EDUCATE

- Upcoming Webinar
- WEBINAR: DEMYSTIFYING CUSTOMIZED DIGITAL EVENT MARKETING
- SEPTEMBER 16  10-11 a.m.
- Presented by Compass Media
• How Mobile Device ID Marketing Can Drive Targeted Travelers To Your Business

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Customized Solutions from Trusted Experts. Your Business Goals ... Our 60 Million Members.
Advanced spatiotemporal mapping allows for targeting potential customers within a defined geographic area. Geo-fencing constructs a virtual boundary which allows advertisers to send mobile advertising to anyone entering the area in real time or within the last year.
REACHING THE MOBILE MARKET

If your property is looking to take full advantage of promoting your mobile-friendly website, there are an array of options for targeting mobile users.

DID YOU KNOW

43% of all smartphone users were comfortable researching, booking and planning their entire trip to a new destination on their mobile device.
WHAT IS DEVICE ID (DID) TARGETING?

Advanced spatiotemporal mapping allows us to target devices seen at a specific location and date as recent as 5 days ago and as far back as 12 months.*

*DID can only be used to find devices in the United States.
Device ID works by leveraging a mobile device’s location history to determine behavioral and demographic patterns. This product uses DID history data to identify mobile devices (users) that have been in target locations during customizable, specified timeframes and displays your ads on those devices.
DID: MAPPING THE POLYGON

Our team uses specific address(es) and date ranges to build a custom polygons in order to determine the amount of devices seen at that location during the timeframe.

Then, we can an estimated impression count that can be served to those devices and, if desired, other devices in the same household.
INTERACTIVE AUDIENCE INSIGHT REPORT

Request an Audience Insight Report to gain these insights:

- Audience by day of the week
- Audience by hour of day per location
- Zip codes visiting the ‘fenced’ location
- Visitor frequency
- Age & gender distribution of visitors
- Household income
- Visits by state of residence
ATTRIBUTION & FOOT TRAFFIC REPORTING

Our Unique Foot Traffic Report includes the following information not available elsewhere:

- City, State, and ZIP of the device residence
- Source Geofence (which polygon the target user was seen at to be targeted)
- Date(s) Seen
- Initial vs Repeat Visits
Audience level data with over 1,200 attributes associated to mobile device

**Mobile Targeting**
170 million devices appended with up to 1,200 attributes – 200M +/- mobile devices associated to zip + 4

**Out-of-Home Targeting**
Target or re-target via mobile devices, TV or Digital Signage

**Geo-Fencing Location Analytics**
Provide reporting based on the devices that enter the geo-fence

**Third Party Data Services**
Audience level data with over 1,200 attributes associated to mobile device

**Mobile Re-Targeting**

**Targeting to Household Address**
Target at the home address level
**DID TARGETING IDEAS**

**Mobile Individual Targeting**
170 million devices targetable with household and individual level data attributes. Up to 1,200 attributes including age, gender, marital status, income, home ownership, education, political party, etc.

**170 Million Devices Targetable**
With individual level data attributes

**Visitor Retargeting**
Build and Target an audience of mobile devices that have been to, or near, any location of interest for retargeting or conquest campaigns

**Location Analytics/Geo-Fencing**
Reporting of the mobile devices that enter a geo-fence around a designated location(s). Reports contain an aggregate audience view that includes audience percent by data attribute for data-linked devices and mobile traffic by day parts
DID FAQS (APPENDIX)

How many device IDs do I need in order to run a campaign with significant reach? It always depends on the budget and flight dates, but we recommend a minimum of 50,000 device IDs per segment as a conservative baseline estimate. Audiences can always be expanded by utilizing the household extension and lookalike technologies.

How is user privacy protected? Are there restrictions by industry? The location data is collected by individual user apps with individual user agreements per app, so it's all opt-in. There are no official restrictions by industry, but we recommend NOT targeting K-12 schools in order to avoid any potential violations of the Children’s Online Privacy Protection (COPPA) Regulations.

Can we exclude employees and/or business owners who frequent my target locations(s)? YES. We can see the frequency of each device ID matched to a location and timeframe, and can exclude users deemed to be employees and/or business owners.

Where can I find reporting? All campaign reporting will be found in the ui.marketing dashboard, along with all of your other campaigns. Post-campaign matchback and POI FootFall Attribution reporting is done manually and can be made available upon special request.
CASE STUDY

HOTEL ACHIEVES RETURN ON INVESTMENT MORE THAN 7 TIMES THE CAMPAIGN SPEND

Client
Hotel

Campaign Dates
January 2019

Objective
The client wanted to increase reservations/bookings in a saturated market.

Challenge
Creating a strategy to successfully target consumers who have stayed at competitor properties, cruise travelers, and airline travelers.

Solution
We recommended Device ID to increase brand awareness as well as target competitors.

RESULTS
Out of the devices targeted, not including those already on property, 33 devices came and stayed at the hotel.

KEY FINDINGS
The advertiser spent $800 over the course of the campaign. With an average room rate of $170/night, the advertiser gained $5,610 in revenue.

The Return on Investment (ROI) was 7 times the campaign spend.
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