TWENTIETH ANNIVERSARY
20
mayoseitz media

The Importance of Digital Media

PMVB| 5-10-17

Agenda

- Digital Growth
- Targeting Examples
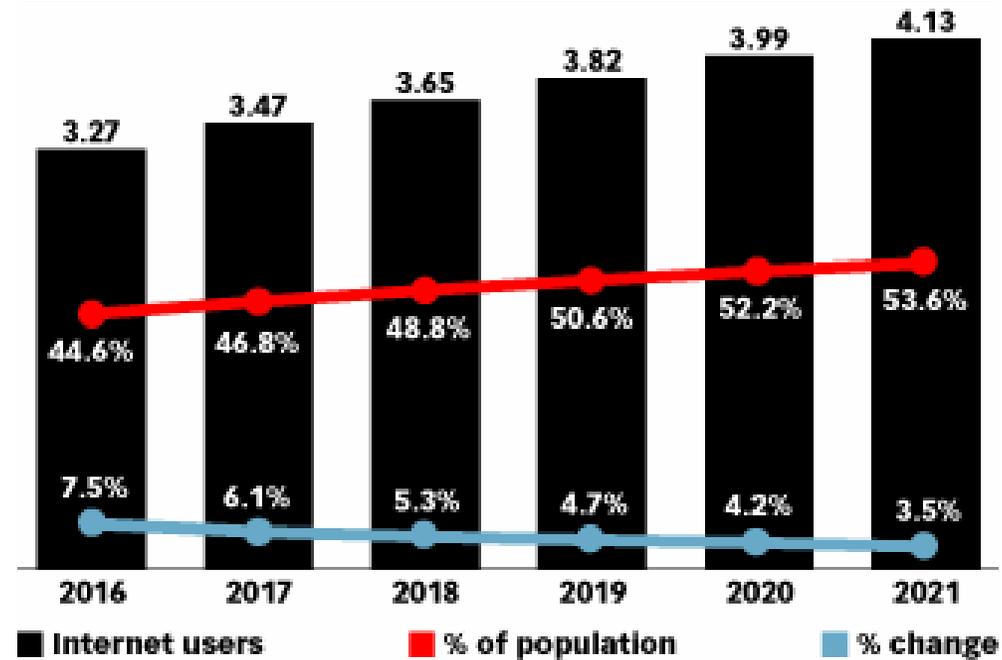- Reporting Examples
- Winter 2017 Foot Traffic

POCONO
MOUNTAINS
VISITORS BUREAU

Digital Growth

Global Internet Penetration

Internet Users and Penetration Worldwide, 2016-2021
billions, % of population and % change

	2016	2017	2018	2019	2020	2021
Internet users	3.27	3.47	3.65	3.82	3.99	4.13
% of population	44.6%	46.8%	48.8%	50.6%	52.2%	53.6%
% change	7.5%	6.1%	5.3%	4.7%	4.2%	3.5%

■ Internet users   ■ % of population   ■ % change

Note: individuals of any age who use the internet from any location via any device at least once per month
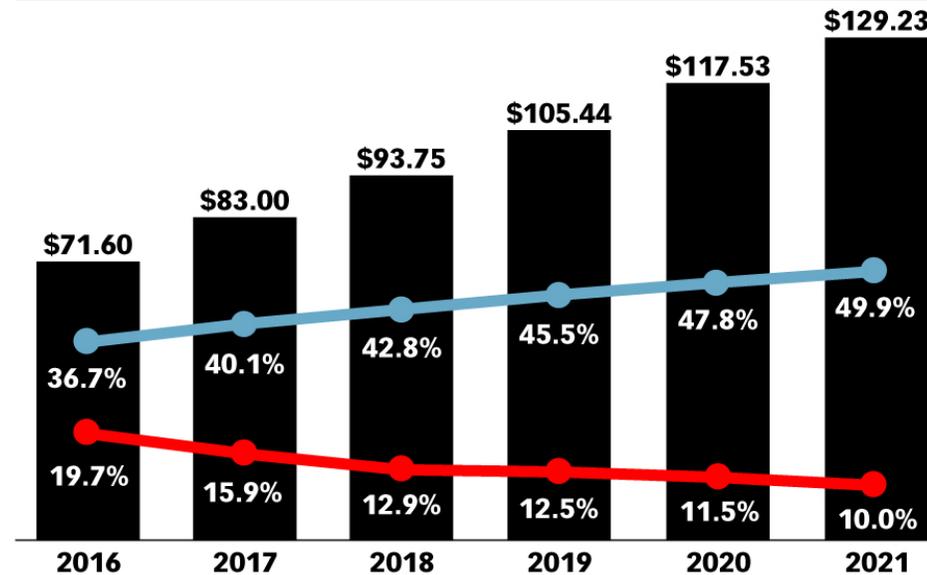*Source: eMarketer, April 2017*

225185   www.eMarketer.com

Increase in Digital Ad Spending

US Digital Ad Spending, 2016-2021
billions, % change and % of total media ad spending*

	2016	2017	2018	2019	2020	2021
Digital ad spending	$71.60	$83.00	$93.75	$105.44	$117.53	$129.23
% of total media ad spending*	36.7%	40.1%	42.8%	45.5%	47.8%	49.9%
% change	19.7%	15.9%	12.9%	12.5%	11.5%	10.0%

■ **Digital ad spending**
■ **% change**   ■ **% of total media ad spending***

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; *includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV
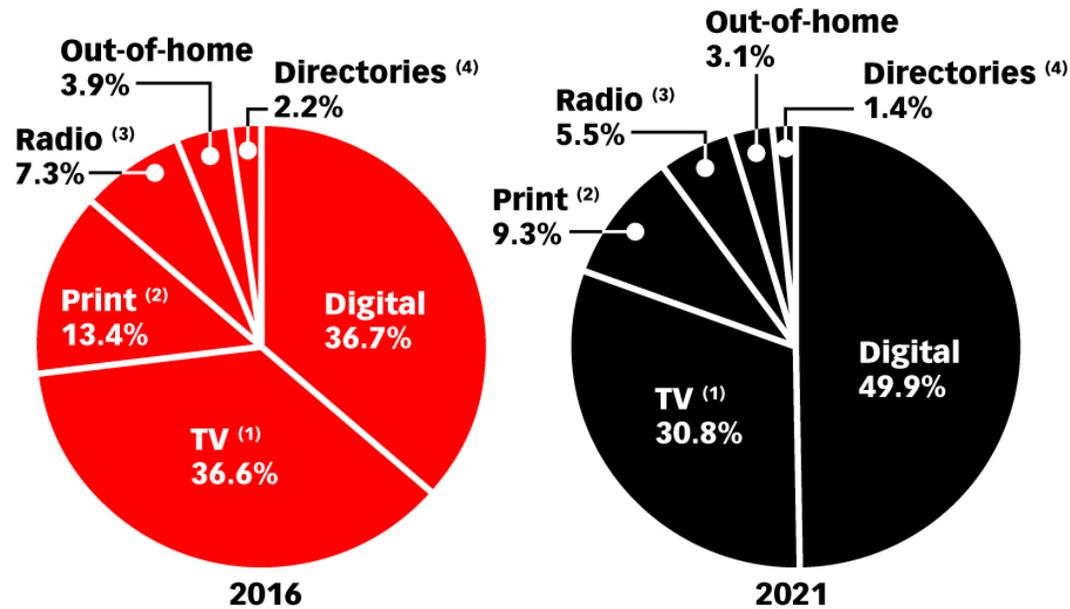*Source: eMarketer, March 2017*

224026   www.**eMarketer**.com

Projected Digital Growth

US Total Media Ad Spending Share, by Media, 2016 & 2021
% of total

2016
- Out-of-home 3.9%
- Directories [4] 2.2%
- Radio [3] 7.3%
- Print [2] 13.4%
- Digital 36.7%
- TV [1] 36.6%

2021
- Out-of-home 3.1%
- Directories [4] 1.4%
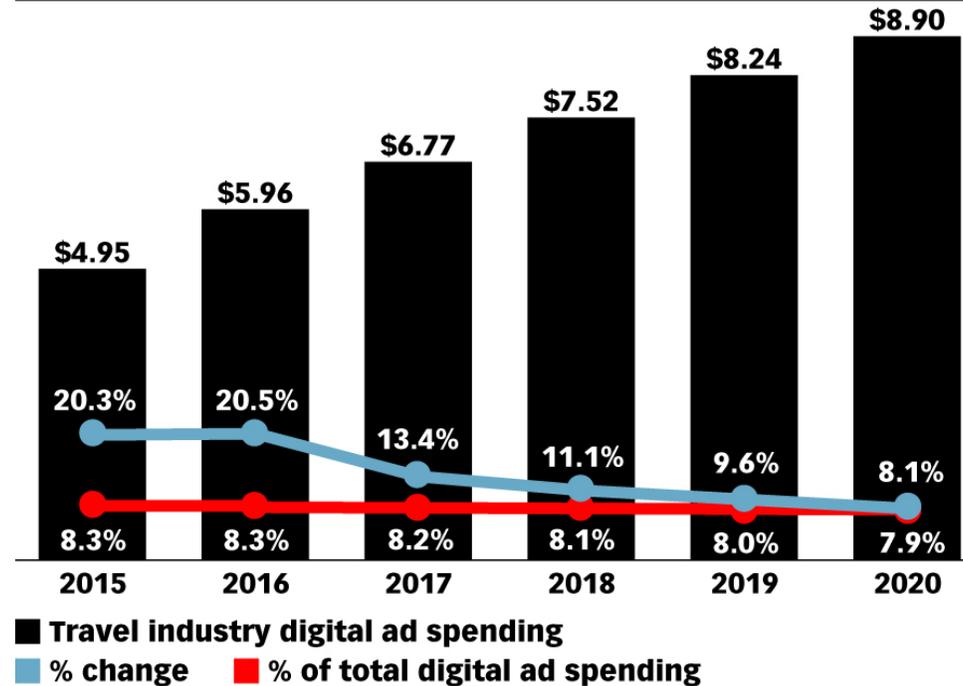- Radio [3] 5.5%
- Print [2] 9.3%
- Digital 49.9%
- TV [1] 30.8%

Note: numbers may not add up to 100% due to rounding; (1) excludes digital; (2) includes newspapers and magazines; excludes digital; (3) excludes off-air radio and digital; (4) print only; excludes digital
Source: eMarketer, March 2017

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www.**eMarketer**.com

Category Growth in Digital Ad Spending

US Travel Industry Digital Ad Spending, 2015-2020
billions, % of total digital ad spending and % change

Year	Spending	% change	% of total digital ad spending
2015	$4.95	20.3%	8.3%
2016	$5.96	20.5%	8.3%
2017	$6.77	13.4%	8.2%
2018	$7.52	11.1%	8.1%
2019	$8.24	9.6%	8.0%
2020	$8.90	8.1%	7.9%

■ Travel industry digital ad spending
■ % change   ■ % of total digital ad spending

Note: CAGR (2015-2020)=12.5%; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: eMarketer, Sep 2016

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www.**eMarketer**.com

Targeting Examples

# Ad Tech & New Targeting Capabilities

A DMP is the backbone of data-driven marketing and serves as a unifying platform to collect, organize, and activate first- and third-party audience data from any source, including online, offline, or mobile

- Monitor campaign performance with easily visualized results
- Generate deeper, actionable insights about an advertising campaign
- Identify key performance drivers using overlap-driven segments
- Improve campaign performance, drive lift, and extend reach with advanced statistical models with Audience Optimizer

Fraud Detection and Prevention

- Real-time granular reporting reveals the quality of media across client's media plan

- 500 billion metrics measured every day, assists the agency to build models and improve campaign results

- Fraud detection platform provides fraud coverage across campaign formats, screens, and channels

- MRC-accredited measurement
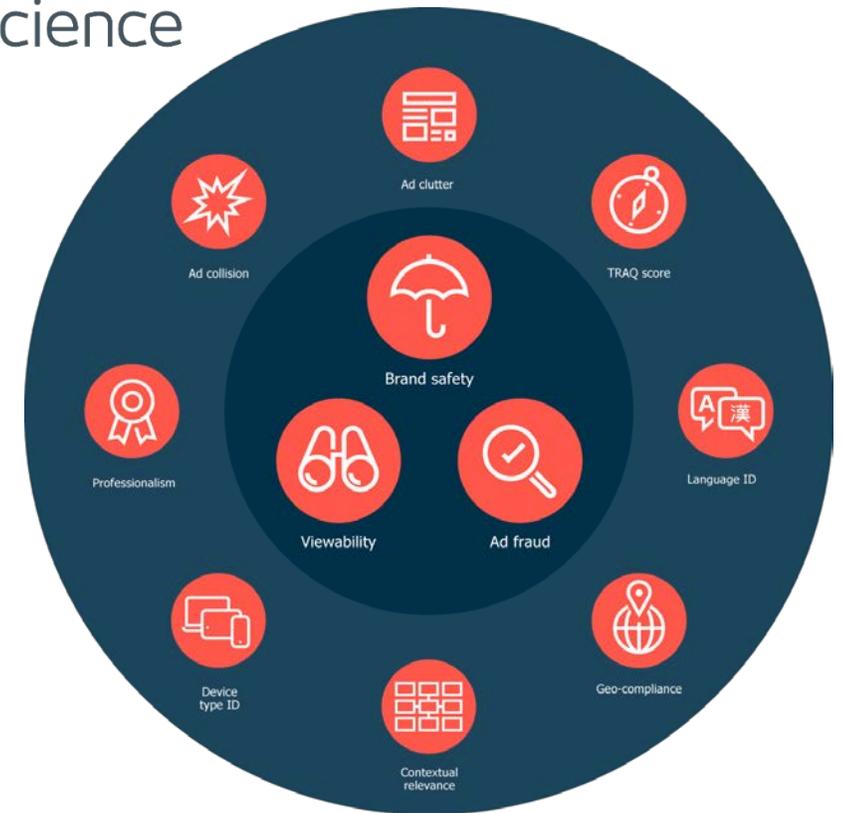
Identify Visitors

If a user was served an impression and then later appeared in the DMA the user would be identified as a visitor as a result of the campaign

- A visitor is determined as a user seen across the network within the DMA boundaries
- Multiple visits per visitors are deduped, meaning a user seen within the district multiple times would only be counted once

Leverage Cross-Environment Map data to filter out users that reside in the advertised DMA

Cross device mapping assigns one ID across multiple devices to match activity to a single user
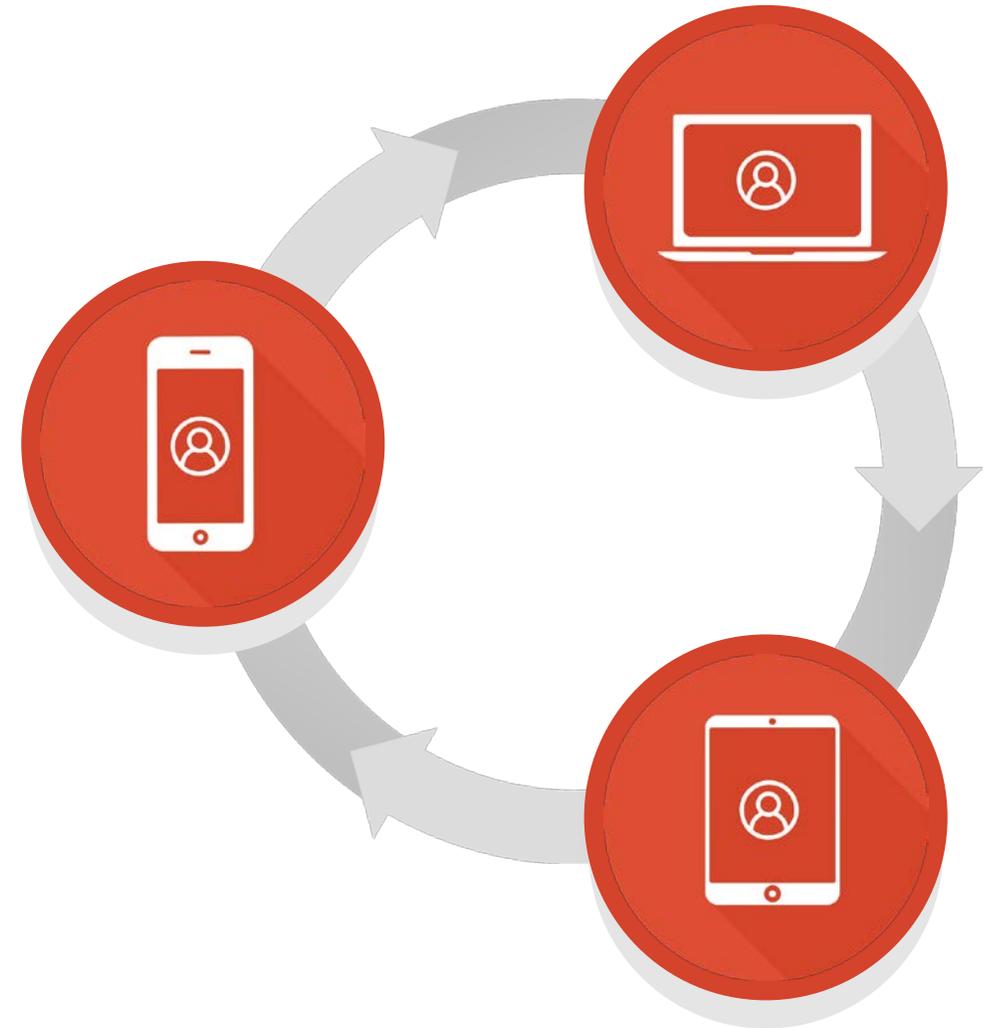
PMVB Winter 2017 Reporting

Audience Profile

GENERATION Y SINGLES AND SINGLE FAMILIES established in mid-market cities

- Racially diverse
- Singles and single parents
- City apartment renters
- Music hip
- Technology adapting
- Video game entertainment

OVER **index on mobile video (392), mobile display (205) and online display (194),** under index on mail (42)

HHI
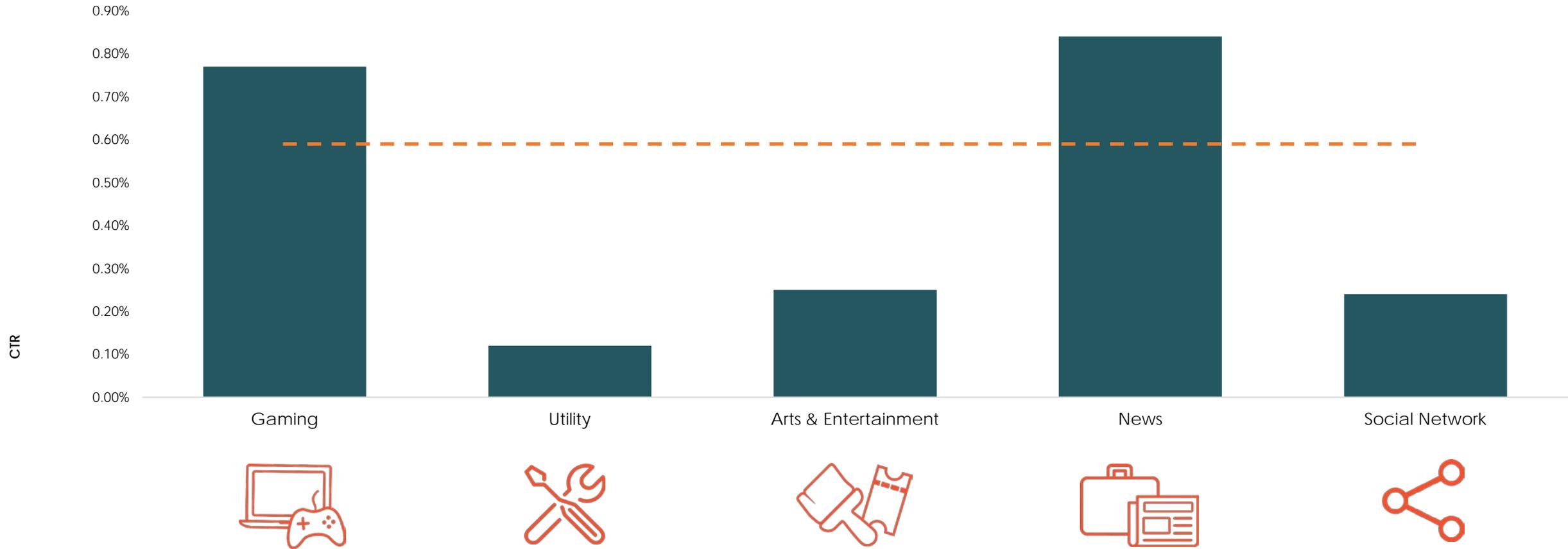$35,000 - $49,999

HEAD OF HOUSEHOLD
Age 31-35

HOUSEHOLD SIZE
1 person

HOME OWNERSHIP
Renters

Top Performing Content

Performance Gains

- By leveraging Predictive Targeting, we were able to find efficiencies as the campaign progressed, which led to a steady increase in CTR
  - With learnings over the course of the campaign, CTR improved and ended at 0.62% CTR, a 66% improvement since the start of the flight
- The steady increase in CTR seen overall suggest even stronger results may be achievable for PMVB as data continues to be leveraged through Predictive Targeting
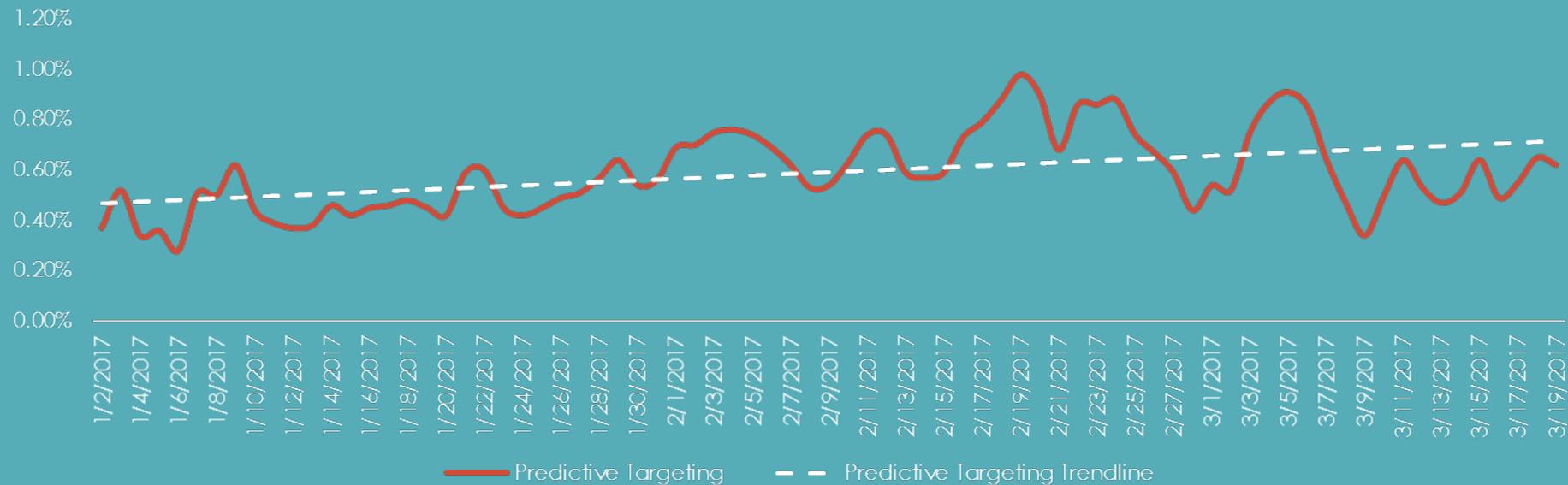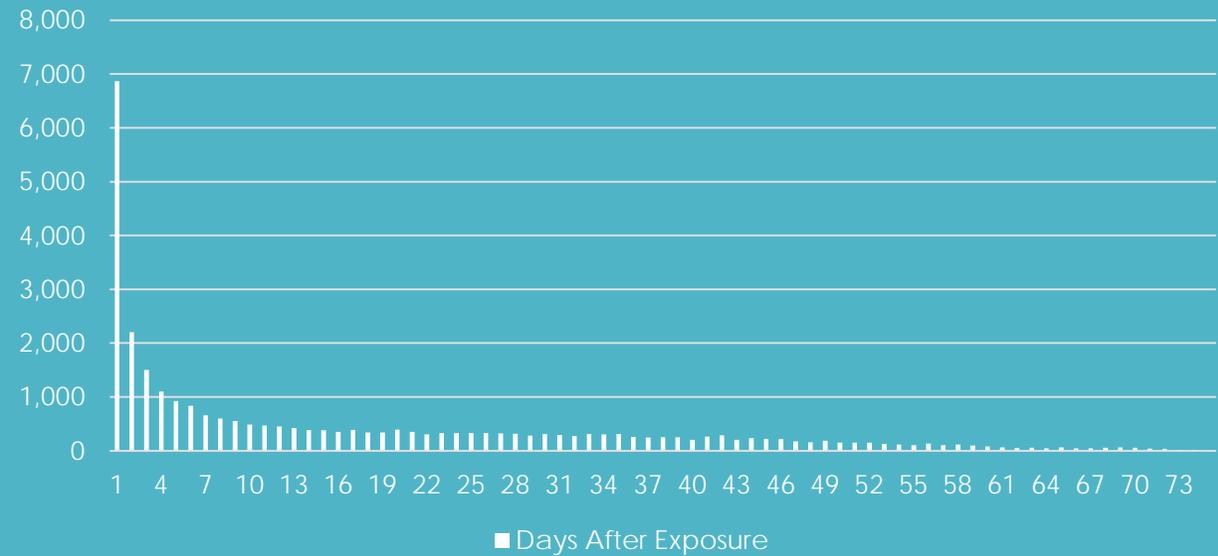
Physical Location Visits

29,695
unique visitors

Device OS	Pocono Mountains Visitors
Android	11,528
Chrome OS	79
iOS	7,791
OS X	280
Windows	9,993
Other	24

Device Type	Pocono Mountains Visitors
Desktop	10,372
Phone	15,461
Tablet	3,862

Pocono Mountains Visitors After Exposure

■ Days After Exposure

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