



the importance of accurate data

WALDER AMAYA
walder.amaya@apexmobilemedia.com

CHRIS LOMBARDI
chris.lombardi@apexmobilemedia.com

DANIELLE HANSON
danielleh@thinknear.com

MOBILE IS POWERFUL

“nomophobia”: the feeling of panic or stress people experience when they are unable to use or access their phone

66%



OF PEOPLE SLEEP NEXT TO
THEIR PHONES

72%



OF PEOPLE STAY WITHIN 5
FEET OF THEIR PHONES THE
MAJORITY OF THE TIME

73%+

OF PEOPLE SUFFER
FROM
NOMOPHOBIA



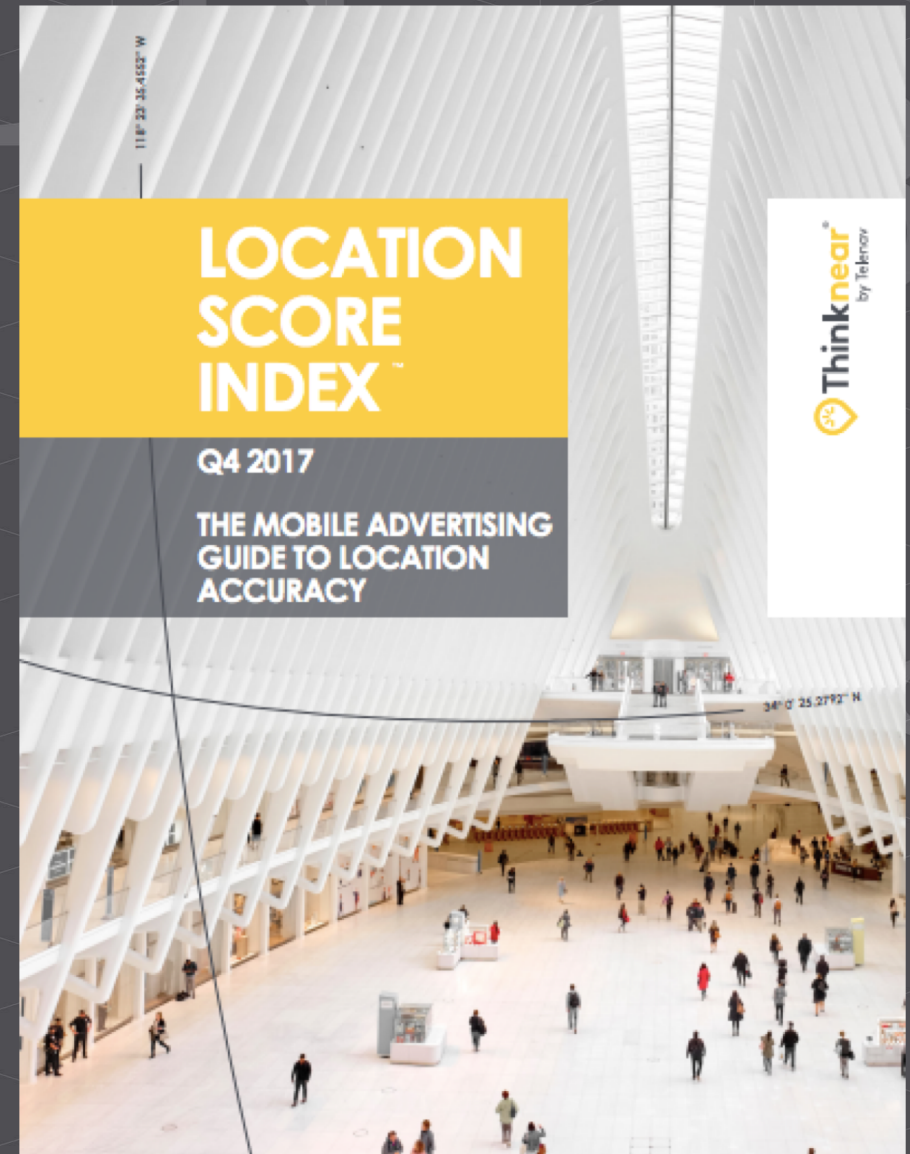
20%

OF PEOPLE WOULD RATHER
GO SHOELESS FOR A WEEK
THAN TEMPORARILY
RELEASE THEIR PHONES.

evolution of location.

This report focuses on helping marketers understand:

- The current state of location data quality in the mobile ecosystem
- The evolving use cases associated with location data
 - Analytics
 - Targeting
 - Creative
 - Measurement
- Download your copy at thinknear.com/location-score-index-q4-2017



STATED USER LOCATIONS



ACTUAL USER LOCATIONS



WHAT IS LOCATION ACCURACY?

A MEASURE OF RELIABILITY TO ENABLE
ACCURATE AUDIENCE TARGETING

37%

OF IMPRESSIONS

ACCURATE
WITHIN
100 METERS
(FOOTBALL FIELD)

35%

OF IMPRESSIONS

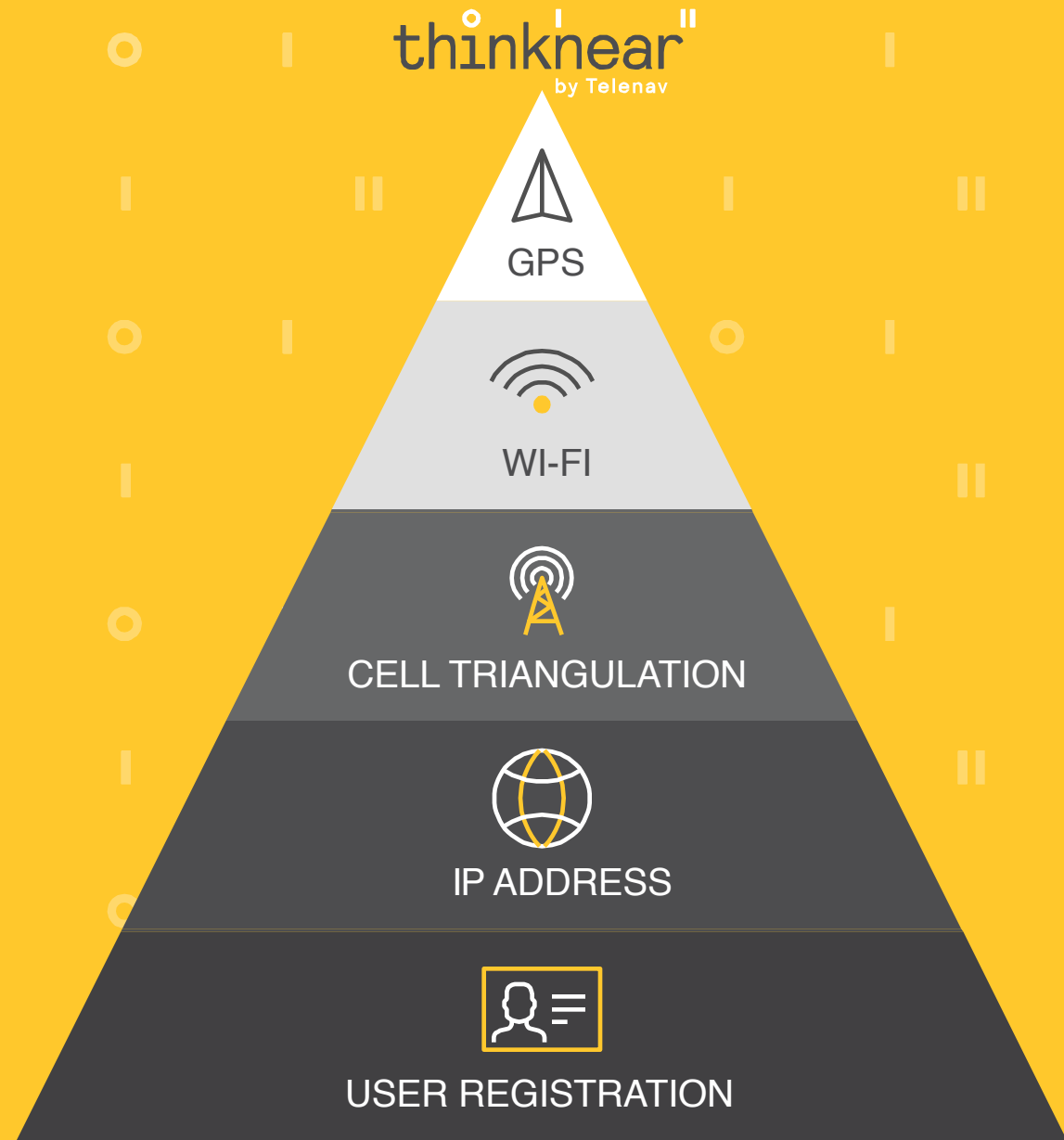
ACCURATE
WITHIN
100-100,000
METERS
(6 MILES)

28%

OF IMPRESSIONS

OFF BY MORE
THAN 100,000+
METERS

**ALL DATA
IS NOT
CREATED
EQUALLY**



HOW WE VERIFY LOCATION ACCURACY

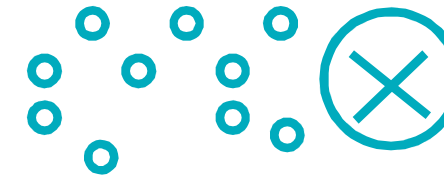
AD REQUEST SENT
WITH LOCATION DATA



LOCATION SCORE
PLATFORM FILTERING

FEEDBACK
LOOP

INACCURATE DATA
ELIMINATED



ACCURATE DATA
USED FOR AUDIENCE
IDENTIFICATION



AD
SERVED
TO
MOBILE
USER



thinkhear[™]
by Telenav

MOBILE
AUDIENCE
PANEL

THE ACCURACY OF DATA FILTERING IS CONTINUOUSLY IMPROVED USING
REAL PEOPLE FROM THE AUDIENCE PANEL AND ADVANCED MACHINE LEARNING





THANK YOU

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