native touch
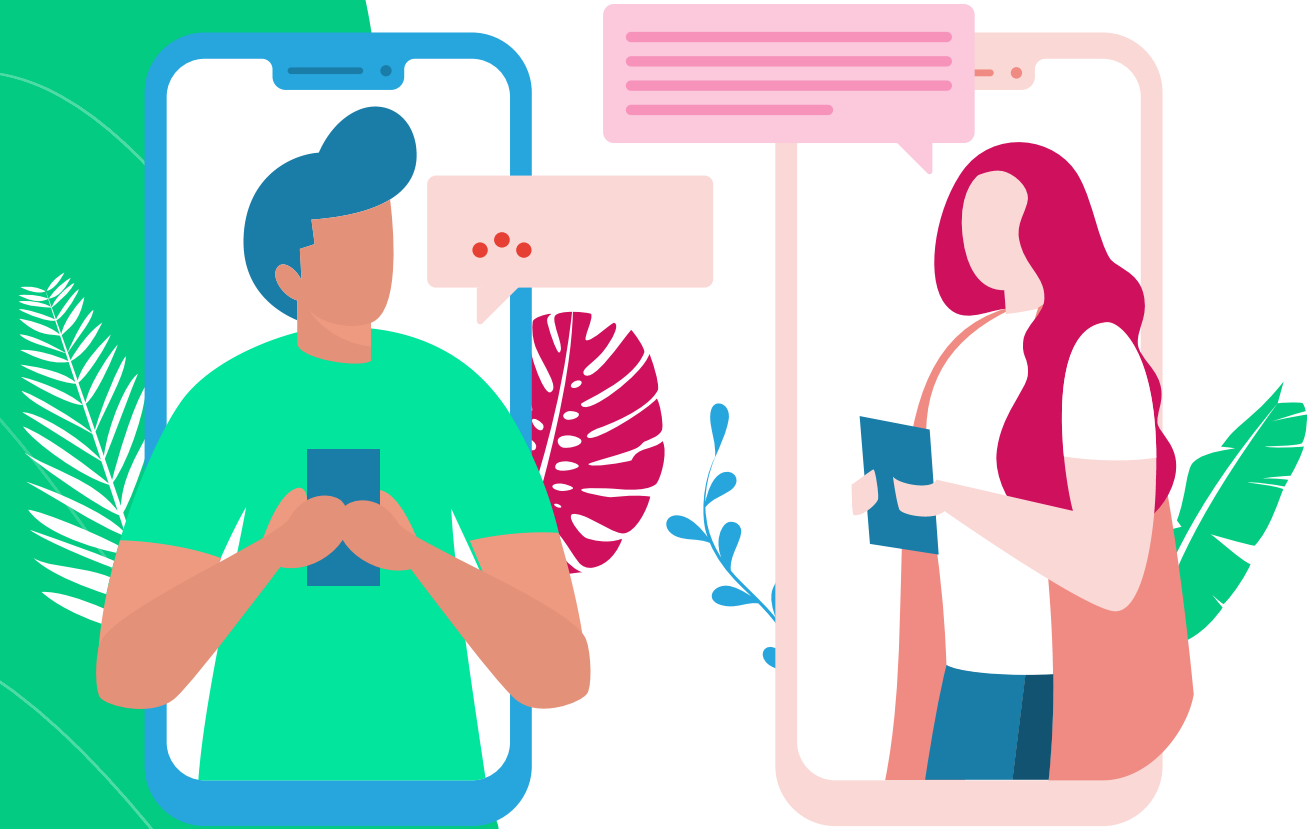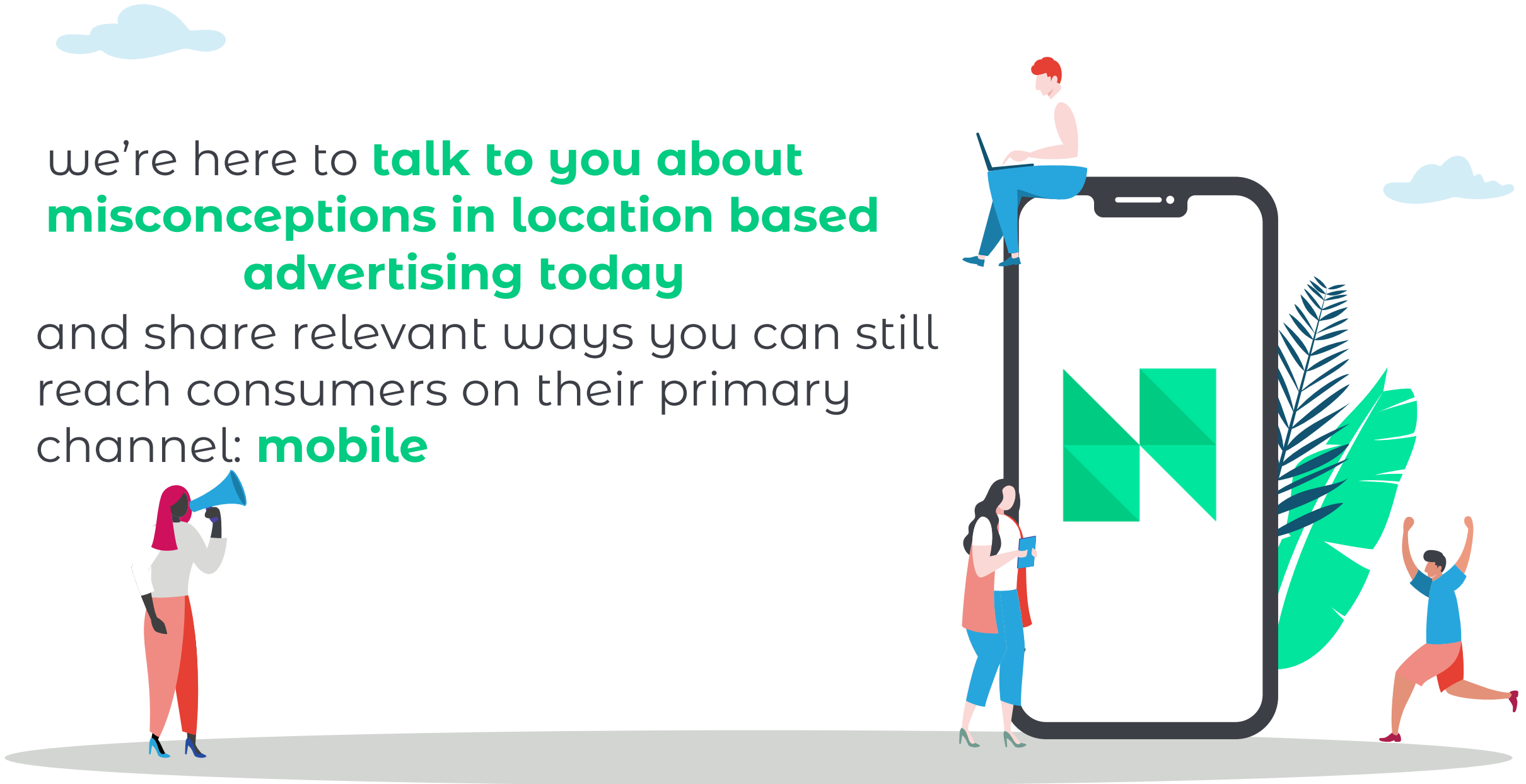
we're here to **talk to you about misconceptions in location based advertising today**

and share relevant ways you can still reach consumers on their primary channel: **mobile**

what we do

Through our platform, we offer high impact creative capabilities, bespoke audience targeting and customizable measurement solutions to help drive business results

We are trusted by agencies across Canada

dentsu   **cossette**

OmnicomGroup   **IPG**

And help the world's most innovative brands

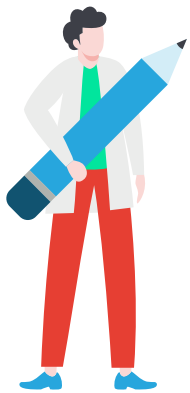 P&G   amazon   Disney
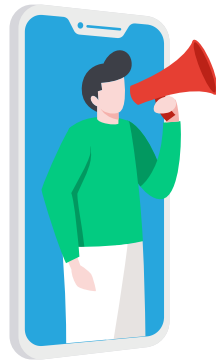
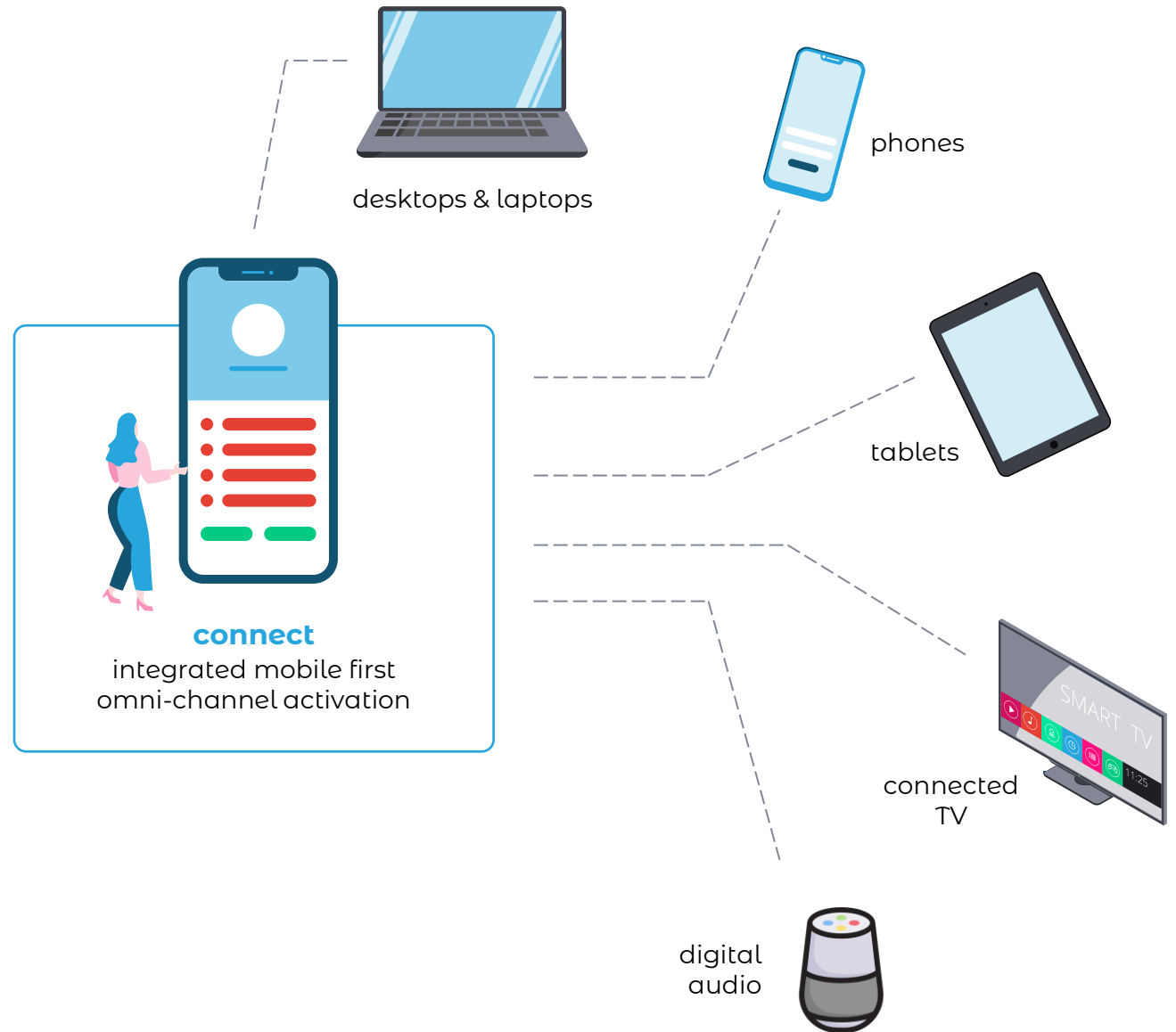RBC   gm   ROGERS

how it works

scale

1. creative
messaging driven by high impact creative

2. targeting
audiences powered by mobile-first data

3. measurement
meaningful measurement for a post-cookie world

connect
integrated mobile first omni-channel activation

desktops & laptops

phones

tablets

connected TV

digital audio

SMART TV

location based advertising misconceptions

1. data will no longer available after cookies stop
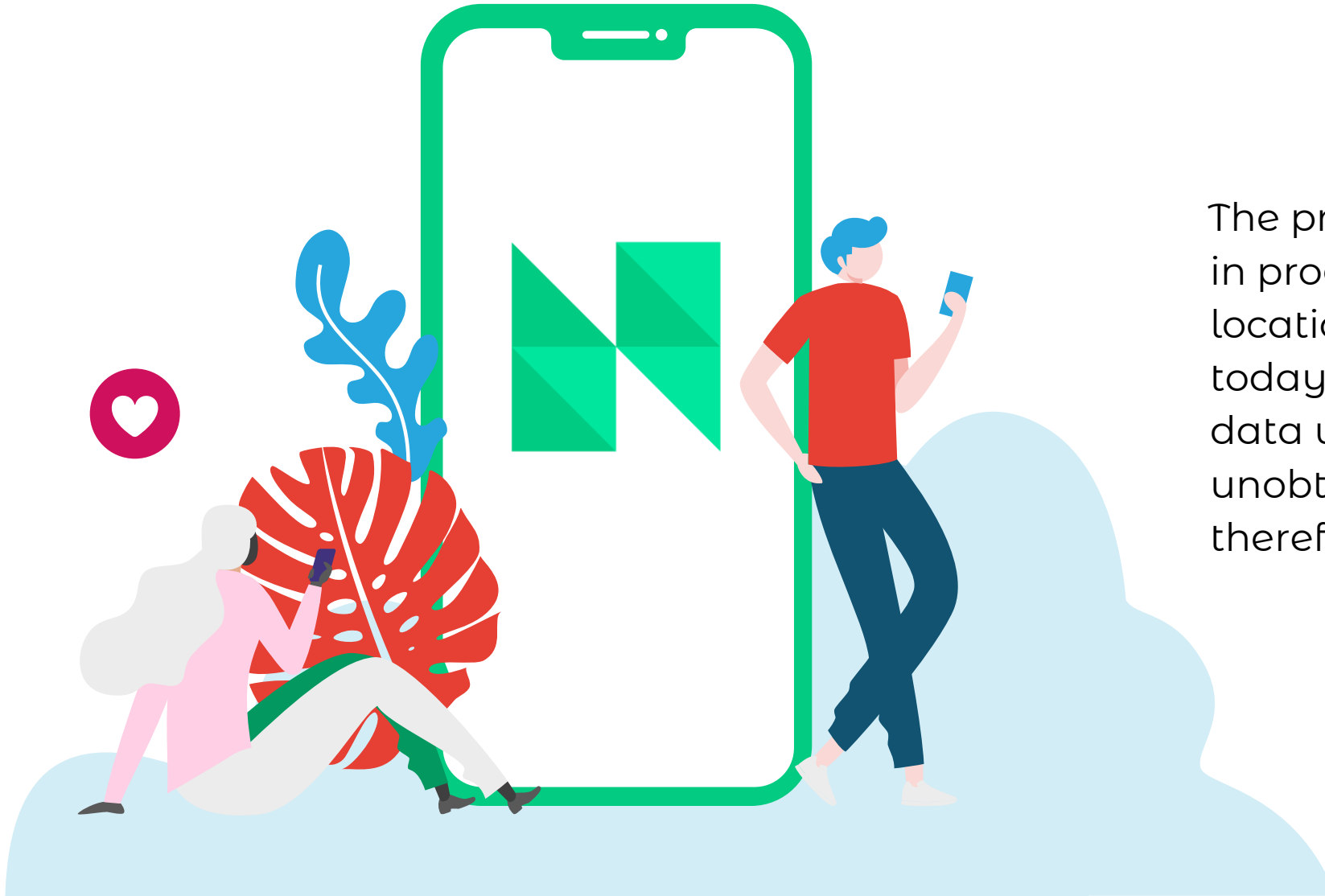
The primary misconception in programmatic and location based advertising today is that consumer data will become obsolete, unobtainable, and therefore, unusable.

data availability:

more than 4 in 5 of people globally are willing to engage in the data economy, with 25% of all people being unconcerned altogether about their data
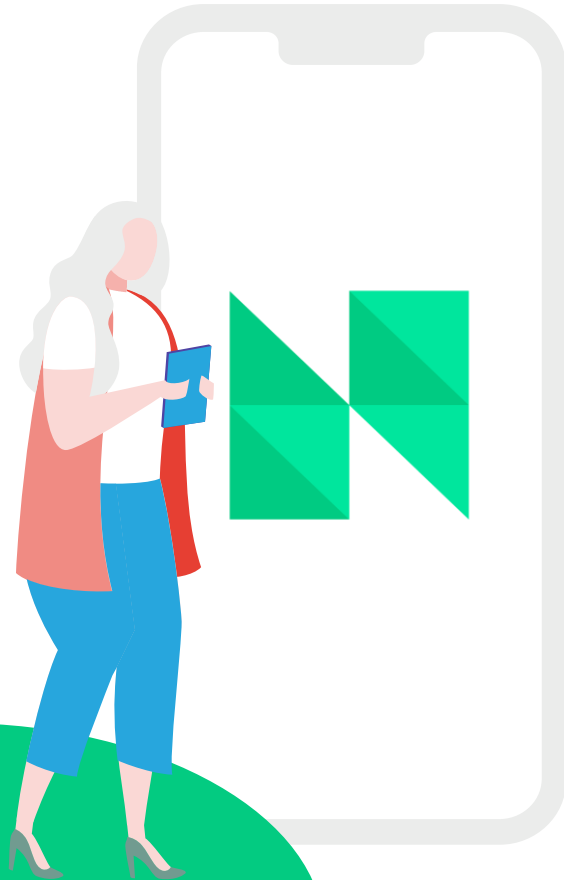
DATA AVAILABLE FOR
NEARLY EVERYONE

OLD WAY

CAN STILL GET FOR
MOSTLY EVERYONE, JUST
PERMISSION AND USE
THAT HAS CHANGED

NEW WAY

data is available, but access and permission that's changing

- Operating systems have moved faster than governments
- GDPR like standards have become the norm globally
- Implied consent has moved to explicit opt-in/opt-out
- Access originally controlled at the device level, now it can be controlled at the app or site level

2. mass audience targeting will become next to impossible
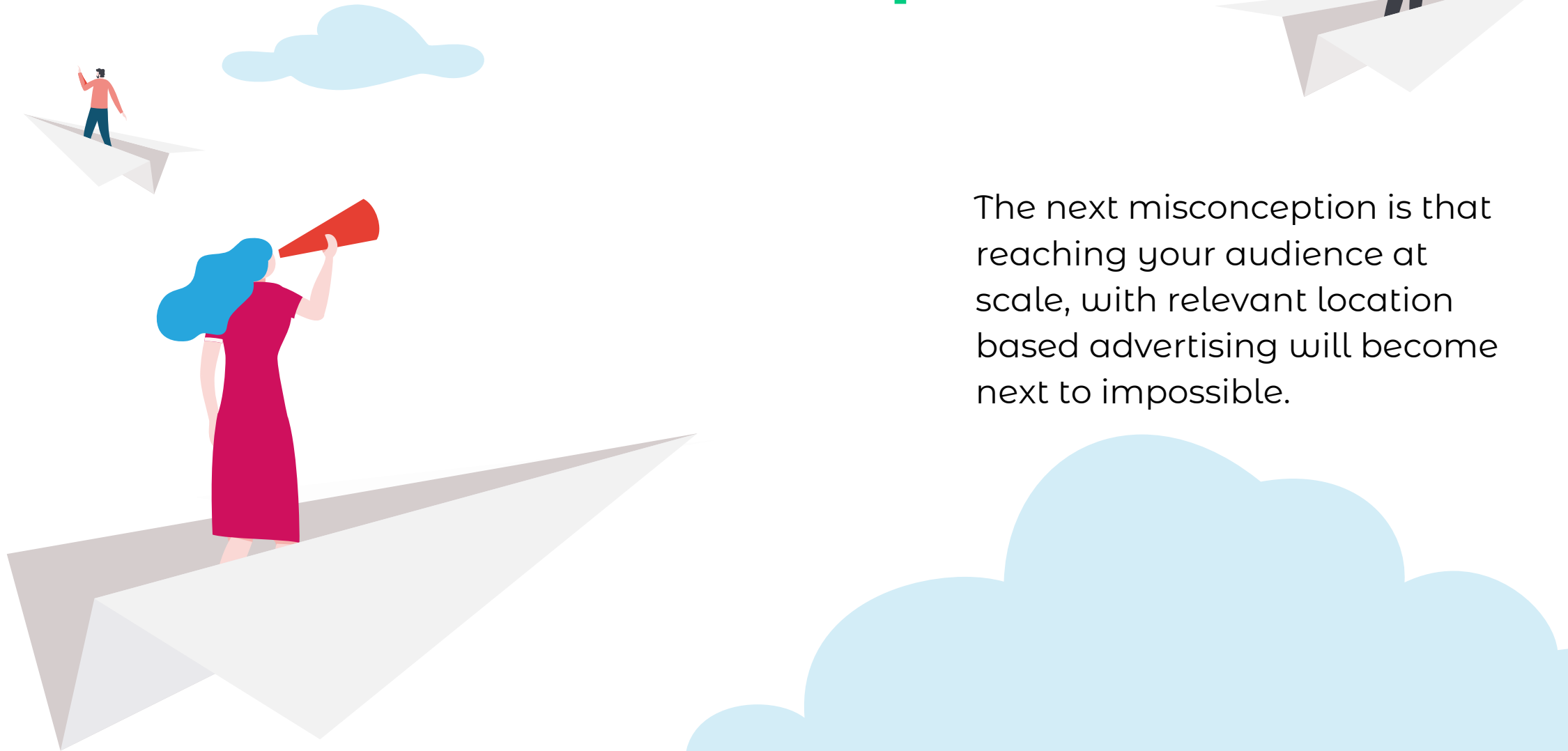
The next misconception is that reaching your audience at scale, with relevant location based advertising will become next to impossible.

opted in data exists and can be used at scale through modelling

By leveraging data from opted in consumers, location based advertising can model and target down to an FSA and based on any number demographic factors

For example:

- **with opted in data**

  target dealer visitors based off of opted in data such as location and app based behaviour.

- **through modelling**

  identify the audience using home location, find the greatest density of those same users and then target them across an FSA specifically.

3. personalization will become less personal

While explicit consent puts the control in the hands of consumers, the challenge becomes that the lack of cookies will make it difficult to personalize ads. But there are solutions, and that's a good thing because 71 percent of consumers expect companies to deliver personalized interaction.

personalization is possible with user graphs, connectivity and creativity

- omni -channel user graphs will become more commonly used

- omni-channel personalization has 90% higher retention rates than a single channel and will become the norm

- given consumers see as many as 10,000 ads a day, an untapped opportunity exists to target consumers with more creative ads

Source: ZenDesk + Business Insider

4. location data is losing its accuracy

with less data being collected, and fewer apps having access to it, the misconception is that location data is losing its precision and consumers wont receive accurate ads

accuracy has not been impacted but volume is down, value increased

- access requires the right partner

- value/cost has gone up

- increase in machine created data from unethical third parties

Location Data
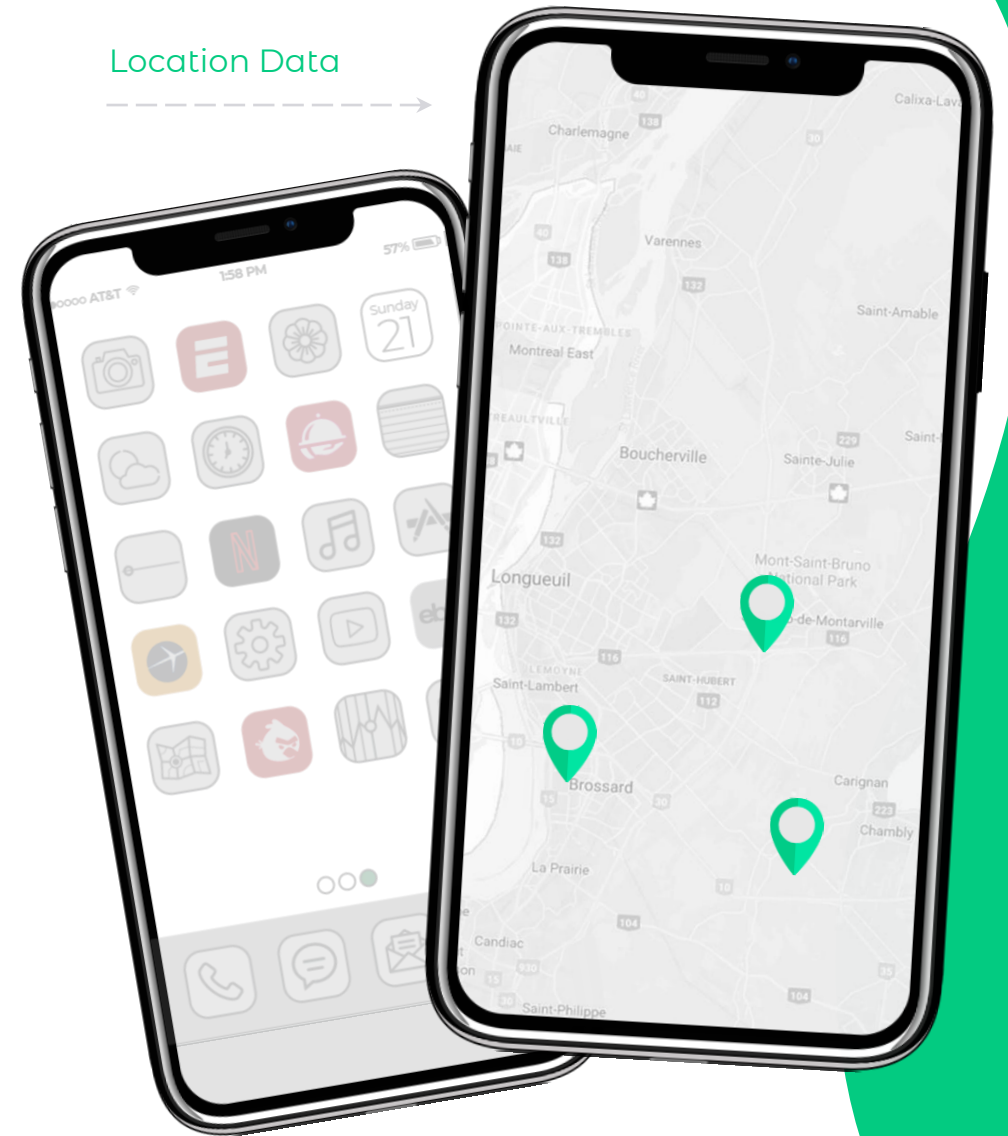
# 5. major platforms at advantage for future measurement

with digital measurement still being the gold standard in location based metrics, the misconception is that bigger platforms will have more advanced measurement moving forward for location based advertising
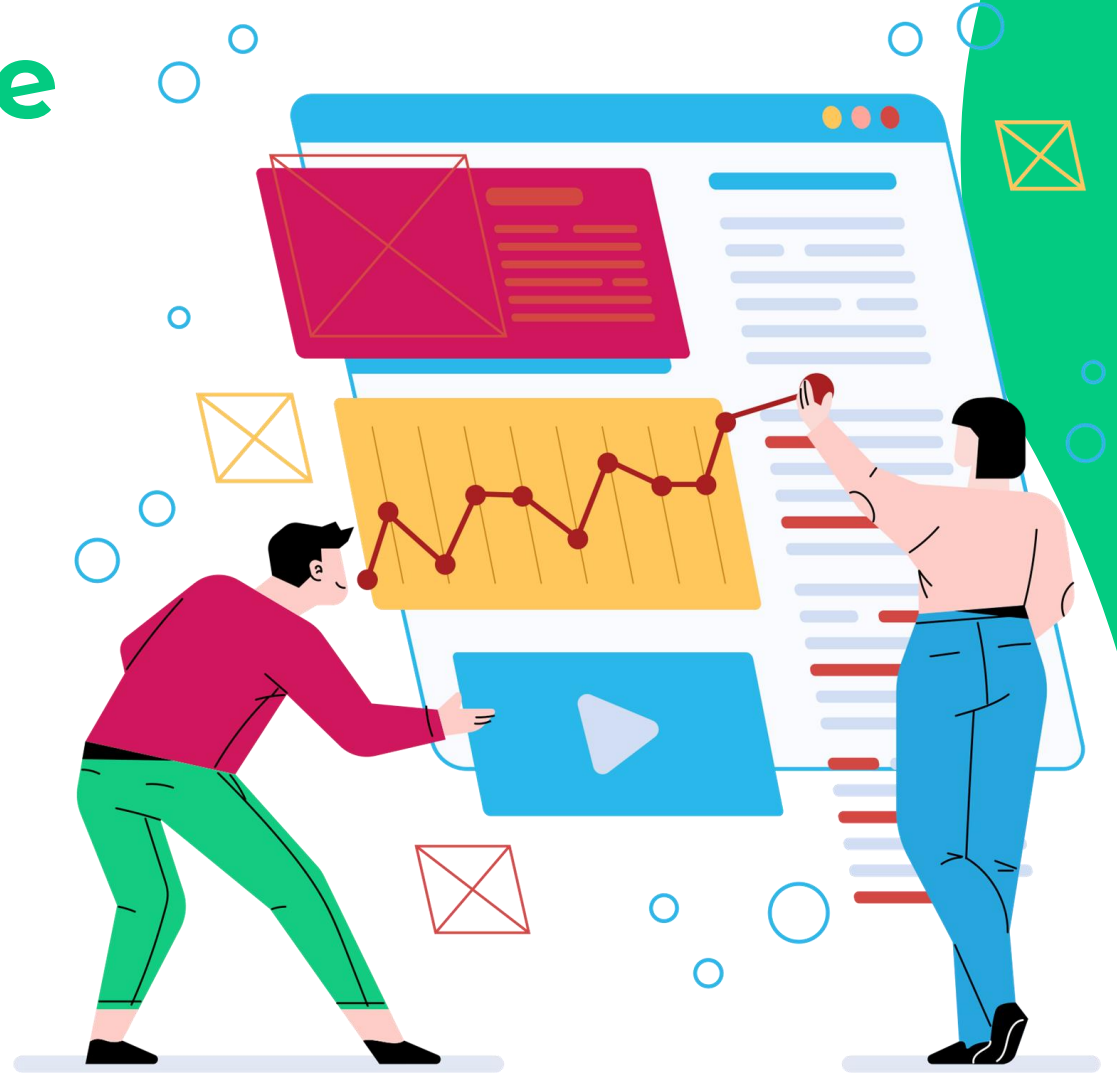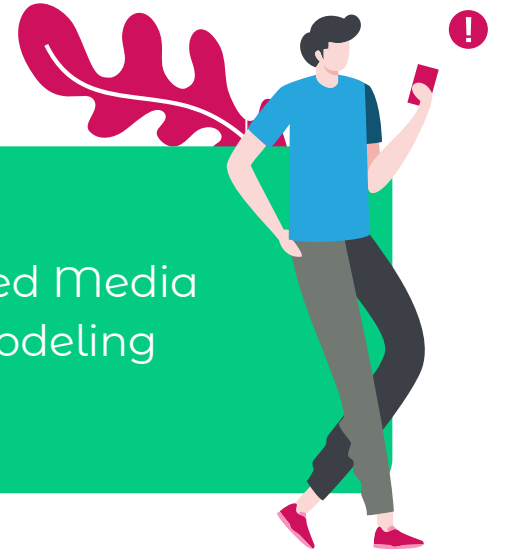
measurement best served by niche players with multiple touch points

Foot Traffic Measurement
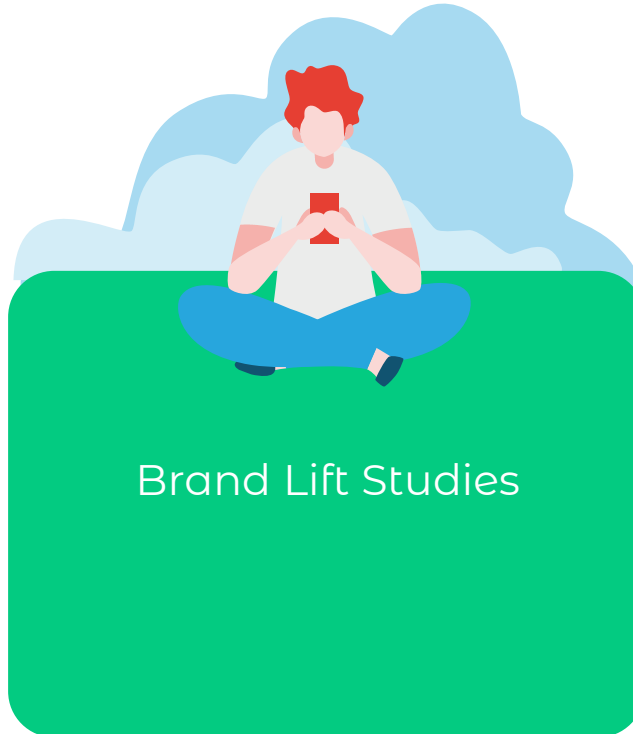
Brand Lift Studies

Mixed Media Modeling

in summary

- data availability still exists

- mass audience targeting is possible through modeling

- user graphs make personalization possible and it should be connected through omni-channel touch points

- location data is still accurate, but the volume is down and value is up, requiring the right partner

- marketers should look to partners with comprehensive measurement beyond a single channel

Questions?

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