

#trending2018

A look at digital trends disrupting our industry

Saad Uddin
CEO at Native Touch

Agenda

- Digital Video
- Transformation of Retail
- Cookies



native touch

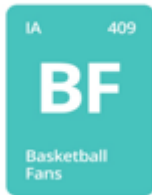
- 25+ staff
- Offices in Montreal, Toronto & Vancouver
- Focus on deterministic mobile data

About me

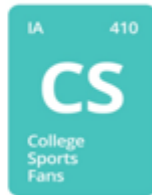
Interest - Sports & Recreation



Sports Fans



Basketball Fans



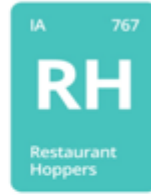
College Sports Fans



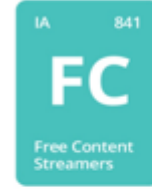
Foodies



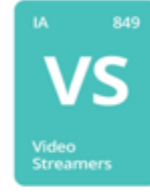
Home Chefs



Restaurant Hoppers



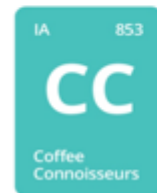
Free Content Streamers



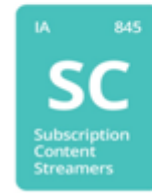
Video Streamers



TV Cord Cutters



Coffee Connoisseurs



Subscription Content Streamers

Interest - Food & Restaurants

Interest - Video Streaming

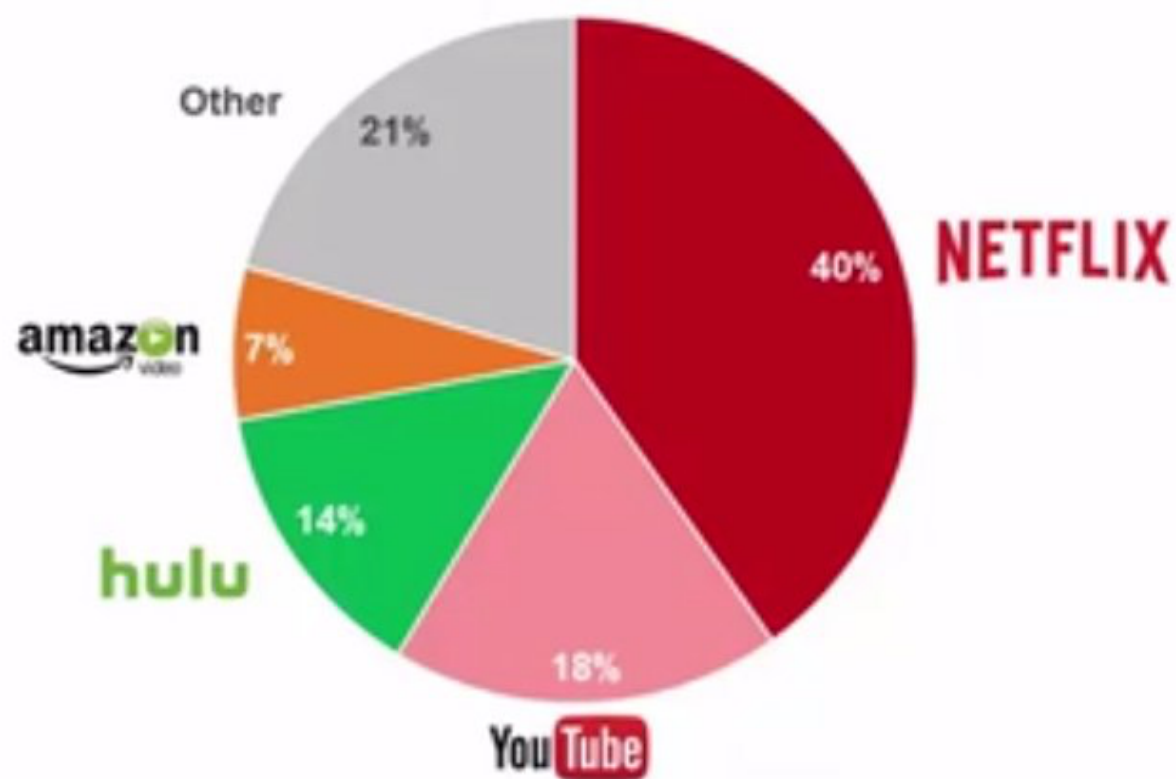
Digital Video

In 10 years, Netflix went from 0 to more than 30 percent of home entertainment revenue in the U.S. This is happening while TV viewership continues to decline.

DVD by mail -> Streaming -> Original content -> Binge watching -> Content recommendation

NETFLIX

Share (%) of Total OTT Viewing Hours



When platforms make content



1B\$



4.5B\$



1B\$

NETFLIX

6B\$

Convergence of Content and Platforms

- Greater eCPMs (ad-supported content)
- Exclusivity = users
- User data = content preferences

100+ Brands on House of Cards S5



Cheddar



BUSINESS TECH TWITTER

Twitter partners with finance news startup Cheddar for its first daily streaming show

by Kwame Opari | @kwameopari | Sep 12, 2016, 10:55am EDT

Phone Swap



Phone Swap

What happens when we interrupt a blind date and have them explore each others' phones?



Snapchat Renews 'Phone Swap' as TV Adaptation Is Eyed

10:12 AM PDT 6/26/2017 by Natalie Jarvey



2 second ads



<2 seconds -> 66% in awareness lift



<2 seconds -> 52% in sales lift

But 30 Second ads work!



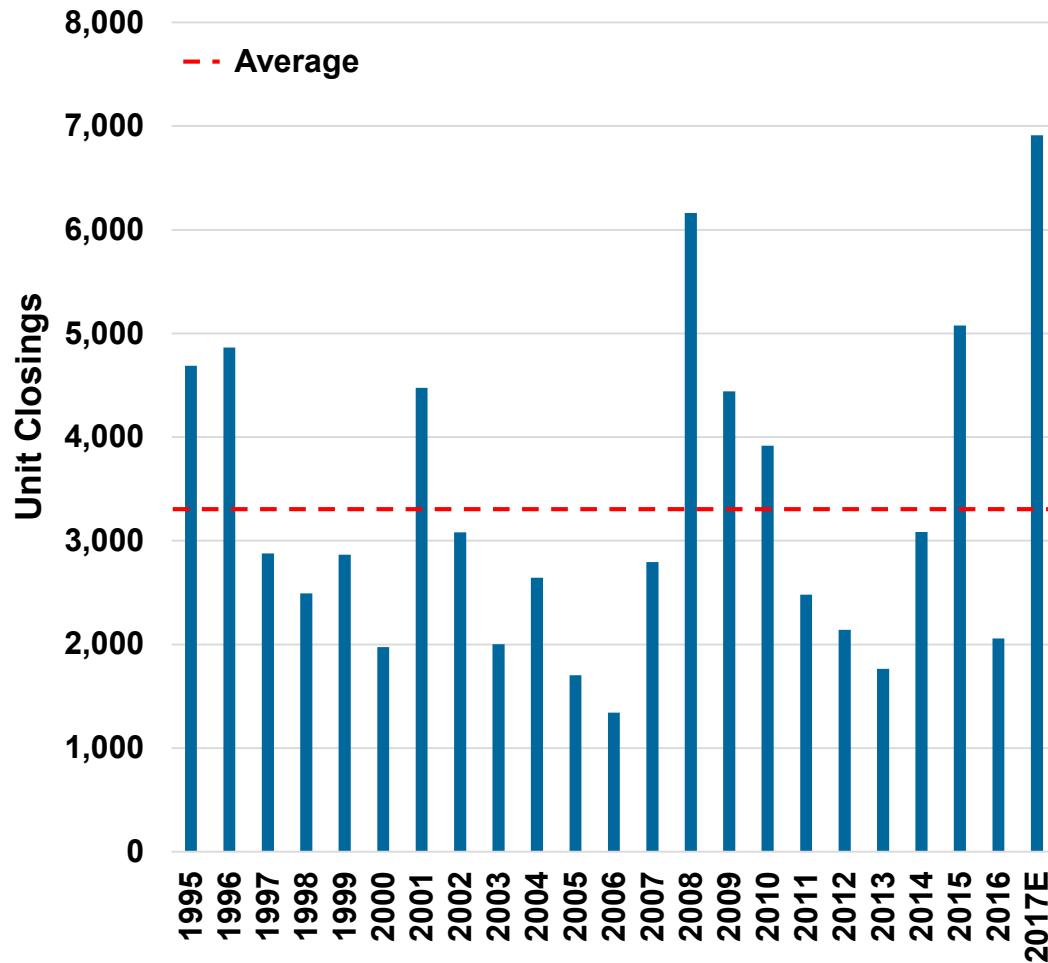
And they're becoming shoppable



Transformation of retail



Retail Unit Closings, USA, 1995-2017 YTD



DANIER

Payless
SHOESOURCE

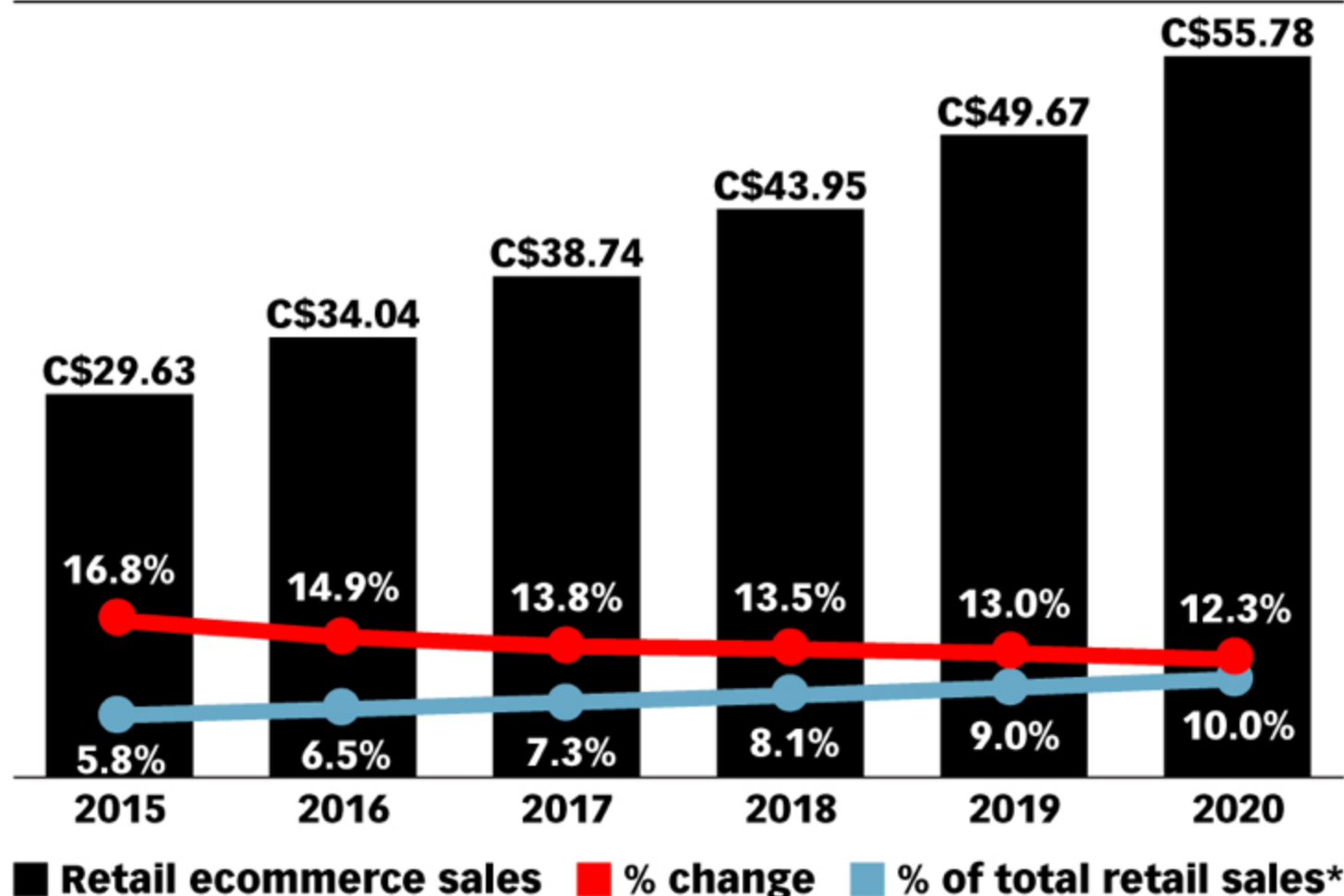
Toys R Us

BCBGMAXAZRIA

SEARS

Retail Ecommerce Sales in Canada, 2015-2020

billions of C\$, % change and % of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Aug 2016; confirmed and republished, Dec 2016

I don't think retail is dead. Mediocre retail experiences are dead.

– Neil Blumenthal Co-CEO Warby Parker



Online is going Omnichannel – Showrooms & experience centers



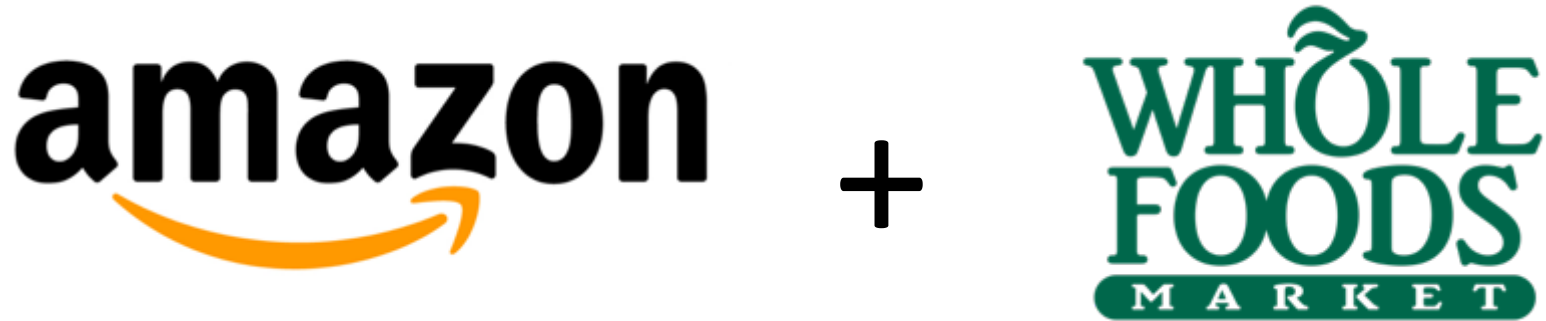
Pop-Up Shops



Creating a connection



Amazon is going offline



Amazon Is Hawking 'Farm Fresh' Echo Devices In Whole Foods Stores Now

Kirsten Korosec
Aug 28, 2017



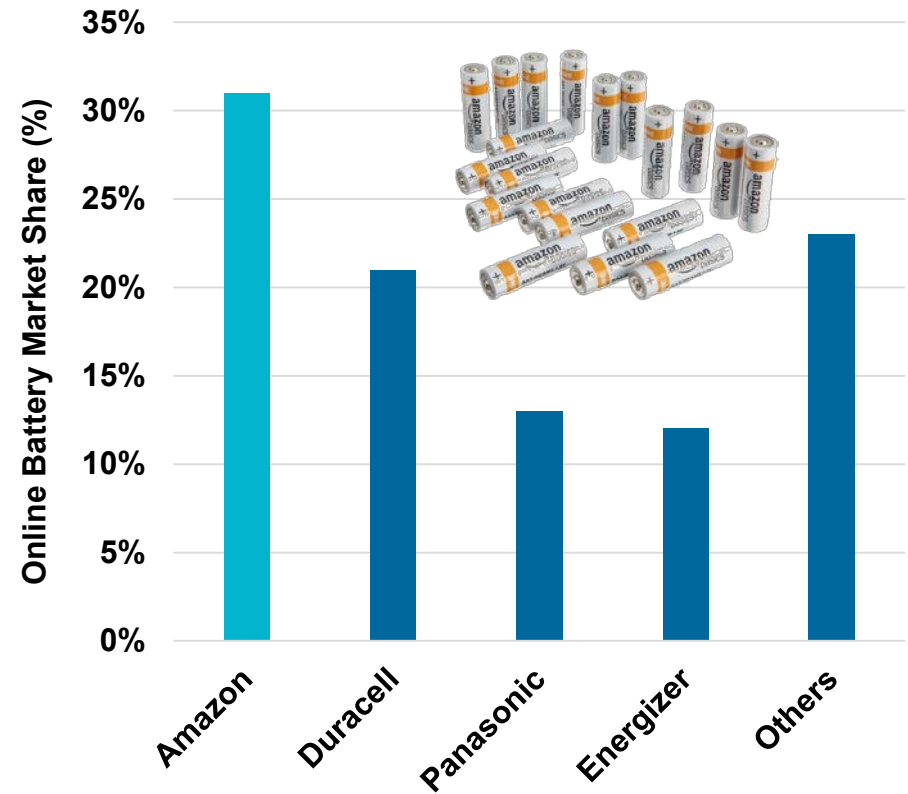
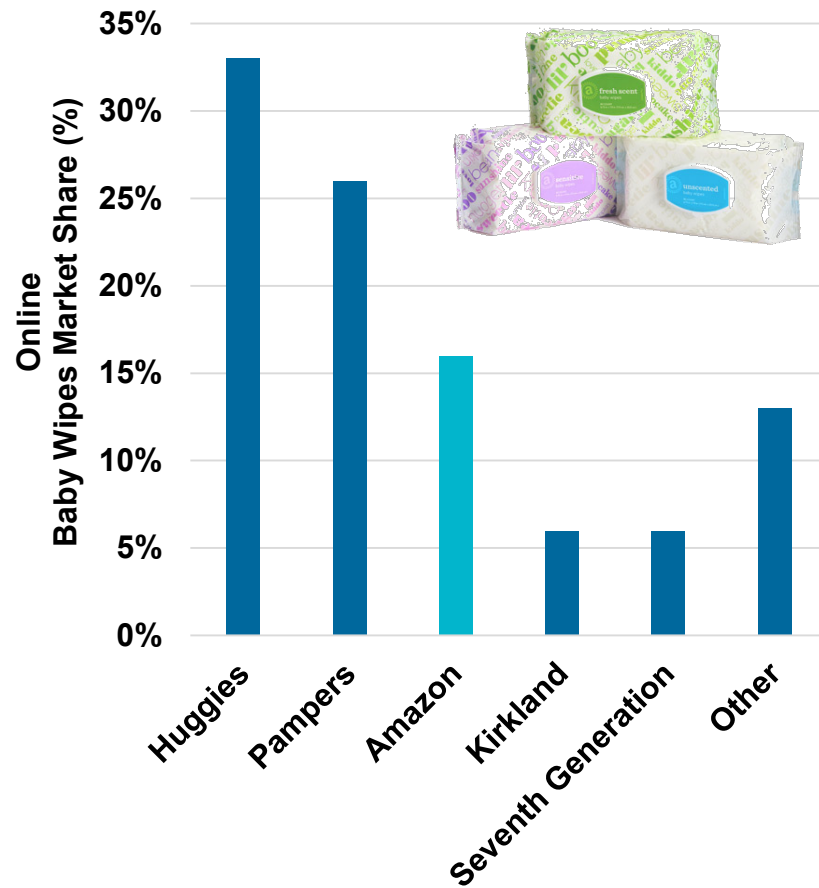
Amazon Cuts Whole Foods Prices as Much as 43% on First Day

By **Jennifer Kaplan** and **Matthew Boyle**

August 28, 2017, 8:15 AM EDT Updated on August 28, 2017, 4:16 PM EDT

... and their own label

Amazon Basics Market Share, 8/16 USA



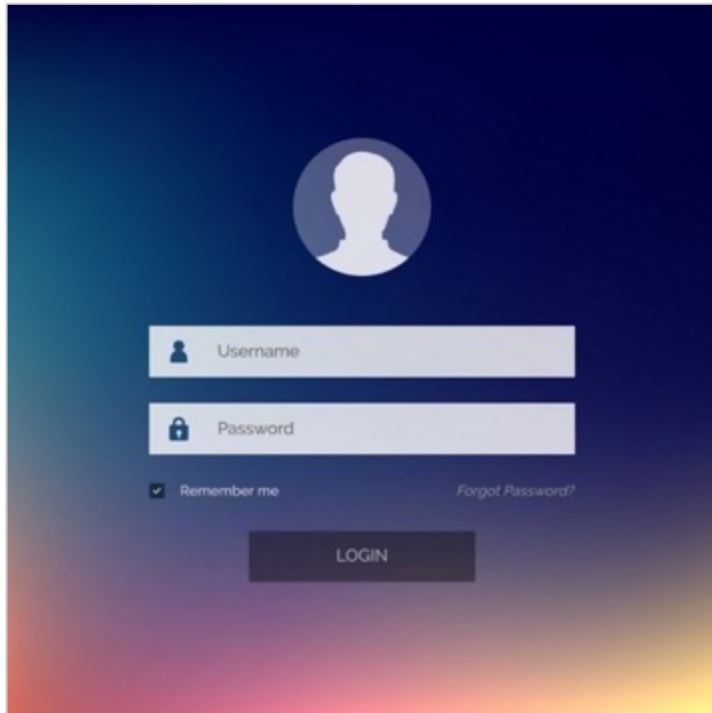
The new customer journey



What about cookies?



Why do we need them?



... And Targeting!

DMPs and Data Aggregators

bluekai [x+1]

ak>

Demdex

exelate

quintcast

brilig

bizo

LOTAME
BEYOND TARGETING™

JovianDATA

krux
DIGITAL

Red Aril

AlmondNet

RapLeaf

LeGolas

proximic

PEER39*

acerno

Retargeting

dotomi

criteo

TellApart

Simplifi

Chango

FetchBack

buysight

STEELHOUSE

crosspixelmedia

ReTargeter

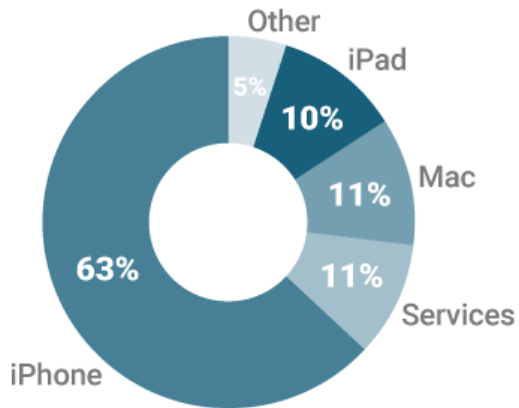
AdRoll

myThings
making impressions perform

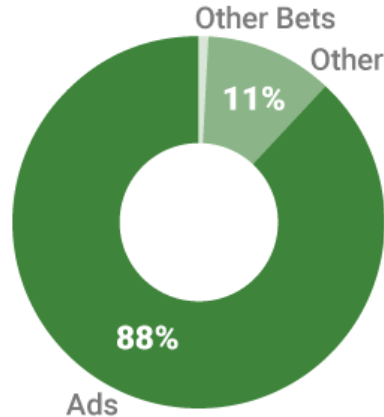
MAGNETIC
mediaFORGE

REVENUE STREAMS OF THE BIG 5 TECH COMPANIES

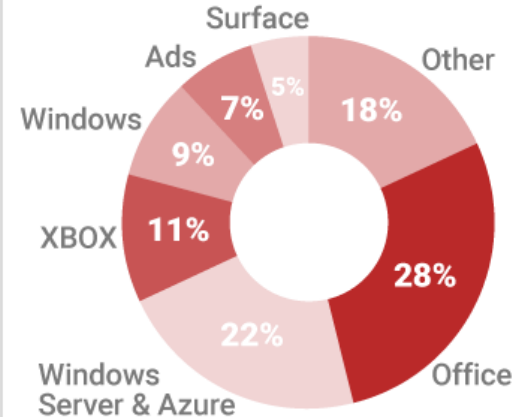
APPLE



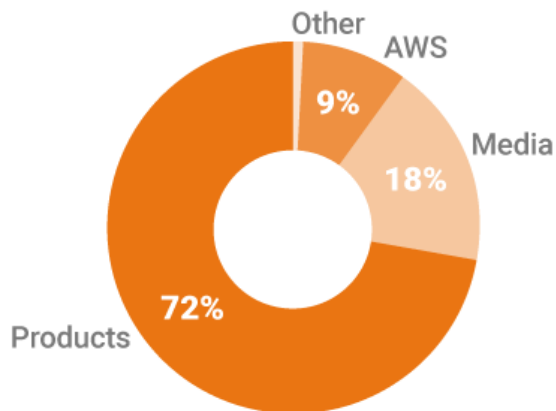
ALPHABET



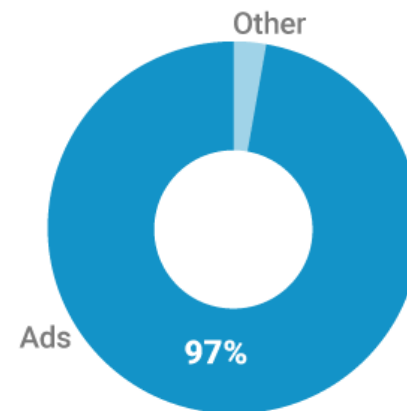
MICROSOFT



AMAZON



FACEBOOK





User Experience > Advertising

Apple believes that people have a right to privacy – Safari was the first browser to block third-party cookies by default and Intelligent Tracking Prevention is a more advanced method for protecting user privacy.

US Web Browser Market Share, 2011-2016

% of total

	2011	2012	2013	2014	2015	2016
Chrome	16.1%	23.0%	30.0%	34.1%	38.4%	43.4%
Safari	11.5%	13.6%	14.1%	16.9%	26.0%	27.1%
Internet Explorer	47.1%	41.5%	37.5%	28.2%	18.5%	12.2%
Firefox	24.1%	19.8%	15.5%	15.4%	10.5%	8.4%
Edge	-	-	-	-	-	2.6%
Samsung Internet	-	-	-	-	-	2.0%
Android	0.1%	0.4%	0.7%	0.1%	3.0%	1.9%
Opera	0.5%	0.6%	0.4%	0.5%	0.6%	0.7%
Other	0.7%	1.0%	1.9%	3.9%	3.0%	1.8%

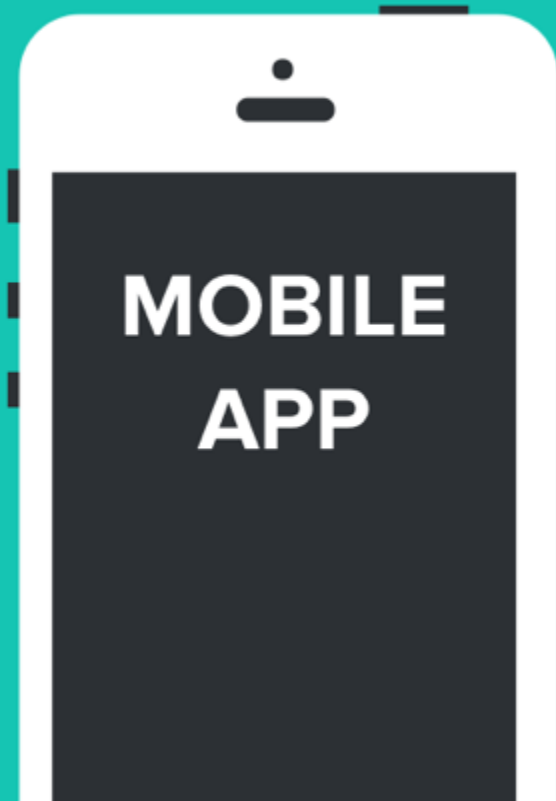
Note: numbers may not add up to 100% due to rounding

Source: StatCounter, "Global Stats - US"; eMarketer calculations, Jan 31, 2017

What about mobile?



VS



Share of Time Spent Using Mobile App vs. Browser Among Mobile Internet Users in Canada, by Device, Jan 2017

% of total

Smartphone



Tablet



Total



■ App

■ Browser

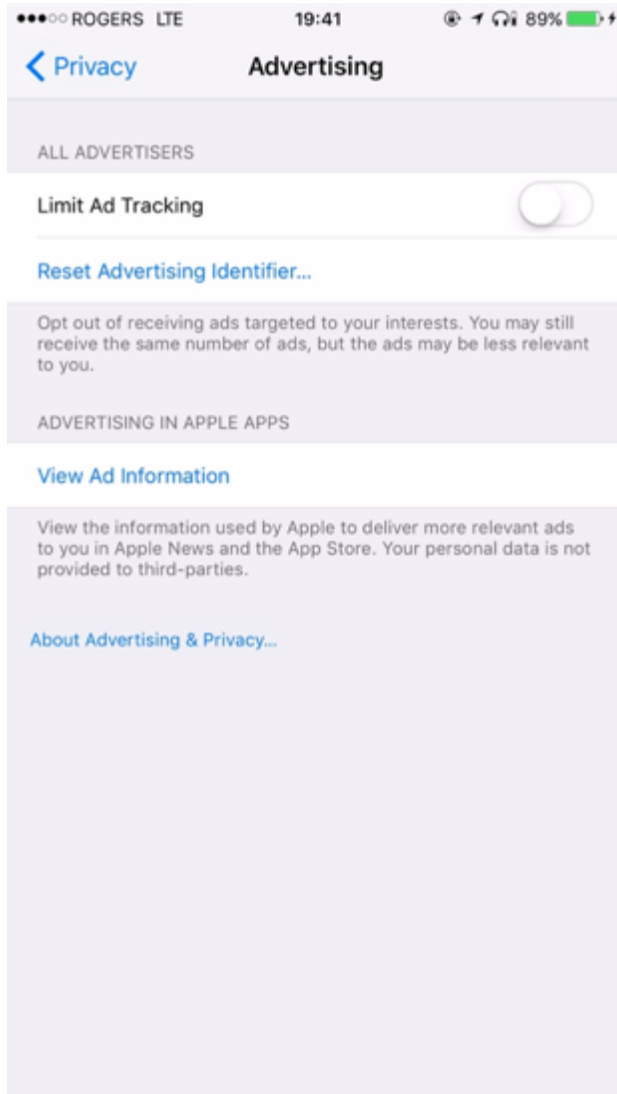
Note: ages 18+

Source: comScore Mobile Metrix as cited in comScore Inc., "Canadian Multi Platform Landscape," June 12, 2017

Death of the cookie?



Alternatives



Conclusion

- A lot of video is going ad-free (subscription)
- Creativity in video will be key
- There's no one way to transact with a retailer
 - Build cohorts of your consumers
- Cookies are slowly disappearing
 - Not all environments will be measurable
 - Continue to build transparent models for measurement

