pinsight media

THE ROAD AHEAD FOR OUT-OF-HOME:

HOW MOBILE ENRICHES VERIFICATION & ATTRIBUTION FOR MARKETERS

Despite the rise of digital media, out-of-home advertising remains a steadfast component of integrated advertising campaigns. While digital provides multiple avenues for advertisers to reach consumers, outdoor media remains the most captive channel for advertisers to reach customers while they're out and about (that is, in the real world). The allure of large format advertising still resonates with brands and audiences, and much like the persistency of digital, it's "always on."

But with advantages come challenges. Attribution is one of the biggest unknowns in the out-of-home industry. When you get outside the world of digital impressions, calculating return on investment is difficult. While various data sources (Census data, department of transportation counts) provide a rough estimate of 'eyeballs' that are exposed to your ad, it's a ballpark measurement at best. It's difficult to know who is in your target audience, even more difficult to know how many engaged, and nearly impossible to determine who then acted on that impression later that day, week or month. Car counts may be in the tens of thousands, but only a small percent may be your audience. Outdoor media is primarily intended to drive top-of-mind awareness, but what's the true value if

you don't know who you are reaching?

We understand attribution. While consumers are (hopefully) not engaging their mobile device while driving past outdoor media, the same attribution methodology can be applied. It's possible because of the visibility to actions pre-and post-viewing on the most personal device: the smartphone.

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> The fluidity of mobile provides a more holistic view of real-time commuting trends.

WHAT MOBILE TELLS US ABOUT CONSUMERS:

GOING BEYOND CAR COUNTS WITH VERIFIED DEMOGRAPHICS & PSYCHOGRAPHICS

The purest consumer data is collected in three primary areas: mobile, social and household – the common link between each being the mobile device. As Pinsight's objective is to bring forward the most holistic view of the consumer, we begin with carrier-level mobile data as the foundation, then append social and household data to provide a comprehensive view of the behaviors, actions and movements of your best customers. This "first-to-

market" inclusion of all data pockets provides the most clear and precise look at who your customer is – how they think, act and move in and out of home.

Carrier-level mobile data is the basis of everything we do – the fuel that drives actionable insights. While others infer behavior and location based on panel sets of thousands, our audience starts with a base of over 32 million verified mobile users from the Sprint family of networks. This "always on" behavior is as fluid as a person's minute-to-minute patterns, down to the second.

For board operators, carrier-level mobile data provides the ability to attach verified demographic information to car counts. Knowing the amount of traffic passing by a board is a good baseline of overall frequency. By appending demographic data to car counts, operators can determine age, gender, household income, and ethnic breakdowns of their audience. This information can be parsed as broad as by seasonality or as granular as by the minute.

Mobile also helps out-of-home marketers identify more people. With basic car counts it's impossible to identify the number of passengers per car. With mobile, operators can not only identify how many people are in each car, but who's in the car.

You're no longer counting cars but identifying unique individuals. By layering mobile web, application and persistent location data on top of base demographics, we're able to further flesh out the behavioral elements of consumers. Application data uncovers what apps consumers are installing, uninstalling, and using on a daily basis. This is a strong indicator of trending behaviors within audiences. Mobile web behavior reveals what's top-of-mind for consumers - what they're thinking and searching for moment-to-moment.

It's this fluid, contextually aware component of mobile that allows operators & brands to identify who is in what car, what time they pass, and their psychographic makeup— ultimately leading to a more rounded understanding of commuting trends in real time.

UNDERSTANDING THE ACTUAL ADAM:

THE VALUE OF PERSISTENT LOCATION

Because outdoor media is typically a regional industry, board operators are familiar with local patterns . It means they know the location of main traffic arteries, general commuting paths, proximity to heavily trafficked areas, and roughly where consumers live by demographic. As helpful as this information can be, it can also be deceiving. You may know the general concentrations for rush hour, but what if the best customers for your advertisers don't utilize these paths? The true persistency of carrier-level location data allows us to connect with consumers every 2.5 minutes - over 600 times a day per user. This identifies the exact commuting paths of the highest-value customers for brands. When paired with behavioral, app and web data, it allows advertisers to pinpoint the when and where for reaching consumers who have an intent to engage.

WE PUT THIS METHODOLOGY TO THE TEST (VIDEO). A Pinsight employee (let's

call him "Adam") volunteered to let us map his commuting path through the Kansas City metro from home to work, using both carrier and application data.

The blue dots are the points at which we see Adam on the network. This activity reveals his actual commuting path as he pings every 2.5 minutes. Compare this with the frequency of application data (the red line), where only Adam's origin and destination points are visible. Probabilistic techniques are used to fill in his likely commuting path, identified here as the main highway leading into downtown Kansas City. Carrier-level data reveals this inferred travel route for Adam as incorrect.

For out-of-home marketers, truly understanding the habitual commuting paths of your best customers, along with who they are as individuals, is vital to connecting in ways that matter— right place, right time, right message. It's the difference between reaching Adam every day as he heads to work or missing him completely.

Not every board or person is equal. Advertisers want to ensure they are connecting with consumers who have the intent to engage with their message. We know who's in the vehicle, the path they take, and origin & destination catchment areas - providing operators with the tools they need to plan media that minimizes waste and maximizes ROI - for themselves and advertisers.

MOBILE MEASUREMENT:
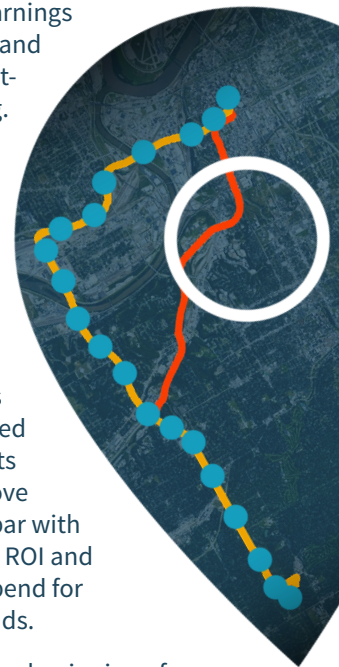
ATTRIBUTION AND BEYOND

Adam's in the market to buy a new car. We know this based on his mobile web activity on auto manufacturer sites, as well as his recent visits to local dealerships. And as an operator who's

employing mobile data, you know that he's not alone. Many commuters who take the same daily path as Adam are looking for a new car. You advise your long-standing dealership client to place an advertisement along this path. But how can you prove that car seekers are engaging with their ad?

Mobile data is the only direct way for out-of-home marketers to track attribution. As experts in mobile, we've taken our learnings from digital media and applied them to out-of-home marketing. Through mobile web, app and location data, we're able to link exposure of outdoor media to an action taken later on the mobile device. This measurement, fueled by mobile data, puts outdoor media above broadcast and on par with digital, maximizing ROI and reducing wasted spend for operators and brands.

Attribution is just the beginning of mobile's influence in outdoor media. Our out-of-home experts continue to leverage methodology used in mobile advertising — along with tech innovations specifically designed for outdoor media — to discover new means for how advertisers interact with and measure their communications with consumers. Responsive, personalized outdoor media is no longer science fiction.

Understanding the complete picture of consumers – their behaviors, who they are, where they came from and where they're heading – informs how and where advertisers should engage. Mobile provides a toolkit that lets outdoor marketers choose how they apply insights – confidently.