



Presented by



LOCATION INTELLIGENCE ROUNDUP

February 2019

Although real-time targeting based on someone's location is still important, in many ways, it's becoming secondary to using location data for insights into audiences, consumer journeys and offline shopping behavior. eMarketer has curated this Roundup of articles, insights and interviews to help you understand the latest trends in location intelligence.

TABLE OF CONTENTS

3	Sponsor Message
4	Overview
6	Many Marketers Look to Location Data to Plan Their Efforts
7	Do Location-Based Ads Drive Store Visits?
8	Many People Feel They Lack Control Over Their Personal Data
9	Seven Ways to Tame Location Data
11	Three Trends to Drive Mobile Marketing in 2019
13	Why More Advertisers Have an Eye on Mapping Platforms
15	In the Race to Digital, Don't Lose Sight of Powerful Offline Insights
17	About this Roundup



SPONSOR MESSAGE

Verve™ powers federated mobile marketing through Movement Science™, successfully connecting brands with their customers across smartphones, DOOH, OTT/CTV, and the many emerging screens of the new consumer journey. Our proprietary location intelligence, patented technology, premium mobile inventory, and analytics capabilities empower marketers to reach consumers with compelling mobile advertising experiences that drive engagement and sales in both the digital and physical worlds. As pioneers in mobile, we're proud to sponsor eMarketer's Q1 2019 Location Roundup and to contribute to this compendium of smart thinking from innovators throughout our industry.

Headquartered in New York City, Verve has offices in San Diego, San Francisco, Washington, D.C., Chicago, Detroit, and Los Angeles. For more information on Verve, Federated Mobile, and Movement Science visit www.verve.com.



OVERVIEW

Although real-time targeting based on someone's location is still important, in many ways, it's becoming secondary to using location data for insights into audiences, consumer journeys and offline shopping behavior. "Location data will continue to grow and be adopted in more of a business intelligence way," Michael Liu, director of mobile and innovation strategy at Carat USA said.

A study by 451 Research and Cuebiq found that a clear majority of North American marketers felt that location information could be useful for these business intelligence purposes.

The increased role of AI in ad planning and buying makes this background use so important. Instead of simple audience segmentation, marketers can now use movement patterns to figure out a person's likely home and workplace and whether they are moving between the two. Historic location data can also be an important element in determining the shape of customer journeys, catchment areas for particular stores, and how current location relates to historical patterns. "We're finding that artificial intelligence and machine learning are really helping us predict

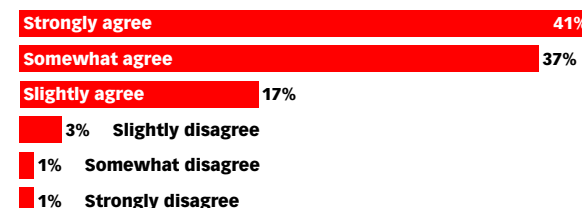
what's going to happen based on what people have done in the past," Scott Swanson, CEO of AkiTechnologies said.

"Future" location data in the form of online-to-offline (O2O) measurement can also be useful. The use of location to track actions after an advertisement will also increase in 2019. "If I can prove that an app, a mobile touchpoint, actually led to a consumer entering a retail store, that opens up all kinds of possibilities for marketers," said Michelle Edelman, executive vice president and chief strategy officer at agency Peter Mayer. These O2O measurement tools are already offered by many of the big platforms, including Facebook and Google. The same capabilities can now track all types of online and broadcast media, including TV.

As capabilities of location data improve, reliable data with transparent sources also becomes more important.

US Location Data Buyers Who Agree that Data Transparency Is an Accurate Indicator of Data Quality, April 2018

% of respondents



Source: Factual, "2018 Location-Based Marketing Report: Practices, Preferences and Plans for the Future" conducted by Lawless Research, June 7, 2018

238891

www.eMarketer.com

As the capabilities of location data improve, reliable data with transparent sources also becomes more important. Fraud and technical limitations make a lot of location data unusable, so companies need to verify the quality of data. To do that, however, they need transparency from data providers. A survey by location data provider Factual found that 78% of US location data buyers at least somewhat agree that data transparency is an indicator of data quality. "Transparency is huge in the advertising market," Gerhart said, more broadly of data. "That was a theme in 2018, and it's going to continue in 2019."



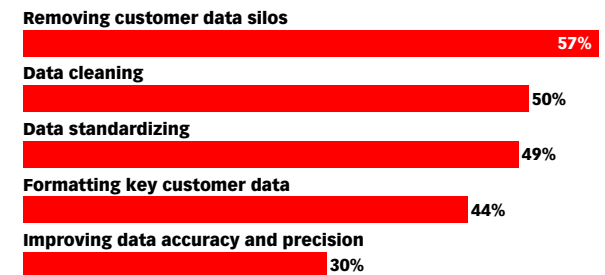
Companies are also relying on first-party data, which has several advantages, including clear controls and transparency over opt-in rules and regulatory compliance. But many companies still have problems linking that data in a useful way to marketing. It's no surprise that 57% of US and Western European decision-makers are trying to remove customer data silos to improve location data quality, according to a Forrester Consulting survey.

The improved data quality and better analytics tools enabled by AI will mean that marketers in 2019 will rely on location data more than ever—but in more sophisticated ways.

**Companies are also
relying on first-party
data, which has
several advantages.**

What Initiatives Are Decision-Makers in the US & Western Europe Undertaking to Improve Location Data Quality?

% of respondents, April 2018



Note: n=253

Source: Forrester Consulting, "Location Intelligence Drives Competitive Edge in the Digital Age" commissioned by Loqate, Sep 18, 2018

241996

www.eMarketer.com



MANY MARKETERS LOOK TO LOCATION DATA TO PLAN THEIR EFFORTS

Knowing the offline consumer has proven helpful

For most marketers, location data is a powerful marketing tool. By using it, they can get actionable insights on consumer behavior and purchase intent.

But beyond the obvious, many also find it useful when planning future efforts. In fact, a recent 451 Research survey of marketers in North America found that more than seven in 10 believe that “knowing how customers spend time in the real world is useful in planning marketing campaigns.”

Almost as many respondents said that location data helps them better understand why consumers choose to do business with them.

Investment in location targeting is growing. According to 451 Research, around eight in 10 of the marketers surveyed plan on increasing use of location data within the next two years. That mirrors findings from BIA/Kelsey, which showed that US mobile location-targeted ad spending will more than double between 2017 and 2022.

This makes sense considering a majority of mobile users allow their devices to track their location. Indeed, many of their favorite apps depend on it.

“As marketers become more savvy about the sources and quality of data, their location targeting will become better,” said eMarketer analyst Yory Wurmser.

Benefits of Using Location Data in Marketing According to Marketers in North America, April 2018 % of respondents

Location information is a key element in understanding why and how customers interact with businesses

74%

Knowing how customers spend time in the real world is useful in planning marketing campaigns

72%

Mapping the offline customer journey provides actionable insights on consumer behavior, intent and brand affinity

65%

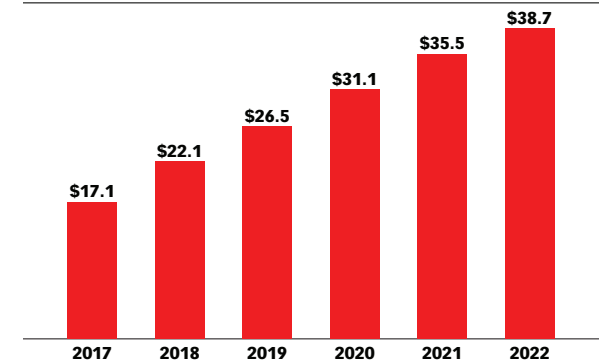
Note: responses of 8-10 on a scale of 1-10 where 1=least agree and 10=most agree

Source: 451 Research, "Where Are We? A Marketer's Guide to Navigating Location Intelligence" commissioned by Cuebiq, May 30, 2018

238848

www.eMarketer.com

US Mobile Location-Targeted Ad Spending, 2017-2022 billions



Note: includes mobile ads sold by traditional media players (e.g., newspaper/magazine publishers and TV/radio broadcasters)
Source: BIA/Kelsey, "U.S. Local Advertising Forecast 2018: Mobile and Social" as cited in press release, Feb 1, 2018

235201

www.eMarketer.com



DO LOCATION-BASED ADS DRIVE STORE VISITS?

Many advertisers say no, but see other benefits

Using location data to personalize ads has given a lift to marketers trying to engage with their target audience. But driving customers into the store? That's not so clear.

In a recent survey from data platform Factual, many US location data buyers said they've experienced benefits like positive customer experience, effective campaigns and better targeting accuracy by personalizing ads with location data. Just over 90% said doing so has also increased their understanding of audiences.

A bit more than half of respondents said they've experienced a lift in sales and higher conversion rates following use of location data in targeted ads. And yet only about one-third said location-based ad personalization has resulted in a lift in store foot traffic.

For retailers with an online-to-offline (O2O) strategy, the ability to drive in-store traffic through targeting efforts is an important metric to consider. In fact, data from 451 Research and PlacelQ found that 57% of multichannel marketers in North America said consumer location data, used to measure lift in store visitation, is the most important type of data used to gauge marketing performance.

36% of mobile app users said they've made an in-store purchase after receiving a location-based push notification.

Despite the importance marketers place on consumer location data, it might not be enough to initiate a physical store visit.

According to a survey of US mobile app users by Localytics last fall, just 36% of respondents said they've made an in-store purchase after receiving a location-based push notification. In contrast, 48% of those polled bought something in-store as a result of a personalized notification, based on a profile and past behavior, instead of location.

Benefits of Using Location-Based Ad Personalization According to US Location Data Buyers, April 2018
% of respondents

Increased understanding of audiences	91%
Positive customer experience	87%
More effective campaign	84%
More accurate targeting	62%
Higher conversion rates	53%
Sales lift	53%
Store visitation lift	35%

Source: Factual, "2018 Location-Based Marketing Report: Practices, Preferences and Plans for the Future" conducted by Lawless Research, June 7, 2018

238890

www.eMarketer.com



MANY PEOPLE FEEL THEY LACK CONTROL OVER THEIR PERSONAL DATA

With data breaches a constant worry, many consumers don't feel too confident in being able to control how their personal data gets used.

According to a July 2018 survey by Mobile Ecosystem Forum of 6,500 smartphone users worldwide ages 16 and older, just 27% of respondents felt they had some control over how their personal data is used by mobile apps and services. Another 36% of respondents felt they didn't have a choice in how apps could use their data.

A May 2018 poll of 1,000 US adults by ExpressVPN also found that consumers are skeptical when it comes to data privacy. In that study, 71% of respondents said they were concerned about how marketers collect and utilize their personal data.

Consumer advocates believe that data privacy laws should be overhauled. In an April 2018 poll of US internet users by Janrain, 68% of US internet users said they would support rules like the General Data Protection Regulation (GDPR) in the US. The GDPR is an EU law which stipulates that a user's data can only be used if they give a company their explicit permission.

To put these data points in perspective, it is worth recognizing that those who agree to fill out surveys about personal data usage are self-selected and likely care more about this topic than the average person. Another caveat is that consumers' actions don't always reflect the concerns that consumer groups profess to care about. For instance, the #DeleteFacebook movement gained traction after Facebook had several scandals. However, most people aren't deleting Facebook. eMarketer forecasts that the number of people who use Facebook per month in the US will grow from 166.2 million people in 2016 to 169.5 million people in 2018.

Nonetheless, the research from Mobile Ecosystem Forum, ExpressVPN and Janrain, indicates that many internet users are fed up with how their data is being utilized online.

Do Smartphone Users Worldwide* Feel They Are in Control of Their Personal Data Used by Mobile Apps and Services?

% of respondents, July 2018

Feel in control, I am asked for permission and make a conscious choice about how my data is used

13%

Feel I have some choice about my data some of the time

14%

I know that by agreeing to the terms and conditions I am giving permission for them to use my personal data, but I don't feel I have a choice

36%

Know my personal data is being collected but I am never asked for permission

12%

I didn't know apps and services make use of my personal data

14%

None of the above

12%

*Note: n=6,500 ages 16+; *Brazil, France, Germany, India, Japan, Poland, Spain, South Africa, the UK and the US*

Source: Mobile Ecosystem Forum, "Global Consumer Trust Report 2018," Nov 20, 2018

243346

www.eMarketer.com



SEVEN WAYS TO TAME LOCATION DATA

As marketers become more savvy about the sources and quality of data, their location targeting will become better. Below are several steps to ask as you set up a location-based campaign:

No. 1: Investigate the data quality. When advertisers go through exchanges, there are usually several layers between the publisher and the advertiser. Some exchanges will have verified location data, but others will be more hit and miss. Stick with verified sources of data, or go directly to publishers with known quality.

No. 2: Use location data only when it adds relevance to the message. Not all messages need to have location targeting, and collecting data and creating localized messaging that doesn't provide any additional relevance can only serve to unnerve consumers. "When we are going through a product strategy and considering what types of data we should use, or not use, we always try to boil it down to how relevant the advertisements are to the end-user," said Gabriel Francis, team lead and product marketing manager of offline sales at Facebook. "You often see that people are more willing to provide more information about themselves when they are getting commensurate value back."

No. 3: Know what you want to achieve with the data. It may not be necessary to get extremely precise location data. Very imprecise but accurate data—of a region, for example—can be helpful in building a campaign. For instance, ad creative might vary depending on a user's location. "We work really hard to make sure that we're not tone deaf in our ads," said Elyse Burack, marketing director of bulk grocery delivery service Boxed. "There are times where we really want to push out something, we'll say, quote-unquote, 'edgier,' and we hold back because what might be acceptable to all of us in New York headquarters just wouldn't be acceptable in that particular part of the country."

Conversely, you may need verified GPS data accurate to 5 decimal points. That may not be necessary all of the time when targeting someone on a city block, but there will be tradeoffs. "If you are solely reliant on very accurate hypertargeted data, your campaigns are going to be very accurate hypertargeted, but may not scale," said Tom Richards, product director at Media iQ Digital. "It's important to consider all geotargeting options available and the client's goals as part of any campaign."

No. 4: Use polygons for geofencing and trade areas. Do some research into behavior habits to see where customers or visitors to a store or point of interest originate. A true trade area rarely resembles a circle. Moreover, different types of businesses generally draw from different distances. "Restaurants have much less tolerance for further distances," said Tom Kuhr, senior vice president of marketing at MomentFeed. "Whereas if you're getting into a specialty retailer, people are willing to travel 10, 12, 15 miles because a store carries a specific type of item or a specific brand."

Same is true with parts of the country. A metropolitan area that relies on cars will have a larger drawing area than a densely populated urban area, such as Manhattan or Washington, DC.

No. 5: Think about the best moment to send a message. Traditional geofencing was usually used simply: It would trigger an advertisement when someone entered a circumscribed area. It may make more sense to send a message at another time; for instance, sending it to someone a few days later in the evening when they're home, broadband at the ready.

Staas noted that even when geofencing in real time, the optimal zone for triggering an



email is not immediately next to the store. “We’ve found that for both retail and QSRs [quick-service restaurants], connecting with the consumer when they’re already in-store accounts for really low engagement rates—much lower effectiveness than connecting with somebody within 2 to 3 miles of that location,” said David Staas, president of NinthDecimal.

No. 6: Think about movement. Lat-long data identifies a moment in time, but a series of lat-longs shows movement. When combined with other data, such as time, traffic information and household, this movement data can reveal origin points, speed and likely destination, which in turn opens up new opportunities for targeting. For instance, someone driving home every day at 5pm might be receptive to an advertisement at 4pm for a grocery store along the route. “I don’t want to know about that one point in time; I want to know that your journey to and from work takes you past my retail establishment,” said Kohl.

Sequential location data can also signify the opposite of movement: dwell time. Someone who spends a long time in a place is likely to be engaged there. For instance, a consumer’s dwell time or visitation information in a grocery store could then be compared with

time spent in a competitor’s store. “It’s not just a matter to understand if a user is in a place, but it’s also key to understand the engagement in that place and to see if she is a real customer or not,” said Antonio Tomarchio, founder and CEO of Cuebiq.

No. 7: Look beyond the current context. Think about using data for audience segmentation and consumer journey mapping. Location data reveals “an entirely new view into the consumer journey,” said Staas. “Even if all the consumer shopping behaviors have stayed exactly the same, there was so much of that journey that was invisible to brands, and we’re now able to eliminate that.”

“You often see that people are more willing to provide more information about themselves when they are getting commensurate value back.”



Gabriel Francis,
Team Lead, Product
Marketing Manager,
Offline Sales,
Facebook

This wider look at the data can help in segmentation. For instance, a person going to a baseball game is likely a fan, and someone actually visiting a competitor’s store is likely a good acquisition target. “The location signal, understanding truly who someone is based off of the places that they go in the real world, is probably one of the strongest, if not the strongest, indicators of a real person, and should always be being used to build, in one way or another, your audience data,” said Ocean Fine, vice president of agencies and strategic partners at Factual. Jake Moskowitz, vice president of measurement at Placecast added, “You can use historic location data to segment users on any platform. So it’s not just about mobile in-app impressions; it’s about any kind of stream or ad platform using historic location data.”

Companies such as The Weather Channel and Snap have done a good job of turning their rich location and weather data into audience segmentations for a broad range of advertisers. “Our focus again is to have a better understanding of who the consumer is, what their persona is, what their interests and needs may be and help marketers align their messaging,” Mark Risis, head of global data partnerships at IBM’s Watson Advertising said.

THREE TRENDS TO DRIVE MOBILE MARKETING IN 2019

This post was contributed and sponsored by **Verve**.

For marketing leaders, media strategy is mobile strategy. Every effective instance of media execution is now rooted in the ways creative and brand messaging reaches consumers in a mobile-first world. To put it another way, your marketing department is a mobile marketing department and every touchpoint in the consumer's universe extends from their central mobile hub. It's the smartphone. It's the tablet. It's voice and the coming wave of AR and VR experiences. Starting with the screens that fit in the hands of the people who shop our brands and then moving toward the future of technology from that point, our industry is creating experiences that happen in environments that move with us.

No. 1: Consumers' smartphones are virtually always at hand. Eighty-nine-percent of respondents in a Pew Research study said they used their phone during their most recent social engagement and most of them said they check their phone 42 to 86 times daily. Still, advertisers' media mixes often remain skewed to other devices and delivery points—TV and desktop, for

example—where consumers are simply not spending as much time. Companies aren't moving their advertising spend to mobile as fast as they could and that's potentially a lot of lost opportunities.

WHAT TO DO: Shift a greater percentage of your media mix to mobile to meet consumers where they actually spend most of their time. Partner with best-in-class mobile marketing experts who can provide audience, targeting, delivery and measurement across all consumer-relevant and emerging mobile formats.

No. 2: Mobile users turn to apps with increasing frequency, seeking new offerings for both entertainment and utility. According to eMarketer, 90% of time spent on smartphones is in-app, and App Annie tells us that consumers use about 30 different apps monthly, about nine per day.

WHAT TO DO: Leverage scalable approaches such as programmatic mobile in-app to reach consumers with continuous frequency on the devices and in the apps they use day-in and day-out.

Average Time Spent per Day with Smartphone Internet by US Adults, In-App vs. Mobile Web, 2016-2020

hrs:mins

	2016	2017	2018	2019	2020
In-app	1:32	1:49	2:03	2:14	2:22
Mobile web	0:13	0:13	0:13	0:13	0:12
Total	1:45	2:03	2:16	2:27	2:34

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on the mobile web while using apps is counted as 1 hour for apps and 1 hour for mobile web; numbers may not add up to total due to rounding

Source: eMarketer, April 2018

237797

www.eMarketer.com

No. 3: According to Ampere Analysis, as of 2018, households contain an average of 4.5 connected devices, including OTT boxes, connected TVs, tablets, and, of course smartphones. Mobile touches everything in these environments—even if interactions occur on another screen/device. As Nielsen notes, more than 10% of consumers are actually piping content from their phones and tablets to their larger screens.

WHAT TO DO: Brands and marketers must approach the household as a hub of signal opportunities, from mobile devices to OTT boxes to voice assistant speakers. Location is still one very important signal in this mobile hub, yet it is surrounded by a variety of other mobile-aware signals that help complete the advertiser's understanding of the consumer.

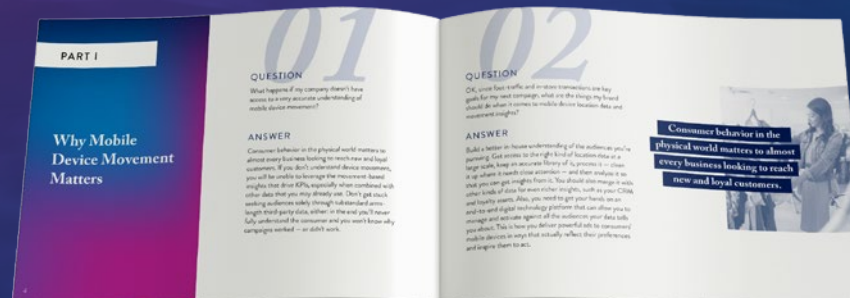


Movement Science™

An Advertiser's Guide to Activating Mobile Device and Location Signals

Explore the challenges in assessing and leveraging mobile device movement insights to create contextualized and personalized brand experiences.

- Why mobile device movement patterns matter
- How and why movement insights can offer the highest level of precision targeting
- How brands should evaluate mobile location partners
- How location intelligence informs deeper consumer insights for optimal campaign performance



[DOWNLOAD NOW](#)



The dominant mobile platform for programmatic video and display marketing,
brought to you by the experts in Movement Science

WHY MORE ADVERTISERS HAVE AN EYE ON MAPPING PLATFORMS



ANASOFÍA SÁNCHEZ JUÁREZ

Director General, Operations and
Country Manager, Mexico
Waze

Consumers' car rides are changing, whether that's due to their connected vehicles or the mobile devices they bring with them on the road. Anasofía Sánchez Juárez, director general of operations and country manager for Waze in Mexico, envisions that cars will transform from a means of transportation to a service, and sees marketers picking up on this trend by using the advancing advertising capabilities on its navigation platform. Sánchez Juárez spoke with eMarketer's Matteo Ceurvels and Caroline Cakebread about the different strategies its advertisers are using to get consumers to the point of sale for our July report, "Maps and Navigation Apps: Discovery, Exploration Features Open Up Ad Opportunities."

eMarketer: Why do brands see advertising in mapping platforms like Waze to be worth their time and marketing budgets?

Anasofía Sánchez Juárez: When people are on the move, they are more likely to take action on a promotion or make a purchase. The concept of mobility marketing also comes into play, as we are the last mile before someone reaches a point of sale.

Being able to connect the online with the offline is becoming a deciding factor for brands that start working with us. We can see where someone went after seeing an ad on their mobile device, and deduce which ad influenced them to take that action.

eMarketer: What kinds of brands are advertising on Waze?

Anasofía Sánchez Juárez: Our data tells us that 90% of Waze users navigate to fast-food restaurants, with 30% doing so once a month, so quick-service restaurants [QSRs] are a very relevant industry for us.

On the other hand, we also work with consumer packaged goods [CPG] companies that don't necessarily have a point of sale. For example, if we see someone going to a supermarket, we'll send them a notification reminding them not to forget to buy a specific product.

eMarketer: Do CPG advertisers prefer one ad format while QSRs prefer another?

Anasofía Sánchez Juárez: It depends on the brand's objective. Advertisers new to the platform typically buy a pin marking where their store is or their product can be found.



When Frosted Flakes launched their new Cinnamon flavor last year, we saw them combine multiple formats. They used pins to identify points of sale at supermarkets and also used zero-speed takeovers. So when a user was stopped in traffic or at a stop sign, a branded message would pop up announcing the new flavor.

To reinforce brand recognition, brands can also use voice commands—which are when the system's voice is creatively transformed to include an aspect of the brand.

“To reinforce brand recognition, brands can also use voice commands—which are when the system's voice is creatively transformed to include an aspect of the brand.”

eMarketer: Are there other lesser-known formats brands can use?

Anasofía Sánchez Juárez: They can also change the car icon. For example, in the US, McDonald's might change it to a little McDonald's car.

And this is not direct monetization, but we also have an API [application programming interface] for broadcasters. In this case, we'll take information on Waze to people who might not have it installed yet. When a TV station gives a traffic update it will say “presented by Waze” at the end.

eMarketer: Are other apps also starting to take advantage of Waze's user base and embedding it into their own apps?

Anasofía Sánchez Juárez: Yes, and there are a few different ways we've seen them do it. For one, they can use deep linking. If someone is looking for their nearest bank and clicks the link, Waze will automatically open and show them the quickest route to get there. Another way is integrating the SDK [software development kit] into their app, giving them the ability to manage Waze data for free. We've seen some transportation companies do this. And then the last way is embedding Waze directly on their site.

IN THE RACE TO DIGITAL, DON'T LOSE SIGHT OF POWERFUL OFFLINE INSIGHTS



MARK COFFEY

Senior Vice President, Strategic Partnerships
GasBuddy

Marketers' attention and dollars are shifting to digital, but consumers still make the vast majority of purchases in-store. Mark Coffey, senior vice president of strategic partnerships at location-based gas price comparison app GasBuddy, spoke with eMarketer's Caroline Cakebread about how location data can repair the disconnect between consumers' online and offline journey. He was interviewed as part of eMarketer's May report, "O2O Measurement and Marketing 2018: How Location Tracking, Identity Graphs and In-Store Metrics Are Improving Online-to-Offline Capabilities."

eMarketer: How blurred has the line between online and offline become for marketers?

Mark Coffey: I often say to our clients that marketing headlines are distracting. A lot of them talk about where we're going—they're not necessarily reflective of where we are. While a lot of the evolution

of ad tech and offline measurement is exciting, the reality today is that there's a significant gap between what marketers know about consumers' behavior online and offline.

We're all enamored with the extraordinary growth of Amazon and the significant growth in ecommerce, but most purchases still happen offline. And the challenge is that commerce is switching from offline to online in a more accelerated fashion.

Over time, we'll stop looking at online to offline as two separate experiences, especially considering that consumers have a smartphone with them all the time.

eMarketer: Is location data key to closing that gap?

Mark Coffey: We generate a significant amount of first-party data from our audience. Our location intelligence allows us to give retailers a broad and colorful canvas of the consumer journey. We can not only generate insights into consumer behavior, but convert those insights to opportunities for impact.

The goal is to get the customer in line—we don't care whether that's an ecommerce line or the line in a physical store.

The goal is to get the customer in line—we don't care whether that's an ecommerce line or the line in a physical store.

eMarketer: Which of these insights are most meaningful?



Mark Coffey: That's a tough one. Ultimately, we're most interested in the initial signal that tells us the physical location of a user.

We know from our research that consumers don't need convincing—they need reminding. We're launching a partnership with Dunkin' Donuts on a direct retail strategy—drive to retail is a big strategy for 2018. It will show GasBuddy users when they're in immediate proximity of a Dunkin' Donuts while they're using the app and drive them to the location with a relevant offer. The campaign will activate when the user is in immediate proximity to a specific action that we can remind them to take.

eMarketer: What else is important beyond physical location?

Mark Coffey: Right behind physical location, dwell time is critically important. Knowing you're passing a store doesn't tell us anything about you other than where you're going in the world.

Our primary use case is an example. We know that the average time to gas a car is about 3 minutes, and 52% of people who get out of the car to get gas don't go into the convenience store—that's where the profit margin is. We can make fast assumptions looking at dwell time.

eMarketer: How are you measuring the effectiveness of campaigns like the one you're doing for Dunkin' Donuts?

Mark Coffey: Location data is the cookie for the real world. It allows us to run a campaign on cost per visit. Our goal with Dunkin' Donuts is to increase footfall into specific locations. We have to be able to measure and demonstrate that we pulled in more than usual, and we're able to do that by looking at historical location data. Location data is the cookie for the real world. We'll serve a user specific messaging against specific times at specific locations, and track messaging and offers and

then what finally convinces them—or reminds them—to go in and buy something from Dunkin' Donuts. Then we can ultimately tie the entire campaign back to that measurable ROI [return on investment], which is the cost per visit.

Now when we look at the complicated consumer journey where people go across multiple online and offline touchpoints, the ability to measure real-world visits and then map that against historical visitation data allows us to show return on an advertiser's investment in a granular way.

eMarketer: Campaigns like these can only work if consumers opt in to share their location. How concerned are consumers about privacy? And how can marketers stay ahead of their concerns?

Mark Coffey: Facebook is getting a lot of flak, and once users start looking at the data both Facebook and Google have on them, they'll become more aware. And that awareness will convert to empowerment.

Users already have significant control over what is collected and shared. They're just not well-informed on how to leverage that yet. First-party partners—like us—will become more significant over time because of the relevant contextual reason why we gather location data. For the app to work, we need to know where you are.

You have to have an open and honest conversation about why you're collecting location data and make sure there's a fair trade of value between the platform or publisher and the consumer. We're focused on having a trusting, transparent relationship with our users, because without them we have nothing.

ABOUT THIS ROUNDUP

Read Next

[Mobile Time Spent: Will Smart Phones Remain Ascendant?](#)

[Mobile App Installs What You Need to Know About User Acquisition](#)

[Push Notifications: How to Win Opt-Ins, Develop Metrics and Get Creative Right](#)

[Mobile Proximity and Peer-to-Peer Payments: How Starbucks, Walmart and Zelle are Leading in Mobile Payments](#)

[Mobile Optimization: How Mobile-First Indexing and New Technologies Like Instant Apps Are Changing the Game](#)

Contributors and Production

Danielle Drolet	Editor, Sponsored Content
Dana Hill	Director of Production
Jen King	Accounts Program Manager
Stephanie Meyer	Senior Production Artist
Adrienne Skinner	Senior Sales Director, Advertising Sales



Your one-stop-shop for digital intelligence

Home to all eMarketer research, eMarketer PRO connects you to powerful data and analysis on nearly every digital topic. Request a quote today.

emarketer.com/corporate/pro

Inquire about your subscription at sales@emarketer.com or give us a call at 1-800-405-0844.