

The Role of Mobile in the Omni-Channel Customer Journey

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DataXU
Data. Insight. Action.®

Programmatic Marketing

A data-driven approach to marketing that enables delivery of personalised and relevant content to each individual customer in real-time.

The Digital Lifestyle launched the age of the consumer



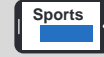
Consumer Behavior is Changing

Consumers are using multiple devices in different contexts and traditional media planning is unable to meet the challenge

Morning

Afternoon

Evening



“In an always-on world, mobile devices are always at-hand as consumers move from screen to screen.”

eMarketer, Key Digital Trends for 2014

“41% of user device switching comes from users trying to continue the same task. When they switch, they usually switch up to a larger device. They even switch within the conversion path.”

Cisco Visual Networking Index

“By 2017, the average consumer will have 5 devices”

Cisco Visual Networking Index

Mobile is the Always-On Anchor Device



By 2016, 69.9% of the people in Eastern Europe are projected to own a smartphone



Lookout 58% of Smartphone users don't go one hour without checking their phones



There are **6.8 BILLION** people on the planet.
4 BILLION of them use a mobile phone. But
Only **3.5 BILLION** of them use a toothbrush

**91% of
Adults**

Have their mobile
phone within arm's
reach 24/7

5%

Of the Hungarian ad spend is generated via
Mobile



... and we are seeing it at DataXu

Mobile is no longer a nice-to-have

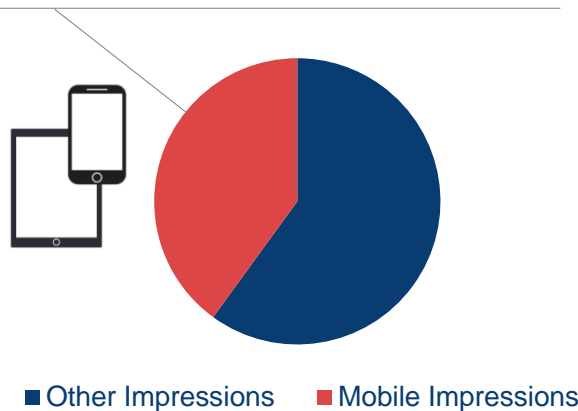
322% YoY Growth 2014 over 2013

2012-2014(Q3) Growth in DataXu
Mobile Impressions Served



40%

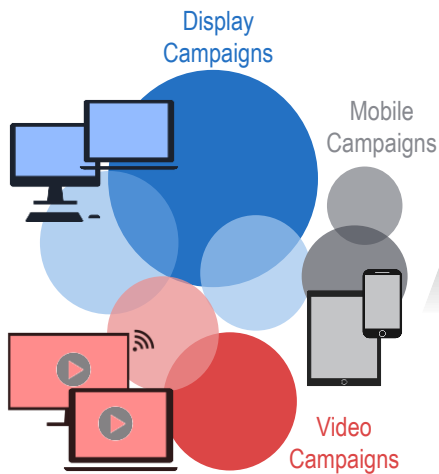
of ALL DataXu impression opportunities are on a
TABLET or SMARTPHONE



Multi-Channel versus Single View of Consumer

Multi-Channel

Channel-centric campaigns



Consumer-Centric

Device ID



Cookie



Household Identifier
(DataXu derived)



First & Third Party
Information...



Need a single view of the consumer, across ALL devices, cookies, 1st Party and 3rd Party data sources, for both targeting and attribution

Today's marketers challenges

Silo'd Channels make it difficult to get a complete view of the consumer

TV Budget

100%
TV

A large yellow circle represents the TV budget. Inside it are two smaller circles: a light pink one with a monitor icon and an orange one with a monitor icon and a Wi-Fi symbol. The text '100% TV' is centered in the yellow circle.

Goals: GRPs

Digital Budget

60%
Display

A large blue circle represents the Display portion of the digital budget. Inside it are two smaller circles: a light blue one with a monitor icon and a medium blue one with a laptop icon. The text '60% Display' is centered in the blue circle.

Goals: Last-Click CPA

30%
Video

A large light blue circle represents the Video portion of the digital budget. Inside it are three smaller circles: a light blue one with a monitor and play button icon, a medium blue one with a laptop and play button icon, and a small light blue one with a game controller icon. The text '30% Video' is centered in the light blue circle.

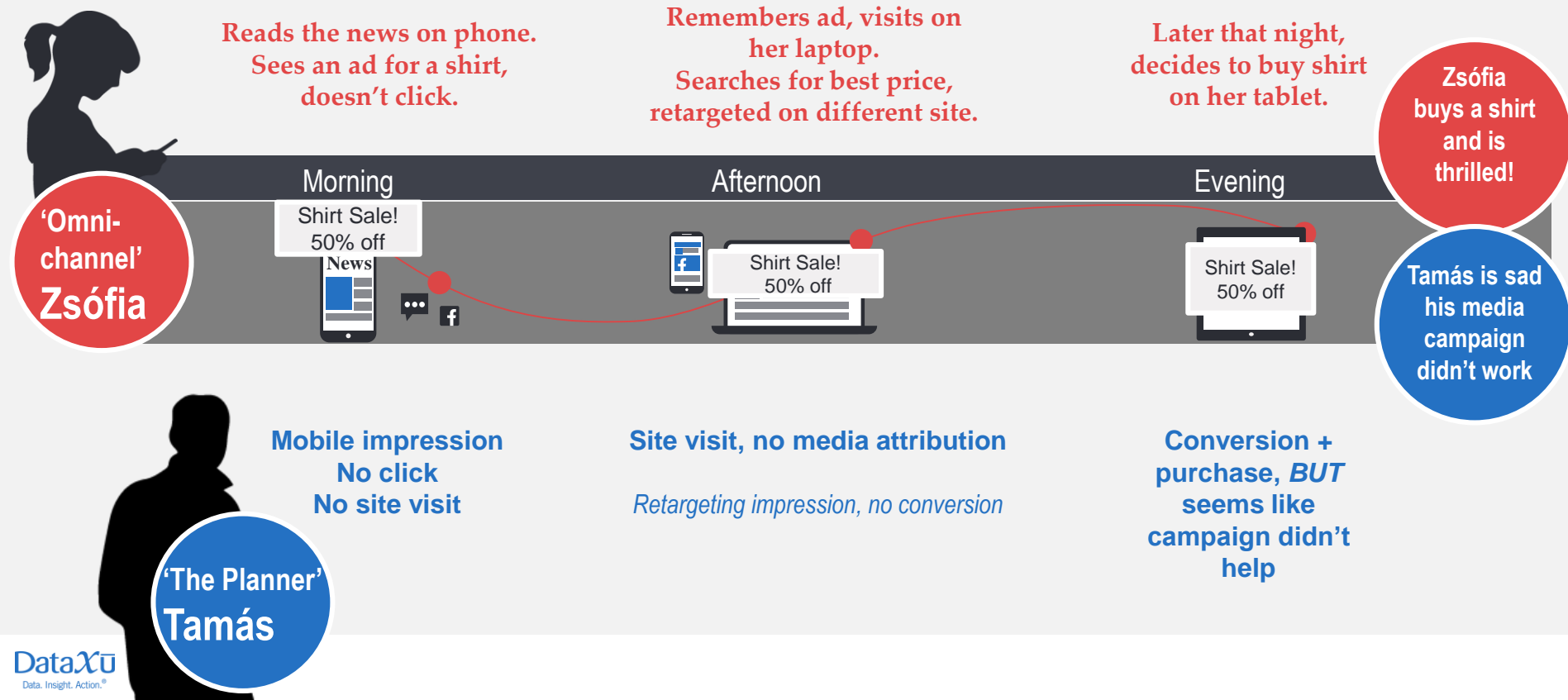
Goals: Brand Lift, Completed Views

10%
Mobile

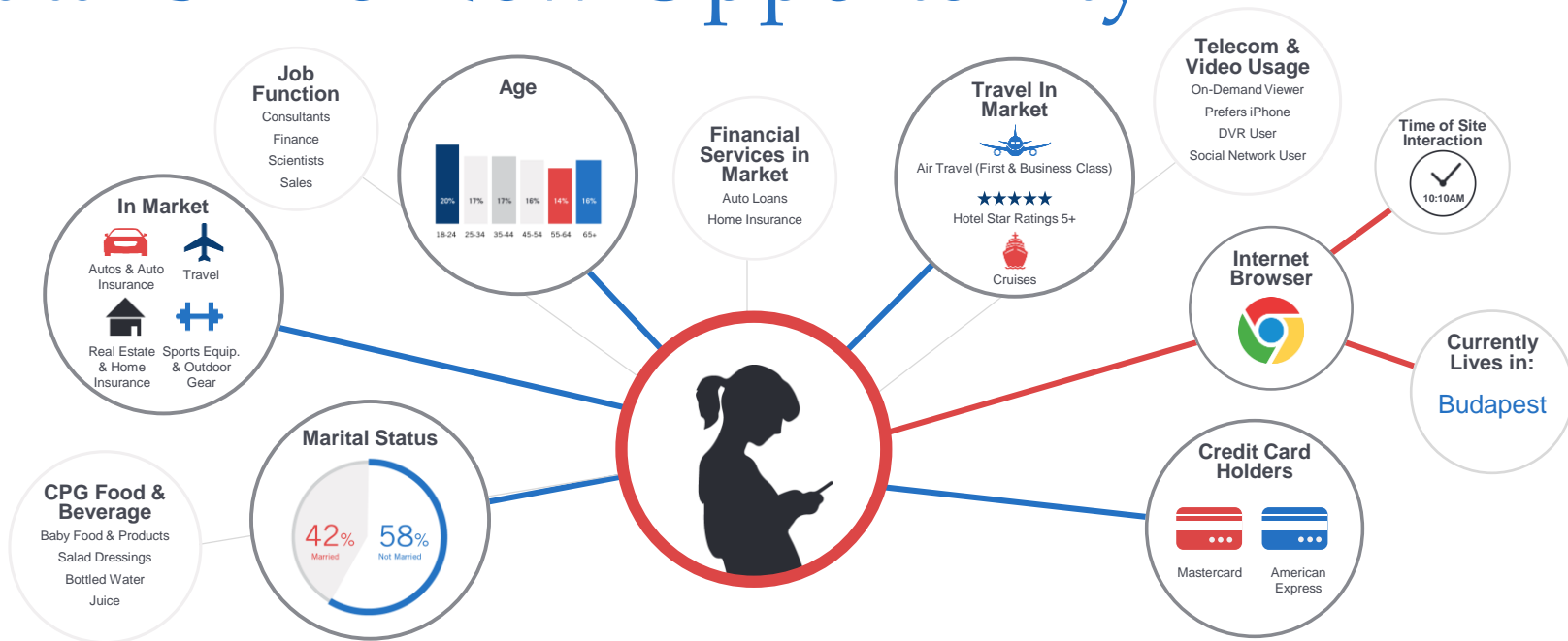
A large red circle represents the Mobile portion of the digital budget. Inside it are two smaller circles: a dark red one with a smartphone icon and a medium red one with a tablet icon. The text '10% Mobile' is centered in the red circle.

Goals: CTR

The customer journey

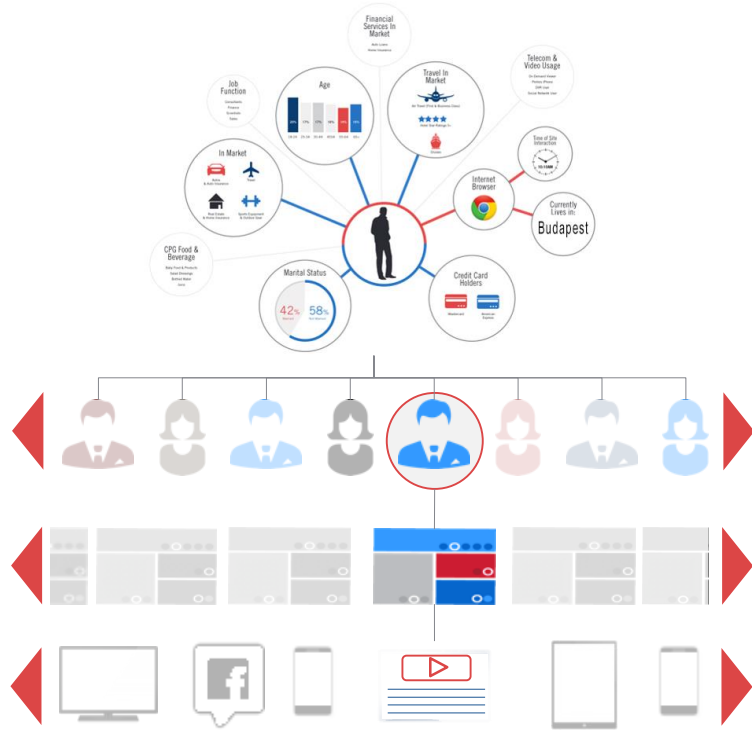


Data is The New Opportunity



Data provides marketers with an extraordinary opportunity to understand and engage customers
...but disparate sources are only meaningful when considered in relation to one another

Real-time Customer Engagement is Here



Real-time decisioning and analytics technology gives marketers the ability to improve investment decisions by getting the right message to the right person at the right time

Customer-Centric Messages across all formats & devices is essential

\$6 reasons for using programmatic

**Accurate
Frequency**



Unified
counting
across all
devices

**Message
Control**



Sequence
messages
across
devices

**Full
Transparency**



Transparency
is more than a
Buzz

**Conversion
Path in Real
Time**



See multi-
device
conversion
& path analysis

**Improved
Efficiency**



Deduplication
of Channels

**Improved
Effectiveness**



Improved
effectiveness
with Omni-
Channel

Thank you!

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