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# HYPERLOCAL TARGETING

Engaging Users and Driving Demand from Your Local Audience

# DELIVERING LOCAL RESULTS - FOUR KEY AREAS



## Geo Reach and Accuracy

- Need accuracy and Reach at a hyperlocal level
- Get geo data from ISP, ecommerce, Wi-Fi, 4G and GPS, App Data and Exchange Locations
- Look for Industry-leading Digital Pulse geo-data



## Local Creative

- Use Dynamic Creative for geo focused advertising
- Delivers different creative for each location, store or dealership
- Make sure creative is HTML5 with rich media and video capability



## Multi Device and Situation

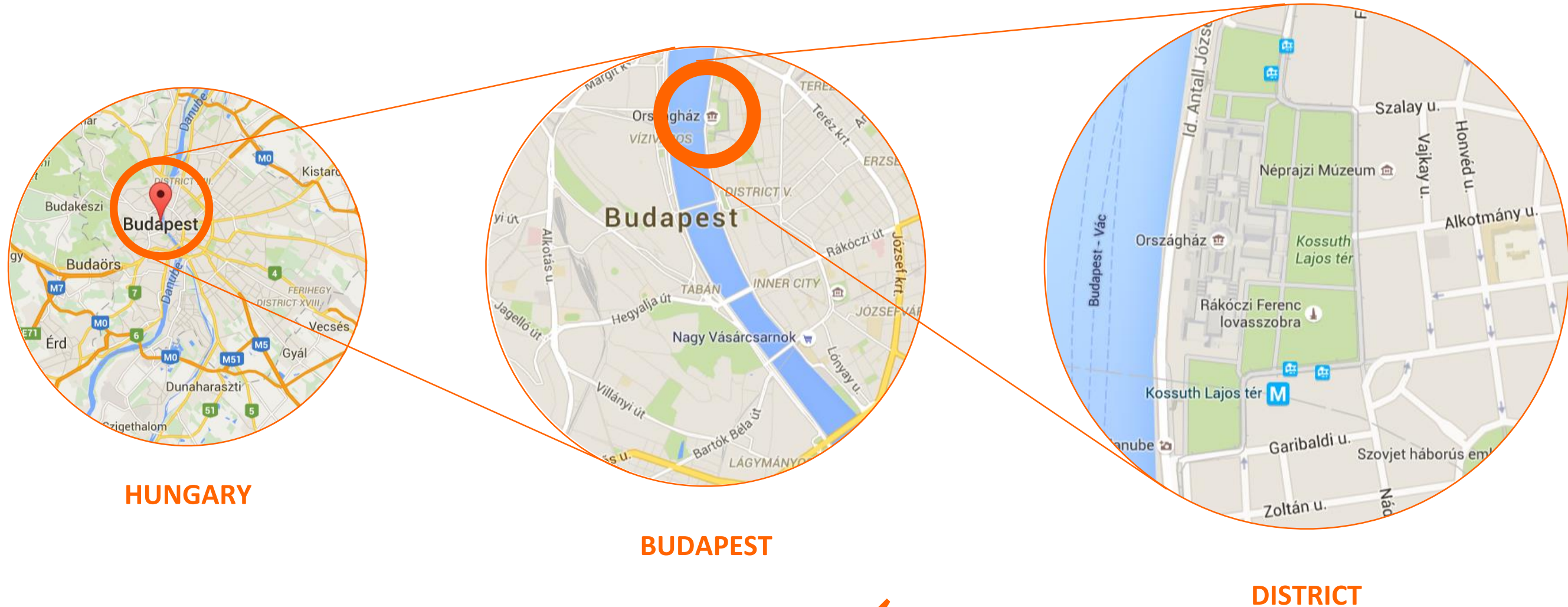
- Make sure geo-targeting possible across multiple devices at home, work or on the move
- Take into account that each device and situation has its own user intention



## Data and Insight

- Use data and reporting to drive performance
- Ask for detailed reporting to understand all performance drivers – situation, behaviour, context and location

# HYPERLOCAL IN PRACTICE - BUDAPEST



## Geo Accuracy and User Reach

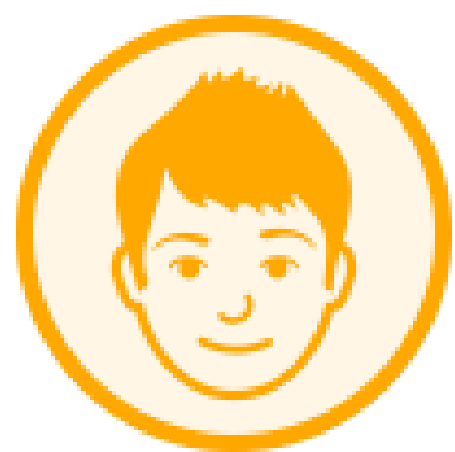
- 4 Digit postcode targeting
- Digital Element Pulse data includes ISP, E-commerce – provides Lat/Long, IP & postcode
- Crimtan adds GPS App Data and Exchange Locations

  
**20x** more  
users when  
targeting on  
a local level

# HYPERLOCAL WITH DYNAMIC CREATIVE PLUS DATA OVERLAY



1. Identify Prospecting Customer
2. DMP Establishes User Profile
3. DSP Displays Relevant Creative



Cookie ID #26c57bf752



**User Location:** Budapest 10 21  
**Device:** Laptop  
**Context:** Internet Café  
**Time:** Monday 12:30



**Interest & Intent Segments:**  
Travel - backpacking, Sport, Gaming



PERSONAL BANKING  

**Student Credit Card**

*The helpful card for undergraduates*

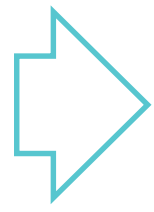
**Apply in Budapest Branch**

[Click Here for Details](#)

**SUPERBANK**



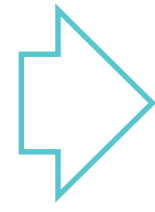
Cookie ID #29a53bf245



**User Location:** Siófok 86 00  
**Device:** Tablet  
**Context:** Home  
**Time:** Sunday 15:00



**Interest & Intent Segments:**  
Getting Married, Health, Family



PERSONAL BANKING  

**Getting Married!**

*Helping you plan for the big day*

**Apply in local Siófok Branch**

[Click Here for Details](#)

**SUPERBANK**





# DYNAMIC CREATIVE | EXAMPLE TACTICS



## DEALERSHIP SALES

MERCEDES CLS AMG

£65,300



TEST DRIVE THE DREAM

North London

BOOK TEST DRIVE

MERCEDES E CLASS

£35,300



TEST DRIVE THE DREAM

West Manchester

BOOK TEST DRIVE



## DISCOUNTS ANNOUNCEMENT

Chesterfield Sofa

SAVE £300

At Your Local Norwich Store



Discover your perfect sofa

GET DIRECTIONS

Chesterfield Sofa

SAVE £300

At Your Local Guildford Store



Discover your perfect sofa

GET DIRECTIONS



## LOCAL DEALS



Local Offers

M&S

EST. 1884

Brighton Store

SALE

20% Off Shorts

[Click here for map](#)

Visit Store



Local Offers

M&S

EST. 1884

Southampton Store

SALE

20% Off Walking Boots

[Click here for map](#)

Visit Store



## LIFESTYLE

SENIORS SAVE UP TO 80%



churchill™

Get a car quote >

STUDENTS SAVE UP TO 50%



churchill™

Get a car quote >



# MOBILE CREATIVE

theguardian

★

Q

≡

Claim your £50 voucher

TAP & EXPAND

1 hour ago

Russia dismisses US claims of Syrian chemical weapons use

Moscow says evidence it has been shown 'does not look convincing', and cautions US against arming Syrian rebels

Thomson

Enter your mobile number to save £50 on your dream holiday\*

Mobile Number

Name

CLAIM

Discover your smile

\* Offer includes all products / resorts. Valid from 9th - 23rd October 2014. One claim per booking. Minimum spend £1250.

theguardian

★

Q

≡

KURT GEIGER

SPRING SUMMER 14 LOOK BOOK


1 hour ago

Russia dismisses US claims of Syrian chemical weapons use

Moscow says evidence it has been shown 'does not look convincing', and cautions US against arming Syrian rebels

VIEW ALL

KURT GEIGER LONDON



SHOP THIS LOOK

theguardian

★

Q

≡

ETIHAD

Tap to find out more

1 hour ago

Russia dismisses US claims of Syrian chemical weapons use

Moscow says evidence it has been shown 'does not look convincing', and cautions US against arming Syrian rebels

ETIHAD

Flights from Abu Dhabi

Choose destination

LA

Choose class

Business

from AED 7000

Find out more

Distance

13,453 km

Flight Duration

6 hours 31 mins

theguardian

★

Q

≡

VICTORIA'S SECRET

TAP TO REVEAL OFFER


1 hour ago

Russia dismisses US claims of Syrian chemical weapons use

Moscow says evidence it has been shown 'does not look convincing', and cautions US against arming Syrian rebels

THE PERFECT FIT BRA EVENT

1 - 12 MAY



£10 OFF WHEN YOU BUY 2 BRAS VICTORIA'S SECRET BLUEWATER

ENTER YOUR NUMBER FOR UK STORE EVENTS & OFFERS

# CONNECTING MEDIA WITH HYPERLOCAL

## The Digital Consumer



## The Connected Media Plan

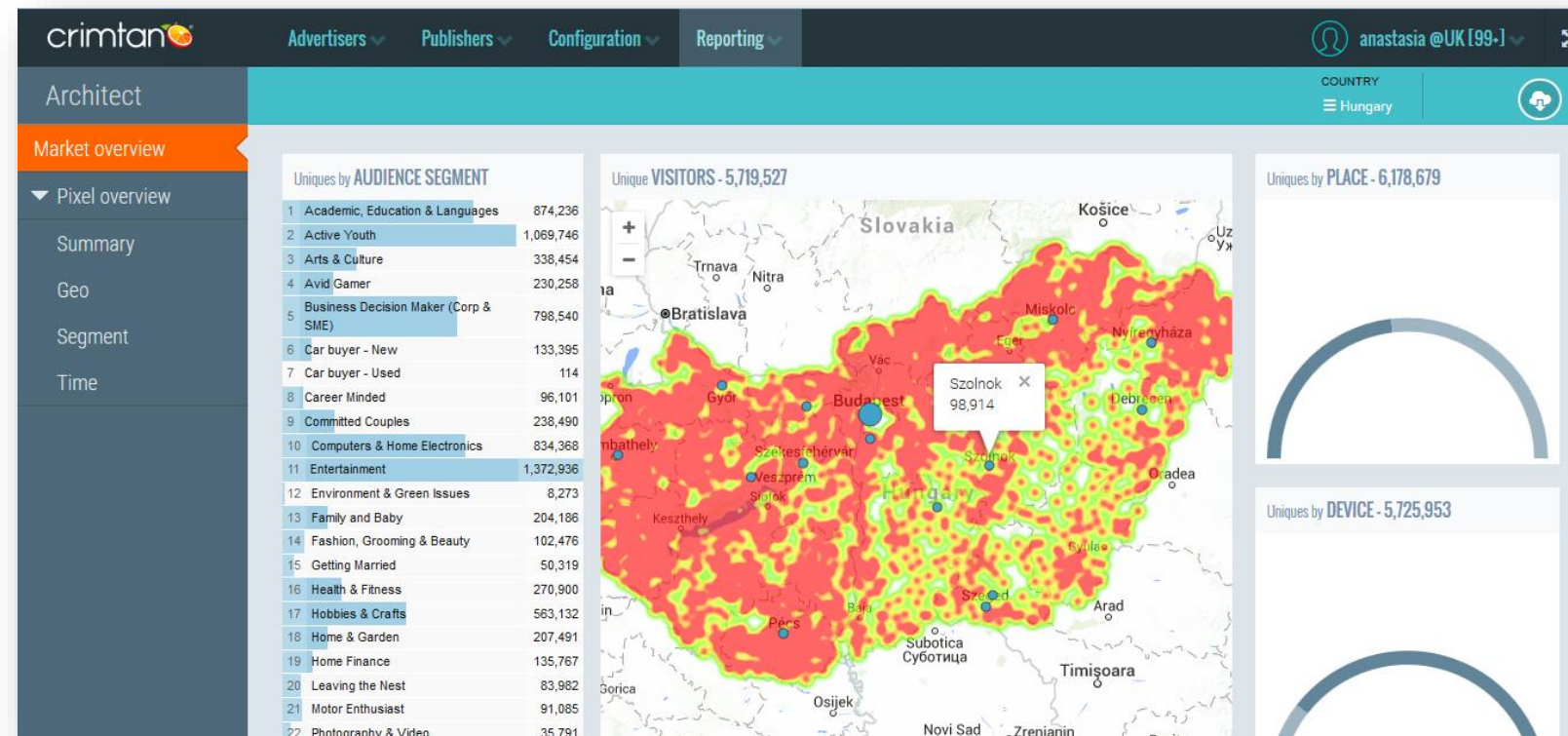


## Meeting client objectives

-  **More revenue**
-  **Higher sales**
-  **Increased leads**
-  **Greater footfall**
-  **More awareness**
-  **More site traffic**
-  **Better reputation**



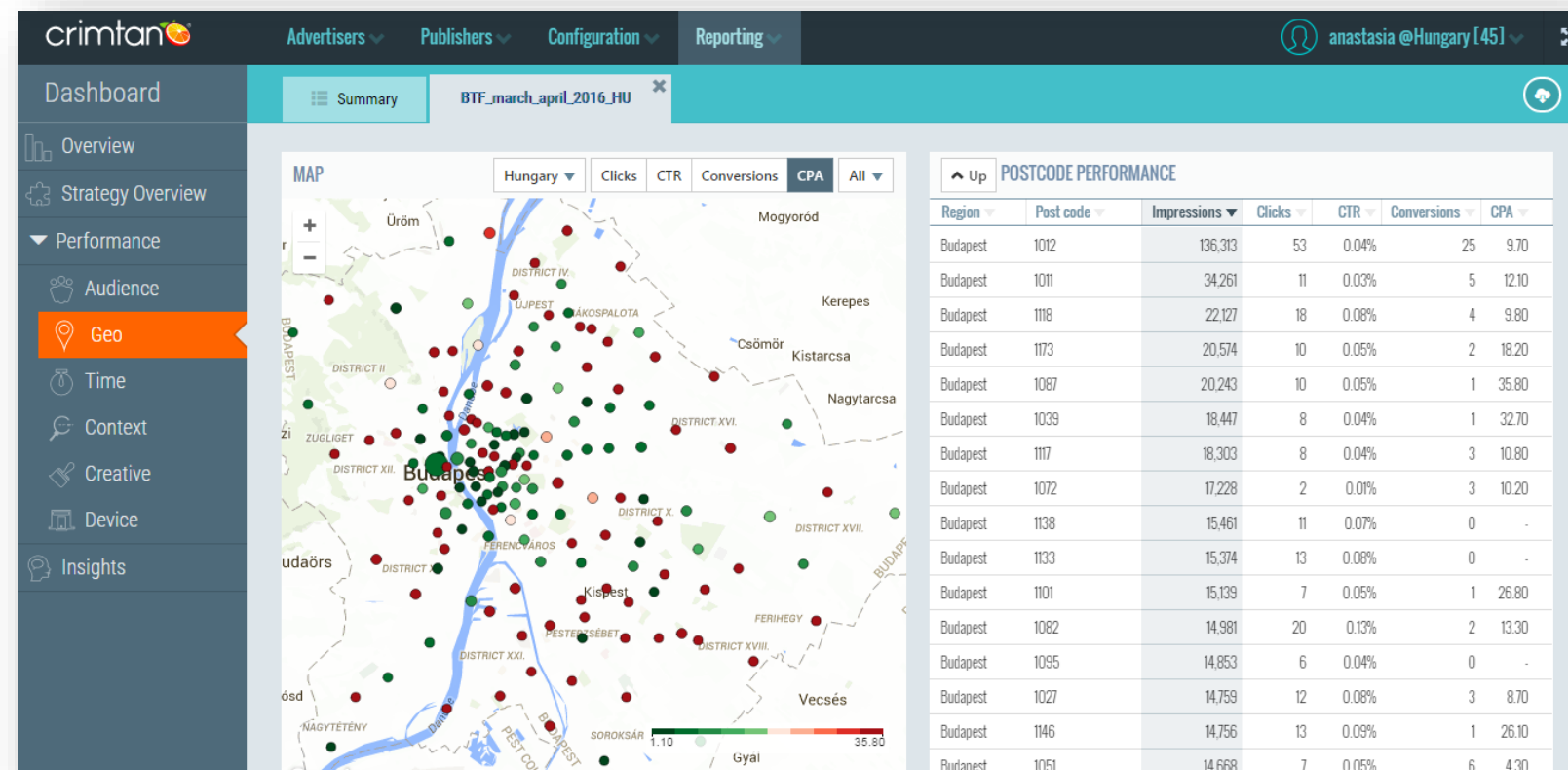
# DATA INSIGHTS



## PLAN

Crimtan Architect uses pixel data to establish – pre launch:

- Where best customers are located
- The best audience segments
- Recommended device and situation
- The best delivery time



## OPTIMISE

Crimtan Dashboard shows real-time performance for:

- Each postcode
- Audience Segment
- Contextual type
- Device
- More..



# CASE STUDIES





Driving footfall for  
a leading retailer







## Retail case study

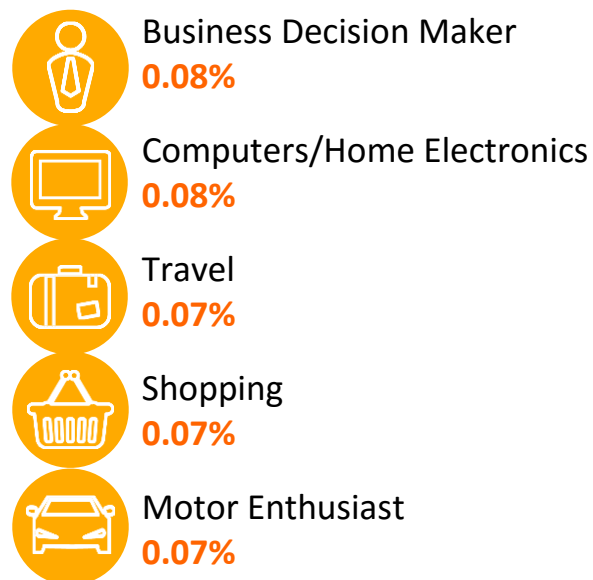
### 1 IDENTIFY LOCATIONS

Crimtan used Digital Element™ Net Acuity Pulse™ - the industry's most accurate geo-location technology - to target specific postcodes for the list of 150 branches supplied by the client.

### 2 DEVELOP USER & CONTEXTUAL PROFILES

Crimtan's proprietary DMP established the audience profiles of users who clicked on the ads and identified relevant contextual categories.

#### TOP AUDIENCE SEGMENTS



#### TOP CONTEXTUAL TYPES

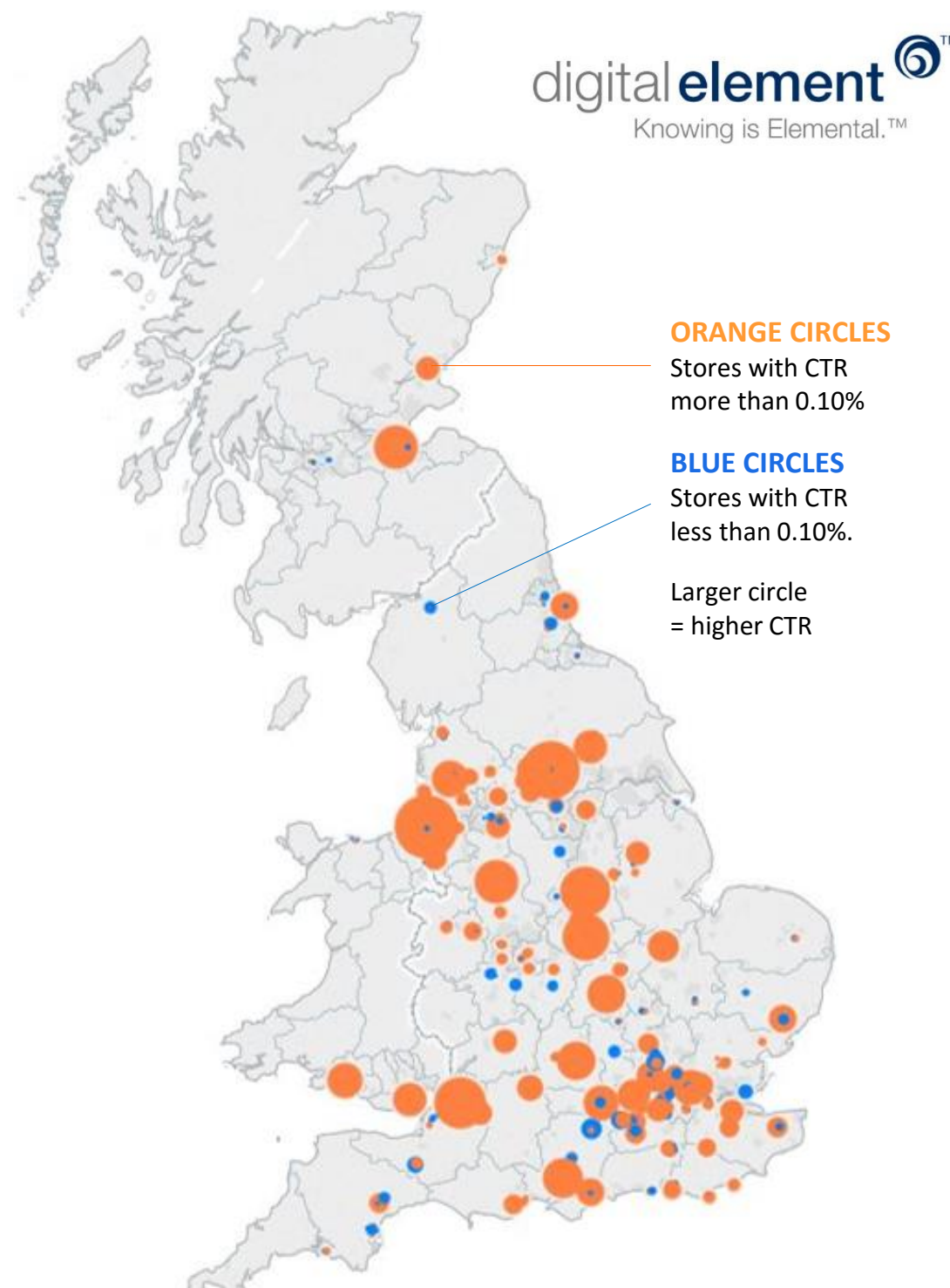


### 3 OPTIMISE FOR BEST PERFORMANCE

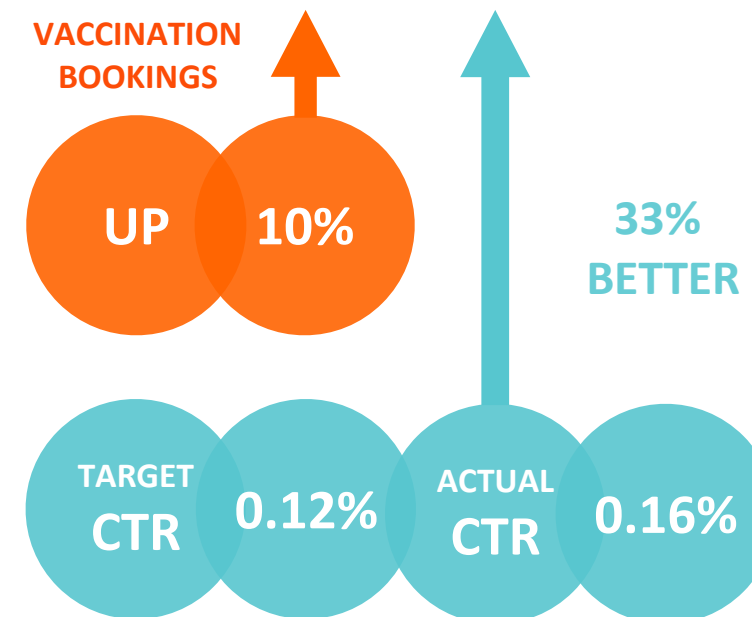
Crimtan overlaid postcodes with audience profile data and shifted delivery towards relevant, best performing contextual environments. This provided the most efficient delivery to relevant users, in relevant locations on relevant sites. Digital Element Pulse gave us maximum reach in these postcodes.

### CLIENT CHALLENGE

A leading high street pharmacy chain asked us to achieve a strong level of engagement (high CTR) and drive customers to its 150 Travel Vaccinations and Health Advice Service centres.



### CAMPAIGN RESULTS



Home IP addresses significantly out-performed work IP addresses.



Device was also important as we saw much higher use of tablets and smartphones at home on WiFi.



Consequently, delivery to home users on Smartphones and Tablets was up-weighted, resulting in 80% of clicks coming from home users.



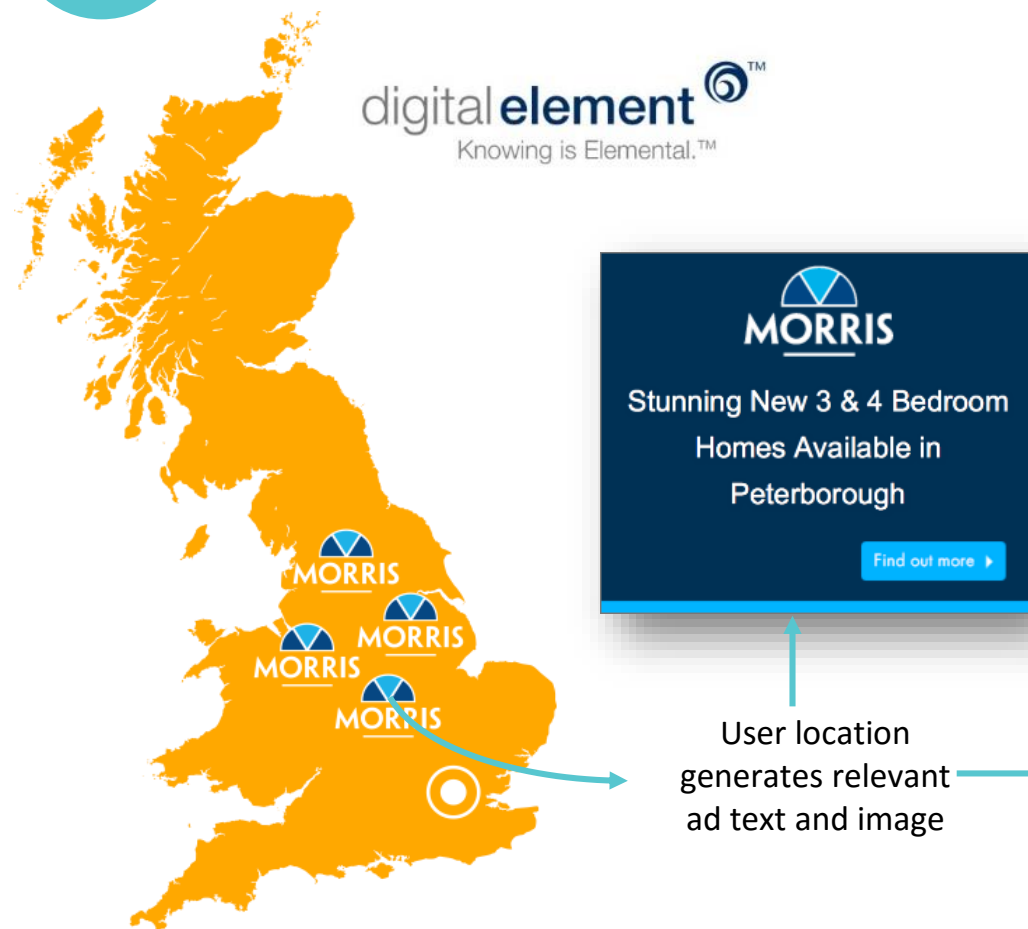
Driving demand  
for a property  
developer







## Property case study



Ad link changes dynamically to take user to relevant development page

### CLIENT CHALLENGE

A property developer wanted to improve viewings for new developments in the Midlands. It hadn't previously done any online display advertising and wanted to market locally.



### CAMPAIGN RESULTS

4x  
INDUSTRY AVERAGE  
60%  
BETTER THAN TARGET

TARGET  
CTR

0.15%

ACTUAL  
CTR

0.24%

### 1 IDENTIFY LOCATIONS

Crimtan used Digital Element<sup>TM</sup> Net Acuity Pulse<sup>TM</sup> - the industry's most accurate geo-location technology - to target users at specific postcodes surrounding each of the 26 developments supplied by the client.

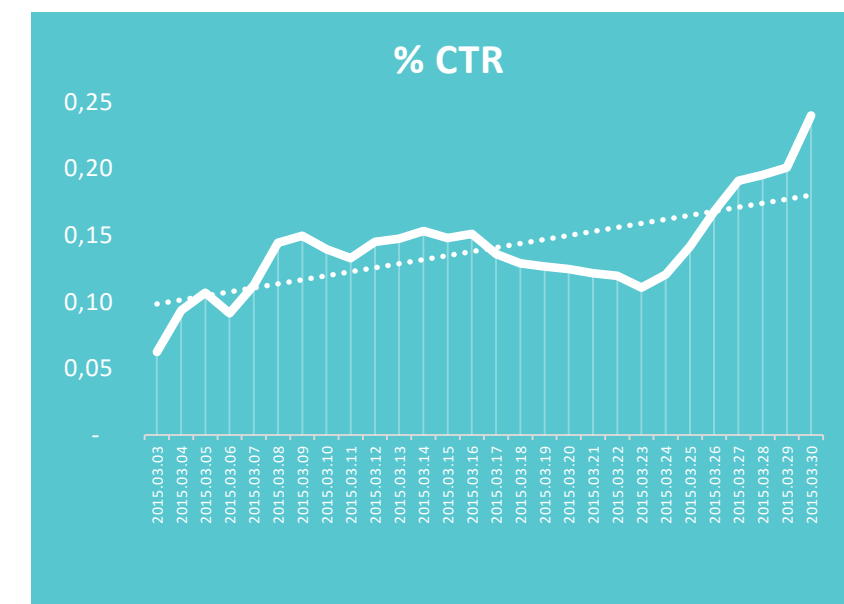
### 2 DEPLOY ANALYTIC TAGS & PLAN CAMPAIGN

With tags in place on each development landing page, Crimtan used Architect<sup>TM</sup> to establish user profiles e.g. gender and interests, so delivery could be targeted at the right users in the right location from day one - minimising waste. A list of supplied search keywords was used to establish the most relevant contextual categories where in-market property hunters could be found.

*"Using dynamic creative to find new prospects has saved us money and hours of work. What's more, the results were significantly better than static ad units"*

### 3 CREATE DYNAMIC AD CONTENT

To display the most local development to each user would normally require designing 104 separate ad units. To save time and money Crimtan created a dynamic feed of every development and displayed the most local one to the user within the ad. The creative was built in HTML5 so it worked on all devices - PC, mobile and tablet.







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