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Advertising
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UK

Mobile Steering Group Viewpoint October 2016: Mobile Location



Hear the IAB Mobile Steering Group's thoughts on the most exciting developments in mobile location...

In the last 5 years, location has moved beyond simple proximity targeting, and even its ability to derive behavioural characteristics for a target audience. It now aids sophisticated offline measurement and provides deep insight into how audiences move between different locations.

This means that advertisers are now able use location data to reach their audiences across mobile, tablet, and desktop – which is exciting! When you couple this with new location based measurement solutions, such as footfall attribution, it means mobile opens up a whole new way of showing the real value of digital advertising.

This ability to link mobile advertising with real world business outcomes and get intelligence of what's working and what's not is going to see a big step change in the next couple of years and it's something which brands and agencies should be keeping a close eye on.

Now we've covered the exciting progress the industry is making, what are the main challenges for advertisers that are running mobile location campaigns?

There are a number challenges facing advertisers today which broadly speaking fall under...

- Proving effectiveness
- Accuracy in determining location
- Scalability
- Measurement and reporting
- Confidence in quality of location data

With all of these challenges, however, comes the opportunity to educate the industry about what 'good' location data looks like, as well as the types of questions brands and agencies should be asking their location suppliers.

Here are some useful questions to ask your location provider...

- Does your partner check for centroids?
- How is your partner using IP addresses to define locations?
- Does your partner use heat-mapping technologies to monitor human behaviour?
- What is your filtering process and how can you deliver accurate and scaled campaigns?

From a user perspective there may be concerns regarding privacy issues. Maintaining consumer trust is paramount for today's brands, especially considering the developing EU regulatory landscape. It's become more important than ever for brands to partner with location technology vendors and industry organisations that have a privacy-first mind-set.

Finally, it's worth bearing in mind that location data often isn't enough to ensure your advert is reaching the right person as you have to overlay demographic data as well. Therefore location needs to be matched to verified audiences to ensure truly relevant targeting.

Did you know... when using mobile data to target ads as part of online behavioral advertising it is important to provide people with transparency and control. Companies in the mobile advertising space should use the well-recognised 'Ad Choices' icon and Consumer Choice Platform to give people notice and choice over the use of their data.



So that's the key challenges covered off, what advice would you give to advertisers that are thinking about setting up mobile location campaigns?

Do your due diligence: Meet as many location vendors as you can and really dig deep into their capabilities to help you decide who to work with.

Do experiments: Leverage the measurement solutions that are available in the market to understand how valuable each geography is for your business

Be creative: consider what formats are best for the context of your audience (on-the-go vs. at home). Common mobile advertising creative formats can easily be coupled with location-aware elements, like store locaters, to make it easier for consumers to find a store location. It is important to sure you give the same level of consideration to the creative execution as you do to the tech and targeting.

Think about frequency: keep the frequency low to avoid your audience feeling monitored.

Educate yourself about privacy: make sure you give customers an opportunity to opt out of receiving behaviourally targeted ads.

And finally, ask yourself one very important question: 'what is the value exchange I'm offering my customers in exchange for their location data?' Value exchange can be based on utility – useful, relevant information ideally helping customers to save time or money – or entertainment. Pokémon GO, the game which has taken the world by storm, is the best example of the latter.

And finally, what does the future of location advertising look like?

Adspend to see huge growth...

Location advertising is already scaling tremendously, and this will only continue to grow as solutions get smarter and more creative. Already, eMarketer reported that location ads in the US will make up 40% of ALL mobile adspend by 2019. This is testament to the fact that the industry has evolved from simply delivering messages to smartphones, to now being able to understand where consumers go and how often they visit certain locations, which ultimately leads to more refined targeting and higher relevancy.

Measurement will be simplified...

Measurement set-up will become easier, more effective and more efficient. Today, measurement of mobile location advertising is still hard and complex to set-up for brands and marketers. Lowering measurement costs, in terms of efficiency, will be a key area of focus for the location industry over the next couple of years.

Creative will get stronger...

The remarkable success of location, plus augmented reality, app Pokémon Go is the tipping point that has brought location technology to the forefront of everyone's minds. With the penetration of AR and VR technology on the rise, there is no doubt that brands will be able to offer much more immersive and interactive experiences to their customers over the next 12 months, and beyond.

Many thanks to our Mobile Steering Group members that contributed to the viewpoint. Here are some top tips from those in the know...

'Be creative. Don't rehash the same creative message that's being used for the rest of the campaign – you need to maximise the opportunity that location, screen, connection type etc. offers'

Andy Beames, Head of Sales, UK, Blis



'Measure and understand the ROI of the different geographies'

Lorenzo Bianchi, Head of App Ads & Performance Strategy, Google UK

'Consider the consumer when targeting them on 3G/4G and don't serve heavy ads which are slow to load and use up their data'

Caroline Ingham,
Digital Manager, Connect, MediaCom



'Use location-based measurement solutions to prove effectiveness of digital advertising and its impact on offline sales'

Marek Wrobel, Mobile Strategy & Development Associate Director, SMG

'Think about personalisation, localisation and scale, and how you can achieve all three when deploying your location strategy'

Stephanie Emmanouel,
General Manager - Connected Customer Marketing, Somo





'Demand complete transparency from your suppliers, both of data and of media, to ensure your budgets are being allocated appropriately and spent in the most cost-effective manner, to deliver against your campaign objectives'

Gavin Stirrat, Global MD, Voluum

'It's critical today that marketers think about the context of their customer on the path to purchase; location is one thing, but having an idea of their likely mindset is in that given moment is of greater importance. Understanding the 'why' and the 'how', as well as the 'where' gives brands a better chance of standing out'

Finlay Clark, Country Manager, UK, Waze



'Set the right KPI's – agree in advance what you want the outcome to be and then set goals which are measurable and realistic'

John Finlayson, Head of Brand & Business Development, Weve

'Customize the message for the targeted audience for maximum relevance. For example use location specific elements such as local events in the communication' Emelie Löfdahl, Business Area Manager, Widespace



'We are heading into the era of Location Intelligence. Be prepared and start treating location as a category of its own, similar to social and search' Theo Theodorou, General Manager, EMEA, xAd



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Published October 2016