



An Introduction to Location-Based Marketing

A Brief Guide to Delivering the Right Message at the Right Time

One in a Series of Marketing Guides

WAG
WHITEHEAD AGENCY GROUP

Mobile Targeting

It's estimated that over 80% of people globally have a GPS-enabled mobile device, primarily smartphones. These devices have transformed how people work, play, and interact with online content; the time we spend on them is only growing.

Harnessing these devices from a marketing perspective is a growing necessity. It also represents a large and growing market. We currently have access to data for close to 16 million monthly unique devices in Canada (approx. 40% of the Canadian population), some 250 million in North America, and hundreds of millions more worldwide.

By harnessing user behaviour and more reliable location data, mobile targeting makes marketing messages more relevant, boosting campaign effectiveness, and delivering an enhanced ROI. It also allows brands to identify where an event (such as a store visit) took place, and gain a better understanding into what caused it.

As Google and Meta move towards the discontinuation of tracking of cookies (the small pieces of data used to identify and track users) from the digital landscape, mobile targeting becomes a safe marketing tactic regardless of security updates.

Because mobile users must allow device tracking and opt-in, mobile targeting and marketing is compliant with new and existing regulations. Conversely, should a mobile user opt-out of tracking, their mobile ID will not be tracked and they will not receive an ad.



Mobile users spend an average of 3 hours and 15 minutes on their devices daily, providing brands ample opportunities to engage.



Mobile targeting allows businesses to reach specific demographics based on factors like location, device type, and user behaviour, ensuring that marketing messages are delivered to the right audience at the right time.

Understanding Mobile Targeting

Mobile targeting is made possible by two characteristics common to all mobile devices. First, all mobile devices have a mobile advertising ID or MAID. This number identifies a device without collecting or sharing personally identifiable data, such as names, phone numbers, email addresses, etc.

Second, all mobile devices have a GPS capability. The specific GPS location data is collected through mobile devices that have allowed apps to track their location. These apps, such as Google Maps and The Weather Network, require users to disclose their location to work effectively. Mobile users can allow apps to track their location when they are using the app or at all times, depending on preferences.

Combining these two features and overlaying additional types of data, such as census data, allows for mobile targeting and the understanding of what events have taken place and what specifically happened to cause them.

Better Research and Competitive Marketing

While mobile targeting lets brands precisely reach their audience, it also provides a far better understanding of who their audience is. By analyzing location data, we're able to determine where they go, what they do, which campaign attracted them, and how far they're willing to travel to your business.

Just as important, mobile targeting reveals the competitive brands your audience is interacting with, and how often. This now makes it possible to steal market share from competitive brands, with compelling messages that serve as an alternative to the competition - all with no erosion in margins to existing customers.



Why We Advocate Mobile Targeting:

1. Real-Time Engagement:

Mobile targeting creates the ability to connect with customers and prospects while they are active on their devices... either at work or play. As a result, the right message can be delivered at precisely the right time... in real time!

2. Location-Based Precision:

Mobile targeting enables us to deliver the right message based on real-world GPS locations. This ensures that we can reach your audience at your location(s), at your competitors' location(s), in conference centres, stadiums, and virtually anywhere else. Additionally, we can enhance our precise targeting by layering in other location data.

With mobile targeting, the possibilities for audience targeting are limitless. We can focus on individuals who attended specific concerts or outdoor events. We can also target families whose children attend particular schools or universities, or to reach people residing in certain residences or who work at specific workplaces.

3. Better Behavioural Insights and Research:

By analyzing behaviours such as browsing patterns and frequently visited locations, we can refine mobile messaging to suit the environment, allowing us to pinpoint where your audience is and deliver messages with enhanced precision.

Additionally, this analysis aids in creating an ideal customer profile based on real shoppers. We can track customers' real-life movements and behaviours to gain deeper insights. This information helps us understand how buyers shop and interact with a brand, enabling us to identify potential seasonal trends and fine-tune our overall marketing strategy.



Geotargeting – the Magic Ingredient

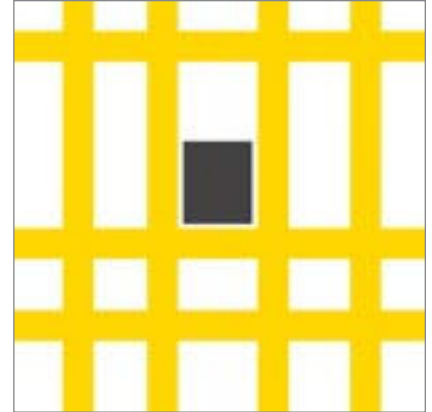
The magic ingredient behind the success of location-based mobile targeting is geotargeting.

The traditional approach to geotargeting has involved dropping a pin on specific location (city, building, etc.), and then creating a virtual fence around it using some set distance radius. This is often called a geofence or geofencing.

Polygoning and the Next Level of Geotargeting

A polygon is an advanced and more precise form of geofencing. It can be accurate to within a few feet of the boundaries of a location of interest. With polygoning, polygons (or virtual shapes) are carefully drawn and defined around specific plotted locations. These areas are then used to collect and analyze real-time data and movement data from mobile devices. Polygons are so accurate that they can be constructed around part of a building.

Another important difference between geofencing and polygons is how mobile devices receive notifications. With a polygon, a device can be tracked inside the selected area, and marketing messages can be sent after they leave. With traditional geofencing, mobile devices can only receive notifications while they are inside the selected area.



Traditional geofencing involved dropping a pin on a point and drawing a radius around it.



With polygoning, polygons (or virtual shapes) are carefully drawn and defined around specific plotted locations.

Localized Insights Show Everything Happens Somewhere

Connecting “who” with “where” reveals deeper audience insights, allowing us to develop more meaningful media strategies personalized to the local consumer. We now have the ability to reach consumers when and where it matters.

Optimize the Customer Journey

We can connect with customers at every stage of the customer journey using predictive AI and real-time campaign insights.



*Effortlessly and immediately answer
key media questions:*

Who?

*Identify areas with the highest
audience concentration.*

Where?

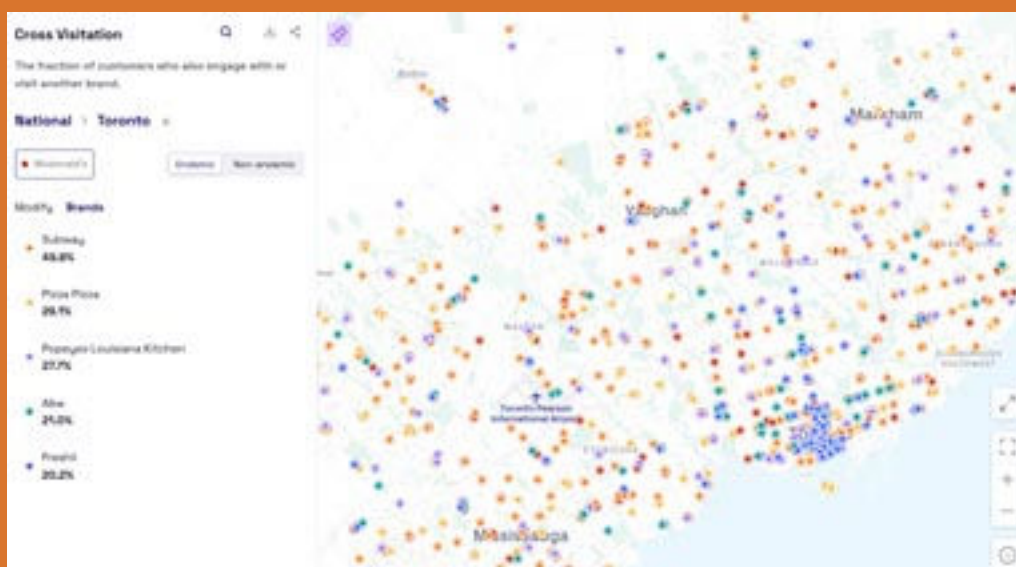
Identify where your audience is.

When?

Advertise at the right time.

Better Understand Cross-Brand Visitation

Many (if not all) brands share their customers with one or more competitive brands. We now have the ability to accurately view and analyze these cross-brand visitation patterns, based on customer shopping profiles from over 1800 major Canadian brands, and over 120,000 retail points of interest. This can significantly help sharpen media efficiencies and focus media expenditures into the most strategic areas.



McDonald's customers who also engage with or visit another competitive brand in Toronto

Demystifying Digital Advertising: A (Short) Guide to Key Terms and Concepts in a Data-Driven World

The digital advertising landscape is constantly evolving as new technologies and practices arise, and the vocabulary changes just as rapidly. In a world driven by data and insights, understanding the nuances behind terms and concepts can make all the difference. Like many others in the industry, Whitehead Agency Group quickly adapts to these changing terms and even coins new ones to reflect our innovative approach in the digital advertising space.

The following is a shortlist of some of the common terms we use.

Territorial data: Socio-demographic information attached to a zone, provided by statistical bureaus.

Exclusive Shoppers: Those who have only visited a brand's locations within the past month.

Switchers: Those who have visited both a brand's location(s) and your competitors' locations within the past month.

Most Valuable Prospects: Those who have never visited a brand's location but have a high affinity for the area where the brand is located and frequently visit those within the same category and go to competitors. They have a high likelihood of becoming long-term, profitable customers.

Draw-In Rate: Is calculated by dividing the number of visits by the sum of visits + passerbys. For instance, if there were 10 visits and 90 passerbys, the draw-in rate would be 10%.

Uplift: Footfall uplift is the increase in footfall observed between the exposed and control groups, expressed as a percentage. The bigger the uplift is, the more we positively changed consumers' behaviours.

Incremental Visits: Refers to the number of additional visits to a store that can be attributed to a specific marketing campaign (incremental visits are a subset of the visits).

Dynamic Commerce Areas: DCA gives marketers a better understanding of consumer behaviours and footfall trends within specific areas. By analyzing the data associated with a DCA, marketers can gain insights into customer behaviour, identify areas of opportunity, and make more informed decisions.

DOOH: Stands for digital out of home, a new take on classic outdoor advertising which enhances billboards, posters, and signage with new technology, enabling interesting new features such as interactions between the ad and its viewers, remote control of campaigns, real-time bidding for ad time on physical billboards, and targeting of audiences.

CTV: Stands for Connected TV, a subset of OTT. CTV is a TV that is connected to the internet via an internal device (i.e., Smart TV) or an external device (ie., Apple TV, Roku, or gaming consoles). Video content is delivered to a TV screen through the internet.

Device ID: A device ID is a unique, anonymized string of numbers and letters that identifies every individual smartphone or tablet in the world. It is stored on a mobile device and can be retrieved by any app that is downloaded and installed.

Territorial Data: Socio-demographic information attached to a zone, provided by statistical bureaus.

Reach Your Audience When and Where It Matters Most

Whitehead Agency Group is a full-service boutique digital marketing agency based in Toronto, offering all the services found at larger-sized firms but with greater flexibility and more personalized client service.

Highly specialized in engaging today's digital-savvy consumers and by employing the latest data-driven strategies, we maximize a brand's online presence, build awareness, and market share.

In today's mobile-first world, impactful marketing is about having the right message at the right time and location.

The agency's advanced end-to-end mobile targeting solution ensures your brand is present when it matters most, whether your audience is on the go, at work, or at play.

Let's transform your mobile advertising from reach to resonance. Contact us today and let's get started.



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