

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?

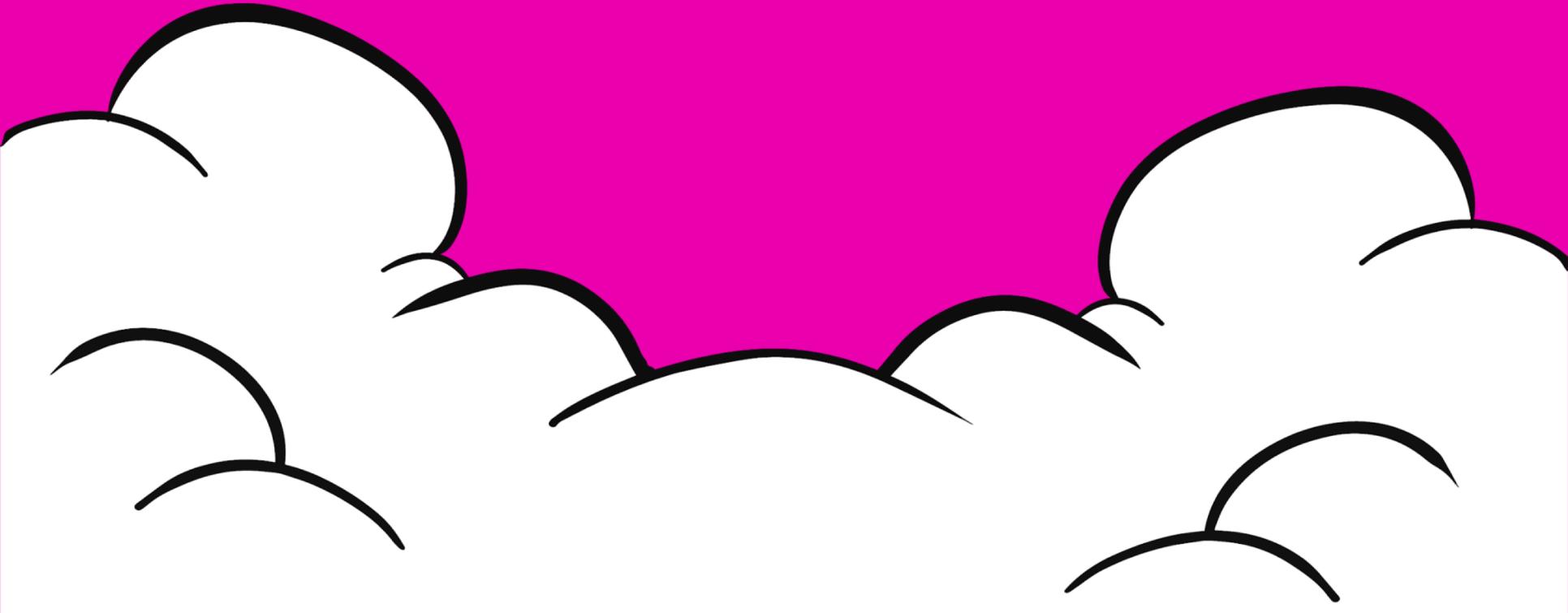
X-ray vision?

Mindreading?

Flight?

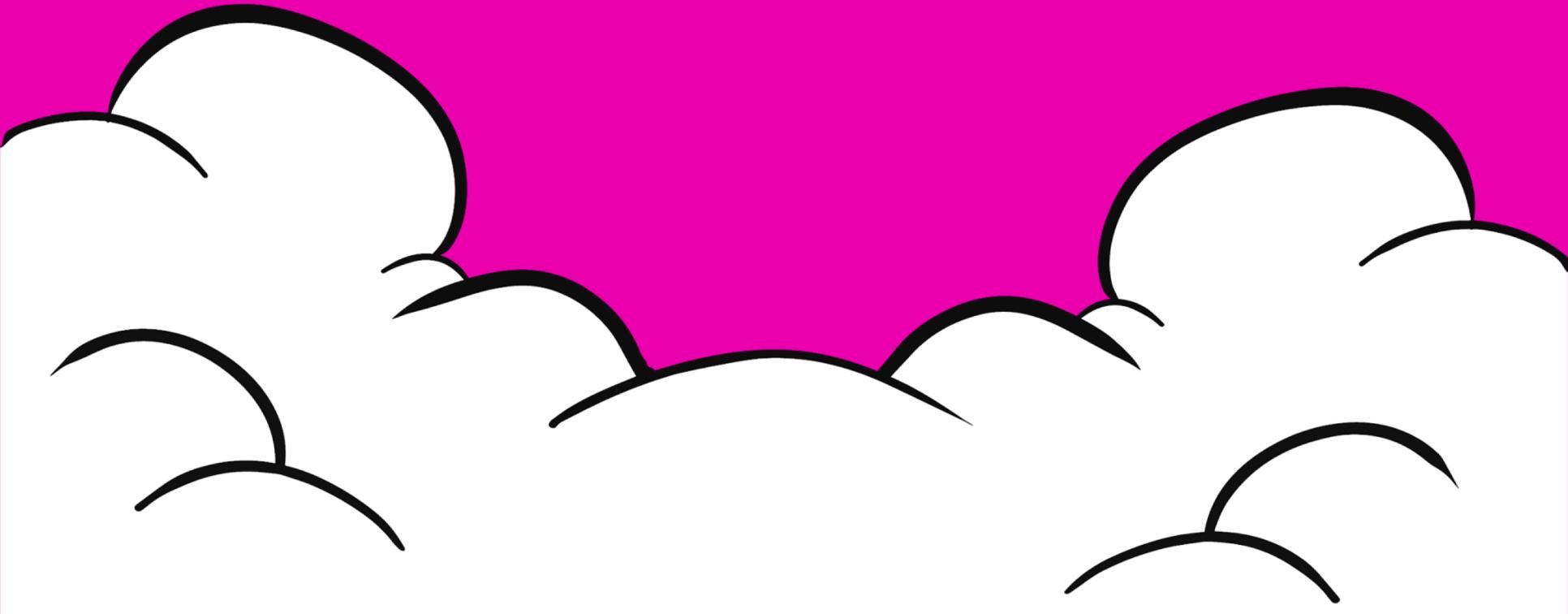
WHAT'S THE MARKETING SUPERPOWER?

Solve your biggest marketing challenges?



WHAT'S THE MARKETING SUPERPOWER?

*Solve your biggest **BUSINESS** challenges?*





**WHY MOBILE?
WHY NOW?**

WHY MOBILE NOW?

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



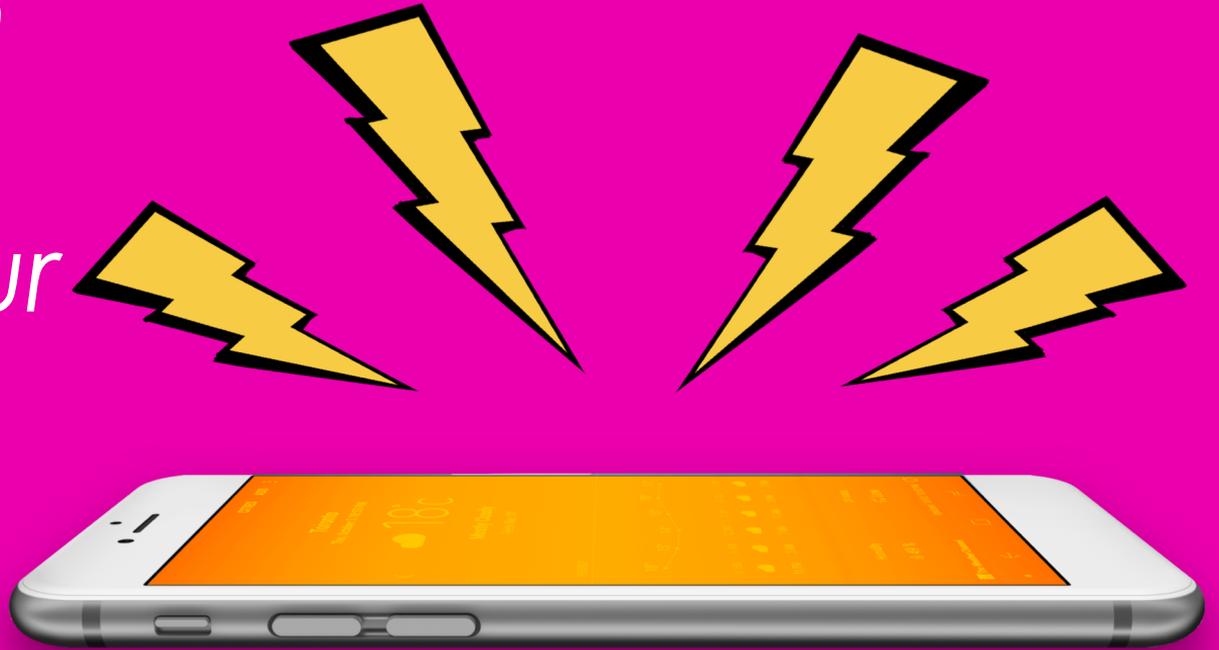
WHY MOBILE NOW?

They're rich in data

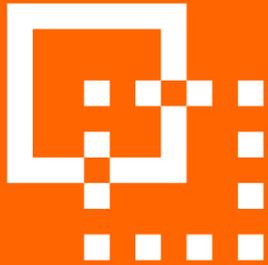


WHY MOBILE NOW?

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.



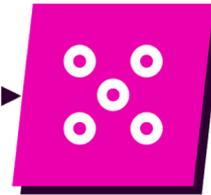
**STORE VISITATION
ANALYSIS**



**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



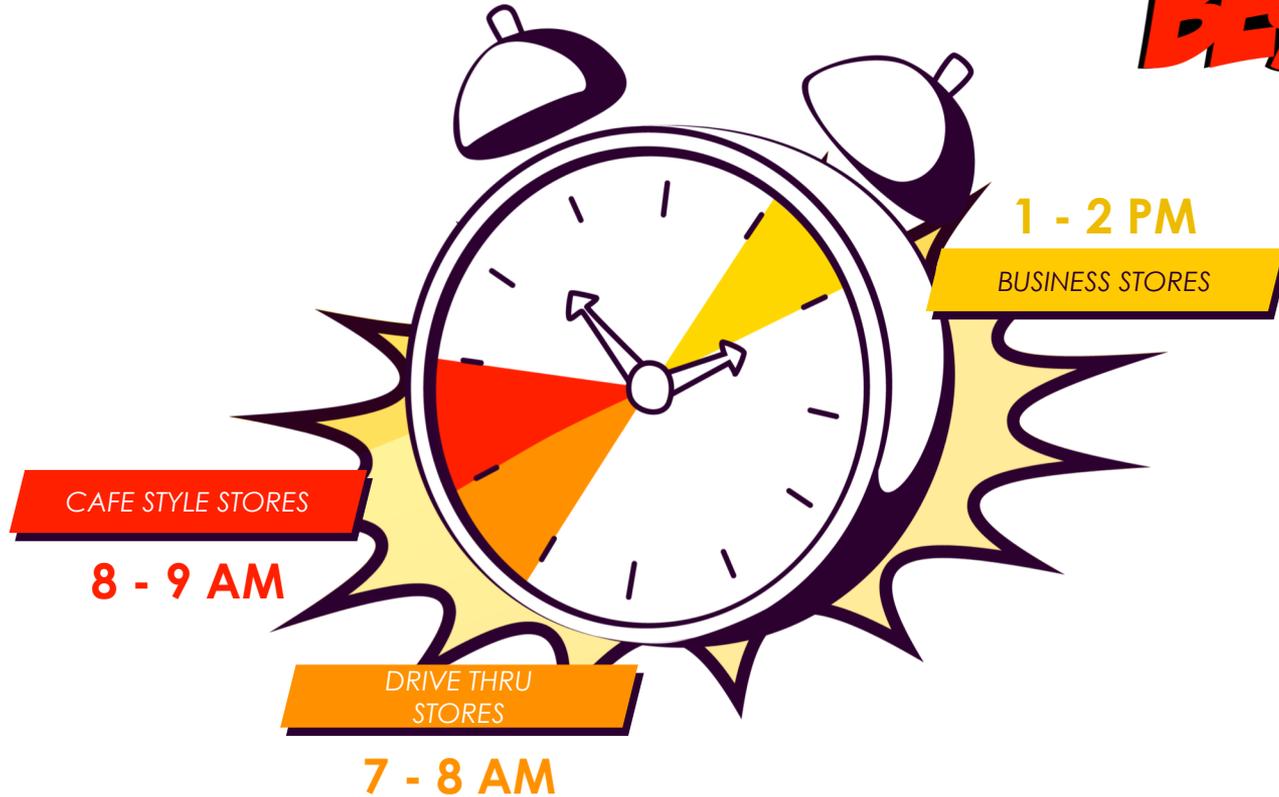
OFFLINE
CONSUMER
JOURNEY



MACRO, REAL
WORLD,
INFLUENCES



COMPETITOR
DENSITY
ANALYSIS



..and what day!



STORE VISITATION ANALYSIS



OFFLINE CONSUMER JOURNEY

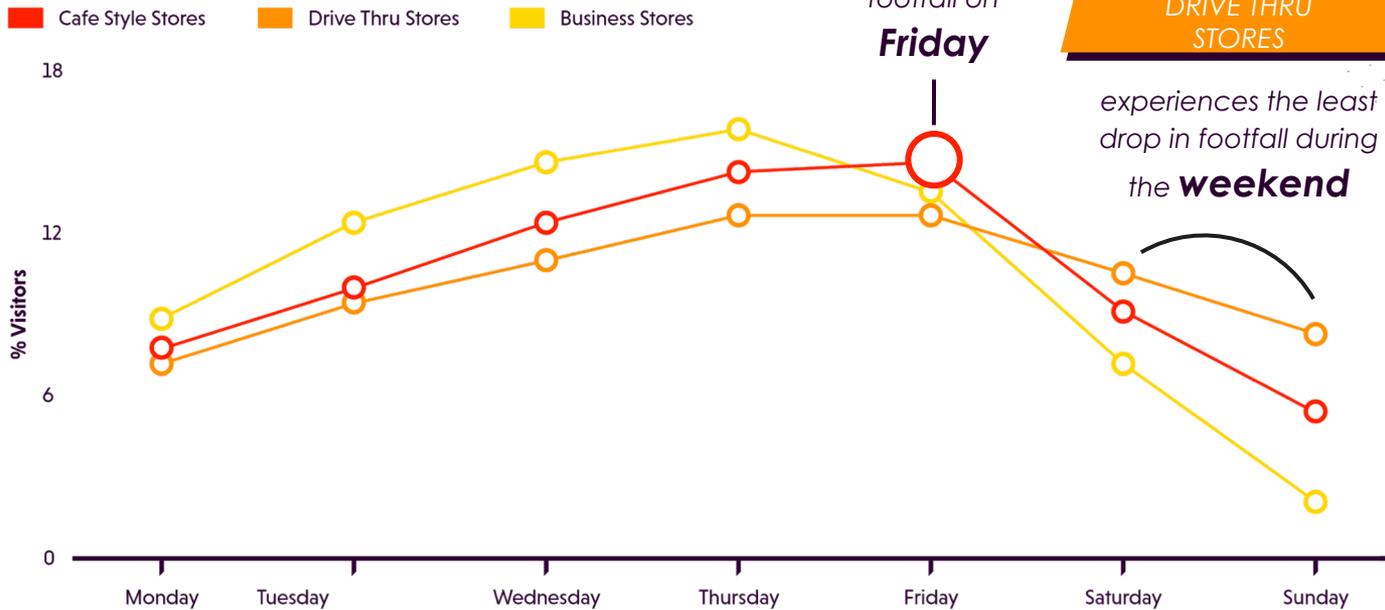


MACRO, REAL WORLD, INFLUENCES



COMPETITOR DENSITY ANALYSIS

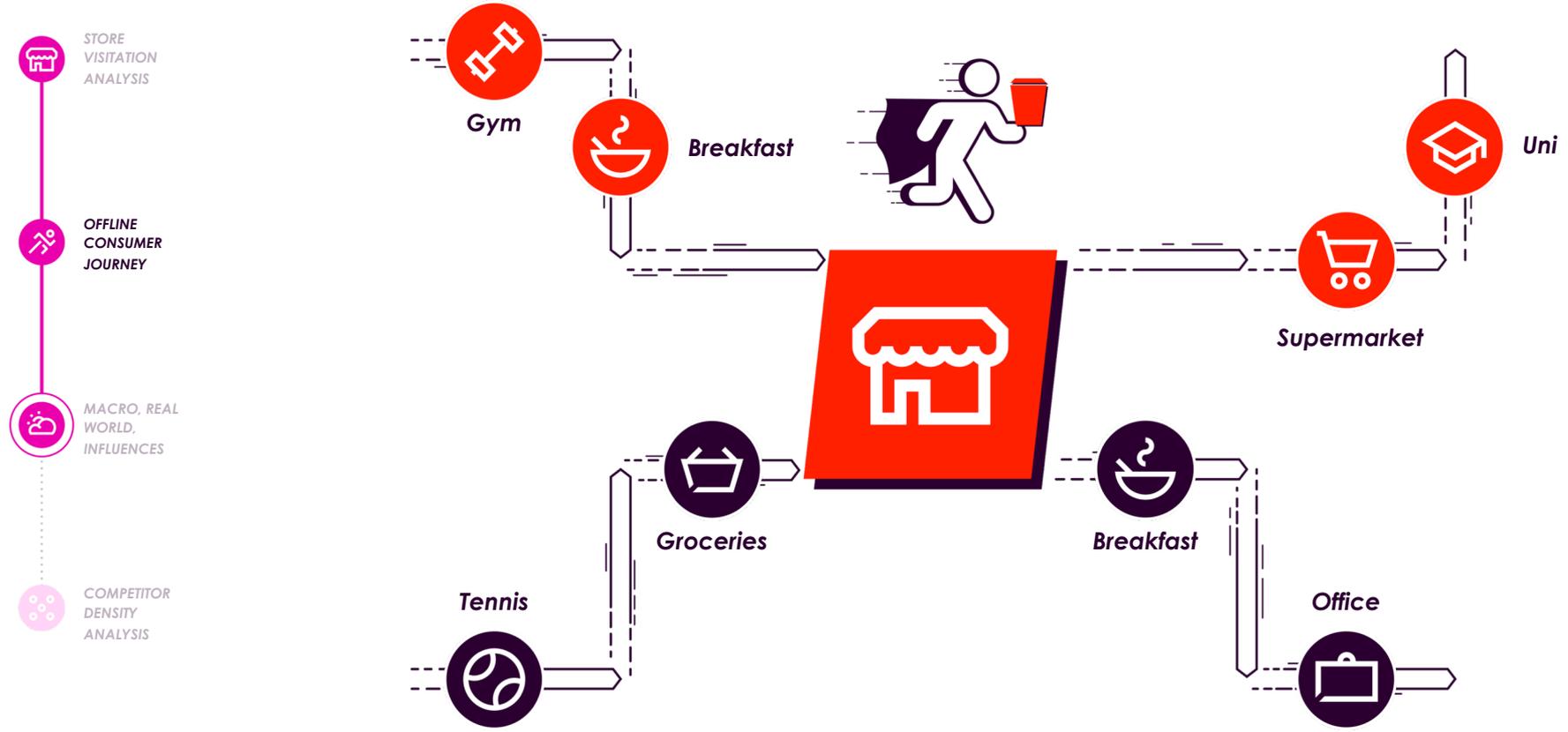
Footfall over a week



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



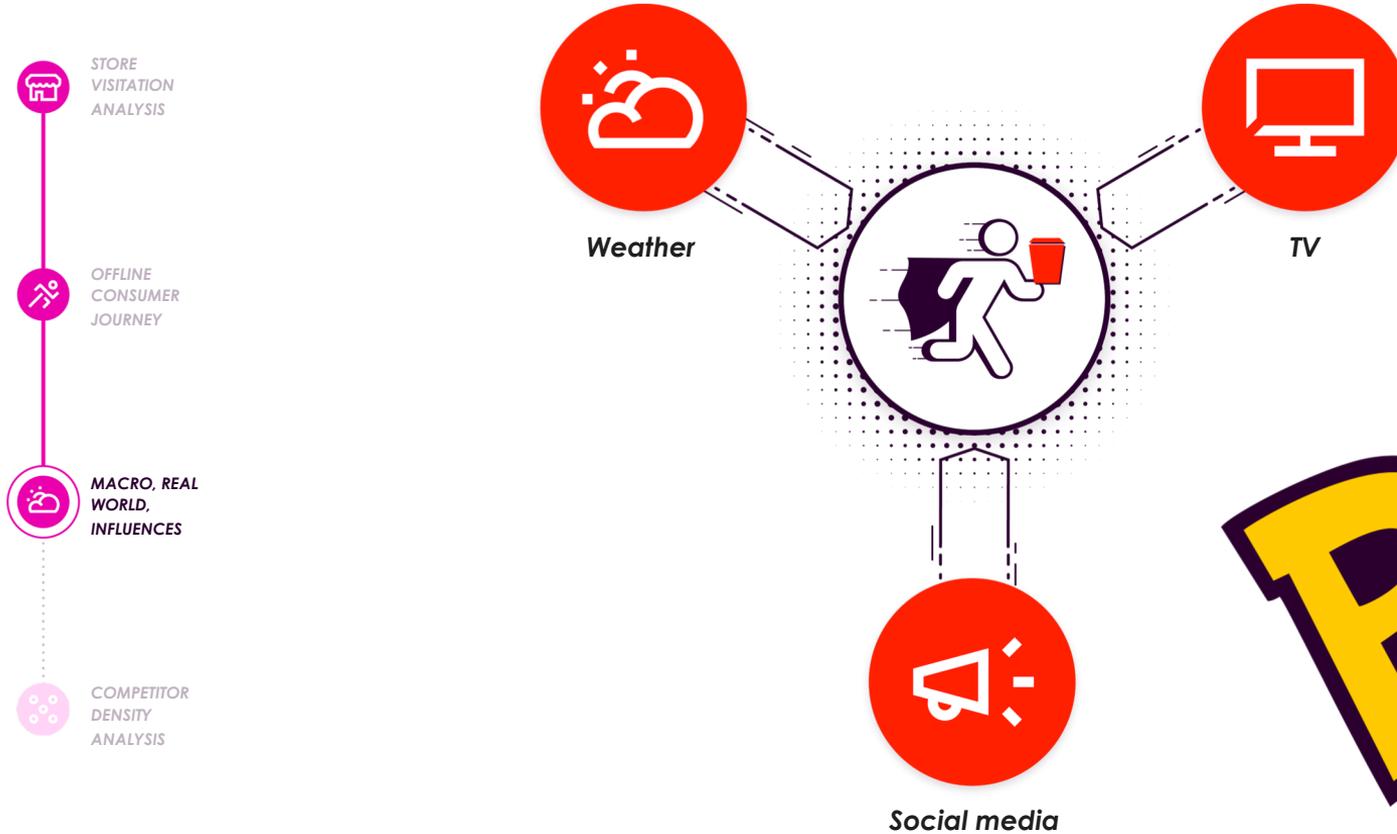
Next, they looked at where their customer was before so they could predict where they'd go next and what they'd buy



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



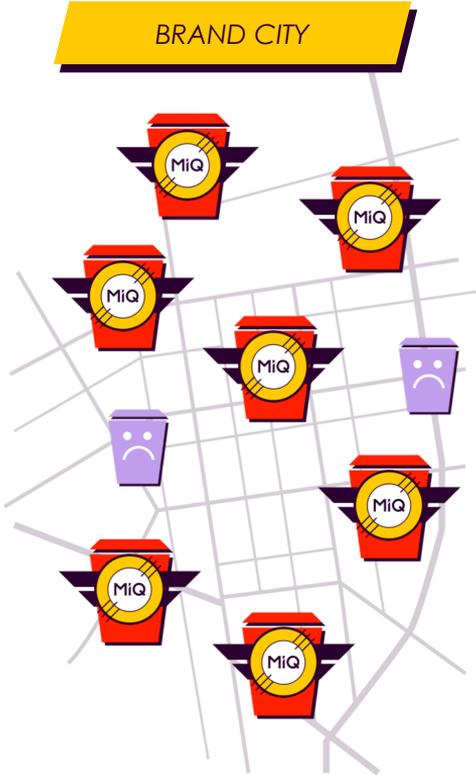
...they looked at the real world influences that impacted customer decisions...



POP!

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

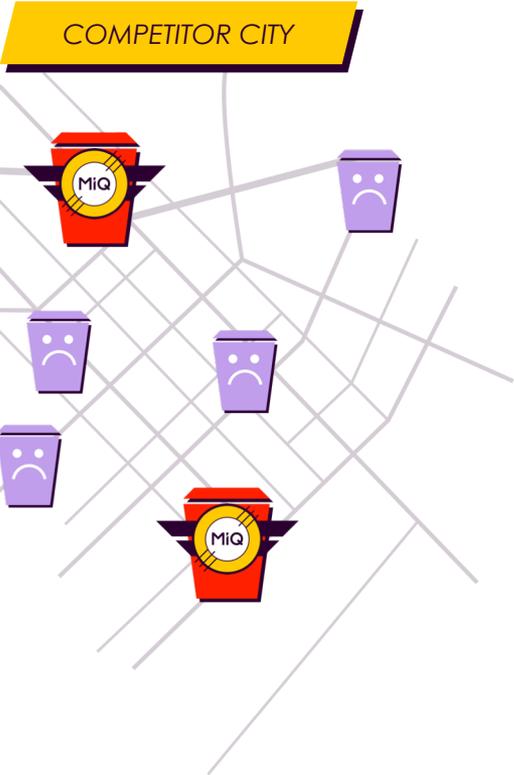
- STORE VISITATION ANALYSIS
- OFFLINE CONSUMER JOURNEY
- MACRO, REAL WORLD, INFLUENCES
- COMPETITOR DENSITY ANALYSIS



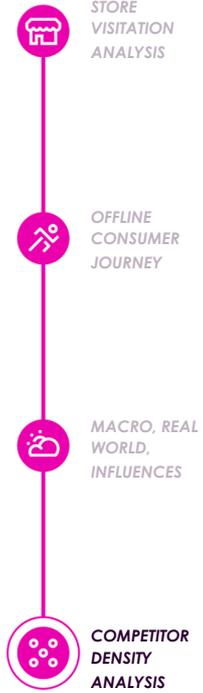
Coffee brand



Competitor



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



Visitor segments:



Core
More than 5

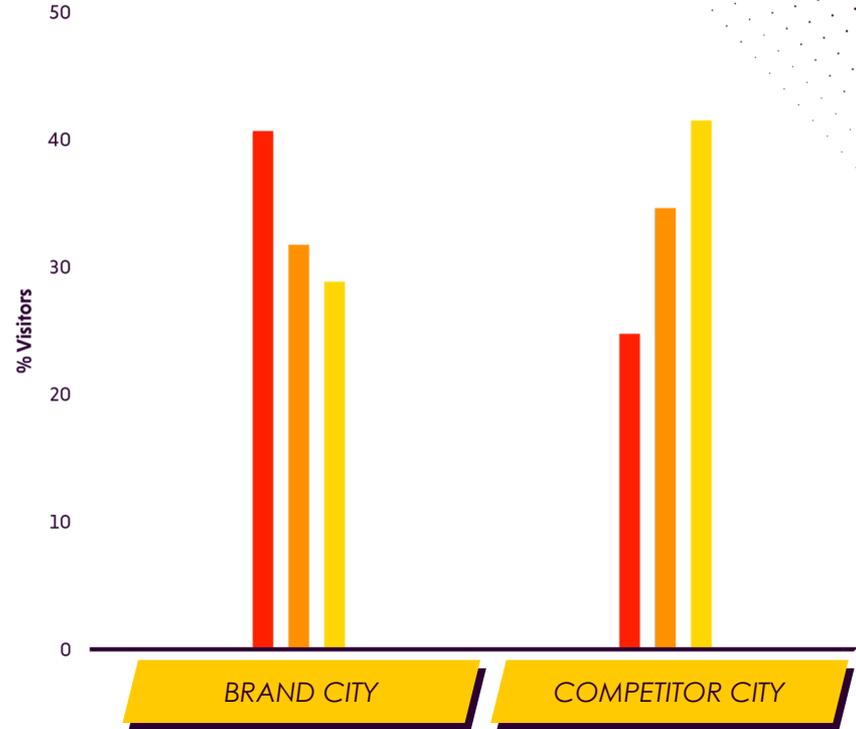


Repeat occasional
2 - 5 visits



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