

UNDERSTANDING & SELLING LOCATION-BASED MARKETING

In this whitepaper, we explore the technology behind location-based marketing, simplify the terminology, and explain how digital sales teams effectively sell this strategy.

The paper concludes with a unique case study showcasing location and custom audiences.



TECHNOLOGY

Location-based marketing on mobile runs on opted-in location data.

The vast majority of location-based marketing **is powered by opted-in GPS data, received from smartphones.**

That is, when someone opts-in to share their location with an app, the lat/long data gathered from that app is what powers location-based marketing and analytics.

There are other sources that can be used, such as **beacons, Wi-Fi, and IP address.** All of these also require opt-in permission to use. GPS lat/long data is used the most because it has the largest scale.



TECHNOLOGY

How the data flows

Data Ingestion



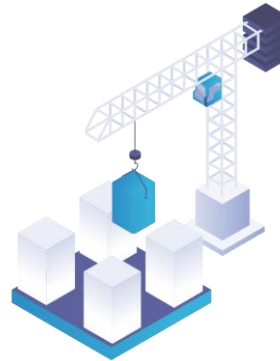
Data ingestion means taking in the location data, aggregating and anonymizing it to prevent identification of individual people, and making sure the data is clean.

Place Matching



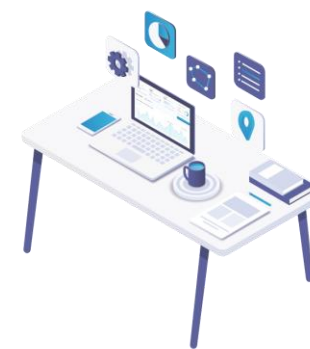
The data is then matched to a “point of interest”, which is typically a business. This is one of the most difficult steps in the process, as it requires up-to-date business information, keeping track of which stores open and close, categorizing them correctly, as well as keeping up-to-date footprints of buildings.

Data Enrichment



Many times the next step is to enrich the data, appending other demographic or behavioral insights to it to build out richer audience profiles.

Audience Building



Next, marketers need a method to build or select their location-based audiences. This can either take the form of a user interface that the marketer can log into directly or can be pre-built audiences that a marketer chooses from.

Actionable



Finally, the marketer will want to take action on those audiences, serving ads or content to them across mobile, desktop, social media, or programmatic advertising. The format typically doesn't matter, whether it's a display ad or a video ad or sponsored content.

TERMINOLOGY

Geofencing – there now

Geofencing is creating a virtual barrier around a location. This can either be a radius around a large location, or a very specific building footprint. The word “geofencing” can also be used to refer to advertising when someone enters that virtual barrier. They may receive an alert, push notification, or an ad within a mobile app based upon that current location.

Geotargeting – was there

Geotargeting refers to delivering ads to people that were previously in, a specific location. Said another way, geotargeting refers to serving ads based upon historical location visits to points-of-interest, rather than serving ads based upon the current real-time location (more commonly known as geofencing campaigns).

Geoconquesting – at a competitor

Geoconquesting refers to serving ads to people when they are currently in, or were previously in, a competitor’s location or locations.

Proximity Marketing – really close!

This tactic uses technology such as beacons or NFC to trigger ad delivery, alerts, or content to a smartphone that is within just a few feet of a specific location.



WHO SELLS LOCATION-BASED AUDIENCES?

The two primary players in selling location-based audiences are **Facebook and Google.**

They command the majority of digital ad spend today, with Facebook providing very sophisticated tools for location-based marketing.

According to eMarketer, the duo capture a combined **57% of all digital ad spend in 2018.**



WHO SELLS LOCATION-BASED AUDIENCES?

Mobile Audience Providers

These firms sell mobile location audiences, but typically have a standard set of audiences. Some, like Reveal Mobile, offer the ability to create custom location-based audiences, while others require a managed service approach for customer audiences.

EXAMPLES INCLUDE:



(Mobile) Audience Marketplaces

Mobile audience marketplaces have platforms where you browse and select the audience you need from a wide variety of providers. Most are just searchable directories of audiences, while some do allow for custom audience creation.

EXAMPLES INCLUDE:



Demand-Side Platforms

Demand Side Platforms are what many advertisers and agencies use to place the media buys. In DSPs an agency can specify the parameters for a media buy, and often times import their target audience from another provider. Some DSPs also have an audience builder or a managed service that will target your audience using the DSP's data, requiring you to activate media on the same platform.

EXAMPLES INCLUDE:



HOW & WHO

How do brands use location-based marketing?

Find real-time visitors | Use a geofencing approach

Find past visitors to their locations | Geotargeting

Find Competitor's visitors | Geoconquesting



HOW & WHO

Who is the best fit for location-based marketing?

HAVE MULTIPLE RETAIL LOCATIONS

- Retailers & Franchises
- Auto Dealers
- Food & Dining

SEASONAL OR SPECIFIC EVENTS

- Tradeshows
- Travel & Hospitality

WANT AUDIENCES THAT VISIT SPECIFIC RETAIL LOCATIONS

- Ecommerce – find shoppers that visit their retail competitors
- CPG Brands – find shoppers that visit stores where their products are carried

SELLING & BUYING

Location-Based Audiences

Digital sales teams face the challenge of simplifying the complex topic of location-based marketing.

Buyers of location-based audiences also want to know how to approach the process.

Read on to learn how to sell and buy location-based audiences.



THINK SIMPLER STAY ABOVE THE GLASS

When selling location-based marketing to a client, **it's important to not get too deep into the technology, but rather to “stay above the glass”.**

After all, advertisers have been buying TV ads for decades and haven't focused on how the ad physically appears on the TV!

The most important thing is **to keep the message simple and let the analytics and the audience tell the story.** Talking tech doesn't make a seller smarter and runs the risk of confusing the client.

Confusion = No Sale.

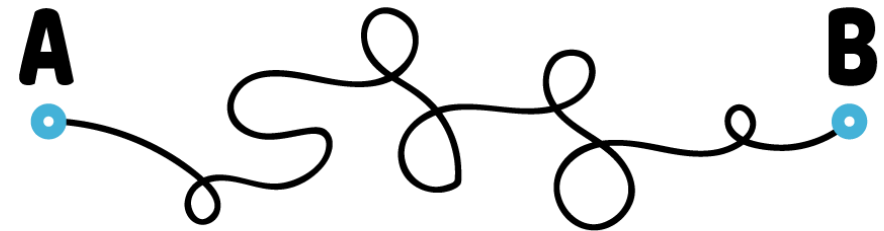


THINK SIMPLER MORE TECH SAVVY CLIENTS

There will be times where the client is more tech savvy, and is asking more detailed questions. If you have help, bring in a digital expert or product member from your team.

If not, the key is understanding the root of their questioning. Have they run previous campaigns that weren't successful? Have they been promised results that never materialized? Do they have an incorrect assumption about the technology? Understanding their position will help you answer appropriately.

If you've got a demo available and the comfort level to walk through it, show them the technology used to build the audiences.



OPTIMIZE CUSTOM CAMPAIGNS

As with any marketing campaign, align your pitch and presentation to the client.

There will be both subtle and significant differences in a target market if the client is auto versus retail, for example.

An automotive dealer looking to find in-market car shoppers doesn't want to build audiences based upon the last 30 days, as the car shopping window is short. They may only want audiences seen at dealer locations in the last seven days.

Retail clients that know their shoppers visit only once a quarter will want their audience built over the last 90 days of visitors.

The client's budget will also determine how many other tactics should be included in the campaign, such as contextual targeting, video, behavioral audiences, etc.

TOUT STRENGTHS BE HONEST & TRANSPARENT

When building location-based marketing campaigns for local businesses, many times the audience size is smaller than what you might see for a desktop campaign based upon “cookie” data.

While there are many ways to increase the scale, including targeting competitors, **don't feel like you need to boost the campaign size just to have a big audience.**

Many clients have been burned with campaigns that didn't deliver. Showing transparency and providing realistic campaign numbers helps build trust with clients.

Additionally, location-based campaigns are typically never run as a stand-alone tactic. Give the client scale with other approaches, while providing targeted audiences with location-based marketing.



FINDING ELVIS

Blending Location & Custom Audiences To Reach Elvis Fans

Reveal Mobile client, Gupta Media, worked with Sony Music to drive awareness and purchases for a new Elvis album.

The campaign was a location-based audience converted to a custom audience across social media.

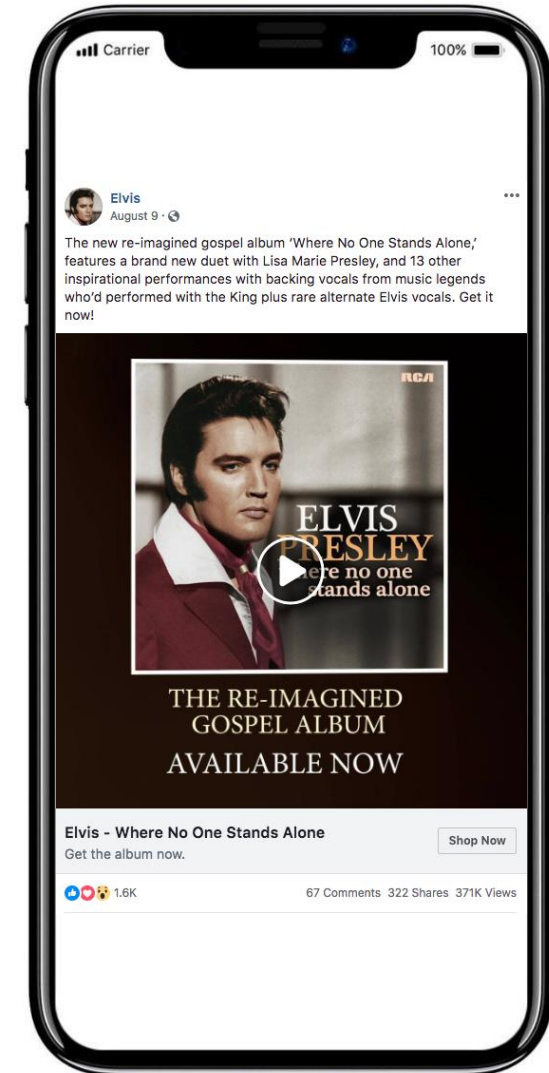


CAMPAIGN DETAILS

**The goal of the campaign was:
to drive awareness, sales, and streams
of the new Elvis album.**

In addition to messaging the new album through their email newsletter, the client also built a location-based audience, visitors to Graceland, over an extended period of time.

This location-based audience was imported to Facebook as a custom audience, with ads appearing on both Facebook's website and mobile app.

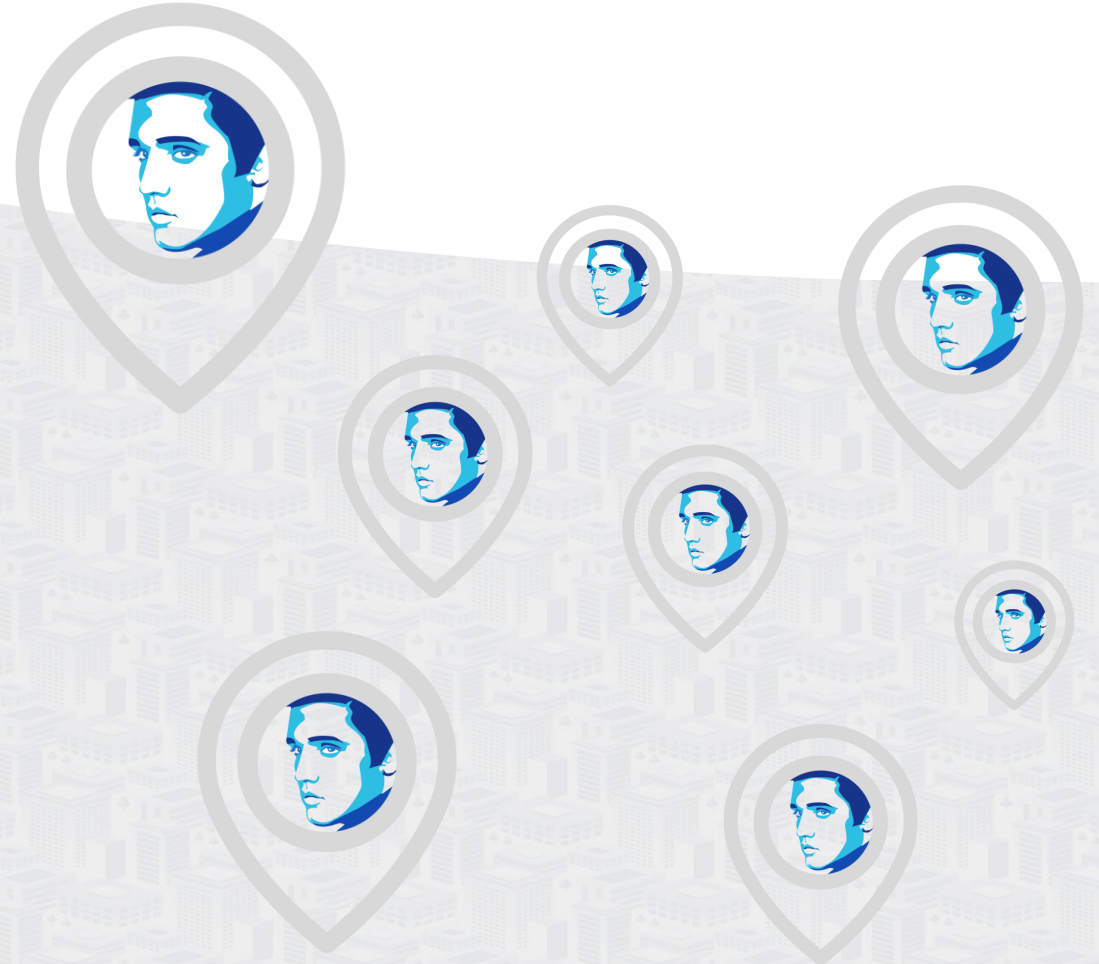


CAMPAIGN DETAILS

The audience size of Graceland visitors was roughly ~13K.

Facebook matched 88% of this audience to their user base,

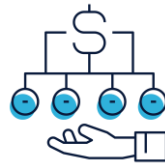
which formed the foundation of the campaign.



PERFORMANCE



Reached 55% of the audience in one week, which is great!



CPM cost

- 35% higher due to highly targeted audience
- 20% lower than Elvis email list targeting



527 clicks
1.7% LCTR
Ads shared 30 times

Despite a slightly higher cost, **the value of a highly targeted audience and excellent results** justifies the campaign

VISIT, BY REVEAL MOBILE

WIN MORE BUSINESS

Customizable reporting helps advertisers and agencies easily understand the audiences that visit the locations they care about, and the profile of that audience.

EASILY BUILD AND REACH AUDIENCES

A powerful user interface makes it easy to build location-based audiences and then reach them through digital advertising and social media.

EARN REPEAT BUSINESS

Post-campaign reporting simplifies the process of understanding the increase in foot traffic as a result of the campaigns.

Our privacy-compliant approach has earned us membership in the Network Advertising Initiative, undergoing annual privacy certifications. Reveal Mobile is based in Raleigh, NC.



Find us at
revealmobile.com and
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THANK
YOU



REVEAL MOBILE™