VISIT DENVER - KARSH HAGAN

JANUARY 2018 MAC MEETING
AGENDA

› A look back: 2017 Media/Marketing Trends
  ‣ Digital Video
  ‣ Influencer Marketing

› A look forward: 2018 Media/Marketing Trends and Best Practices
  ‣ Attribution
  ‣ Personalization
  ‣ Advanced OOH Targeting
  ‣ Device ID Targeting

› Q&A
2017 TRENDS +
WHERE ARE THEY NOW?
TV vs Video Viewers, by Age

US, 2015-2019

Source: eMarketer, August 2017
1.5B people visit YouTube each month.

81% of video-viewing occasions get all or most of people’s attention.

Paid YouTube mobile advertising is 84% more likely to receive viewers’ attention than TV advertising.
Companies which use videos in their marketing enjoy 27% higher CTR and 34% higher web conversion rates than those which don’t.

Source: ThinkWithGoogle
DIGITAL VIDEO: BEST PRACTICES

- Don’t be intimidated by production costs
- Cater video content to devices and audience interests
- Incorporate compelling content and imagery within the first three seconds of videos
- Pay by view or completion to keep impressions and conversions high
- Tell your story with and without sound
### Challenges of Influencer Marketing in 2018 According to US Marketers

<table>
<thead>
<tr>
<th>Challenge</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determining the ROI of my influencer marketing programs</td>
<td>75.7%</td>
</tr>
<tr>
<td>Social network algorithm changes will make organic influencer content less visible</td>
<td>41.9%</td>
</tr>
<tr>
<td>Amount of time it takes to manage influencer marketing programs</td>
<td>35.3%</td>
</tr>
<tr>
<td>Choosing which influencer marketing providers to work with</td>
<td>25.7%</td>
</tr>
<tr>
<td>Determining where influencer marketing fits in my marketing mix</td>
<td>24.3%</td>
</tr>
<tr>
<td>Rapidly changing consumer behaviors make it difficult for brands to stay relevant</td>
<td>19.9%</td>
</tr>
<tr>
<td>Escalating FTC enforcement of regulations governing sponsored content</td>
<td>11.0%</td>
</tr>
<tr>
<td>Other</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

**Note:** n=136

**Source:** Linjia, "The State of Influencer Marketing 2018," Dec 4, 2017

### Metrics Used by US Marketers to Measure Success of Their Influencer Marketing Programs, Nov 2017

<table>
<thead>
<tr>
<th>Metric</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement (number of likes, shares, comments, etc.)</td>
<td>89.5%</td>
</tr>
<tr>
<td>Clicks (traffic to website or landing page)</td>
<td>59.4%</td>
</tr>
<tr>
<td>Impressions (number of content views)</td>
<td>55.2%</td>
</tr>
<tr>
<td>Conversions (email sign-ups, coupon downloads, giveaway entries, etc.)</td>
<td>53.9%</td>
</tr>
<tr>
<td>Reach (number of followers)</td>
<td>50.4%</td>
</tr>
<tr>
<td>Product sales</td>
<td>46.2%</td>
</tr>
<tr>
<td>Audience sentiment</td>
<td>28.7%</td>
</tr>
<tr>
<td>Other</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

**Note:** n=143

**Source:** Linjia, "The State of Influencer Marketing 2018," Dec 4, 2017
INFLUENCER MARKETING: BEST PRACTICES

- Look beyond reach
- Respect the Influencer’s Contribution
- Be Flexible
- Remember that the Influencer is Not Your Target
PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.

2018 DIGITAL TRENDS
ATTRIBUTION

(CONNECTING ONLINE AD EXPOSURE TO OFFLINE BEHAVIORS)
CONNECTING ONLINE INVESTMENTS TO OFFLINE BEHAVIOR

AD EXPOSURE

VISITATION
HOW IT WORKS

Media partner delivers ad exposure.

We match to the 1st- & 3rd-party audience of 150+MM.

We determine the EXPOSED visit rate...

And the UNEXPOSED visit rate based on a 1:1 lookalike audience.

We calculate Lift from the difference in visit rate between the two groups...

...and calculate Return on Ad Spend based on the difference in sales.
THE POWER OF BETTER ATTRIBUTION

Lift - Standard
Confidence 99.00%

23.33% = 4.71% / 3.82%
Lift Exposed - Store Conversion Rate Unexposed - Store Conversion Rate

14,879 $2.52
Lift Store Visits Cost Per Lift Store Visit

Revenue

$1,325,552 $736,487
Sales Lift Sales

20.59x 3.16x
Return on Ad Spend (ROAS) Return on Ad Spend - Lift (ROAS)
PERSONALIZATION

(UNLOCKING THE POWER OF HYPER-RELEVANCE)
PERSONALIZATION: THE HOT NEW MARKETING TREND
Criteria Used by US* Marketers for Targeting Visitors/Delivering Personalized Experiences, March 2017

% of respondents

<table>
<thead>
<tr>
<th>Criteria</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>60%</td>
</tr>
<tr>
<td>Demographics</td>
<td>56%</td>
</tr>
<tr>
<td>Pages/content viewed</td>
<td>54%</td>
</tr>
<tr>
<td>Campaign source</td>
<td>50%</td>
</tr>
<tr>
<td>Previous visit behavior</td>
<td>48%</td>
</tr>
<tr>
<td>Persona</td>
<td>46%</td>
</tr>
<tr>
<td>Stage of customer journey</td>
<td>42%</td>
</tr>
<tr>
<td>Device</td>
<td>39%</td>
</tr>
<tr>
<td>Company</td>
<td>37%</td>
</tr>
<tr>
<td>Browser</td>
<td>34%</td>
</tr>
</tbody>
</table>

Note: n=109; top 10 responses; *78% of respondents were from the US
Source: Evergage, "2017 Trends in Personalization" conducted by Researchscape, April 25, 2017

www.emarketer.com
PERSONALIZATION: HOW TO

- Start small

- Link your data sources (websites, newsletters, mobile apps, loyalty programs and other touchpoints)

- Listen to your customers
ADVANCED OUT OF HOME

(TECHNOLOGY FUELS RENAISSANCE IN OOH ADVERTISING)
HOW TECHNOLOGY IS FUELING A RENAISSANCE IN OOH

1. BRIDGING THE DIGITAL + PHYSICAL WORLDS
2. MESSAGE RELEVANCE + REAL TIME CREATIVE CAPABILITIES
3. BETTER AUDIENCE TARGETING
Look, it’s flight BA475 from Barcelona.

#lookup
ADVANCED OUT OF HOME: HOW TO

- Meet with inventory owners in your target markets to understand capabilities before creative concepting
- Understand upfront and longterm investments
DEVICE ID TARGETING

(THE DEATH OF COOKIE-BASED DATA)
HOW DEVICE ID-BASED TARGETING IS DEVOURING COOKIE-BASED TARGETING
DEVICE ID TARGETING: WHAT IS IT?

A mobile device ID is an identifier that can be attributed to a specific, unique mobile device, which can typically be accessed through opt-in mobile apps. By tracking an individual’s mobile device ID, marketers can be sure that personalized consumer profiles are linked to verified mobile users to target them more effectively.
DEVICE ID TARGETING: WHY

- Combat Fraud
- Gain Actual Audience Insights
- Harness the Power of Personalization + Retargeting
- Drive Conversions
Q&A
THANK YOU