

BE THE HERO

WITH MOBILE MARKETING
INTELLIGENCE

GET READY TO PLAY AND WIN

Step 1:

Join the Timeplay WIFI network

Step 2:

Go to timeplay.me

Step 3:

Enter your information

Step 4:

Play to win

ROUND 1

WIN A \$50 GIFT CARD

**IF YOU COULD HAVE ONE SUPERPOWER,
WHAT WOULD IT BE?**

Invisibility?

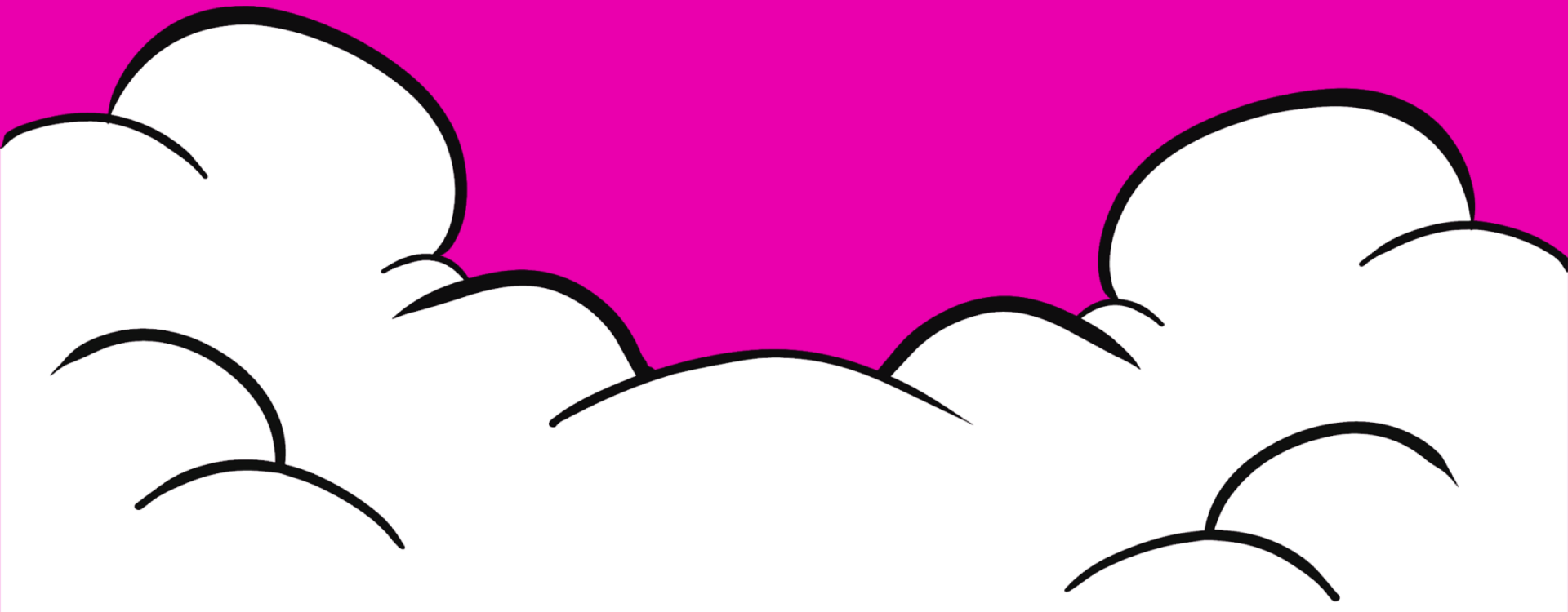
X-ray vision?

Mindreading?

Flight?

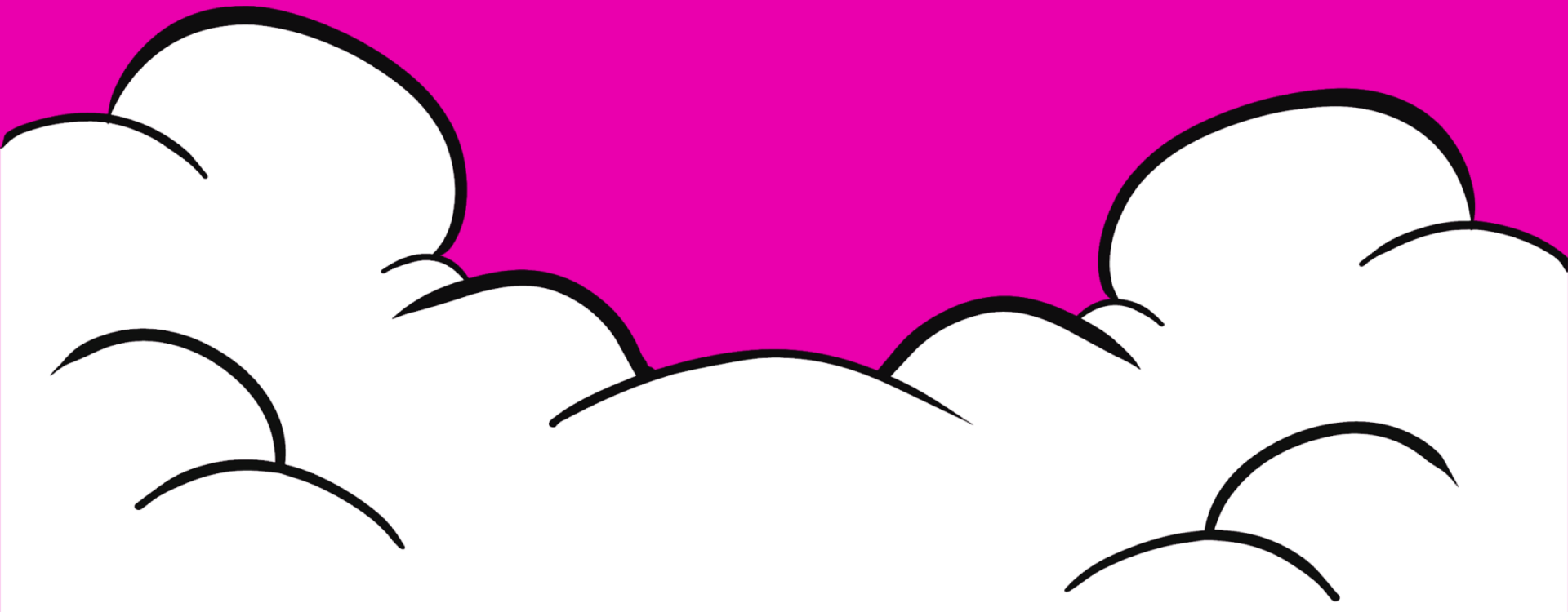
WHAT'S THE MARKETING SUPERPOWER?

Solve your biggest marketing challenges?



WHAT'S THE MARKETING SUPERPOWER?

Solve your biggest BUSINESS challenges?



A comic book style illustration featuring a man and a woman. The woman, on the left, has voluminous, wavy red hair and is wearing a bright pink collared shirt. She has a surprised or questioning expression on her face, with wide blue eyes and slightly parted lips. The man, on the right, has dark, wavy hair and a beard, and is wearing an orange collared shirt. He is looking towards the left with a serious expression. A large white thought bubble with a black outline is positioned in the upper left corner, containing the text 'WHY MOBILE? WHY NOW?'. The background is a solid orange color.

**WHY MOBILE?
WHY NOW?**

WHY MOBILE NOW?

***Mobile devices are an
extension of our
bodies***



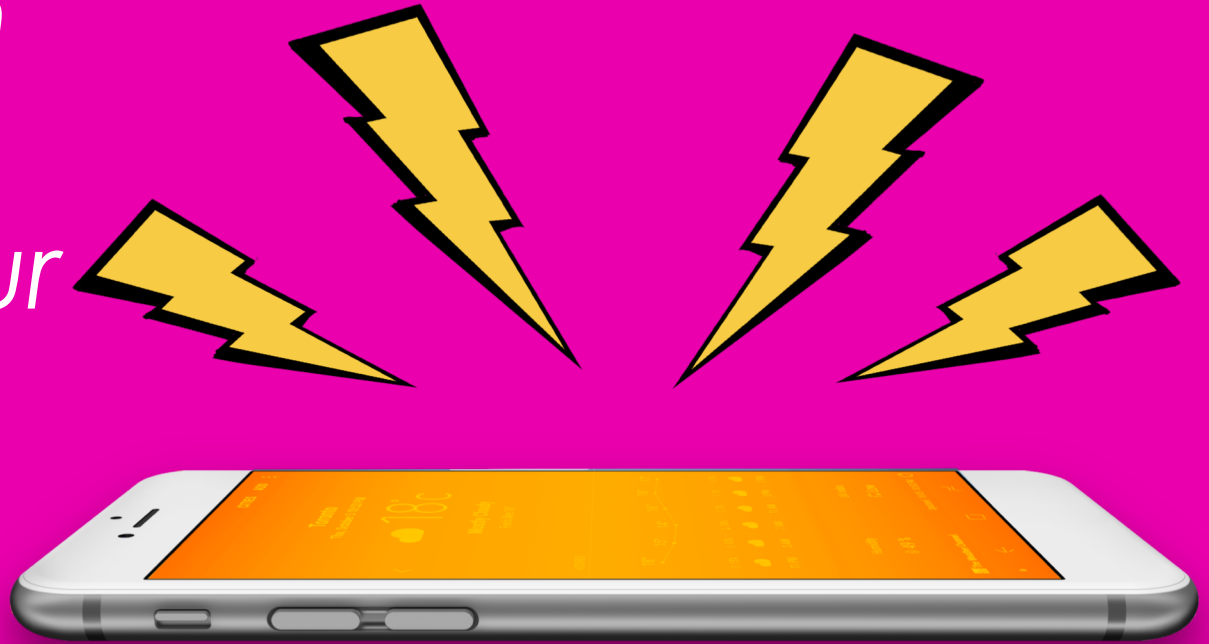
WHY MOBILE NOW?

They're rich in data

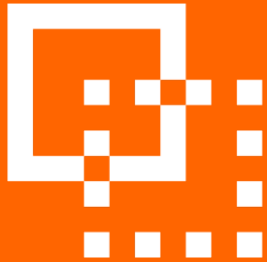


WHY MOBILE NOW?

Mobile can
verify and
amplify your
media



Mobile Marketing Intelligence means connecting data, and building insights that strap a rocket to your media activation.



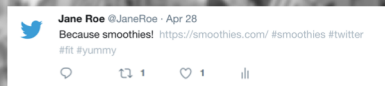
Analytical insights



Intelligent activation

WEATHER
MOMENTS

OOH



SOCIAL
MOMENTS

MOTION

LOCATION



***MiQ data scientists, engineers
and analysts operate as an
extension of your team***



THE PROOF

Here's how we gave marketers at a coffee brand the superpower of Mobile Marketing Intelligence... so they could be the hero.



We connected the right datasets

COFFEE SHOP



TARGET AUDIENCE



Target users that are
within location proximity

EXPOSURE TO AD



Visitors **exposed** to
the Ad

STORE VISIT



Coffee app owners
were not targeted



Visitors **not exposed** to the
Ad (organic visitors)

**Coffee drinkers were definitely
responding well to the campaign**



Consumers who saw a
strategic ad were
2.7 times more likely to
visit the coffee shop than
consumers who didn't.

And once they got a taste for using superpowers, they didn't stop there...

They wanted to go even further, getting a deeper understanding of everything that influenced their customers.



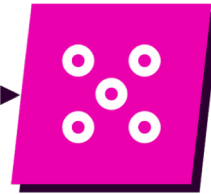
**STORE VISITATION
ANALYSIS**



**OFFLINE CONSUMER
JOURNEY**



**MACRO, REAL WORLD,
INFLUENCES**



**COMPETITOR
DENSITY ANALYSIS**

They discovered the types of places their customers were visiting...



STORE
VISITATION
ANALYSIS



OFFLINE
CONSUMER
JOURNEY



MACRO, REAL
WORLD,
INFLUENCES



COMPETITOR
DENSITY
ANALYSIS

CAFE STYLE STORES

1.5

Visitor Density



DRIVE THRU
STORES

0.3

Visitor Density



BUSINESS STORES

2.9

Visitor Density



And what time they visited

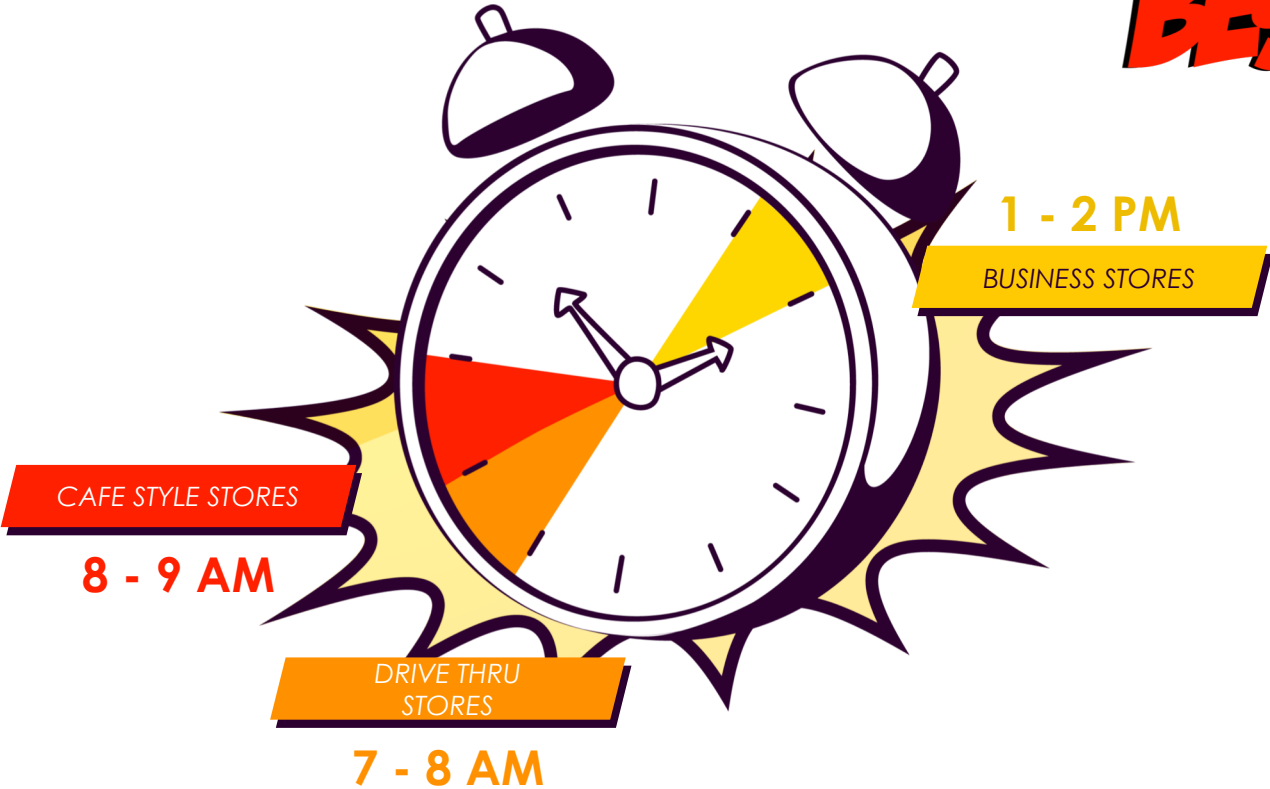
BEST!

STORE
VISITATION
ANALYSIS

OFFLINE
CONSUMER
JOURNEY

MACRO, REAL
WORLD,
INFLUENCES

COMPETITOR
DENSITY
ANALYSIS



..and what day!



STORE
VISITATION
ANALYSIS



OFFLINE
CONSUMER
JOURNEY

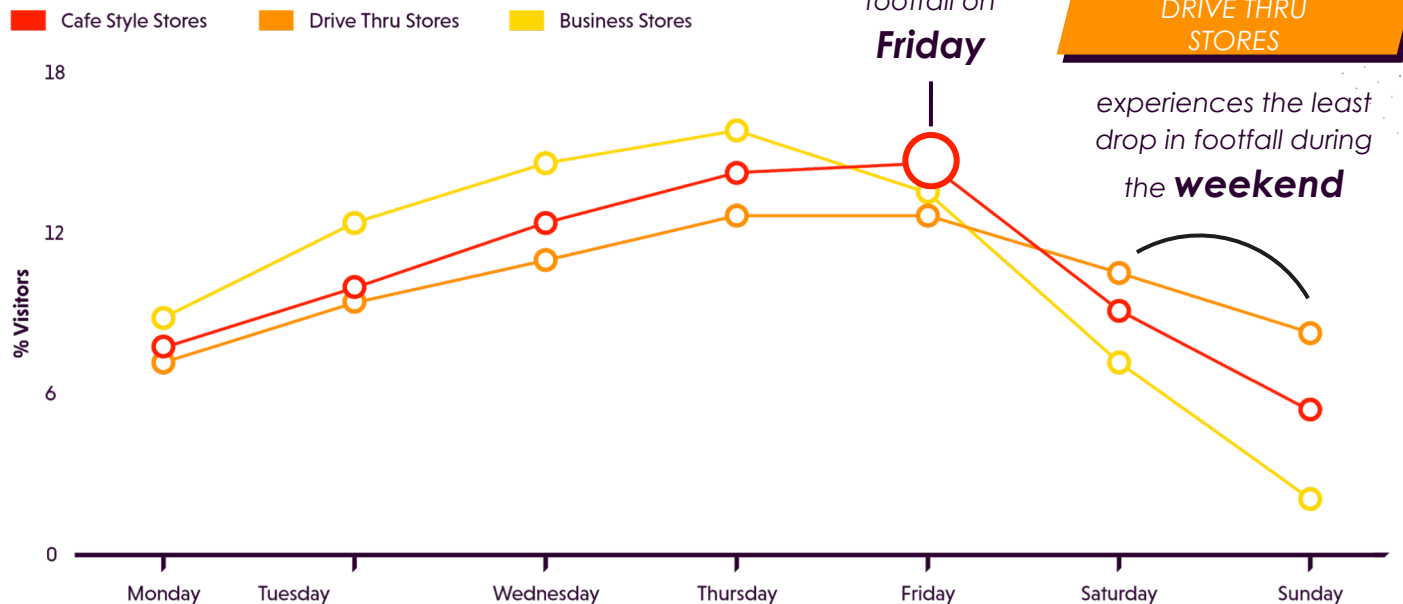


MACRO, REAL
WORLD,
INFLUENCES



COMPETITOR
DENSITY
ANALYSIS

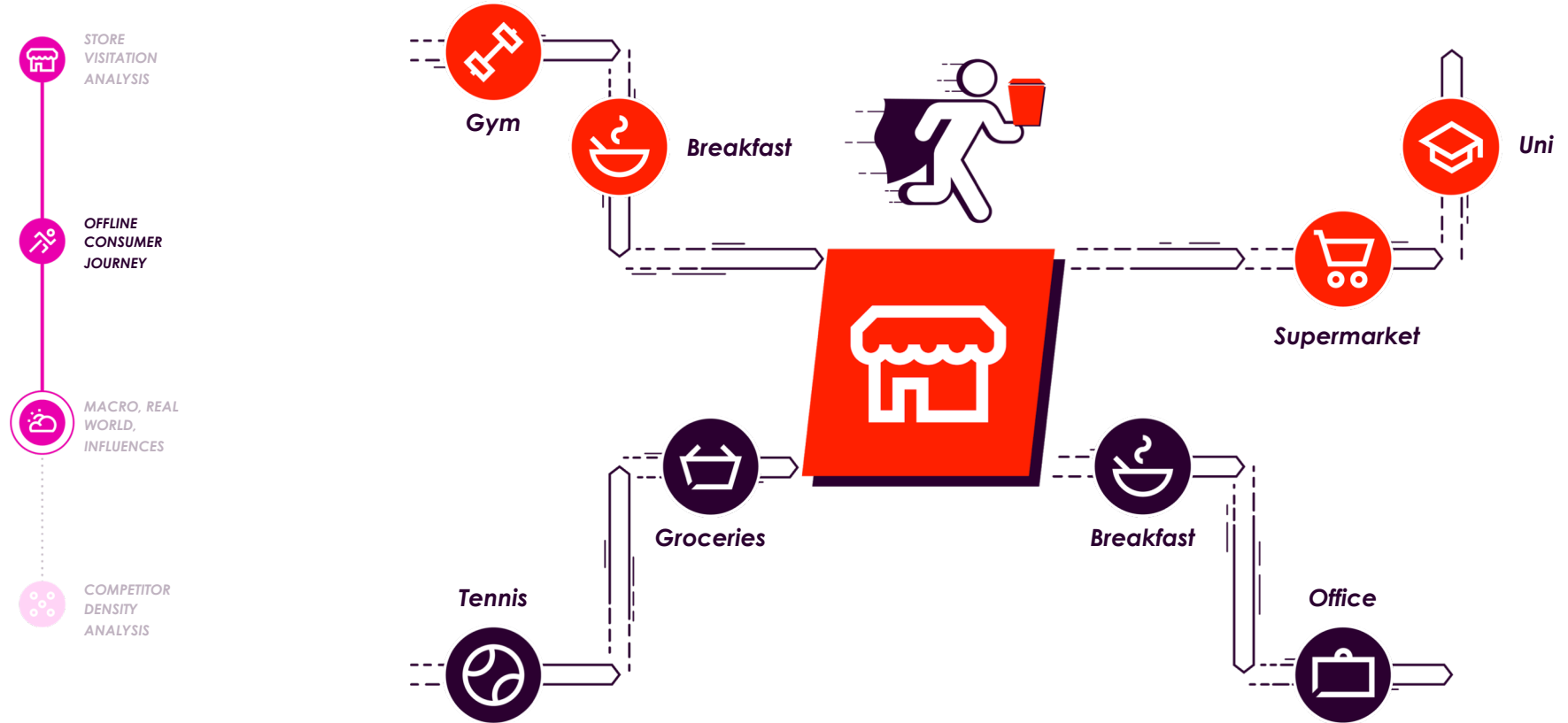
Footfall over a week



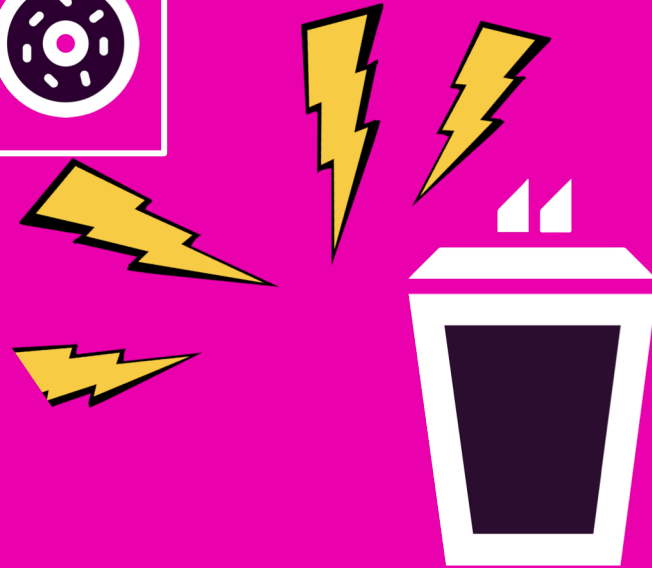
***So they could better understand when
to drive customers to different locations***



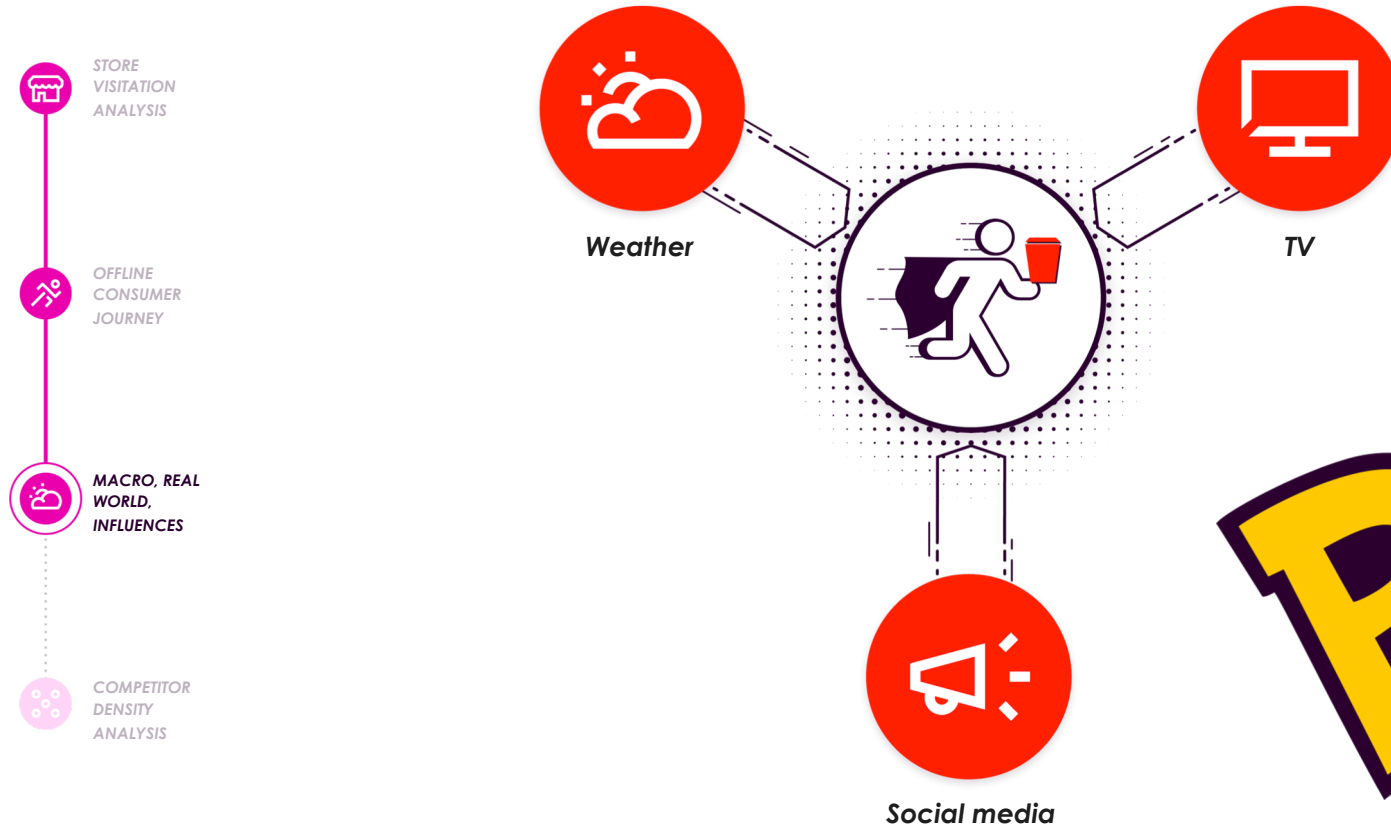
Next, they looked at where their customer was before
so they could predict where they'd go next and what they'd buy



So, their creative messaging could reflect these behaviours...



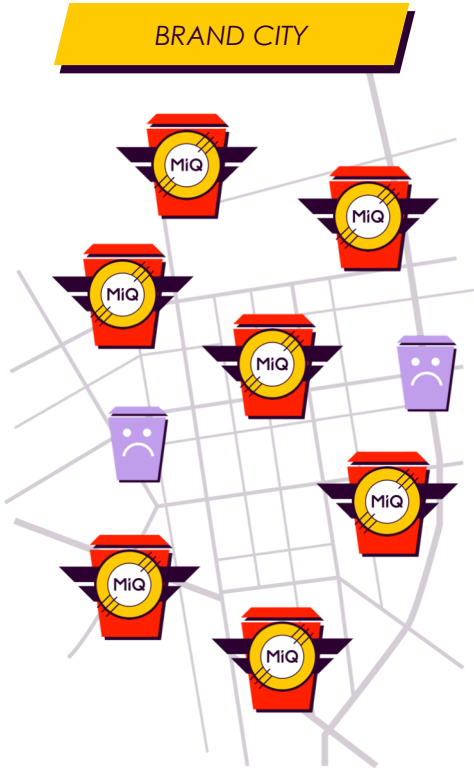
...they looked at the real world influences that impacted customer decisions...



POP!

...and could see the location of their own
and their competitors' stores

- STORE VISITATION ANALYSIS
- OFFLINE CONSUMER JOURNEY
- MACRO, REAL WORLD, INFLUENCES
- COMPETITOR DENSITY ANALYSIS



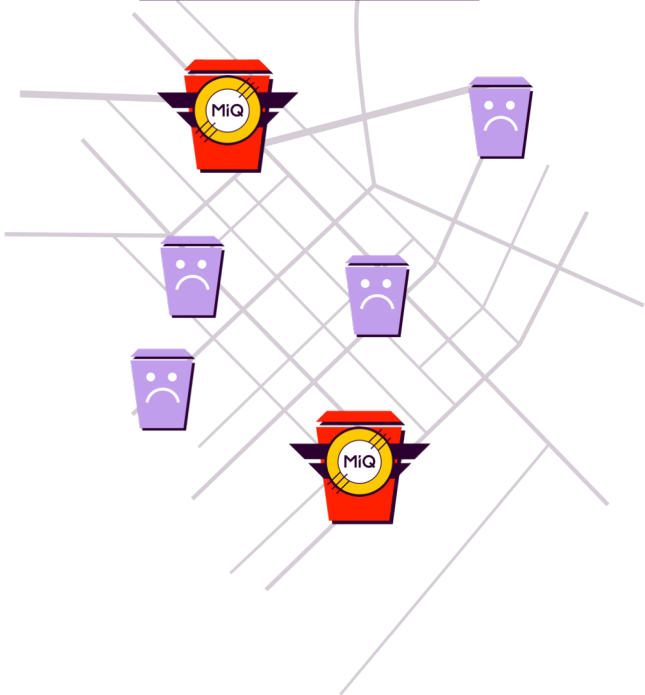
Coffee brand



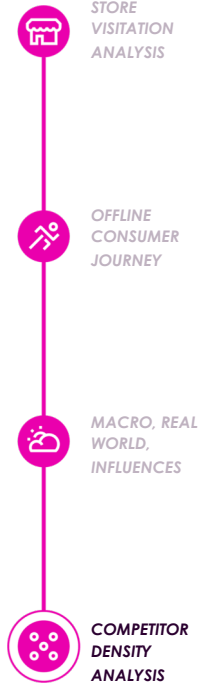
Competitor



COMPETITOR CITY



...and the types of customers that visit all these locations



Visitor segments:



Core
More than 5

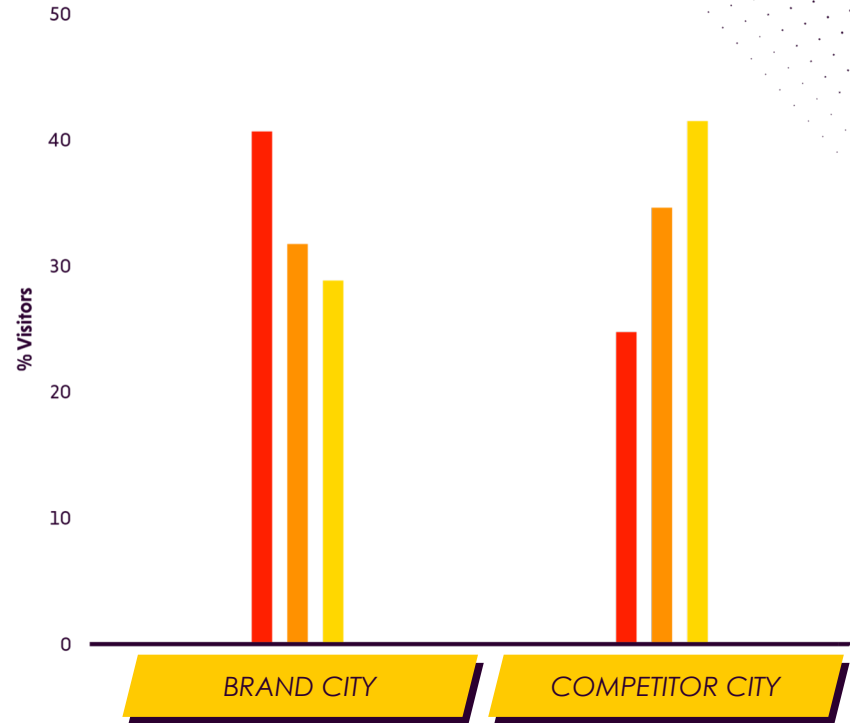


Repeat occasional
2 - 5 visits



Infrequent
Less than 2 visits

Visitor segments & density clusters:



To understand how they could drive people from nearby competitor locations to their own locations





*So, should the coffee brand
market to each location and
each consumer the same?*

Heck No!

WHAT IS POSSIBLE

DRIVE REPEAT VISITORS

REVEAL NEW PRODUCT
CATEGORIES

CREATE BESPOKE
MARKETING STRATEGIES

MOBILE MARKETING INTELLIGENCE LETS MARKETERS...

BE THE HERO



ROUND 2

WIN A \$100 GIFT CARD