



MOBILE ADVERTISING

BEST PRACTICES

2019

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INFORMATION



The IAB Mobile Advertising Council was convened for the first time in November 2011, since then, its remit has been to evaluate the needs of the Australian mobile advertising industry; establish a program of work for mobile advertising; produce, fund and promote mobile research studies; and produce and promote mobile standards and guidelines.

The IAB Mobile Advertising Council meets on a monthly basis and has industry wide representation across media owners, technology providers and advertis-

ers. They provide a broad, collective voice in addressing the key issues and challenges faced by the industry, by marketers and by the members' own organisations.

The Council sets its own agenda, and leverages the skills, experience and networks of Council Members, to set annual programs of work, identify resources required, work with partner organisations, and submit recommendations to the IAB Australia Board.



Dom Gambino
Head of Customer Success, ANZ
Near (chair)



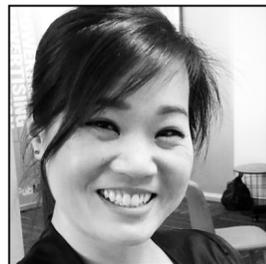
Suzie Prasad
Digital Product Strategist
Nine



Richard O'Sullivan
Executive Director, ANZ
InMobi



Bryan Christman
Strategic Partnerships
Verizon Media ANZ



Tina Tsang
Director, Customer Success, ANZ
PubMatic



Stewart Heys
Head of Ad Product
News Corp Australia



Lisa de Vere White
Director of Marketing
American Express



Peter Birch
Commercial Director APAC
Kargo



Alicia Placer
Head of Partnerships, ANZ
Blis



Tom Gregory
Country Manager, ANZ
Lifesight
(Ad Effectiveness Council)



Poppy Hill
Managing Director
OpenSlate
(Formerly Head of Programmatic, ANZ, InMobi)



INTRODUCTION

Welcome to the IAB Best Practices for Mobile Advertising in 2019 playbook.

Over the last few years (especially since 2012 – the year of the mobile) you will have been inundated with a multitude of statistics on mobile usage, and the importance the device possesses in the life of a consumer. My current favourite is that the average Aussie consumer checks their smartphone between 80-150 times a day.

Advertisers have responded to the increasing consumer usage of mobile. The IAB Online Advertising Expenditure Report prepared by PWC, estimated that in FY19, the mobile advertising market grew to \$4.6 billion increasing by approximately \$1 billion (or 28.4%), on the previous year. Mobile advertising expenditure now represents a quarter of all Australian advertising expenditure.

Further market data can be found within the next few chapters of this handbook and in the IAB Australian Mobile Landscape Report which was released at the end of July of this year.

Mobile offers so many opportunities for brands to talk to an engaged audience, when they are most receptive and in their personal/intimate moments. The mobile is a consumer's constant companion, used throughout the day for everything from checking social media, streaming video, getting the latest breaking news to researching a car, holiday, or purchasing a product.

The IAB Mobile Advertising Council has produced this playbook to offer a marketer, or anyone who wishes to get a better understanding of how to best utilise the technology, an insight into some of the inner workings of mobile advertising and its many moving parts.

The IAB Mobile Council exists to empower, educate and advise advertisers how to get the best out of mobile.

As members of the IAB, we are not trying to push our individual businesses (too much), rather, use our combined skills, knowledge and experience to make the digital landscape easier to navigate and a better environment for all involved.

The purpose of the handbook is to be informative, instructional and hopefully instill you with some renewed enthusiasm for the many applications mobile has in contemporary advertising strategy.

Kick back, put your phone away and enjoy!



Dom Gambino
Head of Customer Success, ANZ
Near (chair)

THE MOBILE CONSUMER STORY

MOBILE INTERNET AUDIENCE

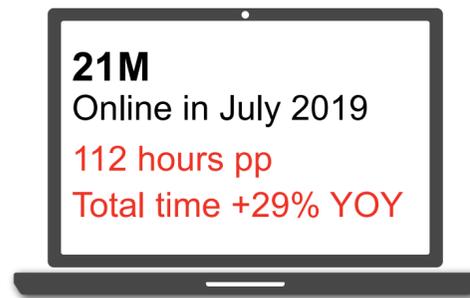
Nine in 10 Australians aged 14-plus years old (which is 16.6 million people) access the Internet via a smartphone every day with a diverse range of mobile activities an essential part of their daily life.

Of all Internet time spent on desktop/laptop, smartphone and tablet, over two-thirds of total time is spent on smartphones.

From 2014 daily Internet audiences on smartphones overtook Internet audiences on computer desktop and over the last three years the daily online smartphone audience has grown significantly, to be now more than double the size of the PC desktop audience.

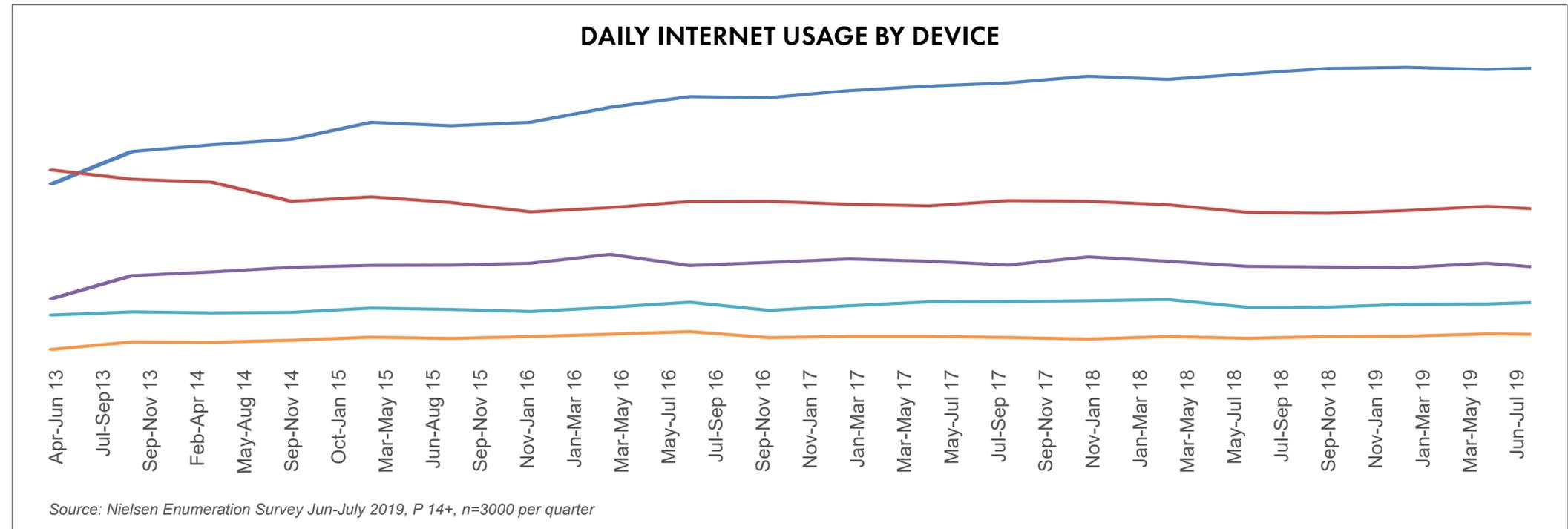
TIME SPENT ON SMARTPHONE

On average, Australians spend over 98 hours per month spent accessing the Internet on a Smartphone. Of all Internet time spent on desktop/laptop, Smartphone and tablet, 67% of time is spent on Smartphone.



	Smartphone	Desktop	Tablet
Ave. time pp/month	98 hours	22 hours	49 hours
Share of device time	67%	17%	15%
Total time YOY	49%	-1%	12%

Source; Nielsen Digital Panel text July 2019 PC P2+, Smartphone and Tablet P18+
(Total time YOY 12 months to July 2019 V 12 months July 2018)



SMARTPHONE USE

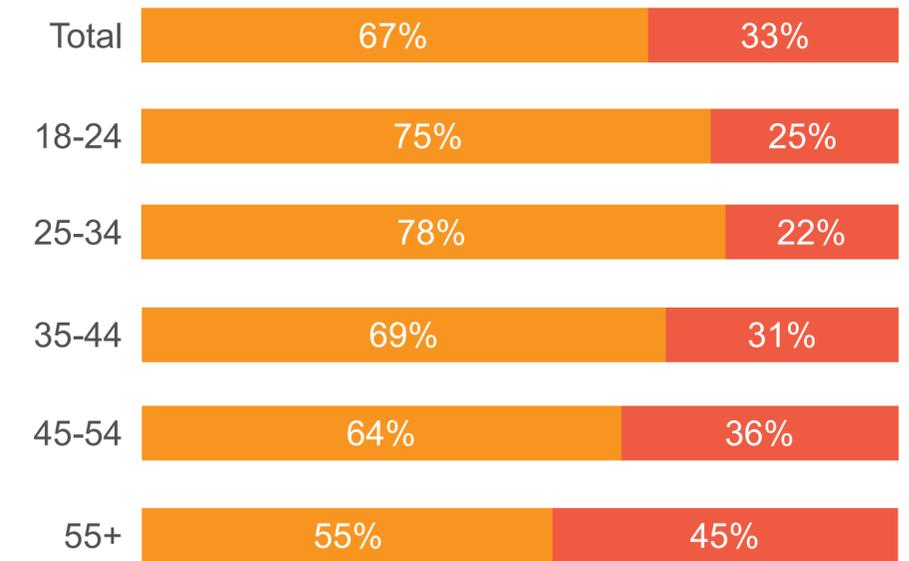
Smartphone use is highest amongst 25-34 year-old age group who spend over 124 hours accessing Internet on smartphone per month. Share of time spent on smartphones is higher for those under 35, with 18-24's spending 75% and 25-34's spending 78% of their Internet time on smartphone.

TIME SPENT ONLINE ON SMARTPHONE PER MONTH

Age	Ave. time pp
Total	98 hours 36 minutes
18-24	100 hours 56 minutes
25-34	124 hours 23 minutes
35-44	100 hours 43 minutes
45-54	93 hours 6 minutes
55+	76 hours 36 minutes

Source: Nielsen Digital Panel text July 2019 PC P2+, Smartphone and Tablet P18+

SHARE OF ONLINE TIME ON SMARTPHONE PER MONTH



Source; Nielsen Digital Panel text July 2019 PC P2+, Smartphone and Tablet P18+

THE MOBILE CONSUMER STORY

MOBILE ACTIVITIES

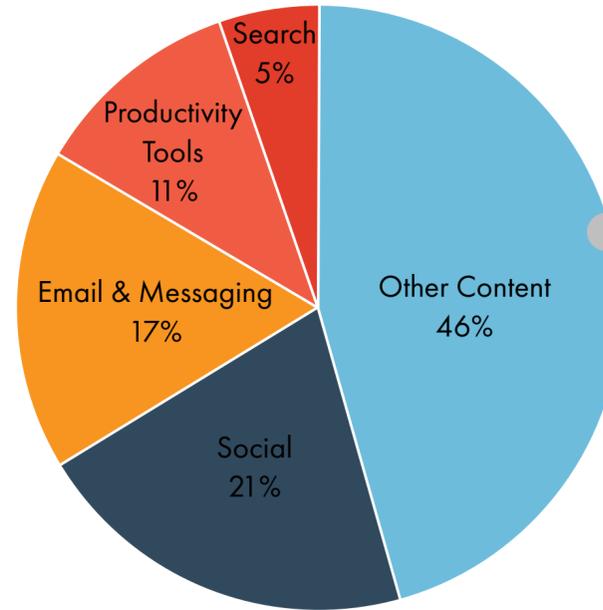
Australian's access a range of services and content via the Internet on their mobiles. Australians generally split their Smartphone Internet time equally between tools and services that provide utility and consuming content. 54% of online time spent on Smartphone is spent using tools such as search, social, email, messaging and other productivity tools.

The remaining 46% of online time is spent on Smartphone is spent consuming content in a range of categories. The most dominant content categories for total time spent on Smartphone are Entertainment, Lifestyle and News.

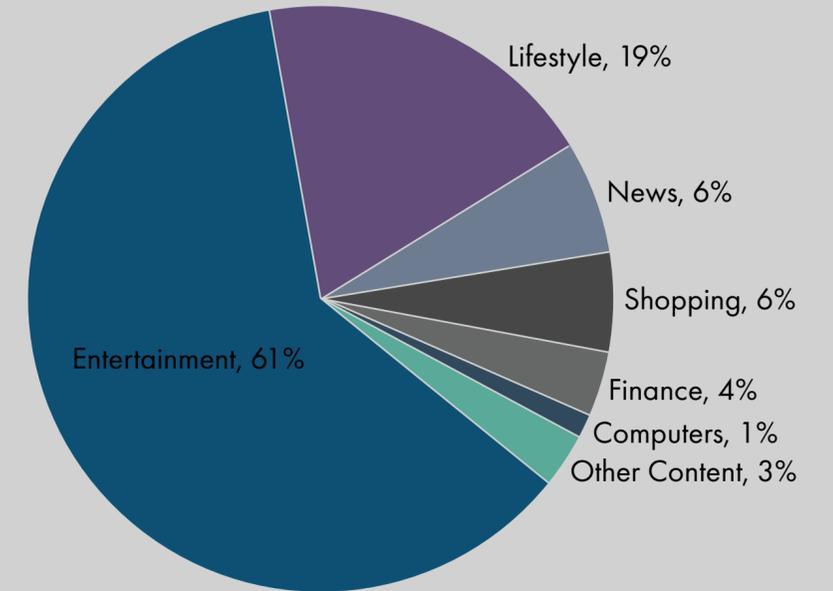
Watching video on Smartphone is slightly male skewed (55% of total time spent watching video on Smartphone is spent by males). The majority (72%) of time spent watching video on Smartphone is spent by age groups under 45.

Females aged 18-34 have the highest share of total video time spent on Smartphone with 56% of video time spent on Smartphone compared to 50% of all people aged 18+. Females spend 53% of their video time on Smartphone, compared to males who spend 49% of their video time on Smartphone.

SHARE OF SMARTPHONE ONLINE TIME BY CATEGORY

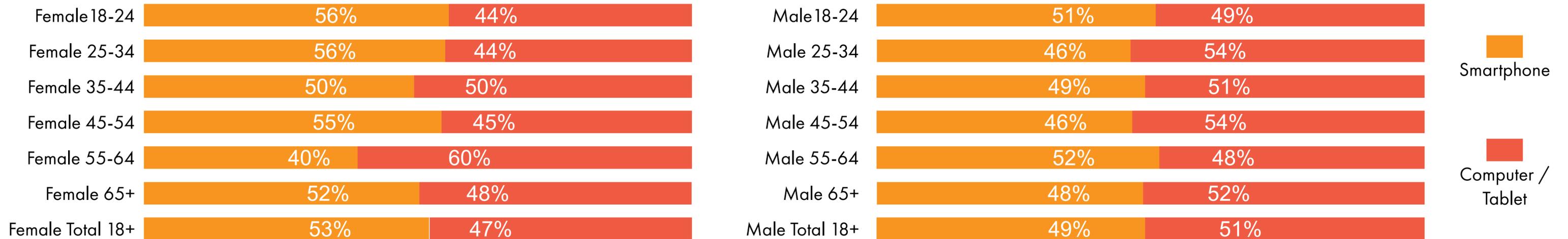


SHARE OF SMARTPHONE ONLINE TIME BY OTHER CATEGORY



Source; Nielsen Digital Panel text av 12 months to July 2019 PC P2+, Smartphone and Tablet P18+

SHARE OF TIME SPENT WATCHING VIDEO BY DEVICE



Source; Nielsen Digital Content Ratings Video June 2019 People 18+ monthly total

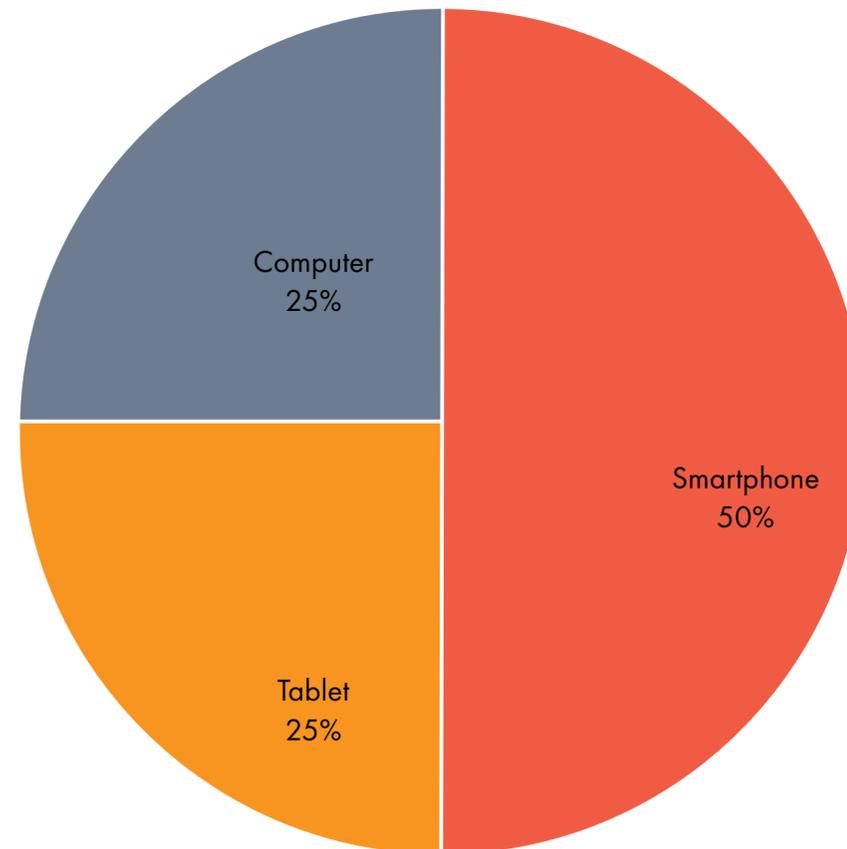
THE MOBILE CONSUMER STORY

The quality of Smartphone handsets continues to improve with bigger, better, higher quality screens, and with faster connectivity consumers are spending more time consuming video content on their Smartphone. Of all time spent watching online video across Computer, Smartphone and Tablet, half of all video minutes are spent watching on a Smartphone.

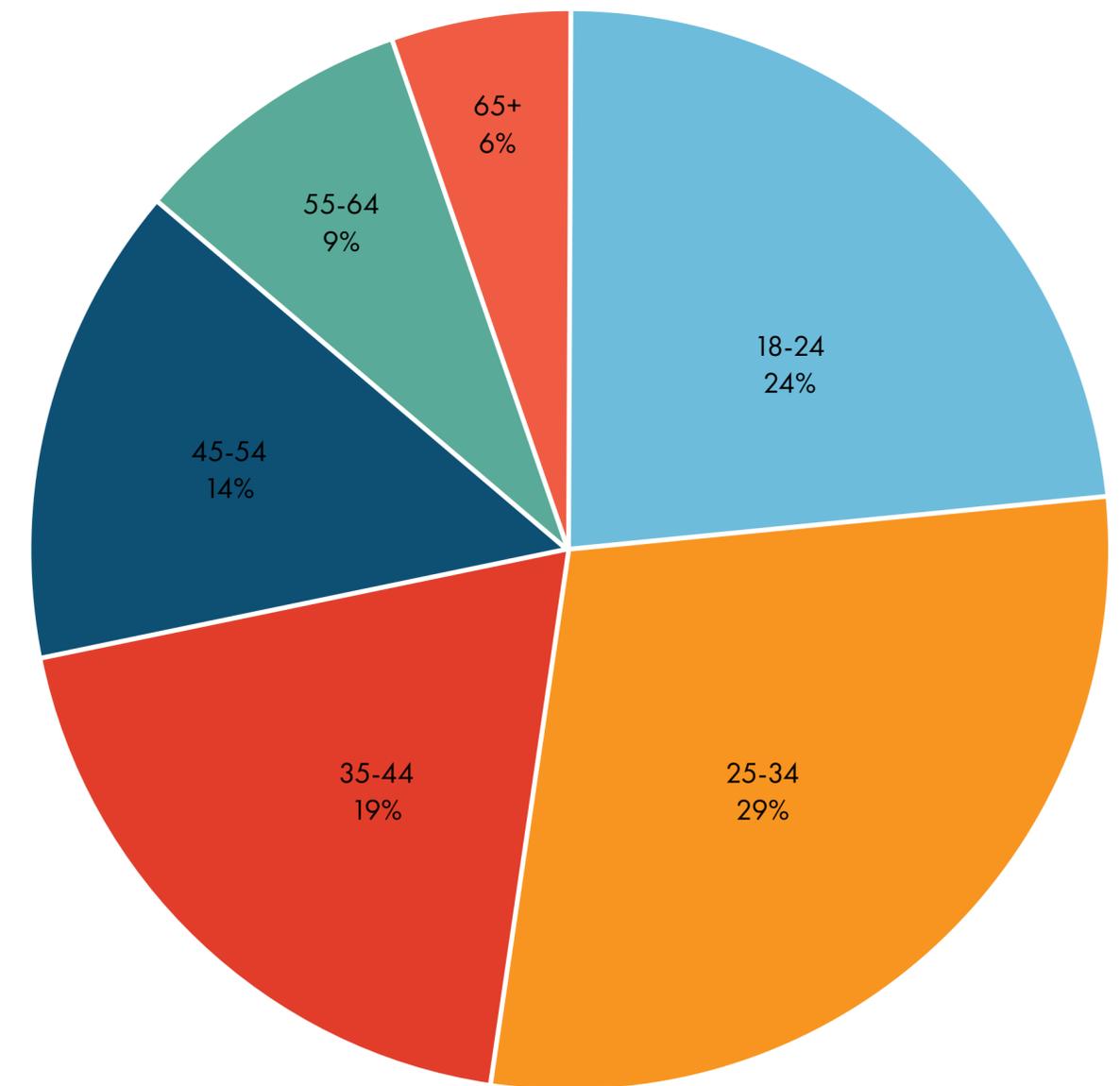
The Infinite Dial Australia Survey by Edison Research estimates 30% of Australians have ever listened to a podcast, 22% have listened in the last month and 15% in the last week. Of those who have ever listened to a podcast, three-quarters (75%) prefer to listen to their podcasts on their smartphone, tablet or portable device, this preference has increased from 62% two years ago.

Engagement with podcasts is high, of those who have listened in the last week (15%), on average they have listened to 6 podcasts during the week with 9 in 10 saying they listen to most or all the episodes they listen to.

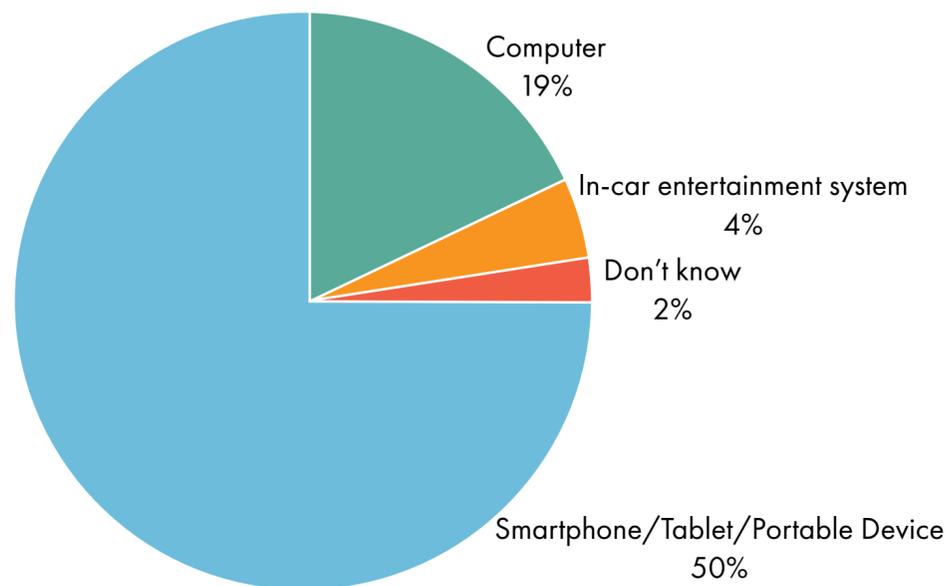
SHARE OF TIME SPENT WATCHING VIDEO BY DEVICE



SHARE OF TIME SPENT WATCHING VIDEO ON SMARTPHONE BY AGE



DEVICE USED MOST OFTEN TO LISTEN TO PODCASTS



Source; Nielsen Digital Content Ratings Video June 2019 People 18+ monthly total

Source; The Infinite Dial 2019 Edison Research survey n=1,021 Australians aged 12+, Base: Ever listened to a podcast; 30%

IMPROVING CONSUMER EXPERIENCE

AMP (formerly known as Accelerated Mobile Pages) aims to improve the mobile consumer experience by decreasing page load times. Higher performance of mobile web pages can lead to higher discoverability and viewability, optimised consumer engagement and ultimately increased monetisation.

AMP is an open source web development framework for creating fast, user-first web experiences. Formerly known as Accelerated Mobile Pages, [AMP](#) was launched in late 2015 by several technology companies and news publishers (including Google, Twitter, Pinterest, LinkedIn and WordPress), with the goal of improving the user experience of web content. Now a member of the [OpenJS Foundation](#), AMP supports [websites](#), [ads](#), [stories](#) and [email](#) and is contributed to by thousands of developers, publishers, websites, distribution companies and tech companies globally.

There are various benefits as well as considerations for media owners reviewing this solution. See below for a quick summary:

Page loading speeds

Fast loading sites are good for consumer experience, particularly on slower mobile connection speeds. While AMP itself is not a factor for Google Search ranking, the increase in site speed may increase visibility and return visitors. Several other global search engines and social media services also support linking to AMP content in mobile experiences.

Efficient ad delivery

Ad Requests on page are made independently of page load, which results in improved match rates and viewability.

Optimised for distribution

Both Bing and Google use AMP caches to ensure that content loads almost instantly for users. AMP caches expose an API that lets publishers be in control over their content. AMP caches collect performance data to ensure smooth operation, and these metrics are also available via AMP analytics.

Ad-monetization

There are over [150 ad providers](#) integrated with AMP and more than [15 supported embed types](#). AMP also enables Real Time Config (see below) that helps integrate header bidding on AMP pages. AMP does not allow some intrusive ad formats like interstitials, which may limit monetization for some publishers.

Responsive design

AMP components already have responsive design in mind and AMP pages work equally as well on mobile and desktop devices. The AMP Project website is an example of a fully responsive website developed in AMP.

AMP components

AMP components are the building blocks for an AMP page, with many vendors (including analytics and media) having created and contributed to components so that their services work out of the box on AMP pages.

Auto Validation

Unlike traditional web content, AMP pages are validated to maintain conformity with the project's content specification and ensure performance

benefits. AMP pages must be valid in order to be discovered and surfaced by 3rd party websites that serve AMP pages on their platforms (Google, Twitter, Bing etc) and stored inside AMP caches. Developers can use the free tools provided by the project to validate their AMP pages.

AMP Real Time Config (RTC)

AMP supports header-bidding using Real Time Configuration (RTC). There are more than 14 header bidding integrations, Prebid being one of them. AMP RTC is a broader feature that allows publishers to augment their ad requests with targeting information that is retrieved at runtime allowing audience targeting.

For more info, please refer to the following:

- [AMP RTC Publisher Implementation Guide](#)
- [Prebid Support for AMP](#)

GDPR compliance

AMP's GDPR consent management functionality is offered through the amp-consent component that allows publishers to easily gather consent but also allows 3rd party CMPs to integrate with AMP. It is working on being compliant with the IAB standards.

For more information on AMP please visit <https://amp.dev/>

THE MOBILE ADVERTISING LANDSCAPE

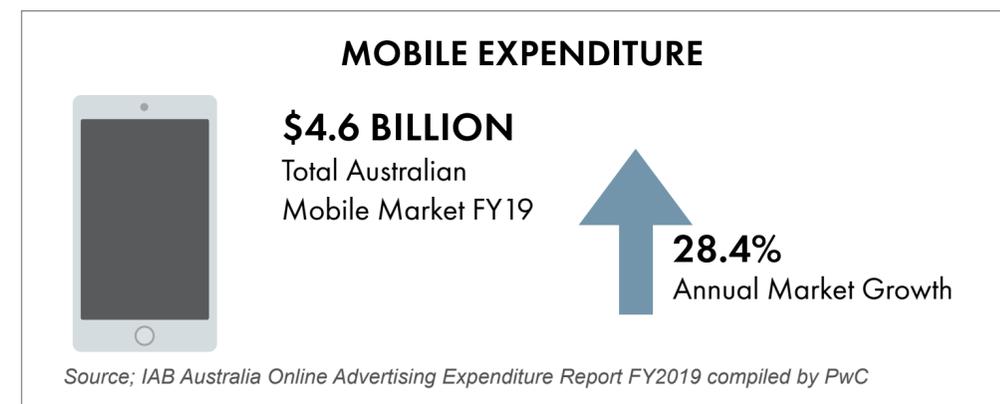
THE MOBILE ADVERTISING LANDSCAPE

Advertisers now spend the majority of their digital media expenditure on mobile.

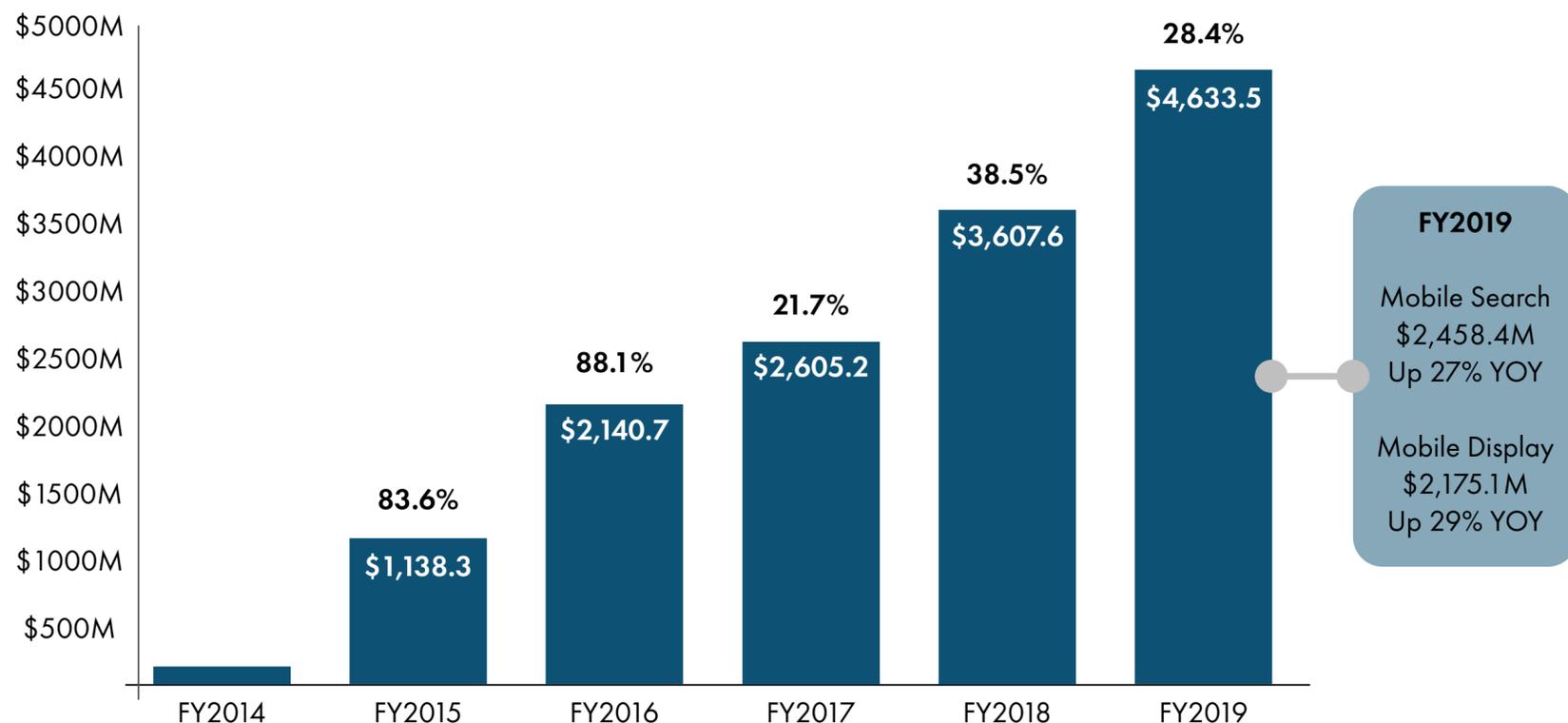
The IAB Online Advertising Expenditure Report prepared by PwC estimated that in FY19, mobile advertising represented \$4.6 billion of the \$9 billion Australian digital advertising market. Between financial years 2018 and 2019, mobile advertising increased by \$1 billion (or 28.4%), from \$3.6 billion to \$4.6 billion. Mobile is driving the overall online advertising market, which grew 7.1% in the twelve months ended June 2019.

Of the \$4.6 billion of mobile advertising expenditure in the twelve months ended June 2019, 53% was attributed to mobile search and 47% to mobile display (consistent with the prior financial year). Mobile search and display grew at similar rates over FY19 with mobile search up 27% year on year and mobile display up 29% year on year.

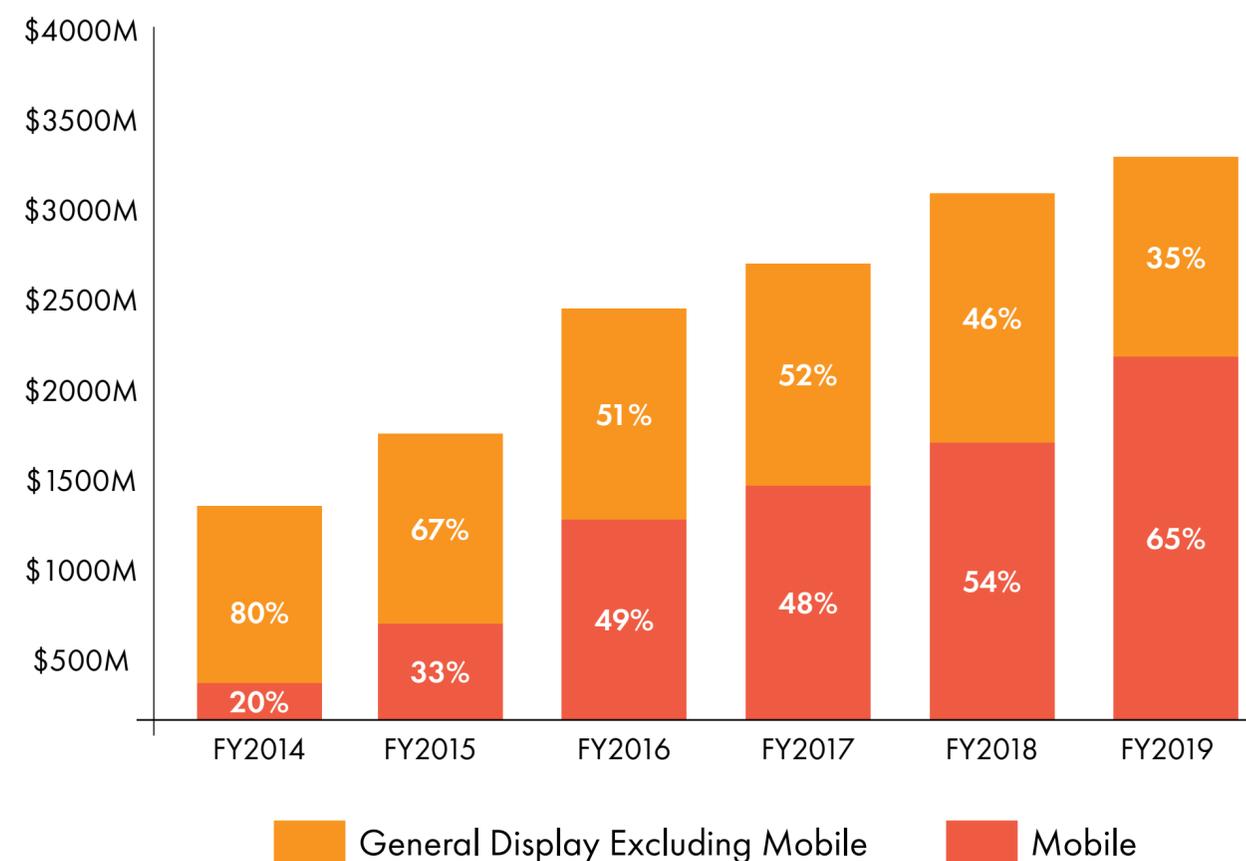
Total online advertising expenditure for General Display for the twelve months ended June 2019 was \$3,367.2 million. 65% of general display expenditure in FY19 was attributed to mobile display expenditure, with mobile share up from 54% in the financial year prior.



MOBILE ADVERTISING EXPENDITURE GROWTH



MOBILE SHARE OF GENERAL DISPLAY



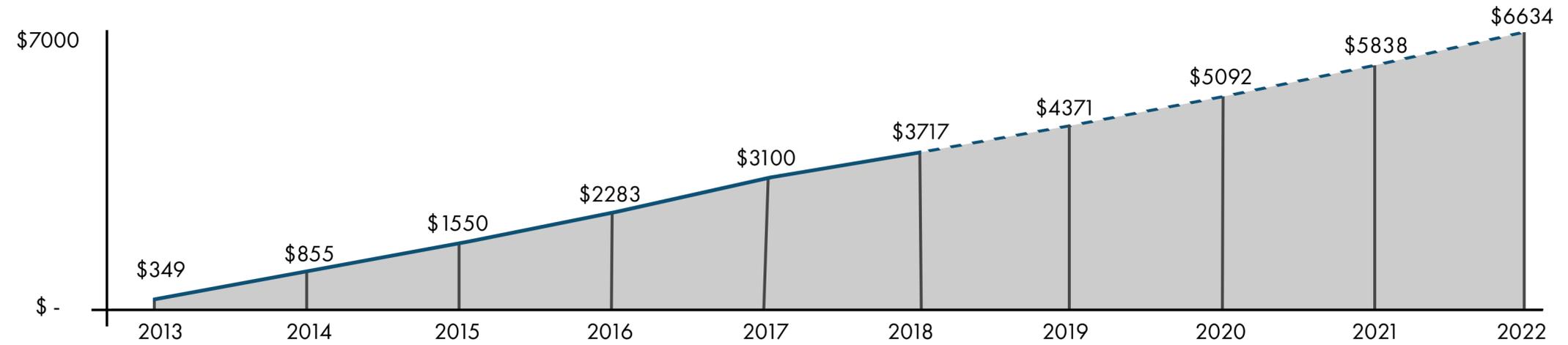
Source; IAB Australia Online Advertising Expenditure Report FY2019 compiled by PwC. The report compiled by PwC, solely for the use of the IAB, presents an unaudited aggregation of data provided by members of the IAB as well as estimates developed from publicly available information and other sources.

THE MOBILE ADVERTISING LANDSCAPE

MOBILE ADVERTISING FORECAST

With the introduction of 5G in the near future, faster data transfer speeds provide opportunity for further growth in this segment. The PWC Entertainment and Media Outlook predicts growth mobile advertising expenditure to continue to increase over the next 4 years with an average annual growth rate of 16% to reach \$6.6 billion in 2022.

PWC OUTLOOK MOBILE ADVERTISING FORECAST

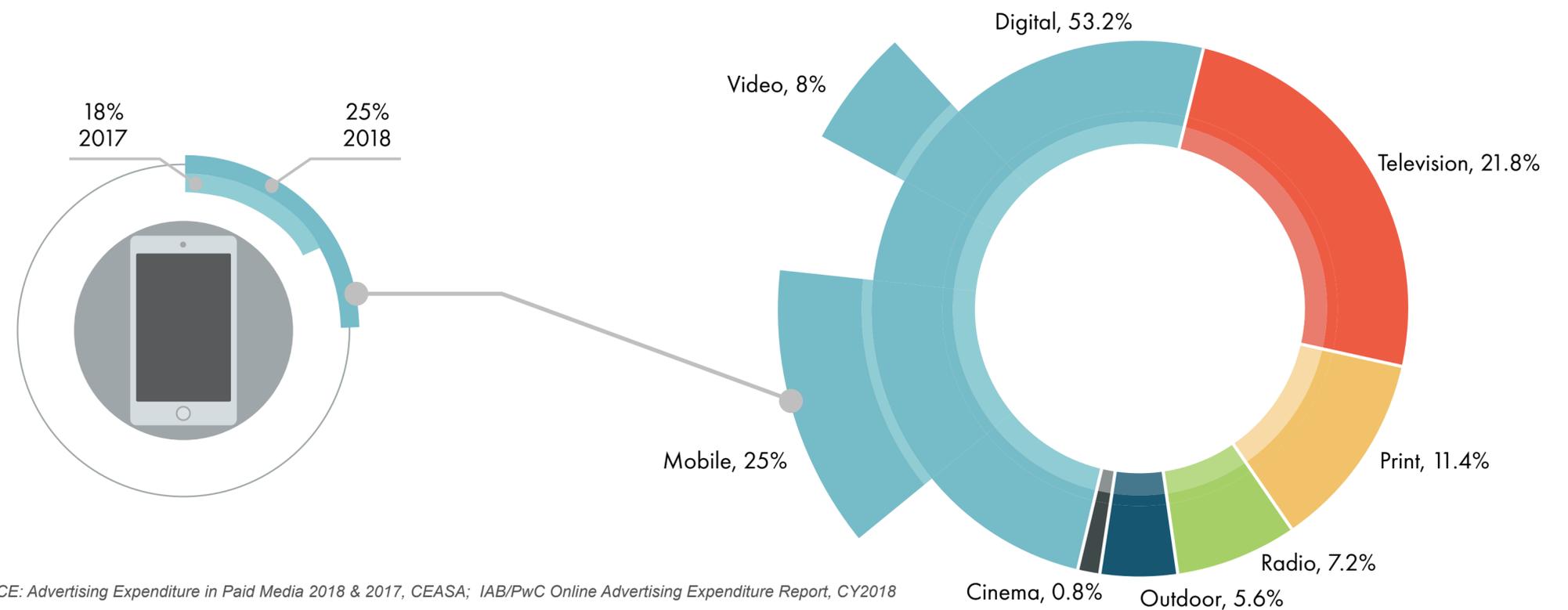


MOBILE AND OVERALL ADVERTISING

Mobile advertising expenditure is now a significant proportion of overall advertising expenditure.

The CEASA report utilising IAB/PWC Online Advertising Expenditure data, estimates that mobile advertising expenditure now represents a quarter of all Australian advertising expenditure.

MOBILE ADVERTISING AS A SHARE OF OVERALL AUSTRALIAN ADVERTISING MARKET



SOURCE: Advertising Expenditure in Paid Media 2018 & 2017, CEASA; IAB/PwC Online Advertising Expenditure Report, CY2018

THE MOBILE ADVERTISING LANDSCAPE

THE PLAYERS IN THE MOBILE LANDSCAPE

The Mobile LUMAScape on the right illustrates the number of different categories and the players involved in keeping the mobile advertising ecosystem running.

The term ‘decision paralysis’ comes to mind when glancing at the prolific collection of logos, so tightly packed into organised columns and subcategories, seeking to impart a degree of clarity into the many moving parts involved.

Whilst each category can offer an important role in mobile marketing, it is important to remember that many of the players do transcend the categorisation shown in the chart, the groups are not mutually exclusive.

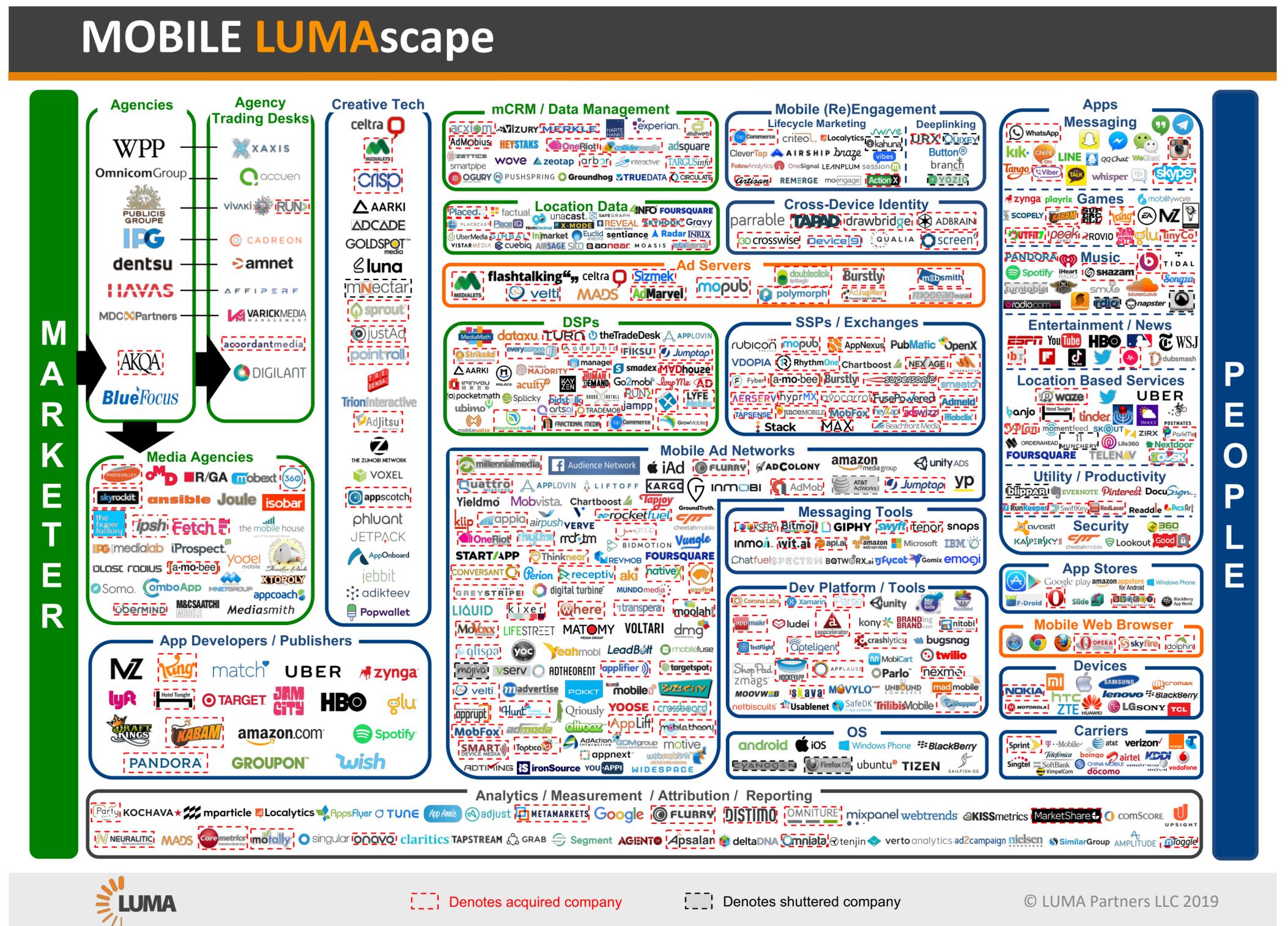
One should also consider that not all strategies require a marketer to engage with a business within each field. To help offer a little clarity on what each category can offer a marketer, we have sought to summarise the purpose of each area involved in Mobile marketing.

Devices

When talking mobile, the logical starting point is without question the device. The first mobile phone used in Australia was back in 1987, fast forward 32 years and there are 35.4million handset services in operation in Australia at end of 2018 (Source; Tel-syte).

The most popular brand in Australia is still Apple’s iPhone, though Samsung has slowly been clawing back some market share along with the increasing number of other brands which are gaining in popularity.

The tablet device is frequently included in conversations and reports regarding mobile devices, primarily due to their use of apps and therefore the presence of a mobile Ad ID. Some connected TVs can also be included for the same reason.



THE MOBILE ADVERTISING LANDSCAPE

There are other devices which many may consider as mobile, such as smart watches and VR headsets, however their use in advertising is not yet mainstream.

Carriers

A mobile carrier, also colloquially known as a telco, is a wireless service provider that supplies cellular connectivity services to mobile phone and tablet subscribers. The telco company that you pay for your mobile phone usage is your mobile carrier. The three major carriers in Australia are Optus, Telstra and Vodafone. A media buyer can often determine the mobile carrier of a user as this value is usually passed in the impression data within the bidstream.

App Stores

An App Store is a digital distribution platform or service, allowing users to browse and download applications (apps). The two most popular app stores in this market are Apple's App Store (for users of iPhones on the IOS Operating System) and Google's Play Store (for users running the Android operating system).

Operating Systems

A mobile operating system (OS) is software that allows smartphones, tablets and other devices to run apps and other programs.

A mobile OS typically starts up when a device is switched on, presenting a screen with icons or tiles that present information and provide access to the installed apps. Operating systems also manage cellular and wireless network connectivity, as well as phone access and settings.

Agency / Trading Desk/ Media

An Agency Trading Desk (ATD) is a team or business unit that sits within an ad agency that executes online media buying as a managed service. They use either proprietary technology or a demand side platform (DSP) to buy and optimize media

campaigns on ad exchanges, ad networks, and other available inventory sources that they are connected to via a Supply Side Platform (SSP). An array of mobile specific ATDs have existed in the past, however in recent years we have seen many of these consolidated into the wider trading teams and platforms within the agency groups.

Creative Tech

Companies who specialise in building (and in some cases ad serving) creative with a mobile first focus.

Mobile devices offer many features and functions that can be incorporated into the creative. This could include the use of the camera, gyroscope, haptic feedback and rich location data to name just a few of the options available to marketers to create a more immersive user experience for the end user.

Creative tech solve the challenges of re-appropriating creative designed for desktop/web inventory, as well as dealing with infinite scrolling, limiting latency (the users attention span is even shorter on their handheld device), non-skippable video/experiences and utilising different identifiers such as MADID instead of cookies.

Similar to the ATDs mentioned above, many of the mobile focused creative tech firms have become parts of larger digital creative companies, though the core focus is still on unique capabilities available to mobile devices.

Analytics / Measurement / Attribution / Reporting

Buyers and sellers (including both marketers and publishers) have the expectation that their ads will appear on the intended apps, websites or pages, and, that they reach their intended audiences.

Advertisers can utilize third-party services to verify delivery and check their ads for any discrepancies that may be hindering optimal delivery. The most widely used applications of this type of verification technology is to measure campaign related

metrics including viewability, brand safety, fraud/invalid traffic and audience/data quality.

There are also companies that specialise in measuring the impact of mobile advertising and how it delivers to marketing objectives. For example, these measurement companies can assist with attribution modelling, a technique which evaluates how different touchpoints contribute to a sale or action by assigning credit based on their level of involvement.

Mobile Web Browser

A mobile browser is a web browser designed for use on a mobile device such as a mobile phone or tablet. Mobile browsers are optimized to display web content most effectively for small screens on portable devices. Mobile browser software must be small and efficient to accommodate the lower memory capacity and lower bandwidth of mobile devices.

Websites designed so that they may be accessed from these browsers are referred to as M-Sites or collectively as the Mobile Web. Many publishers now use what is known as a responsive design, where the page can dynamically adapt to fit the content cleanly, based on the size of the screen and orientation of the device.

Mobile browsers, unlike apps are still HTML based and can utilise cookies.

Ad Servers

An ad server is a web server dedicated to the delivery of advertisements. This specialization enables the tracking and management of advertising related metrics.

The delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser and/or cached. Ad serving is normally performed either by a web publisher or by a third-party ad server. Ads can be embedded in the page or served separately.

THE MOBILE ADVERTISING LANDSCAPE

DSPs

Demand side platforms (DSPs) are advertiser campaign management tools that provide advertisers (often via an agency trading desk) a way to buy ad placements online, in real time. Buying ad placements in real time through DSPs gives advertisers the ability to target their desired audiences as they are engaging in an app or browsing websites. Many also integrate with other technologies such as third-party verification, or data management platforms (DMPs) to enhance and/or apply additional layers of targeting or measurement.

SSPs / Exchanges / Mobile Ad Networks

A supply-side platform (also known as a sell-side platform or SSP) is a technology platform used to sell advertising in an automated fashion.

SSPs are widely used by online publishers, app developers and increasingly digital out-of-home companies, to help them manage their advertising space inventory, fill it with display, video and/or mobile ads, and receive revenue.

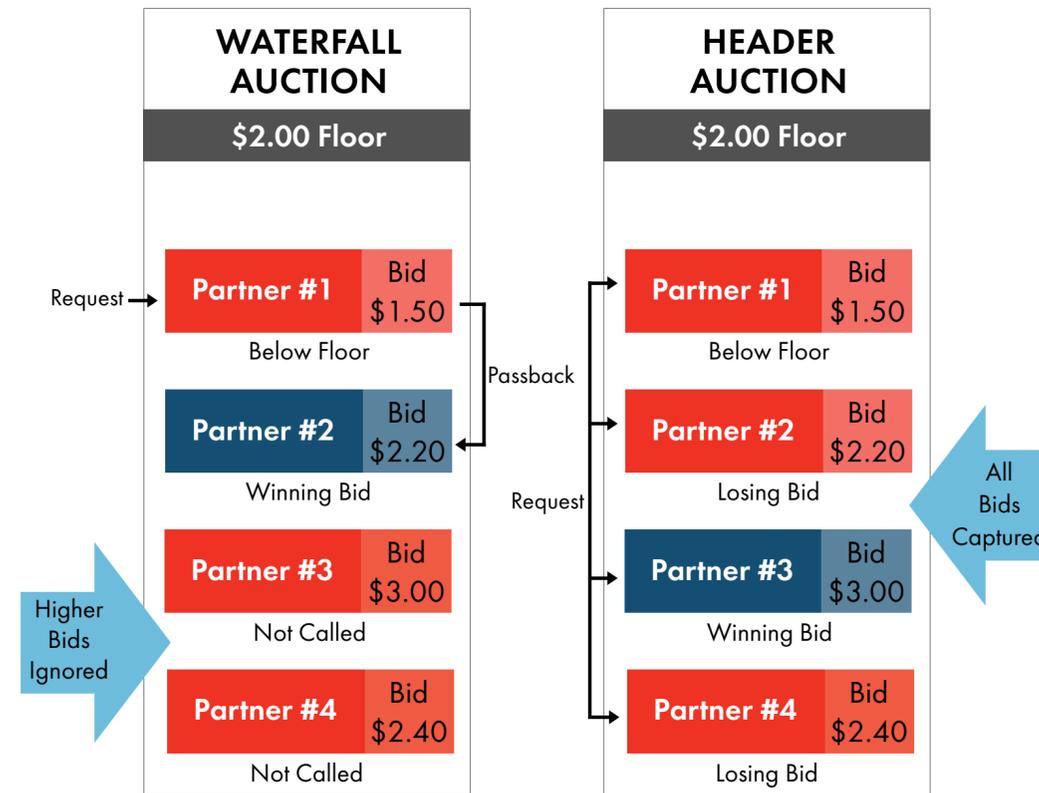
An SSP is essentially the publisher equivalent of a DSP. SSPs interface on the publisher side to Ad networks and exchanges, which in turn connect to DSPs on the buy side.

There are platforms that specifically focus on selling mobile inventory, and some exclusively specialize in representing apps. However now, as with many of the technologies in the mobile landscape, much of the specialisation (mobile only focus) has been merged into the wider digital SSP to become an option rather than the sole product.

Programmatic

In the early days of programmatic, publisher tech stacks were typically setup as a waterfall, where each partner was called sequentially. Through this, each partner may or may not have the opportunity to monetise any given impression, based on

whether the partner before them in the waterfall was able to successfully bid for the impression. Waterfalls were typically ordered by average CPM delivered by partner. This setup presented a number of flaws, from workflow inefficiency, where the demand was called in a linear way, to limited inventory access for buyers, and where the buyers/advertisers willing to offer the highest CPM may not be selected due to them being set at a lower priority level. Header bidding addresses these issues, changing the waterfall to unified auction. Publishers are now able to realise the full



value of their inventory because every demand partner sees and can compete for every impression.

So how does this work across different platforms, such as desktop, mobile web and in-app?

The main difference is how you want to connect – client-side or server-side.

With a client-side setup, calls are made directly from the web page to the SSPs which for web inventory means the SSPs are

	Client-side	Server-side
Desktop	x	x
Mobile Web	x	x
In-app		x

automatically delivered their user id cookies. For web inventory running server-side, a single call is made from the web page to a server that then calls each SSP. In the server-side setup, because the browser is not calling the SSP directly and cookie sync is needed between the wrapper server and each SSP. For web inventory, most publishers opt for client-side wrappers since they achieve higher cookie match rates and thus the highest yield.

For in-app, header bidding is almost exclusively server-side. In the in-app environment being resource efficient is important and a single network call saves bandwidth and computing resources. Additionally, in the in-app environment there are no cookies and advertising IDs are used instead. Unlike cookies, in-app advertising IDs are not tied to a specific domain and thus there's no loss in the user-identification rate when running server-to-server.

Location

Mobile devices can leverage GPS signals, carrier location pings, and combined with mapped POIs, some vendors are able to provide a real-world perspective into consumer movements. App-level GPS signals supply the accuracy needed to pinpoint consumers within a tight radius.

Trilaterated carrier data provides the consistency of over 200

THE MOBILE ADVERTISING LANDSCAPE

location pings per user per day.

Mapped points of interest reveal distinct locations where consumers travel and dwell throughout the day.

Location data is often passed in the RTB bidstream, and is actively excised and sold separately, typically by app developers or publishers to location data specialists for targeting or attribution – such as whether a person who saw a QSR ad walked into one of their restaurants later that week.

Cross Device/Unification

Cross-device tracking refers to technology which enables the tracking of users across multiple devices such as smartphones, television sets, smart TVs, and personal computers.

As technology continues to make rapid advances, we've moved into an era where an individual owns and uses multiple devices, all connected. The challenge is to accurately identify the common users of these devices.

There are a myriad of vendors in the market employing various techniques and approaches seeking to offer a solution to the unification of these disparate IDs to a single identifier, to build a device graph. With the goal to not only be able to identify a single user persistently, but to also be able to leverage the signals across all of their devices to derive a holistic view about consumer behaviour.

mCRM / Data Management

A DMP is a centralized Data Management Platform that allows you to create and segment audiences based on a combination of in-depth first-party and third-party audience data; accurately target campaigns to these audiences (via a DSP) across SSPs, ad networks and exchanges; and measure with accuracy which campaigns performed the best across various segments and channels.

Whereas traditional DMPs have been centered around the cookie as the unique identifier, mobile DMPs use the Mobile AD ID (IDFA for IOS and GAID for Android). This is the resettable ad identifier appended to all devices

through the operating system.

Mobile CRM, or Mobile Customer Relationship Management, is a CRM tool designed for mobile devices including smartphones and tablets. By connecting through mobile CRM, you allow your sales team's access to customer data through a mobile CRM app or through a web-based browser with cloud CRM. A key benefit of using mobile CRM is to allow your sales teams to access real time data while out in the field meeting prospects and customers.

Mobile (Re)Engagement

Mobile re-engagement vendors help publishers/app developers to target users that have already downloaded their app(s) but have not interacted with them for an extended period of time. The goal being to encourage dormant users to return to the app and remain active over time.

There are 4 main re-engagement strategies regularly employed which you may wish to further read up on: deep linking, push notifications, paid

social and paid search.

Publisher/Media owner

And then of course, perhaps most importantly for the advertising industry, the Publishers, who provide content and services that can be accessed either via an M-site, viewed on a mobile browser or an App. Many publishers may even operate both concurrently.

The IAB Tech Lab have created a content taxonomy where they have classified digital content into 26 primary categories including Arts & Entertainment, Business, Health & Fitness, Travel, and even one for Illegal Content, that can be used to help streamline the band safety process. There are over 240 subcategories that sit beneath the primary categories in the IAB taxonomy. This taxonomy can benefit companies whether they want to effectively target and/or block certain content categories, produce better data quality, or be able to more accurately and consistently describe their content. This ultimately drives higher levels of transparency and accountability in the industry.

CREATIVE BEST PRACTICE

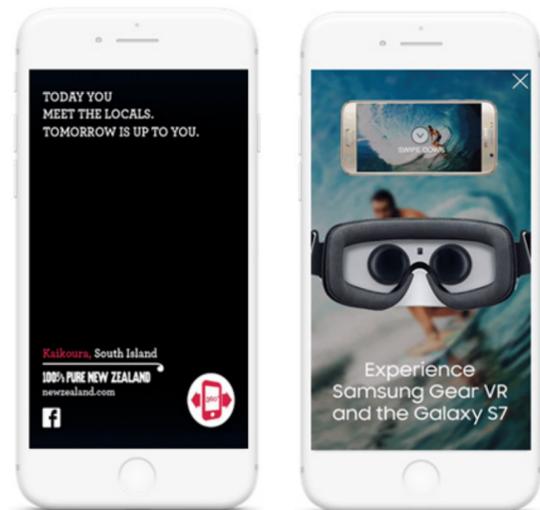
“Creative” means many things to many people. In digital advertising its often the short-hand used to refer to the ad itself. A combination of imagery, sounds and words that communicate a brand message.

This chapter covers some simple and actionable guidelines to help you ensure that your digital advertising not only looks great but also works beautifully on the platform that is it served and maximises the opportunity for effectiveness and achieving its marketing purpose.

TAKE ADVANTAGE OF THE TECHNOLOGY PROVIDED

Oh how far we have come: From making phone calls and sending text messages to advanced camera functionality allowing video calls, voice activated technology to give our fingers a rest, pedometers to track our steps, GPS to guide us and so on. The abilities of the device that fits into our pockets is endless and allows our creativity in this space to flourish with possibilities.

Each functionality serves a creative purpose that can be drawn upon and explored in a unique way for consumers that is highly personalised.



KEEP IT SIMPLE

You don't need to over complicate the creative, simple works. Consumers are scrolling through hours of content each day, scrolling between articles, videos, games, content, content and more content.

Trying to understand the consumers consumption habits can at times make us over-complicate our message and deliver creative that misses the message. In a busy environment, why not keep it simple? Static hi-resolution images work too. There is a time and a place for everything.

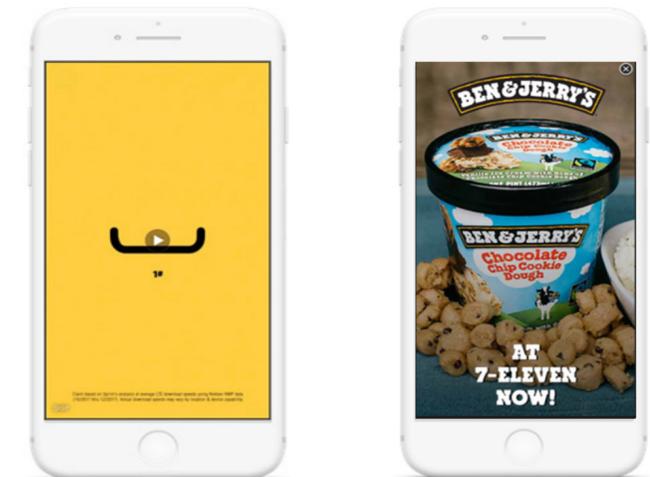


CREATIVE FILE SIZE - KEEP IT LIGHTWEIGHT

5G will revolutionize the pain point of heavy weighted creatives but until then don't get lost in the scroll with long loading times. A positive experience on our devices is the most important thing, ads created that delay our content consumption is frustrating for everybody, including the brand trying to show their message. Give the consumer a beautiful ad experience without taking all of their data away.

CONSIDER THE LOCATION OF THE AUDIENCE

Our devices can deliver the right message, to the right person, at the right time, in the right place. Take into consideration where the consumer is and what that means for their consumption of content - are they on the go? Are they on their commute? Are they out with friends? Our top tip: play to the strength of the platform you are targeting.



CREATIVE BEST PRACTICE

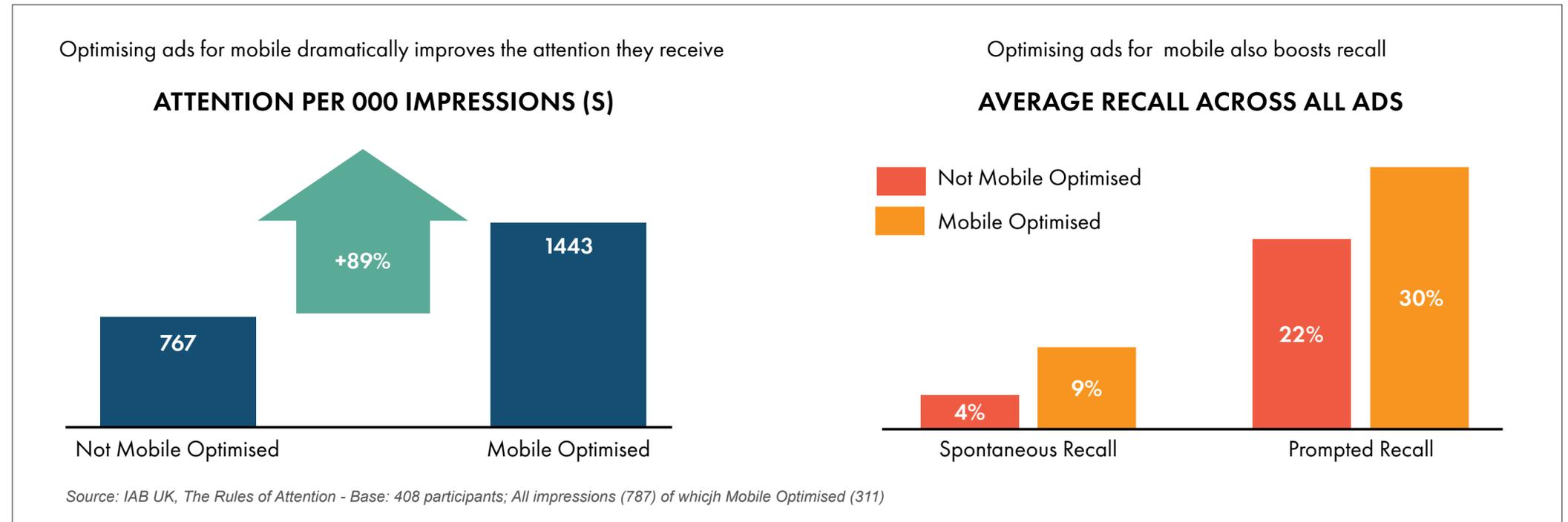
BE CREATIVELY FIT FOR PURPOSE

To ensure a positive consumer experience and ensure mobile creative has the best chance of achieving its marketing objectives, the creative must be fit for purpose and design for the specific screen.

The July 2019 [IAB UK The Rules of Attention Study](#) demonstrated that optimising creatives to a platform led to an 89% boost in attention. Its critical for ads to first gain attention to enable communication of memorable brand messages and ultimately drive sales.

A recent [Fit for Purpose study by the IAB UK](#), further demonstrated the importance of fit for purpose creative:

- People noticed the difference between standard and bespoke smartphone ads, and preferred the bespoke ones
- People said they get annoyed when ads are not made for the right platform, and this gives a negative impression of brand and publisher
- The bespoke versions outperformed on brand metrics, including brand consideration and brand trust
- The bespoke video ads were more likely to deliver a brand message on smartphone



FOR THE VERY BEST RESULTS, THE RIGHT SORT OF BESPOKE ADS ARE NEEDED

LEARNING

- People notice and don't like it when ads are not right for smartphone
- Ads without clear text and imagery can be frustrating
- Fast paced, energetic smartphone ads were preferred
- The key message can be delivered even if a video ad is skipped
- You do shift brand metrics by optimising creative for smartphone

RECOMMENDATION

- Make sure the user experience is considered for best results – this will be better for the consumer, brand and publisher
- Test ads on different screen sizes to ensure text and imagery are clear
- Consider dynamic movement as a means to earn attention
- Ensure you provide clear branding and/or messaging right from the start
- Think about the execution on all channels right at the start of the creative process

Source: IAB UK, [Fit for Purpose](#)

BRAND SAFETY AND VERIFICATION

One of the primary benefits for marketers running digital activity has always been the level of reporting and measurement available. From the ad server impressions and clicks, to more in depth and specific measurement such as dwell time, and various engagement rates.

There are two areas of measurement that are most pertinent to the topic of Brand Safety and Verification on mobile, and where we see the greatest areas of difference between the web and the InApp environments:

Ad Verification

- Ad Verification vendors offer technology that can give independent data on measurement metrics including viewability, fraud and brand safety.
- Examples of vendors active in this market: IAS, Moat, Double Verify.

Ad Ratings

- Ad ratings tools provide independent measurement of digital advertising audience delivery across all device types. Ad ratings tools provide measurement of audience reach and frequency achieved by campaigns, as well as target audience reach (or on-target %) of campaigns.
- Examples of vendors active in this market: Nielsen, Comscore

For a detailed walk through of the role these services play in the digital advertising space, we recommend reading the Australian Digital Advertising Practices, developed specifically for the Australian market, by a cross-industry team of advertisers, media agencies and digital publishers, assisted by a broader network of subject matter experts.

In 2019, 3rd Party measurement in the desktop/web environment is mature, with many vendors and technologies effectively working seamlessly in the space; providing brands and agencies with a satisfactory level of detail in the reporting that allows them to buy media simply and confidently with the knowledge that

they are able to track where their ads are being shown, in some instances being backed up by an end to end paper trail.

On the flipside, up until recently, measurement across Mobile, particularly inApp, has been a little less clear cut and ubiquitous.

For example, historically when seeking to measure in app viewability, the media had to be built to accept a specific IAB standard (MRAID compliant) which unfortunately did not see wide adoption amongst many app developers. Therefore unless the apps that were being targeted allowed Java Script (generally less than 50% of inApp inventory placements), it was virtually impossible to effectively measure and report on fraud and viewability statistics (beyond basic impression counting) at scale.

Variables of quality include the impression being shown to human traffic, viewability and being accurately represented as to the app, ad size, user location and placement. When it comes to content, quality is in the eye of the advertiser.

Some performance advertisers are primarily concerned about response metrics, whilst others may view quality of content and/or contextual relevance as a primary KPI.

That the inventory is accurately represented as to which app it appears on is critical to enabling advertisers to know what they are buying and being able to only buy inventory that meets their requirements when it comes to brand safety.

What is defined as brand safe is fundamentally determined by the marketer and the brand - one size does not fit all.

It should be noted that there can be technical challenges in tracking viewability of ads being served inApp, including via over-the-top (OTT) or smart TVs (generally referred to as connected TV), and in these environments, non-measurability does not necessarily mean an ad has not been viewed.

Mobile is increasingly being bought programmatically, including via in-app. Buyers are comfortable buying mweb and desktop, and are progressively seeking to apply their learnings to in-app inventory as well. For example, there are now solutions in place to allow app developers/owners to implement header bidding within an in-app environment.

One challenge advertisers have is the sheer number of apps out there, and knowing which ones they would consider brand-safe or appropriate for their campaigns. Much of the onus has been on vendors to step up their offerings around measurement and integrations with publishers, and in helping curate brand-safe ad opportunities and increasing clarity on their inventory, to make the choices easier on buyers.

There are ways to improve viewability and best practice, but to do so requires media owners, creative agencies, media agencies and advertisers to work together.

RECENT ADVANCEMENTS IN BRAND SAFETY

Open Measurement SDK

The IAB have created an Open Measurement (OM) SDK to address challenges around viewability and measurement across in-app inventory, which has often been one of the barriers standing in the way of a faster and wider adoption of advertising in app from brands and agencies.

Ad viewability is often measured by vendors or systems that are independent of the systems that serve and display ads. Access to the data that these measurement providers need could mean having code for multiple providers on one site or app. IAB's Open Measurement project was initiated to develop a scalable solution that minimizes code used to provide data to measurement providers.

The IAB Open Measurement SDK (OM SDK) offers common code and libraries for facilitating third-party access to

BRAND SAFETY AND VERIFICATION

measurement data. Sites and apps that integrate the OM SDK can send measurement signals to an API, the Open Measurement Interface Definition (OMID). Measurement providers can place tags that collect these signals.

While Open Measurement relies on the OM SDK and OMID during operation, IAB Tech Lab offers several resources to encourage adoption across the industry.

App Ads.Txt

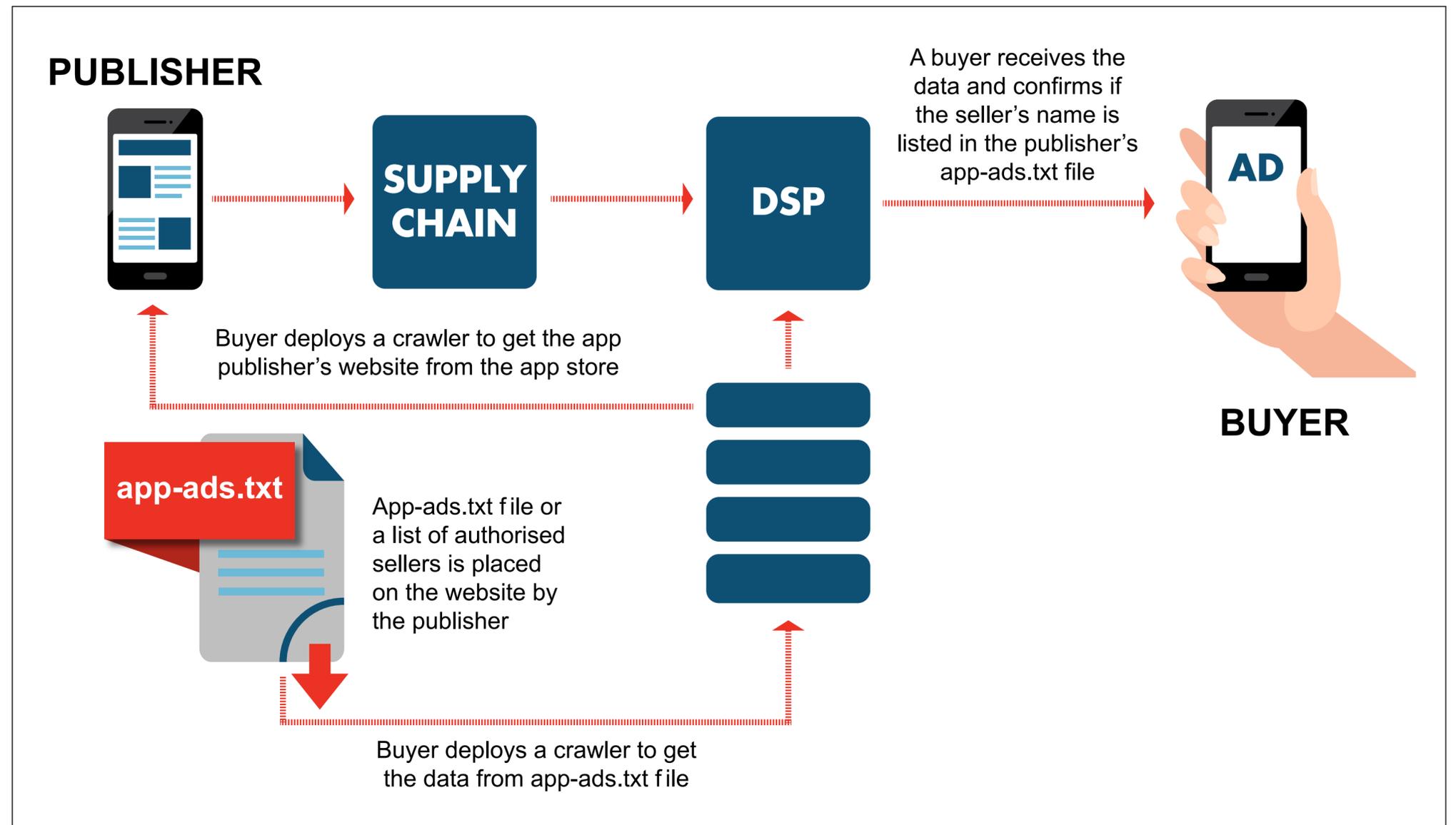
App-ads.txt is an extension to ads.txt and is suitable for advertising within in-app environments on mobile and OTT (over-the-top), or any other app inventory. The 'ads.txt' stands for Authorised Digital Sellers and is a simple, flexible and secure method that publishers and authorised partners can use to publicly declare the companies they have sanctioned to sell their digital inventory.

Other recent mechanisms from IAB Tech Lab, which have been designed to increase transparency and trust in the programmatic space are sellers.json and the OpenRTB SupplyChain Object. These provide additional information, with further granularity that ads.txt was not designed to highlight.

Secure Interactive Media Interface Definition (SIMID)

To enable detailed measurement of video and rich media campaigns publishers (and buyers) have historically been reliant on VPAID (and MRAID for mobile application), which has long been considered an outdated specification, which was originally designed for creating interactive ads but had been adapted for other use cases that were outside of its intended purpose, which led to significant problems with trust, transparency and in many cases scale.

IAB is working on rolling out a new specification to replace VPAID/MRAID which will enable a "player-centric" model, giving playback control to the player itself. This new specification, known by the acronym SIMID will give publishers and



app developers more control over the user experience and the videos that run on their apps and web pages. With server-side ad insertion (SSAI) support, SIMID will apply to all platforms including mobile and OTT.

In the interim, it is the preference of many buyers to transact using white lists and/or via PMPs for in-app traffic. These

channels may help address concerns over fraud or misrepresentation of inventory. In more well-established platforms (mweb and desktop), the spend is moving away from PMP and towards the open marketplace, but for emerging channels such as in-app, PMPs are continuing to see growth (PubMatic commissioned a report with Forrester showing PMP volumes across in-app in APAC grew by 200% in 2018).

MEASURING MOBILE EFFECTIVENESS

The IAB Advertising Effectiveness Council has recently released 'A Guide to Designing Digital Ad Impact Studies' to provide guidance on measuring digital advertising impact that will add confidence and precision to marketing investment decisions.

In this section of the Mobile Advertising Playbook we have summarised the main principles for conducting digital advertising effectiveness measurement including on mobile. For further information on measurement best practices you can download [A Guide to Designing Digital Ad Impact Studies](#) from the IAB website.

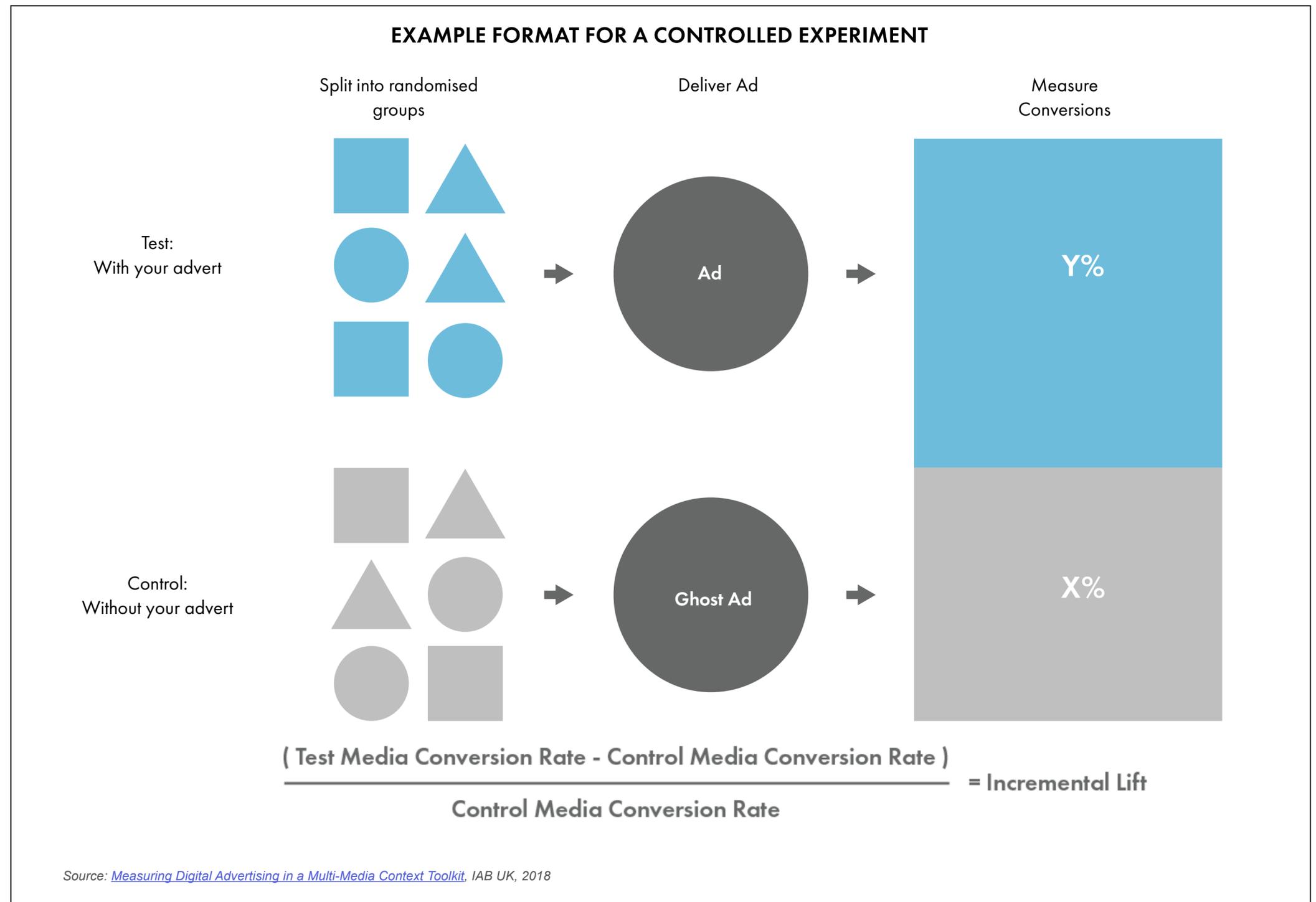
The principles of measuring digital and mobile ad impact are the same however there may be differences in how tests for measurement can be designed and/or executed for mobile which present both limitations and opportunity dependent on the use case at hand.

CONTROLLED EXPERIMENTS

Controlled experiments offer the opportunity to adopt best practice scientific methods to measure and validate digital advertising activities inclusive of mobile. For example, controlled experiments are used in measurement of brand impact from digital campaigns, performance marketing, measuring cross-media impact and interplay of digital and other media, understanding the impact of online activity on offline behaviours including in-store visits and sales.

The results of controlled experiments can be used to optimise current and future digital campaigns by providing an understanding of the impact of different targeting strategies, ad-platforms, devices, ad formats and frequency.

The most common approach to measuring the brand impact of digital campaigns is to use a Test & Control survey-based approach:



MEASURING MOBILE EFFECTIVENESS

- Test respondents are identified as exposed to the campaign by tracking, then recruited for participation in a short survey.
- Control respondents are collected at random from visitors to the same sites as the exposed respondents, however they will not have seen the campaign creative.
- Simultaneous collection of both Test and Control respondents throughout the campaign period enables these studies to isolate the impact of exposure to the digital campaign as each group has equal likelihood of being exposed to other media.

CONTROLLED EXPERIMENT CONSIDERATIONS

Create a clear hypothesis

Experiments can be designed for any campaign with a hypothesis around a target KPI where a control and a test group can be practically exposed to different media. Begin by developing a hypothesis about the affect the variable you are testing will have. A formalized hypothesis will allow you to focus on what results to look for in an experiment. It is a testable prediction about what you expect to happen in your study.

Choose the right metrics

Success means different things to different businesses and brands. The metrics used to evaluate effectiveness of advertising need to be aligned with the business or campaign objective. Ads aimed at impacting direct sales often lead with metrics that we know have short term business impact -- number of website visitations, downloads of a service or app, member registration, online sales. Be mindful of the limitations using easy but misleading metrics like CTR can have. For top funnel brand campaigns that put a brand at the centre of an experience or emotion the appropriate metrics will be different. Brand campaigns are indirectly tied to sales in the form of increased awareness, changing attitudes or motivating people to consider the brand in the future. Consider which metrics are right for your test and also the data being used to power the test metrics. Is the data being used for test purposes reliable, representative

and right for the use case, and is it from a trusted and unbiased source?

Plan measurement method

Ideally your experiment should measure for incrementality - not correlation - so that you can understand what your advertising activity did that would not otherwise have happened.

Incrementality is the measure of the true value created by your campaign, determined by isolating and measuring the results it caused, independent of other potential factors. Incrementality is calculated by comparing differences in outcomes between two separate groups of people: those who've been exposed to the strategy and those who haven't.

Ensure you design experiment cells to ensure best possible comparability of exposed and control. Make sure you have:

- Adequate sample size in each cell for the precision needed to confidently answer your question. To detect smaller differences between groups you will require larger sample sizes.
- Random assignment of control and test groups
- Groups that match - e.g. demographically, attitudinally in propensity to use your product, prior exposure
- Your subjects are in either the control or exposed group, not both.

Continue to test and learn

Test and learn how to adjust your campaign to drive better results, apply and keep testing.

- Build benchmarks of key metrics internally – set targets that reflect the context of other measurement activities in your organisation
- Review your measurement activity periodically – What were the gaps and limitations?
- Use results as continuous feedback to inform future marketing activity
- Understand the measurement activities already happening in your organisation and external companies - don't operate in a silo.

CONSIDERATIONS FOR MEASURING EFFECTIVENESS

In the first quarter of 2019 (Jan-Mar), PWC estimates that mobile accounts for 66% of display ad spend in Australia and 29% of video advertising for content publishers is viewed via mobile. Digital without mobile seems unimaginable and thanks to a broader view and better understanding of mobile the silos between mobile and digital are being removed with many agencies and publishers removing mobile specialist teams and the word 'mobile' from job titles.

And yet measurement on mobile still creates challenges for advertisers due to the prevalence of in-app environments in the mobile advertising ecosystem. Cookies aren't supported in app environments and linking a web based cookie ID to an app based MAID to enable cross-device measurement or to be able to identify the same user across multiple devices is still challenging however there are 3rd party probabilistically modelled identity solutions and across Google & Facebook's platforms there are deterministic solutions using email or login IDs.

Looking beyond short-term performance metrics, research panel methodologies are linked to an individual person but may not track exposure across all devices. Many companies are creating their own or accessing 3rd party device graphs to improve tracking of exposure across devices. But with the future of 3rd party cookies facing challenges due to increased restrictions enforced by browsers across web environments including mobile, measurement and attribution in a potentially cookie-less world will again require focus and innovation to develop workable solutions.

While there will always be challenges devising and executing the perfect test, mobile presents some additional opportunities and dimensions to tests. Mobile device data is unarguably a rich source of data, each device a proxy for an individual and with Australian smartphone ownership at 18M+ and average time

MEASURING MOBILE EFFECTIVENESS

spent on devices at an all time high the sheer amount of device user data is staggering.

More conversions and transactions in app environments not only means that more conversions can be attributed to campaigns, but a conversion can be linked to rich mobile user profiles including transaction, demographic, location, carrier, device, app installs, app session data points. Mobile data provides marketers with more customer insight, more metrics and means of testing hypotheses. Mobile data allows for deeper segmentation, drawing on more variables which can also help with mobile audience lookalike modelling strategies.

While MAIDs can be reset by users, typically they have longer lifetimes and remain unchanged for the full period of device ownership. This creates an opportunity to devise tests that can

observe behaviour over a much longer time-frame. A longer test window in theory allows measurement of longer-term campaign and brand metrics. Are consumers exposed to branding campaigns over a 2 month period in Jan/Feb more likely to purchase the brand at Christmas, 9 or 10 months later, all other variables being equal?

Again this type of test requires an identity solution to link MAIDs to changing cookie IDs over time but this is something that brands are testing with analytics companies.

Location data from mobile devices also adds an interesting dimension to ad effectiveness studies. Mobile location data allows marketers to measure offline behaviour and actions, ie. where consumers and their mobile devices go. The ability to analyse what stores or locations individuals visit, when and

how frequently, opens up testing of hypotheses that look at the relationship between real-world behaviours, such as store visits, and marketing touchpoints. In the absence of sales data, in certain categories a store, dealership or restaurant visit could be used as a proxy for a sales transaction and used to test for incremental visits/sales.

In summary, when measuring mobile ad effectiveness utilising controlled experiments to prove or disprove hypothesis is a sound approach, when taking the aforementioned points and considerations into account. By encouraging more brands to test and learn in a structured manner we can deliver better outcomes for advertisers which is a win-win. Further education on additional mobile metrics and mobile data analysis opportunities that exist will continue to advance measurement and mobile further.

MOBILE AND BRAND IMPACT

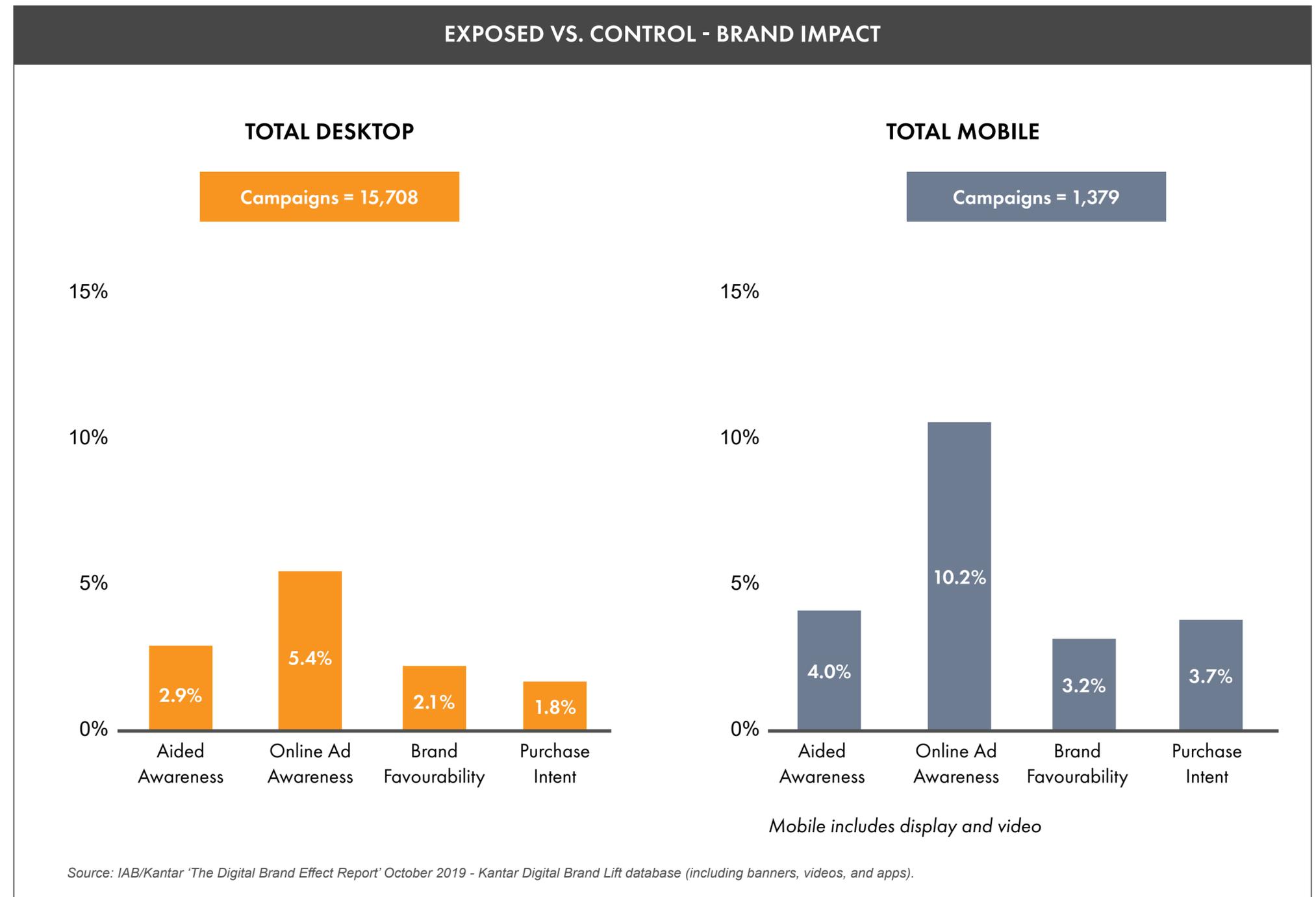
The IAB have recently partnered with Kantar, global leaders in advertising measurement, to deliver independent insight into the contribution digital advertising makes to brand building and provide inspiration to marketers on optimising their digital investments. Kantar have mined their extensive database of real campaign effectiveness studies to provide aggregated, independent data on the brand impact marketers can expect from their digital campaigns.

The Digital Brand Effect report has found:

- All digital channels are effective at delivering brand impact along the marketing funnel – digital has a marketing role beyond that of activation/performance media. And mobile campaigns drive even higher average lifts across all brand metrics
- The brand impact of digital campaign exposure is retained well after the campaign ends and this retention is comparable to offline media channels. 20% of the original brand impact of digital campaigns retained for eight weeks after the original exposure.
- Digital channels are effective at delivering brand impact and more cost efficient than most offline channels
- Digital advertising excels when it is part of a multimedia campaign

Kantar’s Digital Brand Lift database shows us that mobile campaigns (including banners, videos, and apps) typically impact brand to a greater extent than desktop ads. This is likely due to several factors: the constant innovation within mobile advertising, the fact that mobile ads use a larger proportion of the screen than desktop ads, and the tighter focus that results from constraints of screen size and technology.

The IAB Mobile Council encourage all brand marketers to utilise the insight from The Digital Brand Effect report and apply the best practice guidelines in this mobile handbook to continue to reap the huge benefits of brand equity in the future.



[DOWNLOAD THE FULL IAB/KANTER DIGITAL BRAND EFFECT REPORT HERE](#)

KEY FUTURE TRENDS

In this chapter we take a look at a few potential developments in the near, and not so near, future involving mobile phone technology, changes in the role it will play in consumers lives and how these trends will impact marketing.

Whilst the path may seem obvious to some, predicting future trends in this space can actually be a lot more difficult to get right. Like any digital technology, it is fraught by many of its own unique challenges, including technological advances, legal compliance (e.g. data and privacy) and of course the reliance on demand and adoption of the customer, to name but a few.

This is not intended to offer a comprehensive window into how we see the future of mobile beyond 2019, but rather an outline of some of the key trends that we find interesting and think may play a part in how it will develop.

5G

5G connectivity will start rolling out to consumers over the next 2 - 3 years.

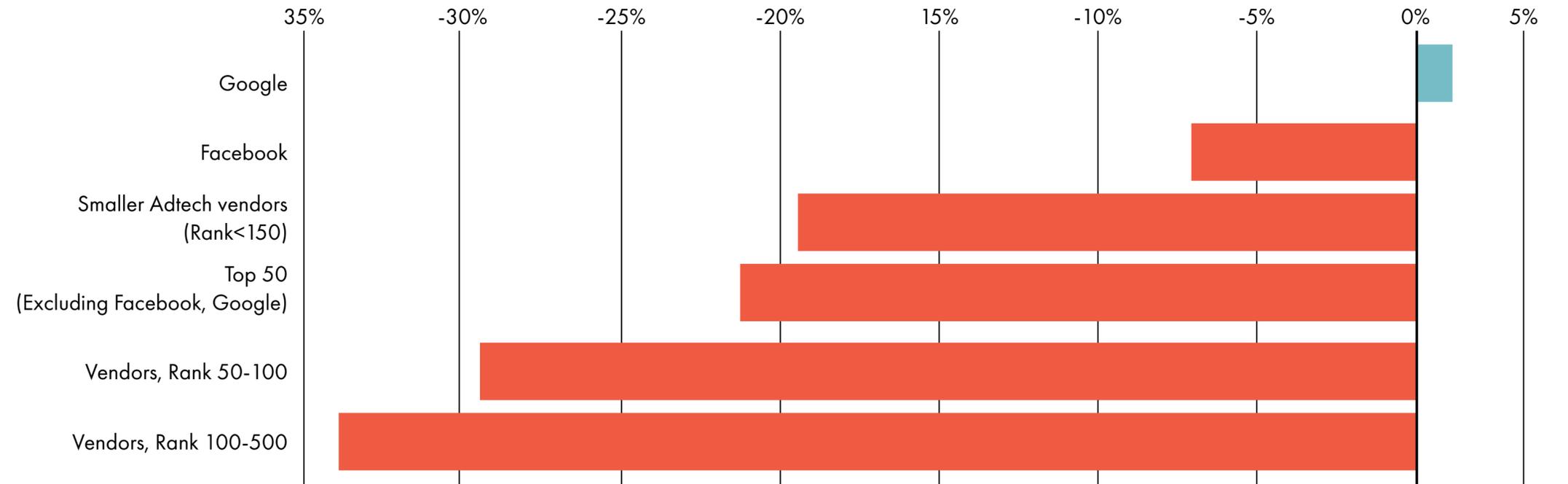
The evolution of mobile connectivity:

- 1G – voice calls
- 2G – SMS – changed how we communicate forever
- 3G – Data and apps – opening the door to social media and messaging
- 4G – High quality video - streaming services, transforming that industry
- 5G – a step change as big as the previous 4 combined...
- We're talking about download speeds of up to 10GB/s, 1000x bandwidth, 1000x more connected devices p/km, super low latency and 100x throughput

5G will provide consumers a much faster and superior mobile experience, with significant time savings moving from 4G to 5G:

- Video Advertising Will be the Top Gainer
- Interactive Ads Will Become Ubiquitous

**EU MARKET SHARE OF ADTECH VENDORS: CHANGE IN WEBSITE* REACH PRE- & POST-GDPR
(*TOP 2000 DOMAINS VISITED BY EU RESIDENTS)**



Source: Ghostery (April to July 2018)

- Internet of Things (IoT) Will Open Up Advertising Opportunities
 - Growing Data Will Open Doors to Personalization
 - Voice Will Take the Lead
 - Augmented Reality Will be the New Black
 - Advertising Architecture Will Need a Revamp
- (Source: www.martechadvisor.com)

LEGISLATION/PRIVACY

With increasing legislative intervention around privacy, and stricter controls being applied to the collection, the storage and the processing of consumer data, there is a renewed emphasis on what is and isn't possible in terms of audience profiling and targeting, both presently and in the future.

These directives are progressively playing out through more stringent controls on the individual identifiers used for third party ad and data tracking services (think the cookie, the ADID, IP address, MAC ID etc.).

There is much being discussed at present around the imminent death of the cookie as we know it, and many ideas touted as to what will be next to fill the billions of 1x1 pixel sized imprints that remain. It will be extremely interesting to see how this develops over the next 6-12 months.

Will we see even more walled gardens, as sign-in and subscription models offer an avenue for publishers to profile their audiences, whilst maintaining a higher degree of control of how their data can be utilised in a cookieless world, or perhaps we

KEY FUTURE TRENDS

will see a swing back towards context rather than behavioural based audiences?

Following the EU's General Data Protection Rule and the impending California Consumer Privacy Act, and with almost all major web browsers now imposing limits on the use of 3rd party cookies, there is of course a lot of interest and speculation on how the Australian market will be affected.

Whilst it is very difficult to assess the exact impact that these types of changes to privacy regulations have had as they are still relatively young and much of the effects continue to play out, we can note some significant changes in the websites reached by third-party ad and data tracking services after GDPR went into effect.

From the chart on the previous page it is clear to see that some businesses have experienced a far more significant an impact than others.

Many businesses that operate in Australia also have operations in the markets already affected by the more stringent legislation, and thus have already begun implementing some of the necessary changes to ensure global compliance.

With the post cookie discussion currently taking centre stage, the mobile app environment (as opposed to web browsers) and it's mobile Ad ID identifier is experiencing somewhat of a resurgence and renewed interest as it can still offer the ability to stitch together many of the components pivotal to building a device graph and unified view of a user.

In July 2019, the Australian Competition & Consumer Commission released their final report on their inquiry into digital platforms. The report contains 23 recommendations, spanning competition law, consumer protection, media regulation and privacy law. The IAB will closely review the recommendations made in the report and will work actively with both Industry and

Government to identify the best approaches to meet the new consumer focused privacy recommendations as well as drive further transparency in the ad tech supply chain.

To read more on the history, results and future implications of the recent ACCC Digital Platforms Inquiry Final Report, access material in the IAB Australia website.

NEW HARDWARE ADOPTION

Many commentators, such as Benedict Evans in his thought provoking piece 'The end of mobile' from May of 2019, have suggested that Smartphone adoption has reached saturation, and the hardware capabilities of the device has reached a peak. [Smartphone sales growth has been in decline since Q4 of 2018.](#)

Device makers are searching for increasingly novel ways to continue to add value and incentivise customers to upgrade to the latest models. The best camera, the most intelligent voice assistant, and most recently the folding phone (the latter could give rise to a different type of device entirely).

Will the future be one device to do it all, your computer your phone, your television to name a few functions, or will we adopt a multitude of different devices for specific uses (e.g. smart glasses and other connected wearables)?

In [a recent interview](#) Microsoft CEO, Satya Nadella cryptically suggested that he's sure that Microsoft will make more phones, but they will not look like phones that are here today (Source: Satya Nadella Interview).

Along with driverless cars, home automation, smart televisions, smart watches, and even smart running shoes, virtual reality and augmented reality has already become an important piece of personal technology globally. Think Niantic's Pokemon Go (over 550 million downloads globally), and more recently Harry Potter: Wizards Unite.

Although we probably won't be wearing headsets whilst walking around the city anytime soon, it's intriguing to imagine a time in the near future when, through our sunglasses, we can physically see data all around us, about restaurants, subway schedules, movie show times, and special offers just by looking at an establishment or engaging with a trigger point whilst walking around town.

According to Deloitte, the personal tech industry was worth more than US\$1bn (£710m) in 2018. Goldman Sachs forecasts the market at US\$80bn (£56.8bn) by 2025, making the prospect of more exciting personal tech hardware closer than we think. As the popularity of these connected devices increase, so will the data that can be collected on consumer habits.

Retailers can acquire direct consumer relationships through digital product interactions, like a wearable watch for instance, and use this engagement to make marketing efforts far more effective.

The ability to apply real-time product tracking intelligence to marketing strategies will be sought-after for decision-making during the consumer life-cycle. The network of data streaming from millions of personal digital devices communicate not only where consumers are working and residing but also about environmental conditions, travel patterns, activity levels, and how our behaviour changes if we are near work versus home.

Audience profiles are the heart and soul behind all this data. Are you affluent? A homemaker? Student? Your age and gender, content consumption, peak time & day of access, heart rate, motion sensing, activity, sleep patterns, eating habits, workout regimes, etc. are all valuable nuggets of information for a marketer.

As an example use case for the levels of data that these types of devices can provide, retailers are able to analyze real-world

KEY FUTURE TRENDS

audiences, showcase special promotions to their loyal consumers, use predictive analytics to make staffing decisions at store level during festive seasons and also alter the merchandising mix at a store level based on the audience as they walk in.

Fusing multiple data streams from the digital and physical world will enable brands to map and understand the consumer journeys and provide personalised consumer experiences.

MOBILE LOCATION DATA FOR OUT OF HOME

Both brands and Out-of-Home (OOH) vendors want to maximise the value of every channel, but a message can resonate or fail simply because of where the consumer encounters it - on a mobile screen, desktop, or a billboard. Knowing how to vary that message, and testing the effectiveness of message placement, is one area where location data can be utilised.

Mobility adds a new layer to the dynamics of brand loyalty, purchase intent, and delivery channels. OOH companies will increasingly tap into the vast amount of information on the motivational and engagement significance of location-specific messaging.

Whether consumers are on the move or not, there are multiple marketing touchpoints (mobile/desktop/laptop/TV/video/print ads) that influence their purchasing decision. Where consumers are and have been when they encounter those messages will make a big difference in how motivated they are to act on them.

That's why advances in the science of location data have made

it an extremely important dynamic identifier that can help a brand bridge the gap between digital and real-world behaviour.

One of the biggest challenges for businesses today is that they are constantly bombarded with huge volumes of data from multiple sources. From social media to IoT sensors, this data needs to be collected efficiently, stored securely and accessed logically. This data needs to be accessed remotely by different users and applications.

Brands that can tease out audience insights derived from mobile location data can better understand consumers and create a unified view of what matters most to the consumer, enabling smarter decisions around marketing and business strategy.

The intelligent analysis of location data can help a marketer identify a series of ideal locations for specific messages, based on patterns around where the majority of your consumers live, work and commute between the two. Further, it can also help to build powerful audience profiles of people on-the-go and audiences seen in particular location/areas for the past few weeks, months or years. Detailed analysis of these profiles that determine their brand affinity, interests, preferences, income size, gender, commute patterns, home location, dwell time, etc. in the online and offline world can help to identify locations for OOH placement, which can help to create impact and increase conversions.

Brands using Digital Out of Home can use the data to analyse peak foot traffic time (broken down by afternoons vs. evenings, etc.) to decide on the best times to display the brand's message. For example, augmenting location data with third-party data

sources like weather and traffic patterns can help to tailor content or creatives to show a relevant audience segment. This might further be used to plan and manage in-store inventory, based on the audience profiles it was delivered to. DOOH placement in airports, railway stations and shopping centres have generated a great deal of buzz with interactive creatives that tighten engagement with the brand.

Measurement

As touched on in a previous chapter, location data can also be used for media measurement for brands that are testing omni-channel marketing. Location data can help them compile information on which media channel most likely had the strongest influence on consumer purchase decisions. Consider how you would assign attribution in the following common example:

Customer Bruce views your ad on mobile while checking the weather as he leaves home to go to work. He does not engage with the brand after that interaction. Later that same day, he is exposed to your OOH billboard messaging near his work. When Bruce arrives home from work that evening, he goes to your website to check out the product on his desktop at home. The next day, he sees the OOH billboard again and is reminded of why he wanted to interact with your brand. On the weekend, he walks into your nearby brick-and-mortar store and completes a multi-item purchase.

Whilst there are still many hurdles to overcome, the data gathered from mobile signals, combined with an ever increasing level of sophistication in data science, AI and modelling, can really help offer a progressive next step in multi touch attribution, combining online and offline behaviour.

MORE RESOURCES FROM IAB AUSTRALIA

AUSTRALIAN MOBILE LANDSCAPE REPORT - JULY 2019

[Download the *Mobile Landscape Report* here](#)



Mobile advertising was 25% of the entire Australian ad market last year. Understanding the impact of mobile advertising has never been more important than it is in today's mobile-first world. The 2019 Mobile Landscape Report breaks down the role and reach of smartphones and mobile devices in today's landscape.

A GUIDE TO DESIGNING DIGITAL AD IMPACT STUDIES

[Download the *Digital Ad Testing Study* here](#)



Controlled experiments represent the most effective way to validate existing marketing activities and fill gaps in knowledge. Experiments can be designed for any campaign with a hypothesis around a target KPI where a control and a test group can be practically exposed to different media.

THE DIGITAL BRAND EFFECT - OCT. 2019

[Download the *IAB/Kantar Brand Effect Report* here](#)



In an Australian first, Kantar have analysed their extensive database of real campaign effectiveness studies to provide aggregated, independent data on the brand impact marketers can expect from their digital campaigns and provide inspiration on optimising their digital investments.

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