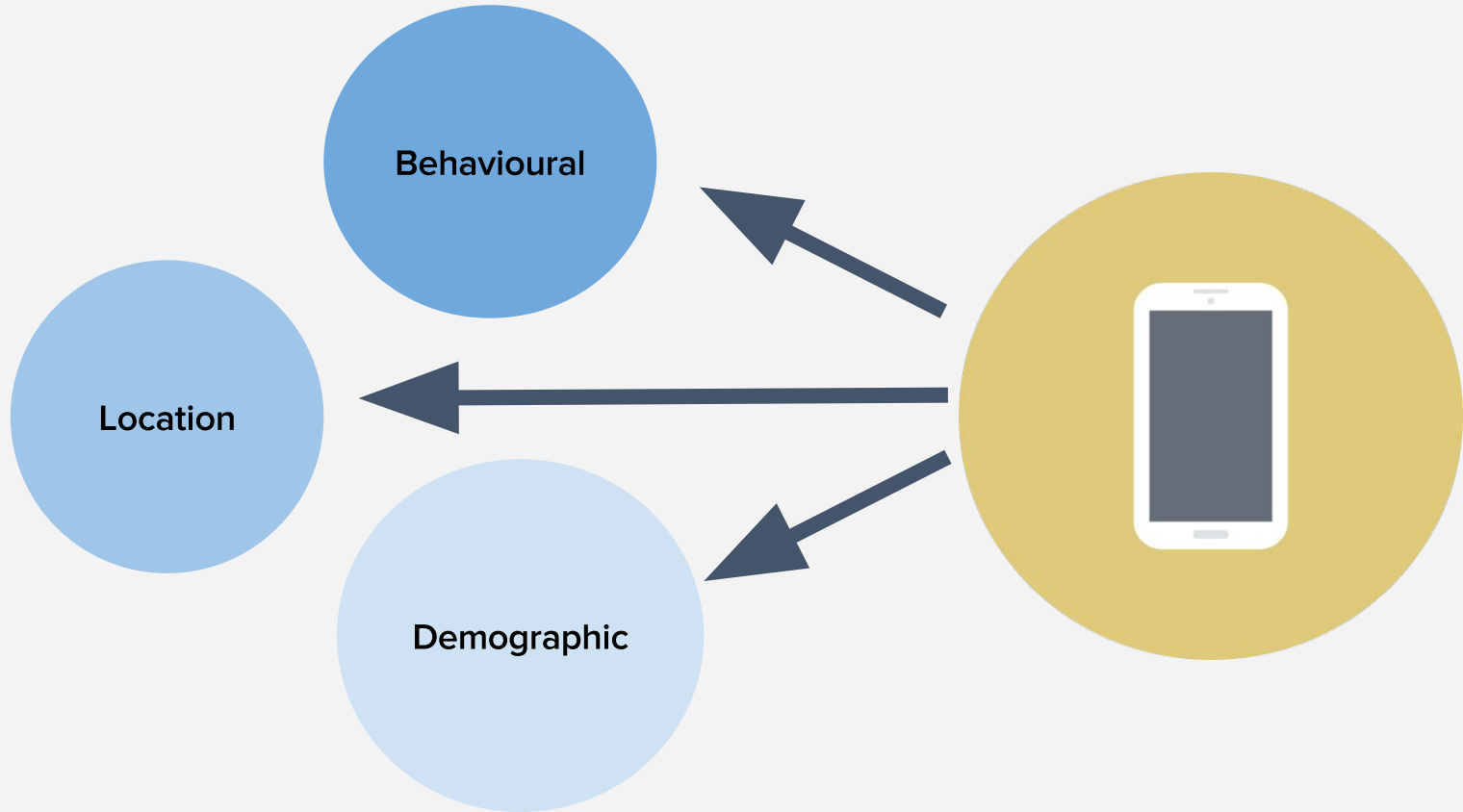
Brand



**Direct
Marketing**



...and it's data that unlocks its potential





Thank You!



addictivemobility
MOBILE ADVERTISING SOLUTIONS



Questions?

