

JANUARY 4, 2018

JANUARY 2018 MAC MEETING
VISIT DENVER X KARSH HAGAN



AGENDA

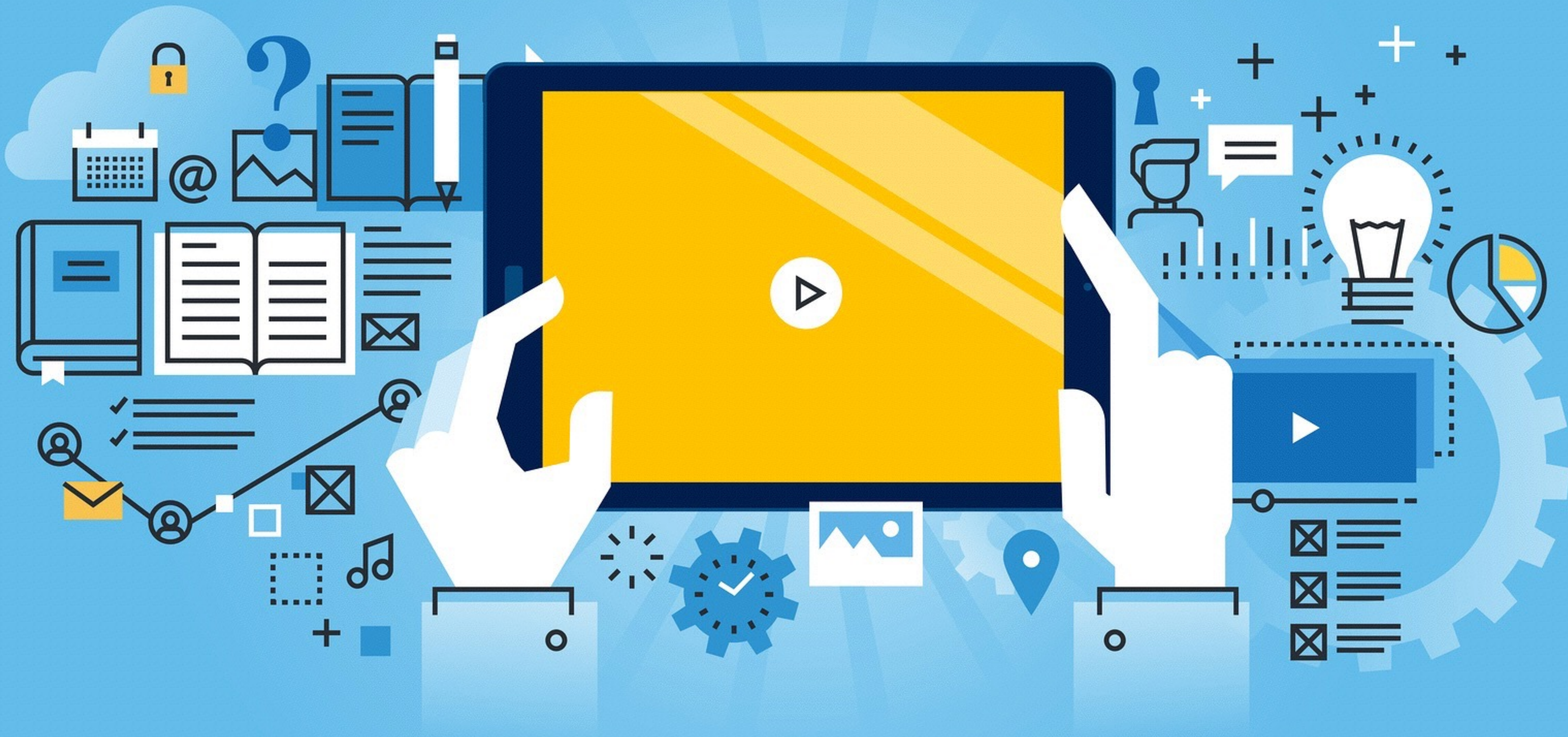
- ▶ A look back: 2017 Media/Marketing Trends
 - ▶ Digital Video
 - ▶ Influencer Marketing
- ▶ A look forward: 2018 Media/Marketing Trends and Best Practices
 - ▶ Attribution
 - ▶ Personalization
 - ▶ Advanced OOH Targeting
 - ▶ Device ID Targeting
- ▶ Q&A



2017 TRENDS + WHERE ARE THEY NOW?

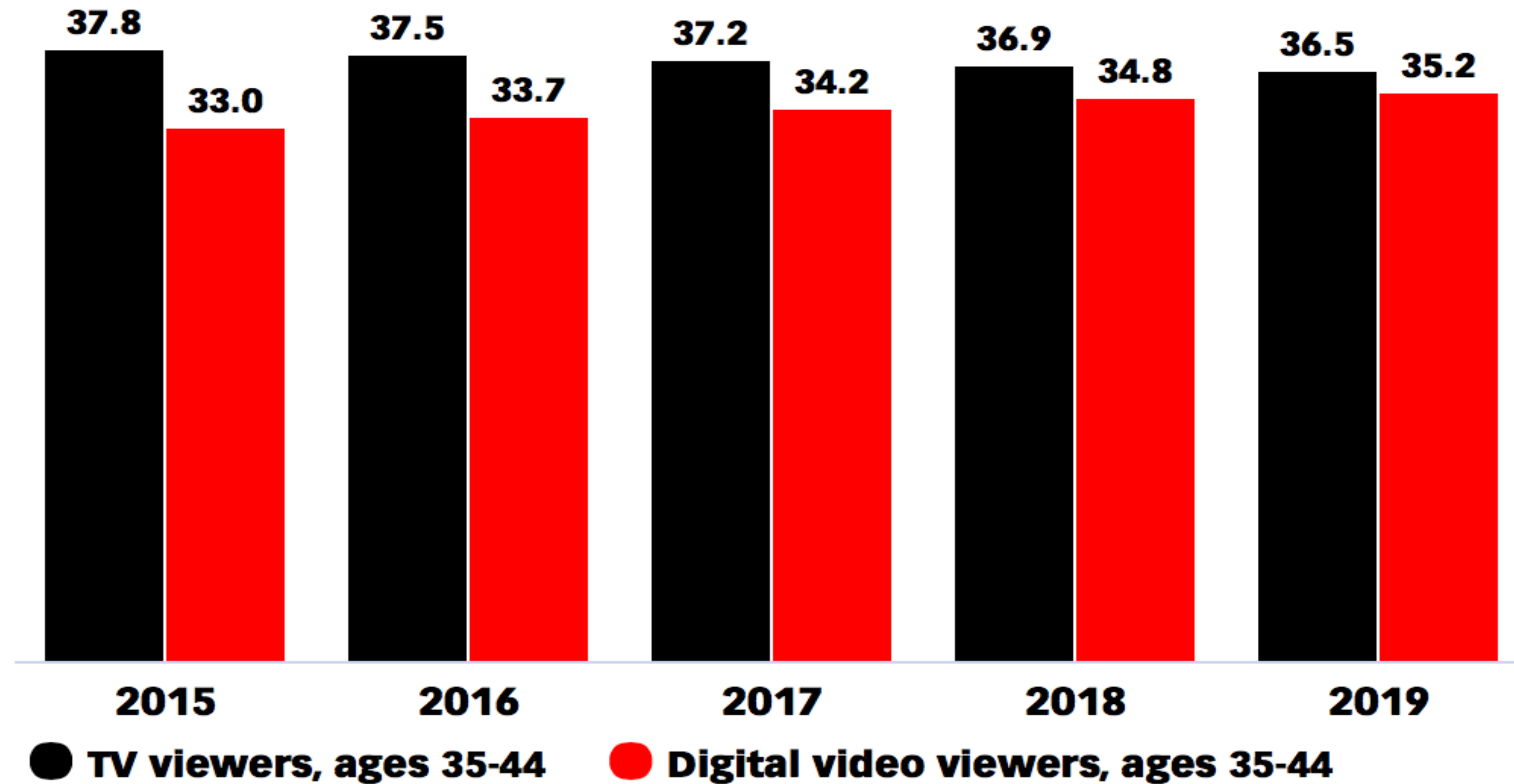
PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.





TV vs Video Viewers, by Age

US, 2015-2019



Source: eMarketer, August 2017

VIDEO



1.5B

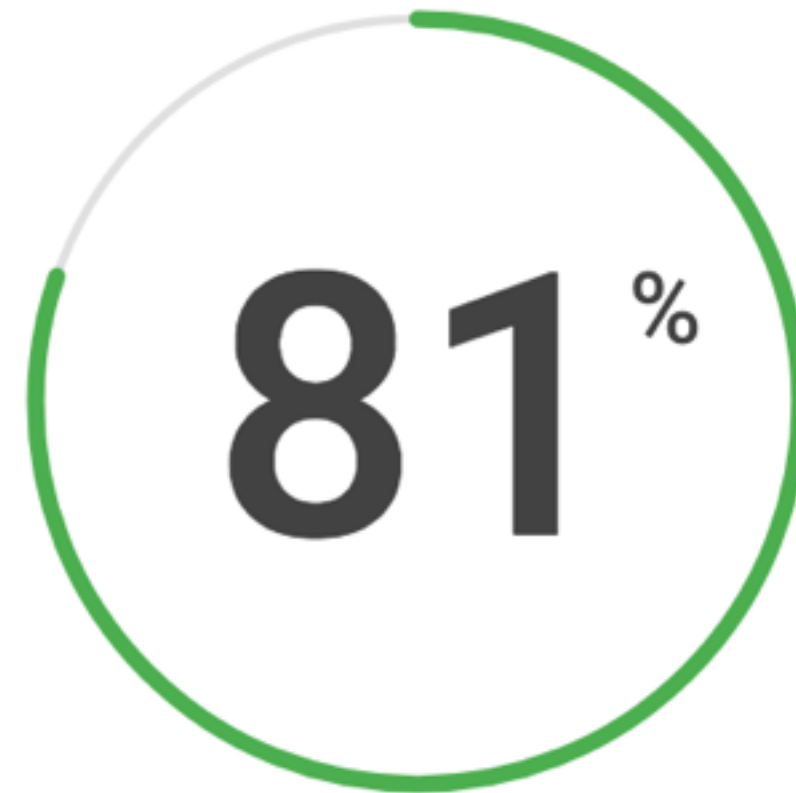
people visit YouTube each month.



May 2017 YouTube

ADVERTISING

VIDEO



of video-viewing occasions get all or most of people's attention.



2017 Google/Ipsos

ADVERTISING

MOBILE

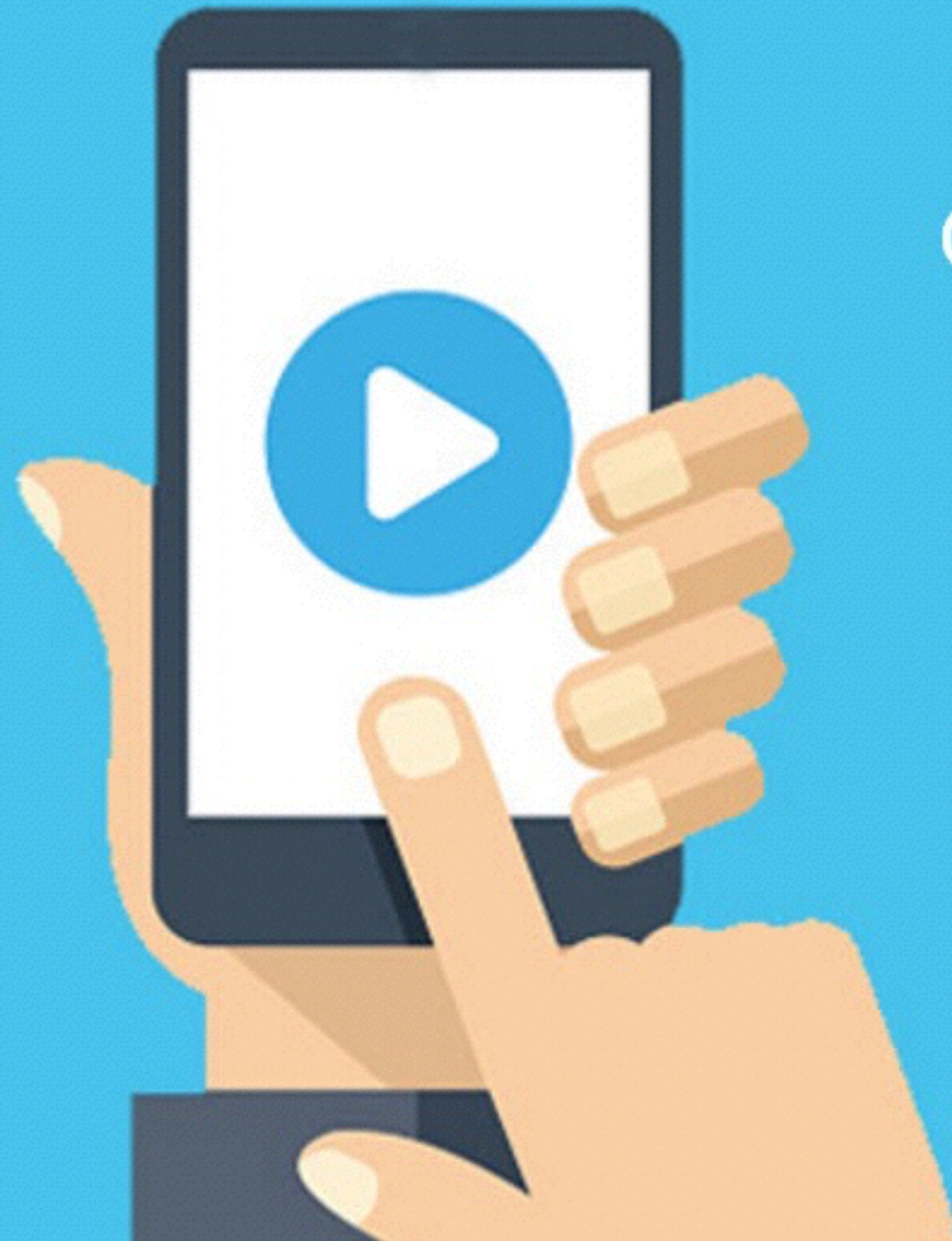
VIDEO



Paid YouTube mobile advertising is 84% more likely to receive viewers' attention than TV advertising.



2016 Google/Ipsos



Companies which use videos in their marketing **enjoy 27% higher CTR and 34% higher** web conversion rates than those which don't.

DIGITAL VIDEO: BEST PRACTICES

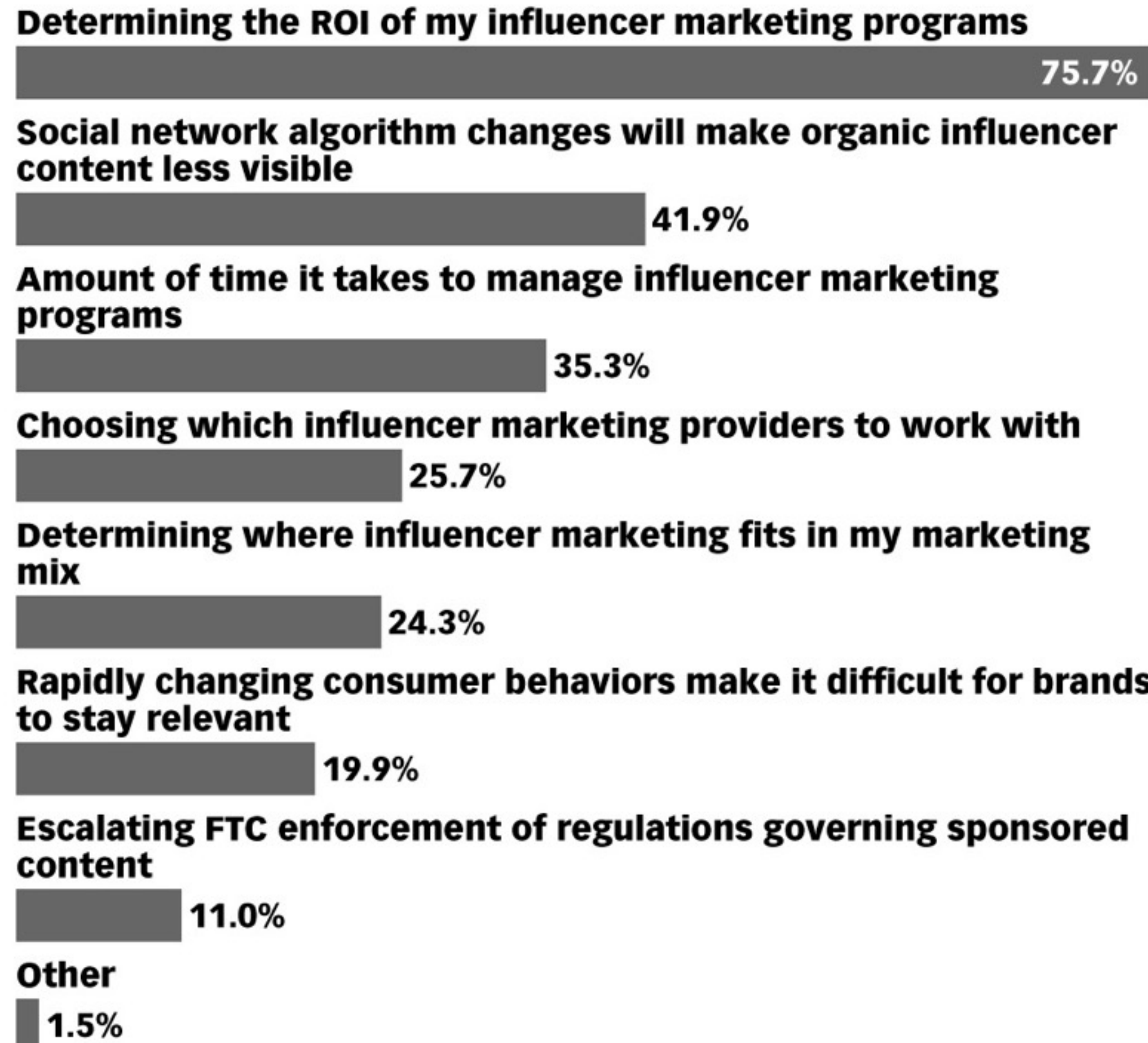
- ▶ Don't be intimidated by production costs
- ▶ Cater video content to devices and audience interests
- ▶ Incorporate compelling content and imagery within the first three seconds of videos
- ▶ Pay by view or completion to keep impressions and conversions high
- ▶ Tell your story with and without sound



INFLUENCER
MARKETING

Challenges of Influencer Marketing in 2018 According to US Marketers

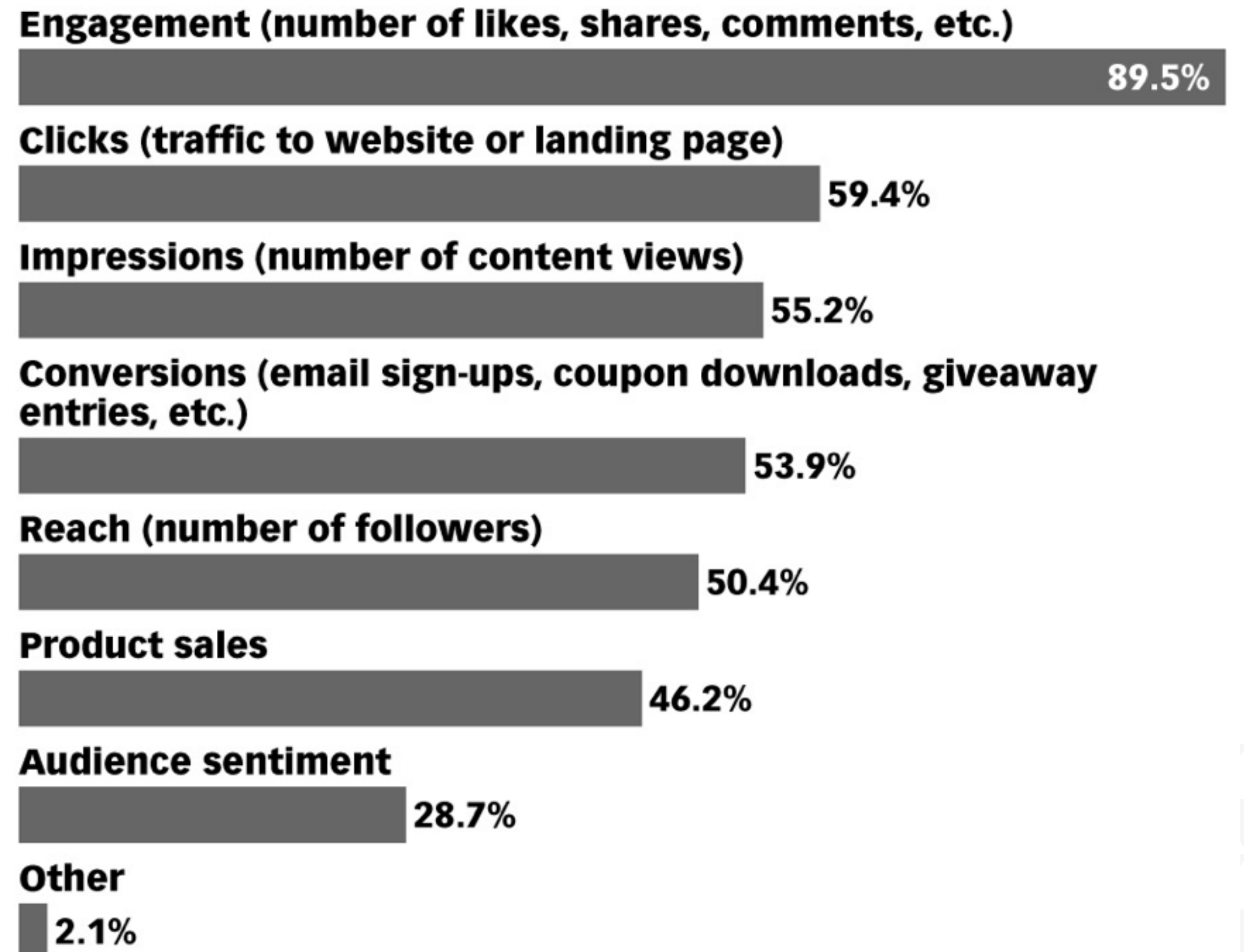
% of respondents



Note: n=136
Source: Linqia, "The State of Influencer Marketing 2018," Dec 4, 2017

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

% of respondents



Note: n=143
Source: Linqia, "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

2018 DIGITAL TRENDS



PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.

ATTRIBUTION

(CONNECTING ONLINE AD EXPOSURE TO OFFLINE BEHAVIORS)

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



CONNECTING ONLINE INVESTMENTS TO OFFLINE BEHAVIOR

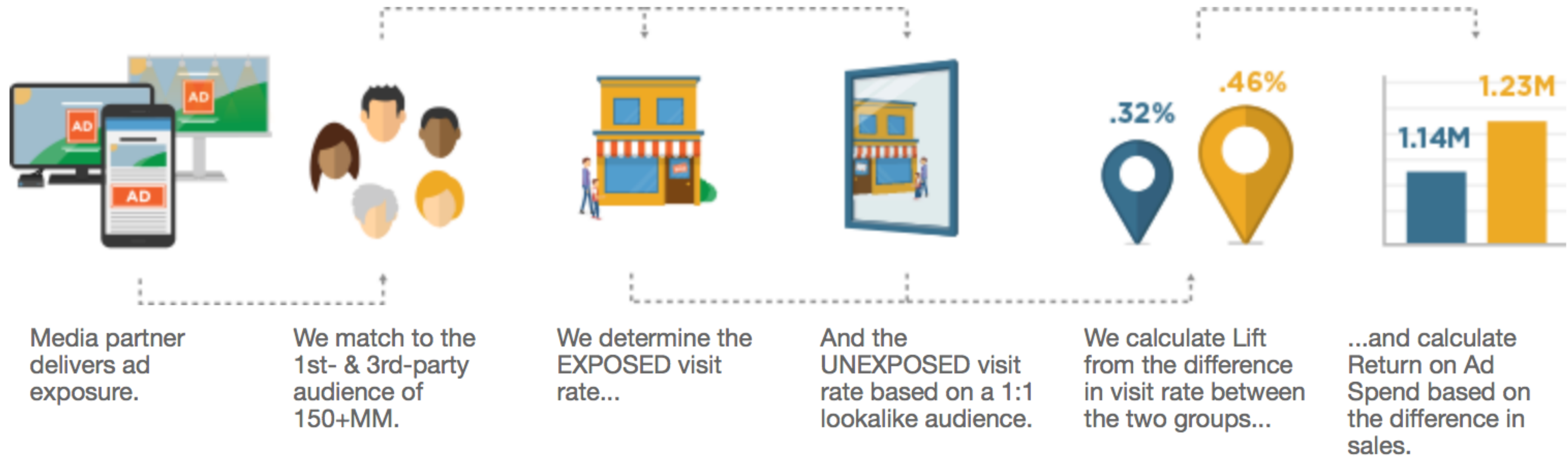


AD EXPOSURE



VISITATION

HOW IT WORKS



THE POWER OF BETTER ATTRIBUTION

Lift - Standard Confidence 99.00%

23.33%

Lift

=

4.71%

Exposed - Store
Conversion Rate

/

3.82%

Unexposed - Store
Conversion Rate

14,879

Lift Store Visits

\$2.52

Cost Per Lift Store Visit

Revenue

\$1,325,552

Sales

\$736,487

Lift Sales

20.59x

Return on Ad
Spend (ROAS)

3.16x

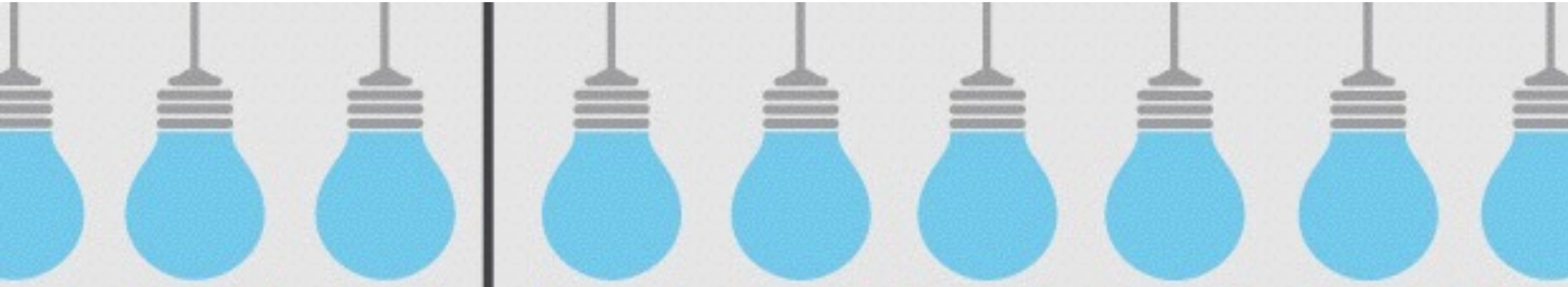
Return on Ad
Spend - Lift (ROAS)

PERSONALIZATION

(UNLOCKING THE POWER OF HYPER-RELEVANCE)

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



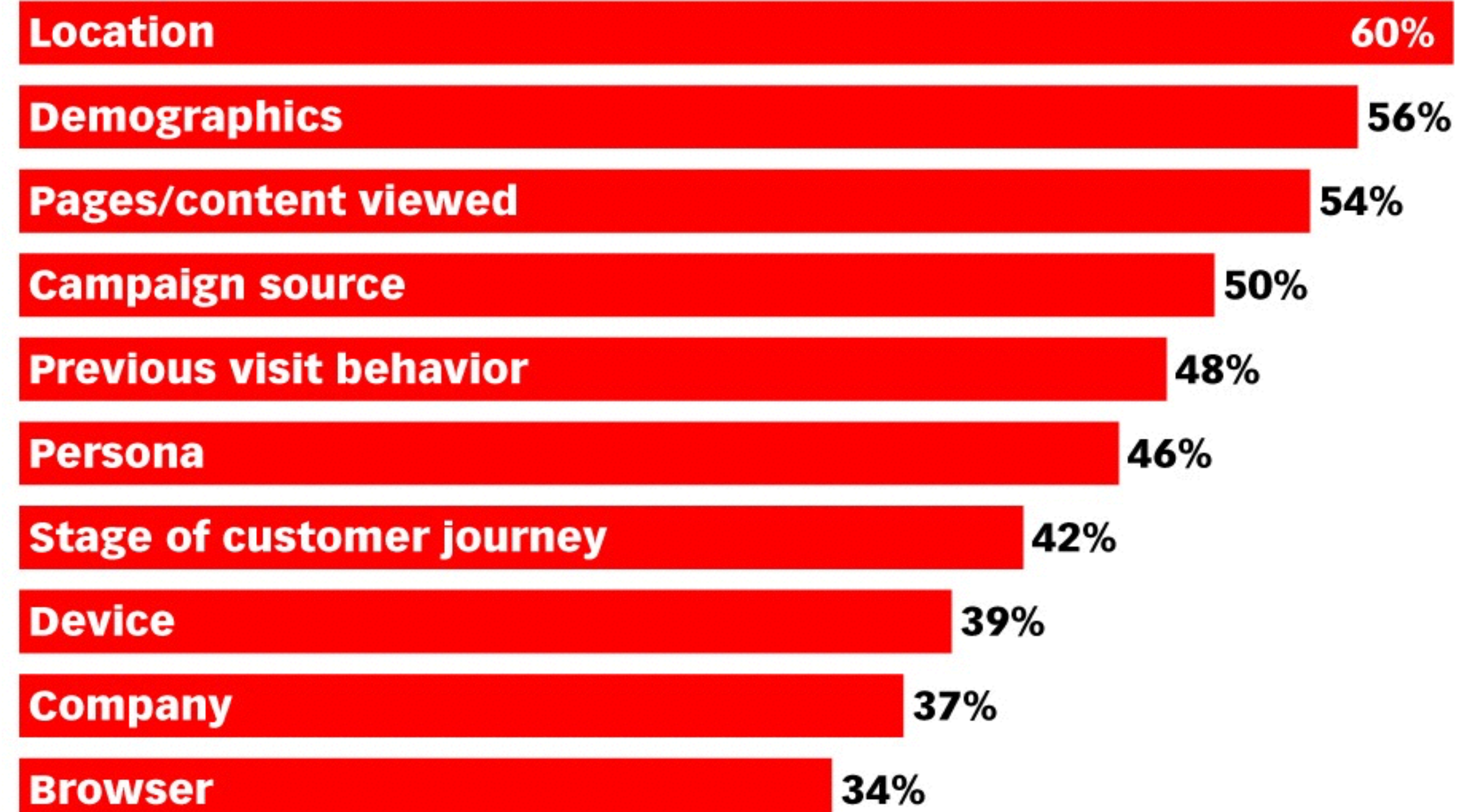


PERSONALIZATION:
THE HOT NEW MARKETING TREND



Criteria Used by US* Marketers for Targeting Visitors/Delivering Personalized Experiences, March 2017

% of respondents



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

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)

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



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





LEFT ON GREEN
ARROW
ONLY

TRUCKS OVER 9'-4"
NO LEFT TURN



Edison PI

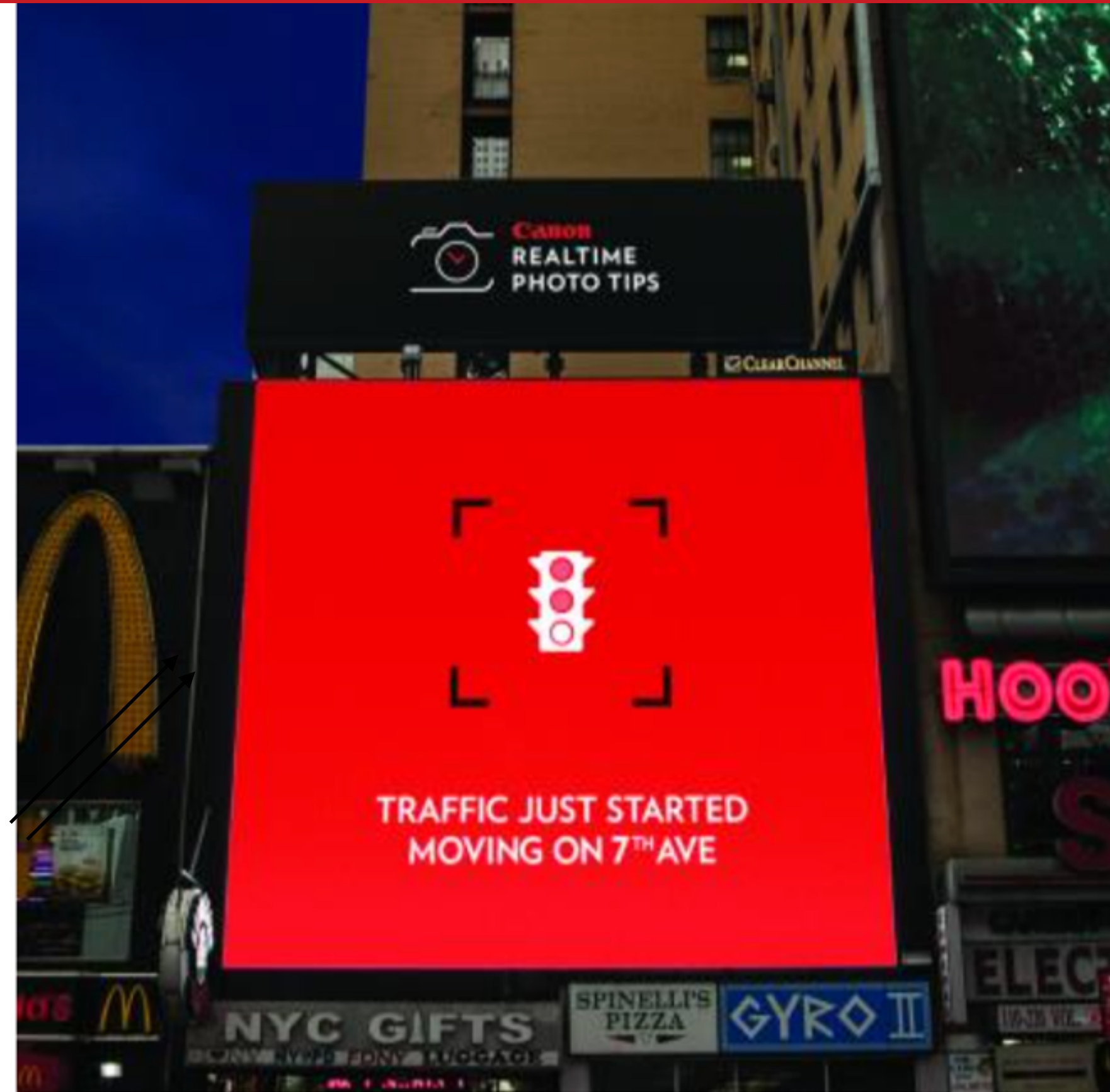
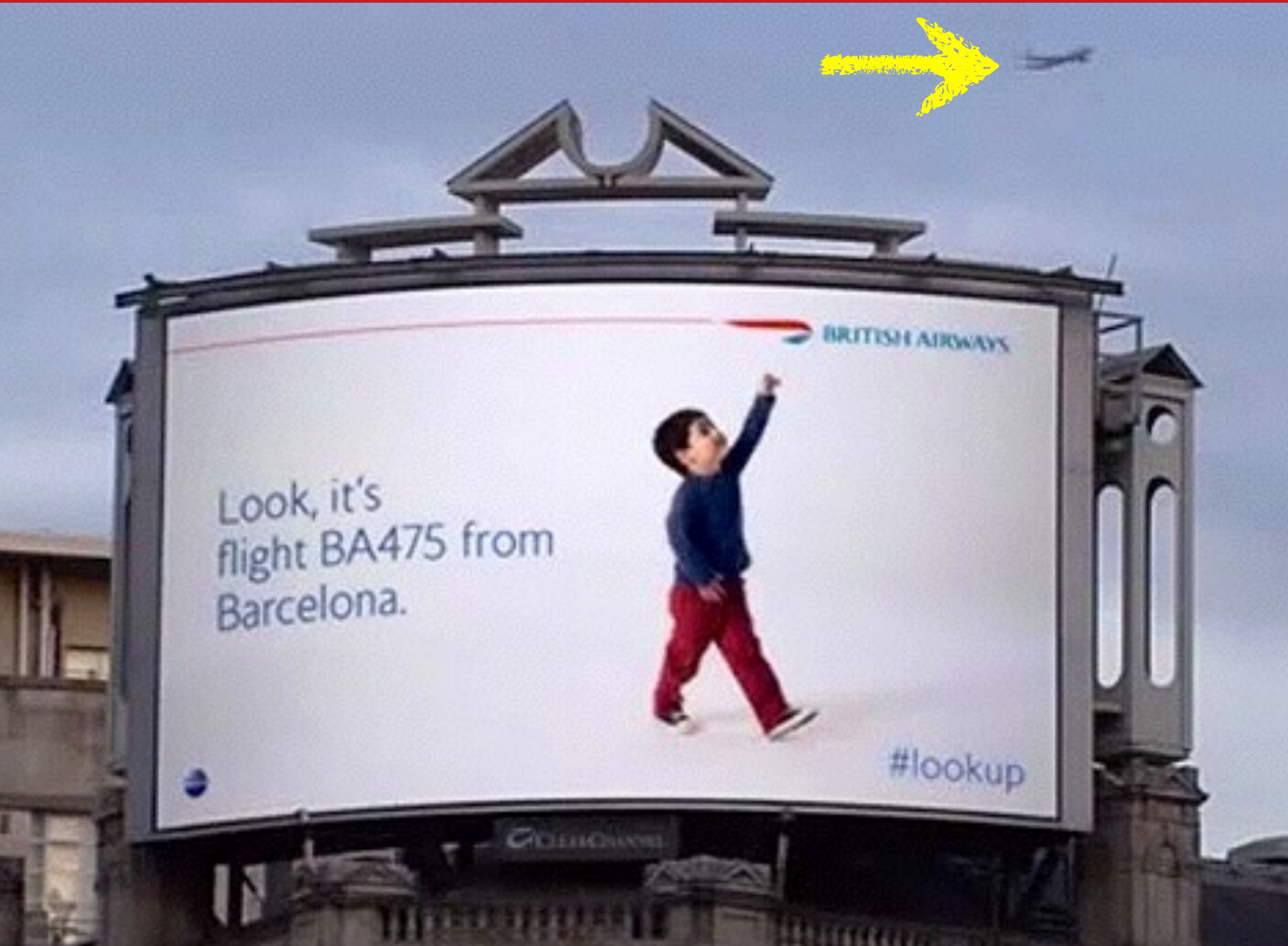


MORE AVAILABLE ACTIVE
SAFETY FEATURES THAN
POOR HYUNDAI SONATA



THE ALL-NEW 2016 HYUNDAI SONATA







▶ 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)

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.





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



PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



THANK YOU

