



Location Based Mobile Data Agency, Brand and Consumer Concerns



Q & A with Jayson Ayers SVP



UberMedia is a pioneer in this field and has been developing, using and perfecting this technology for fifteen years



Strong patent portfolio, both granted and applied



56-person team, headquartered in Los Angeles



UberMedia is one of the fastest growing mobile demand-side platforms, utilizing first party data and real-time ad optimization to drive 2-10x increase in mobile campaign performance



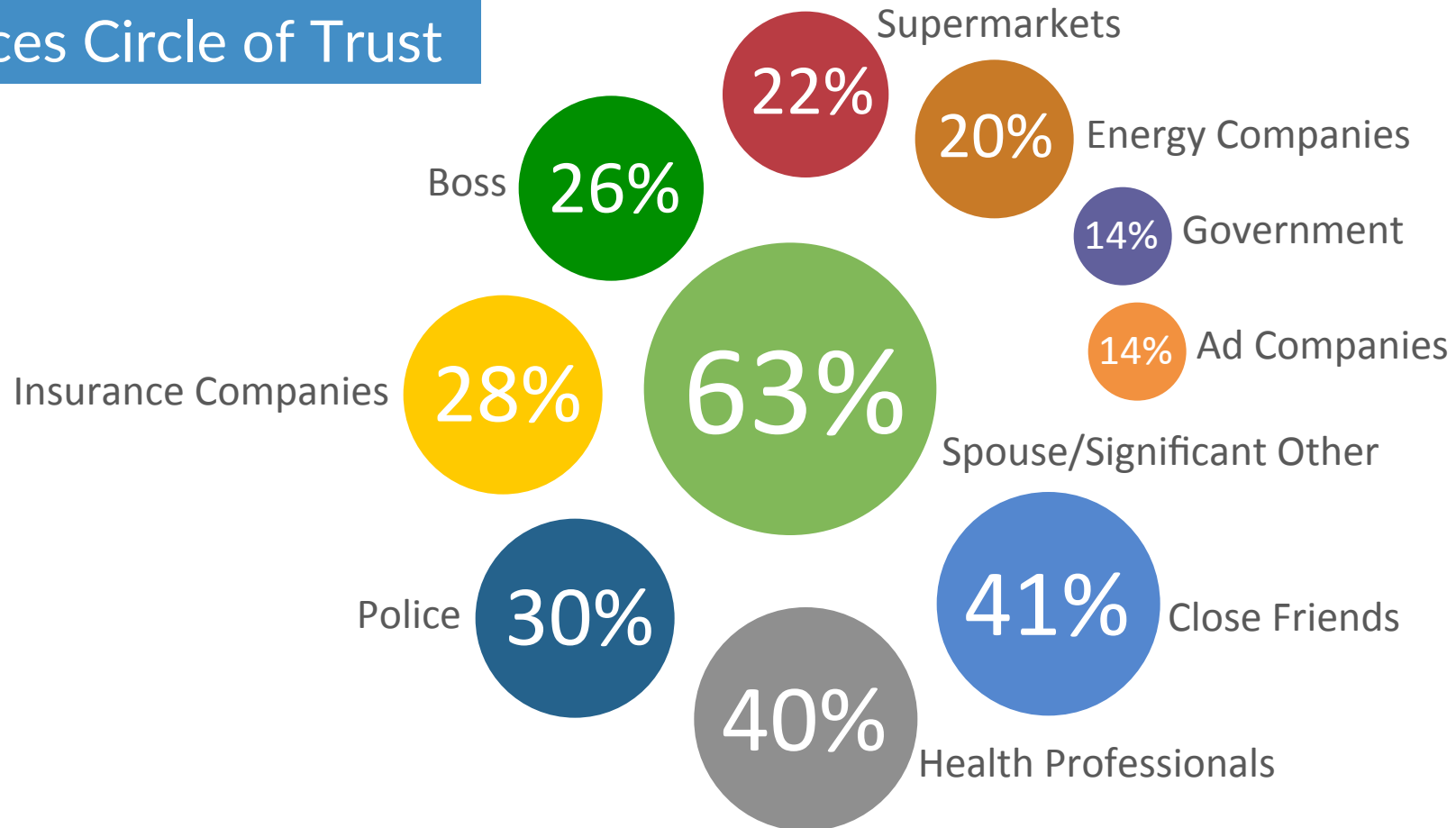
Chameleon Digital Media – *Exclusive representative of* UberMedia in Canada for Advertising



Privacy

Who are we comfortable sharing personal data from smart devices with?

Smart Devices Circle of Trust



PRIVACY



Are there concerns with privacy surrounding this technology?



How can we be sure brands are not violating the consumers privacy?



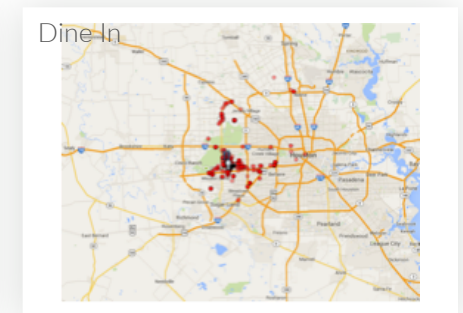
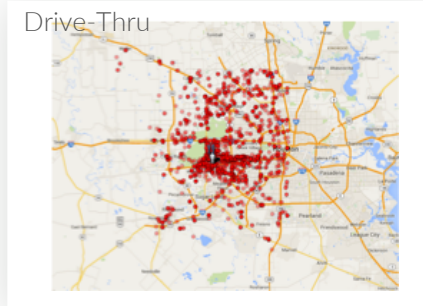
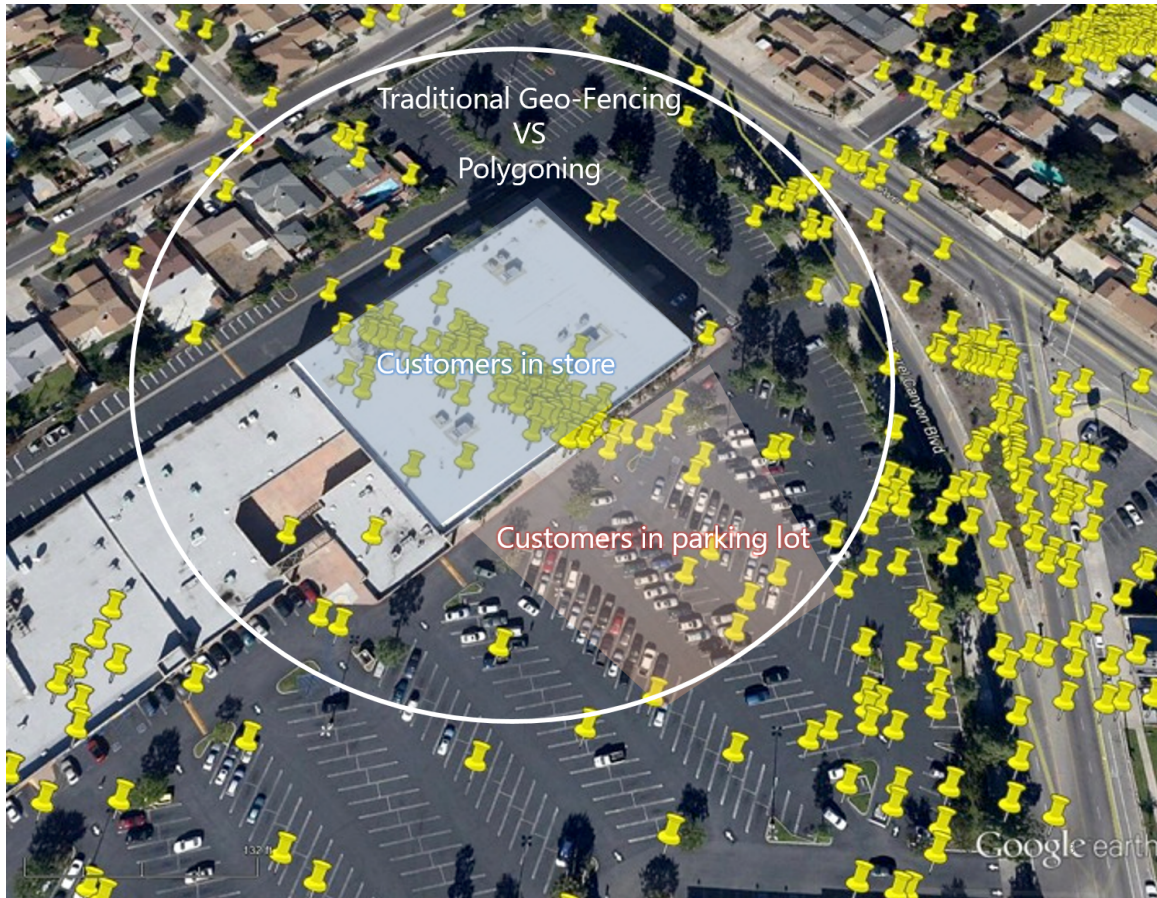
Accuracy



We hear the term Polygon being thrown around these days as a point of capturing devices. Can you explain the difference between geofencing and Polygons?



ACCURACY



Omnichannel



OMNICHANNEL



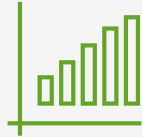
How can I use location based data for improving my entire media mix while campaign planning?



Attribution



ATTRIBUTION



How is this data showing the true effectiveness of my campaign & driving incremental visits?



