# Need-to-Knows for Mobile Campaigns

## Smart questions to ask and key tips for executing a mobile shopper campaign

PART FIVE OF A SIX-PART SERIES BY CRISP MOBILE

As noted throughout this Crisp-sponsored, six-part series on executing mobile, the belief that you can take a desktop strategy and simply implement it on mobile is the most common misconception brands have when launching a shopper marketing mobile campaign. It just won't work.

For instance, mobile assets require their own formatting, distinct capabilities serve certain objectives, and different mobile media platforms require different targeting and ad-delivery tactics. "The biggest mistake a client makes is saying, 'This is our desktop strategy, just deliver it on the mobile device that way.' You really have to have a specific mobile strategy that considers how you're going to use in-app delivery and mobile web within your overall execution," says Joe Riley, vice president of client services at Crisp and a newly minted senior group director of media operations at Quotient Technology, which operates Crisp.

Part five in this series on executing mobile delves into the intricacies of a mobile shopper campaign. Parts one through four can be found at www.crispmobile.com/insights.

For clients working with Crisp, the process often begins by meeting with a planning team to iron out appropriate campaign goals and to package a suite of ad solutions. The ad operations and account teams then gather creative assets and work with the client to determine the most efficient way to execute against campaign goals. The ad operations team then executes, tracks and optimizes the campaign, and on completion, the planning team circles back with campaign reports.

But before a brand goes down that path, these helpful tips will ensure a smoother process.

### 1. Viewability vs. Location Targeting

The biggest difference between in-app and mobile web is a trade-off between location targeting and viewability.

For a mobile shopper campaign focused on ad viewability, running the campaign over the mobile web offers the most accurate way to measure it. In addition, mobile web "sticky ad" formats such as Crisp Adhesion provide a consistent way to maximize ad viewability. But as Riley notes, delivering a campaign only on the mobile web would deprive the marketer of the powerful location targeting capabilities that are available when running in app-based ad environments.

The problem with measuring viewability when it comes to running an ad inside an app is that if the app's developers haven't installed the SDK (software development kit) of a viewability partner, it cannot be measured by that partner. The apps that are used most like Facebook and Twitter are accounted for, but many of the mid- to long-tail apps are not measured accurately.

"In an ideal world, I'd love it if in-app viewability could be executed at 100% or 99% accuracy, but the stats come out closer to 80% or 70% coverage," Riley says.

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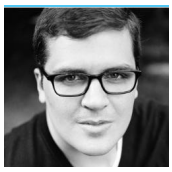

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**— Mike Halversen, Director, Ad Operations, Crisp**

Crisp can count viewability in-app through the company's own technology and tags, but a client may understandably want third-party verification, which falls back into the problem of software kits and compliance. "Right now the market doesn't have a widely acceptable method to judge viewability," says Mike Halversen, director of ad operations at Crisp.

While mobile web offers key benefits with regards to ad viewability, the drawback is inaccurate location targeting. Halversen says that geo-targeting an ad on the mobile web depends on a user having their location enabled on their Internet browsers, and most do not. In those cases, a mobile provider uses the IP address for location, and that can route to the nearest, most powerful cell tower as opposed to the user's actual location. For example, if a shopper traveling in California is an AT&T user, that cell tower could be in Atlanta.

"We're shopper marketing, so every campaign has to be served within close proximity to a retailer," Halversen says. "With serving ads in-app, you usually get the latitude and longitude of the user in the ad request, so it's as accurate of a location as you can get."

Before a brand starts working with a mobile partner, they should ask how the company navigates the technical limitations of mobile web vs. in-app. "If they sell you a campaign with a store locator and 100% viewability across mobile web, it sounds great, but when you dig into the technical limitations, you need to understand what's possible," Halversen says.

## 2. Align Creative With KPIs

Another adjustment before getting too far into a campaign is to align the ad creative to support the program's KPIs, according to Stefaan De Waegeneire, creative director at Crisp. For example, if a mobile shopper program offers a $2-off coupon for a case of main brand soda, and the goal is to drive sales, the creative should be tailored accordingly. In this case, the mobile campaign shouldn't focus as much on elaborate creative and interactivity, but on the offer at hand. The creative doesn't need to use video, expandable banners or other features because the brand — in this example, a main brand soda — should be widely recognized and the goal is to quickly get a consumer to the coupon to buy.

If a brand, on the other hand, wishes to promote a sweepstakes, launch a new product or promote a product as a recipe ingredient, further engagement with the ad may be necessary. The creative execution may need to include more dynamic features such as an expandable banner that features a recipe or product gallery, video, animation or store finder. Many messaging-based ads simply require a larger panel to communicate their message.

As far as KPIs go, Riley and De Waegeneire both say clients are better off focusing on sales or store visits rather than campaign and ad engagement metrics. Riley says that regardless of click-through rate or impressions served, if shoppers are going to the store and buying product, that's a successful campaign. De Waegeneire says a client may want to focus on "ad engagement," such as time-spent or interaction rates, but this only makes sense if the goal of the ad is to hold the consumers attention long enough to convey a message or to build awareness. Even then, engagement is usually a proxy for a more concrete goal.

As De Waegeneire says: "Engagement sounds great, but does that equate to a measurable business outcome? A client needs to analyze what they truly need and then look at how the creative can be leveraged, whether it needs to be created in-house or through an agency, and prepare everything accordingly."

## 3. Asset Prep

Crisp creates a creative specification document for clients that defines required ad sizes, formats, functionality and more when it comes to helping clients prepare creative for the mobile campaign. If assets aren't in line with specifications, a

program can be delayed for several days or more while waiting for the required creative assets to come through.

De Waegeneire says the communication to gather assets goes through account teams, sales teams and creative teams on both sides, so with multiple people in different time zones, creative requests can be bounced around or delayed. Often clients give Crisp what's needed down to a T, but it's a good tip to try to have all raw or layered materials ready for the mobile solution provider to use right away.

The best plan is to have the creative professional who developed the assets communicate directly with the creative team at the mobile solutions provider; designers simply speak the same language. Communicating together, they can get to what's needed and quickly troubleshoot any issues.

## 4. Scale vs. Targeting

Before finalizing audience targets, brands should discuss with their provider the best strategy to balance the precision of their audience targeting with the scale required for the campaign to deliver on its KPI. For example, a brand may want a large number of impressions for a mobile ad, but they set the targeting so precisely that it can't be reached. Halversen gives an example of a brand looking for one million daily impressions from an ad run against three stores in Alabama, targeted exclusively to mothers between the ages of 18 and 34. That targeting is likely too limited to deliver the required number of impressions.

Brands can educate themselves on strategies to be more flexible in their targeting, such as starting with a precise behavioral segment, maximizing as many impressions as possible and then loosening up the targeting as it goes to extend that reach.

## 5. Forecasting

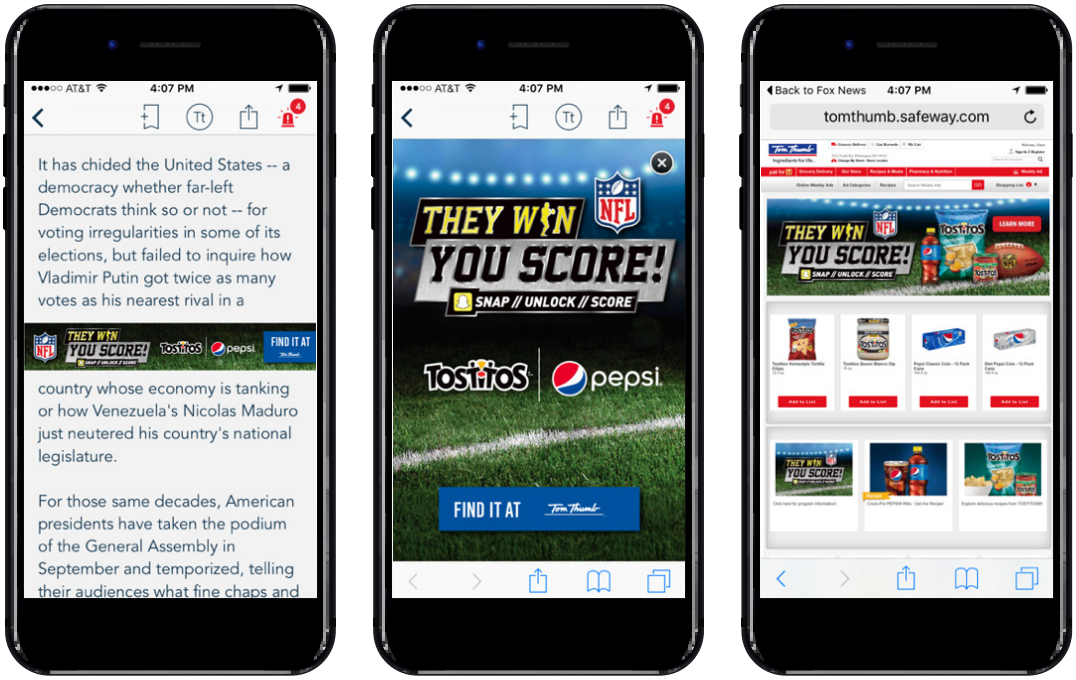
To properly forecast impression delivery, ad ops teams need to take into account an interesting artifact in the world of mobile inventory: duplicate ad requests.

Mobile solutions providers execute campaigns directly with the publishers they have relationships with, but also purchase impressions over the open market. As a result, duplicate ad requests from multiple sources can skew forecasts resulting in lower ad delivery vs. forecasts, unless they are accounted for.

Halversen says there are a lot of middlemen in the open exchange market that can result in an average of between 5–10 times duplication over the real ad requests. Brands should ask providers how they work around that and ask just how realistic the IO amounts are based on the targeting requirements.

And that's just one question to ask. As the five points above demonstrate, there are many questions and issues that come up when rolling out a mobile ad program.

As Riley says, in the infancy days of mobile ads, brands could get away with shoehorning a desktop strategy into a mobile ad that ran exclusively over the mobile web. Today, a demanding set of KPIs, combined with extensive targeting, creative and media options, create a landscape that is complex but highly effective in delivering against a campaign's goals. It helps to know the right questions to ask upfront. crisp




Pepsi leveraged expandable ads in-app with a store locator feature. The accuracy of location is stronger in-app than over the web.

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**— Stefan De Waegeneire, Creative Director, Crisp**