SMARTMEDIA

Disrupt Your DMO Digital Marketing with Retail Insider Tips

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SMARTMEDIA

StackAdapt

Valassis Digital

GroundTruth

Omni-/ Cross-channel is the EXPERIENCE. Planning for it creates LIFT.

An omni-channel approach creates opportunities to PARTNER with RETAIL Marketers.

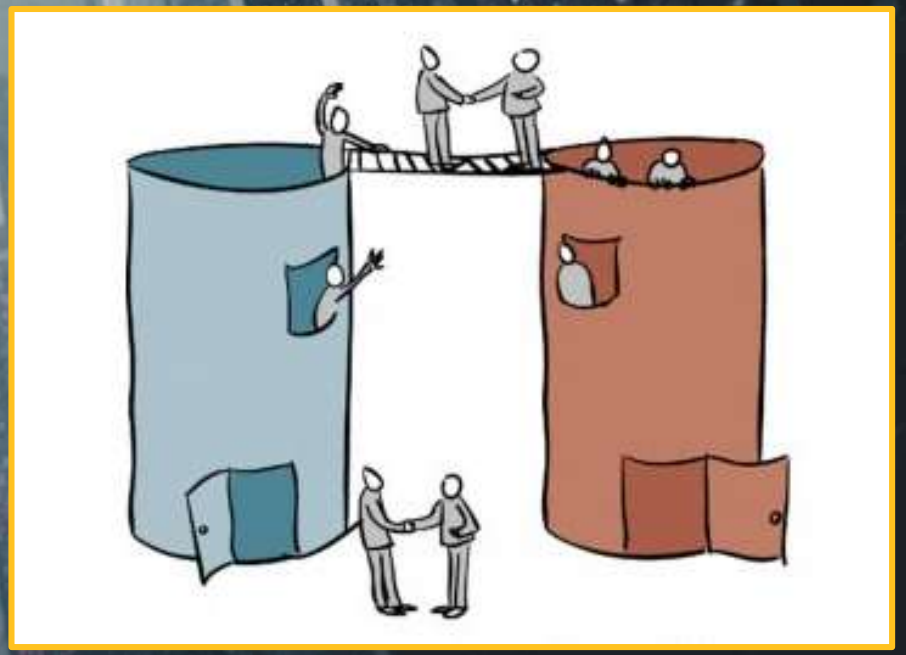
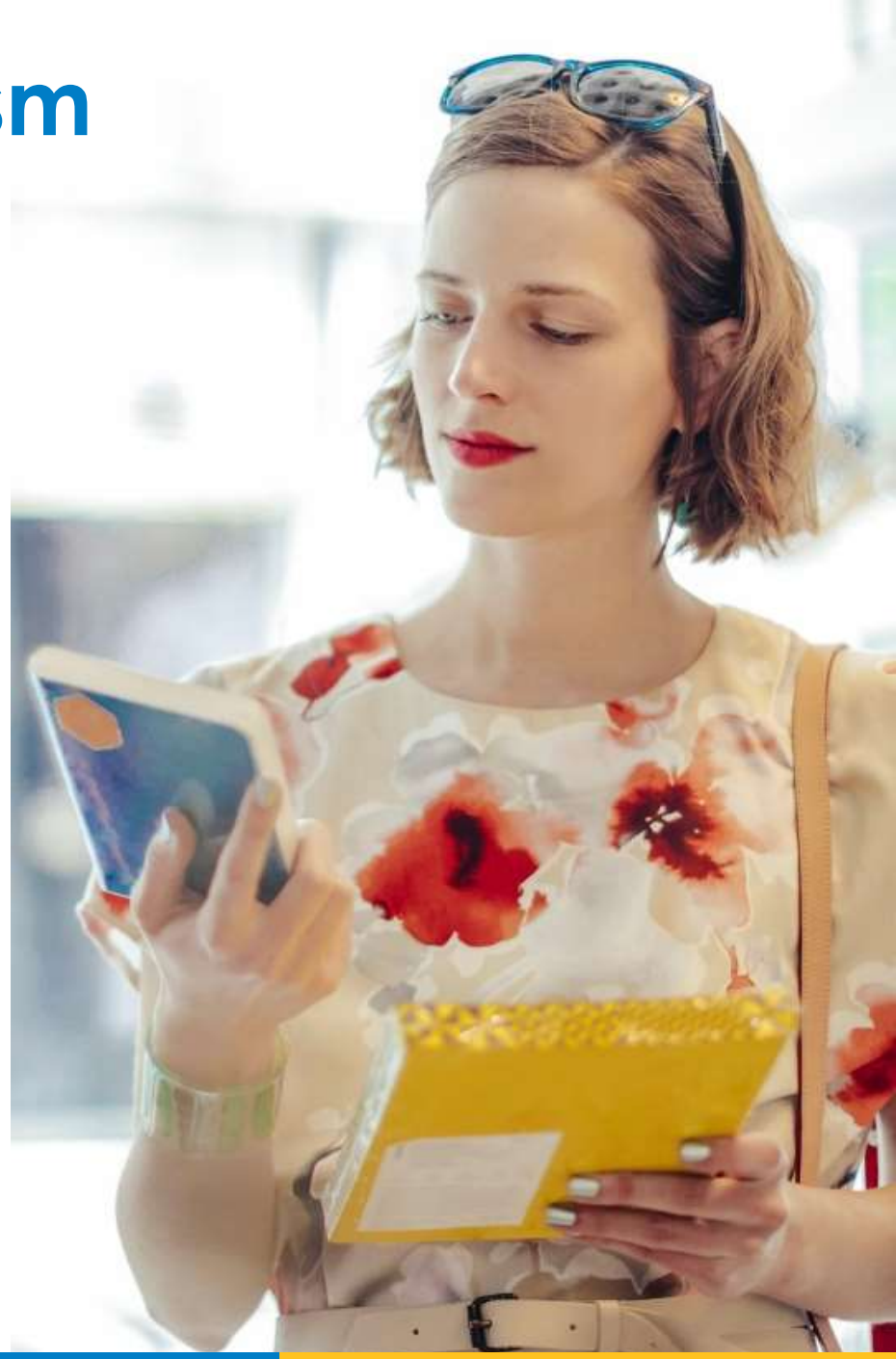


image: drawingoutideas.ca

Retail + Travel + Entrepreneurialism

1. **RETAIL & Shopper Audience Insights**
   - Women: Decisions, Intent and Impulses
   - What is Valued?
2. **SOPHISTICATED DIGITAL PLATFORMS**
   - Layered Targeting
   - Tracking, Sales Lift and Retargeting
   - Campaign Management & Insights
   - Blockchain's Transparency & Authenticity
3. **LEARNING and Lean Marketing**
   - Product-Market Fit Journey
   - Changing Objectives and Key Results



OKR: Objectives & Key Results

Better than Flying Blind

SMARTMEDIA

S	**Strategic** Design
M	**Media** Vetting
A	**Align** Goals w Partners
R	**Run** Omni-channel
T	**Test** Creative
E	**Evaluate** OKR
R	**Report** Actionable Insights

Retail + Proof

Put your smart phone camera on the logo to discover all the love that went into this garment.

Global Organic Textile Standards (GOTS)

Your cotton product was made in safe and clean factory conditions with absolutely NO child labor. It is certified to be 95 – 100% all-natural organic cotton fibers

Fair Trade

Retail + Travel *with a twist*

PRODEGE NETWORK

Key demographic highlights - moms, ages 25-54, with an HHI of $90K, propensity to try new products & services.

101M
UNIQUE MEMBERS

$725M
Annual Sales to our partners (2018)

swagbucks

45M
UNIQUE MEMBERS

MyPoints®

12M
UNIQUE MEMBERS

Points Based

shopathome

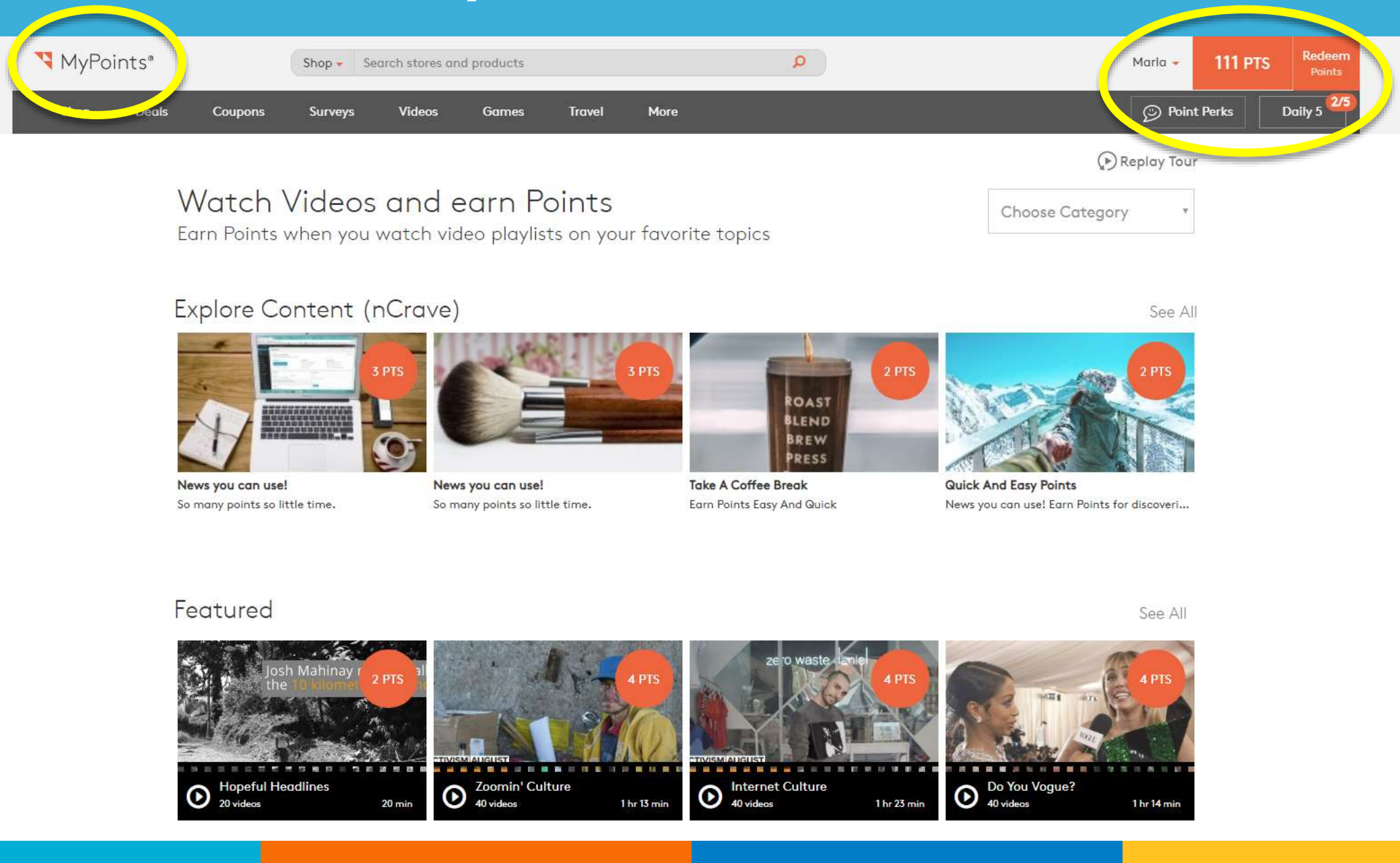
4M
UNIQUE MEMBERS

InboxDollars

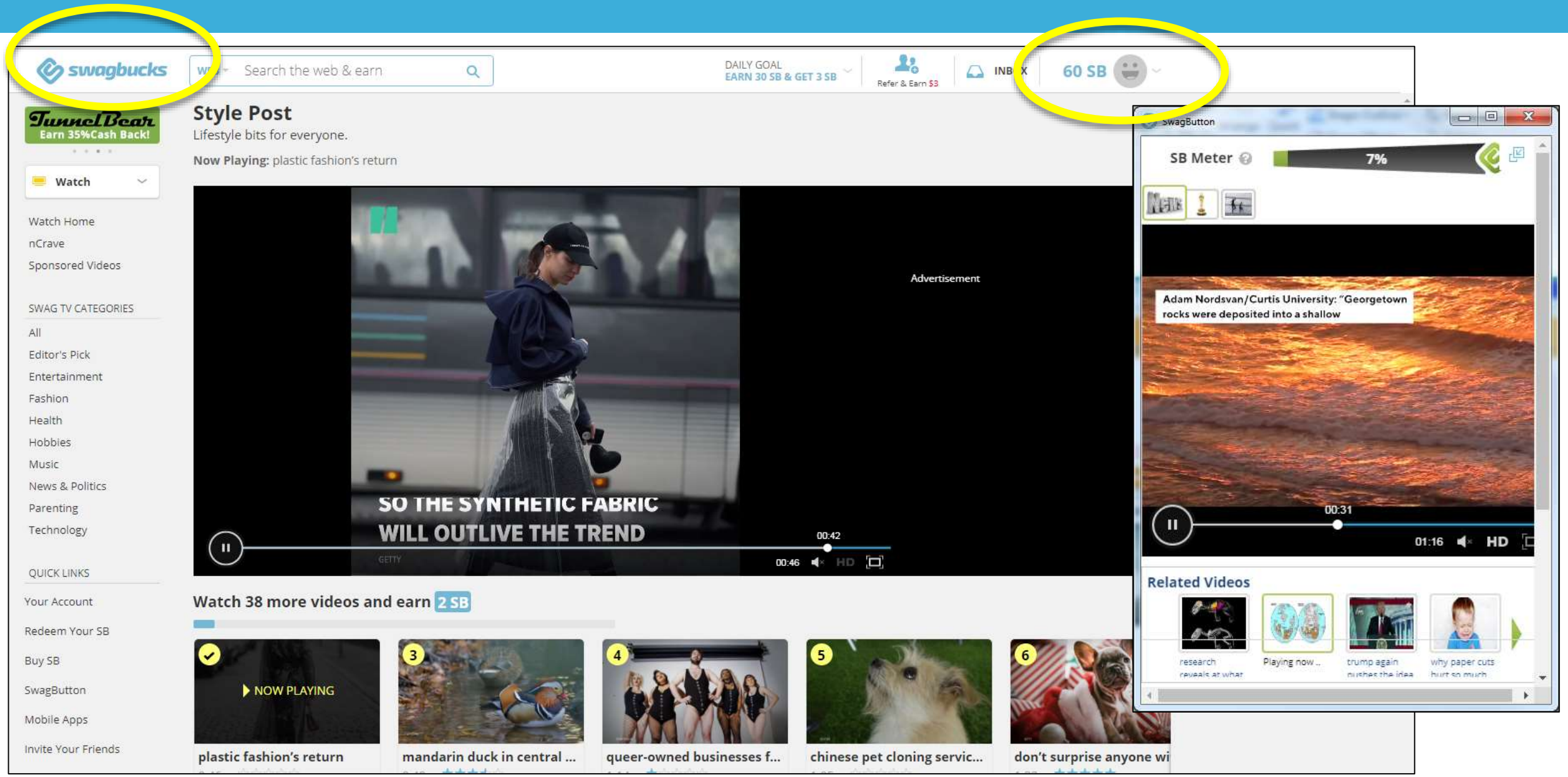
40M
UNIQUE MEMBERS

Cash Back

THE HOW: An Example… VIDEO DISCOVERY



THE HOW: An Example… VIDEO DISCOVERY



Get $50 off your first box! Discount will be automatically applied at checkout.

LOG IN

BRIGHT CELLARS

How It Works

DISCOVER YOUR WINE EXPERIENCE

Bright Cellars is the monthly wine club that matches you with wine that you'll love.

Take your taste palate quiz to see your personalized matches.

GET STARTED

1 TAKE QUIZ

Create your own unique taste profile

2 VIEW MATCHES

Based on your taste profile, see six unique wines

3 EXPERIENCE

Try six new wines matched to your profile

Earn Points with Barcelo Hotels Coupon Codes & Promo Codes

Was 2 / **Now 5 Points** per dollar

EARN POINTS

♡ Add To Favorites

Instantly Apply the Best Codes at Checkout

Add Score. It's Free

Best Barcelo Hotels Coupon Codes and Coupons (13)

#1 Best Barcelo Hotels Coupon	10% off All Inclusive Punta Cana Luxury Resorts.	+ 5 Points per dollar	GET COUPON Exp: 08/29/2019
#2 Best Barcelo Hotels Coupon	Extra 5% off Rivera Maya Hotels.	+ 5 Points per dollar	GET COUPON Exp: 12/31/2019
#3 Best Barcelo	Extra 10% Off Barceló Residences Dubai Marina Hotel Bookings	+ 5 Points per dollar	GET COUPON Ongoing

THE HOW: TripAdvisor & Hotel Integration

tripadvisor

Marla Johnson

Whale Watching from Friday Harbor
12pm Departure 12:00 (PM12~12:00)

Thu, Sep 19, 2019
2 Adults

Booking ref.: BR-736515000
Tour operator: San Juan Safaris

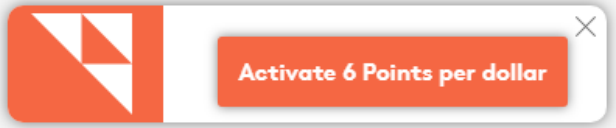
736515000

Supplied by viator

Mobile tickets accepted

Tap the ticket link in My Bookings or your confirmation email on your phone/tablet.

Download



Need to Make Changes or Cancel?

You can **cancel for free by Sep 17, 2019.**
Visit My Bookings to update your booking.

Tour Specific Inquiries

San Juan Safaris
+13603781323

Departure Details

DEPARTURE POINT

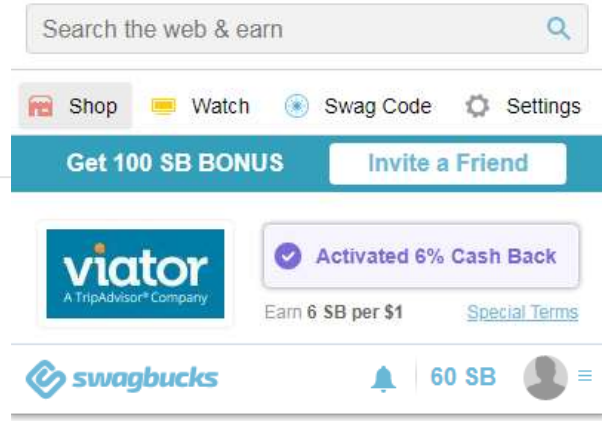
Friday Harbor, Washington
San Juan Safaris' office is located on Front Street, to the right, in the lower level of the 2 story gray building. Downriggers Restaurant is on the top floor.

Before You Go

Departure Times:

Apr 19 - Jun 23, Sept 9 - Oct 5: 12pm departure

Jun 24 - Sep 8: 1:30pm departure



SMARTMEDIA

Greater Reach, Engagement & Insights

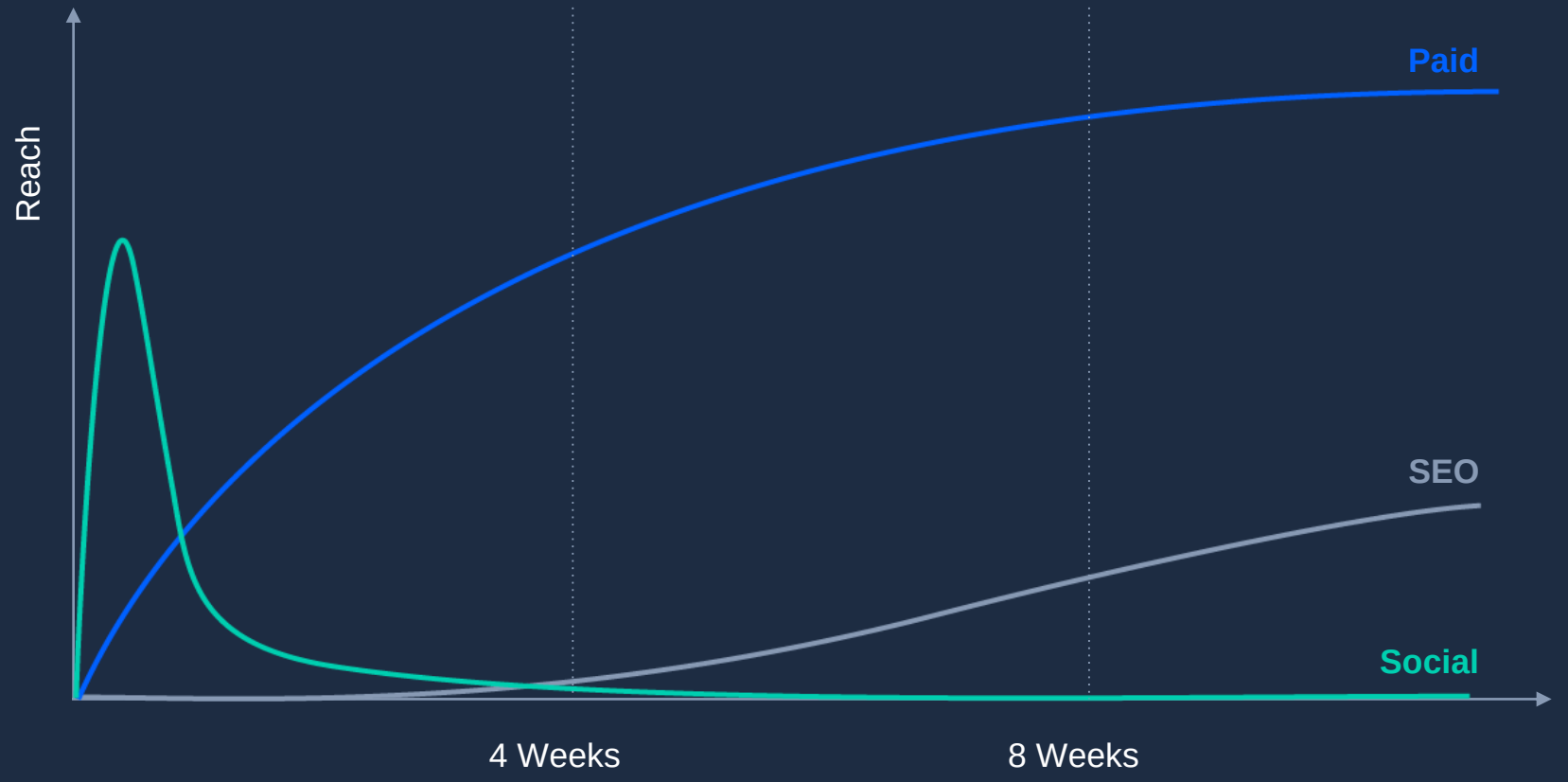
mjohnson@SmartMedia*MINDSET*.com

StackAdapt

#1 Programmatic Native Advertising Platform

Accelerating Customer Engagement and Acquisition

The Dominant Ad Strategy That Works



50+ Exchange Partners

Native

Microsoft
mobfox.
triplelift
native ads
Yieldmo
rubicon
sharethrough
Adyoulike
Taboola
FLOORM
myTarget
Purch
NATIVO
LiveIntent
mopub
PubNative
Teads
outbrain
sortable
RhythmOne
smart
LIGATUS
AppNexus
district m
smaato

Video

triplelift
smaato
Oath:
PubMatic
Yieldmo
mopub
sharethrough
ADCOLONY
FLOORM
Teads
UNRULY

Video & Connected TV

SPOTX
RhythmOne
Nexstar
rubicon
AppNexus
tekaric

Display

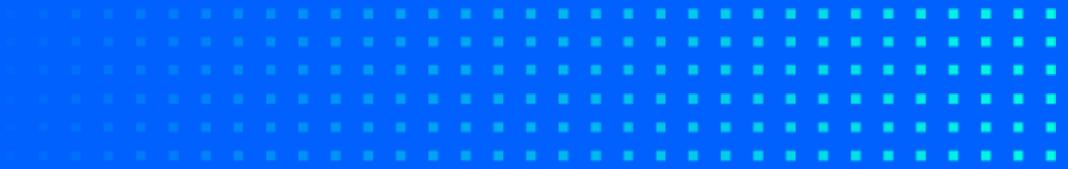
Yieldmo
rubicon
RhythmOne
AppNexus
FLOORM
triplelift
sortable
mopub
smart
mobfox.
district m
Microsoft
bouncex
NATIVO
smaato
KARGO

To give users access to inventory across 55,000+ sites and apps, including…

WHAT CULTURE
Mashable
TimeOut
Chicago Tribune
TNW
techradar.
Forbes
metro
THE TEXAS TRIBUNE
People
The New York Times
BUSINESS INSIDER
Entrepreneur
CNN
REUTERS

StackAdapt

How to Target and Buy



Upper Funnel

3rd-Party Targeting

Use segments from our 3rd party data partners

Geo-Radius Targeting

Target/retarget users that pass through specific locations

Private Deals (PMP)

Direct deals with contextually relevant publishers

Mid-Funnel

1st-Party Targeting

Onboard your 1st party data collected

Custom Audience Segments

One-of-a-kind custom audience segments based on content consumption

Lookalike Audiences

Tag users with a pixel, then target individuals exhibiting the same behaviour.

Lower Funnel

Dynamic Retargeting

Dynamically retarget high purchase intenders with a customized ad

Lookalike Audiences

Tag users with a pixel, then target individuals exhibiting the same behaviour

Native In-Feed

Occurs within a stream of content

1. Image

The image for native ads should not contain any text overlay

2. Headline

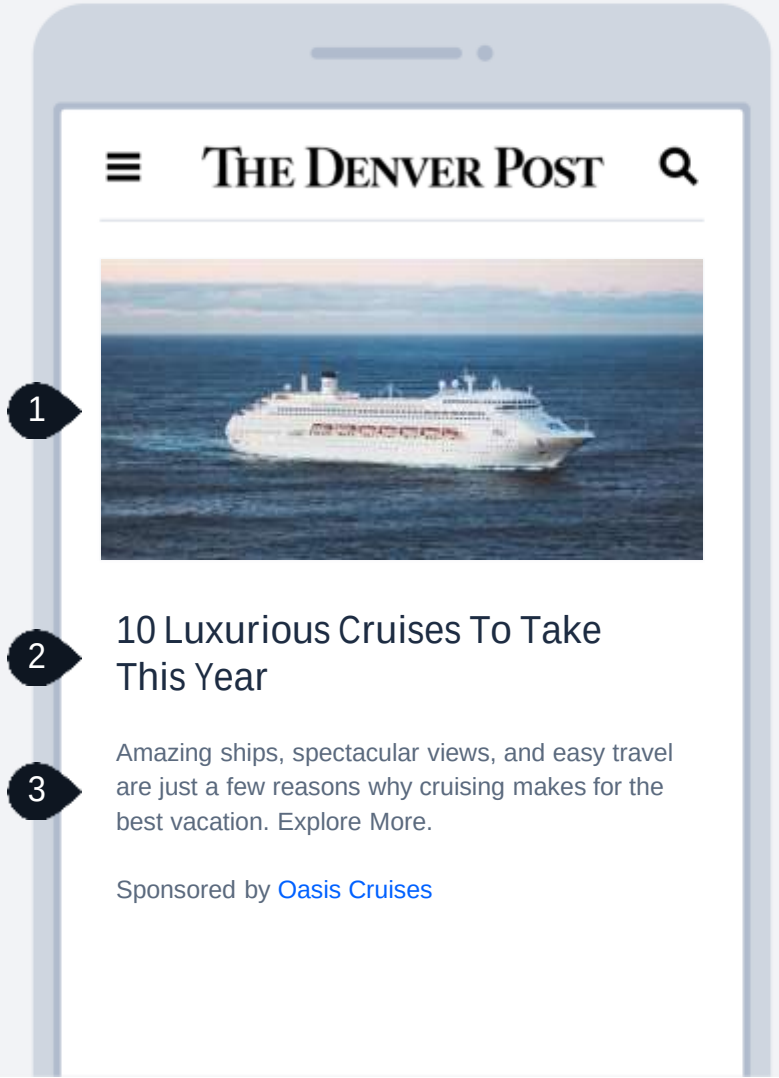
Maximum: 55 characters

Minimum: 15 characters (including spaces)

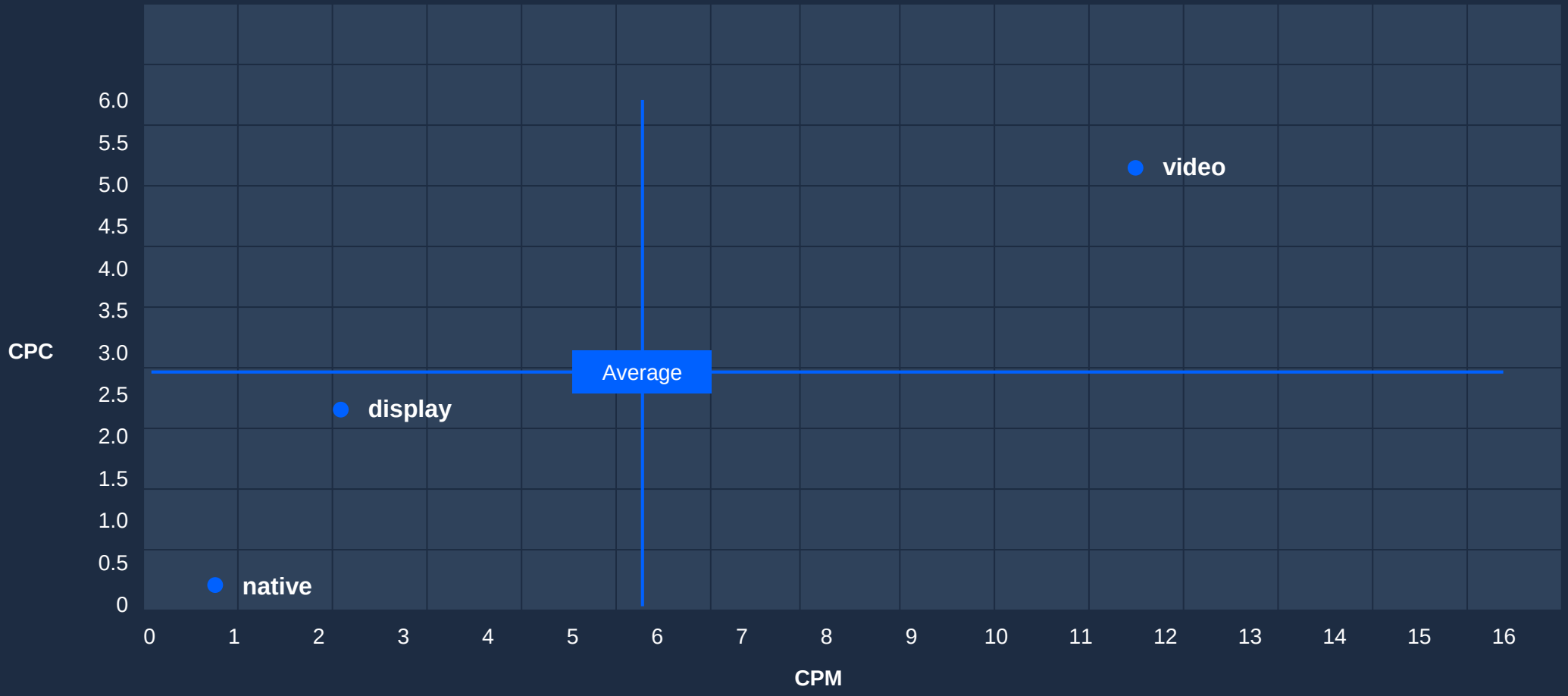
3. Body

Maximum: 120 characters

Minimum: 25 characters (including spaces)



Travel & Tourism

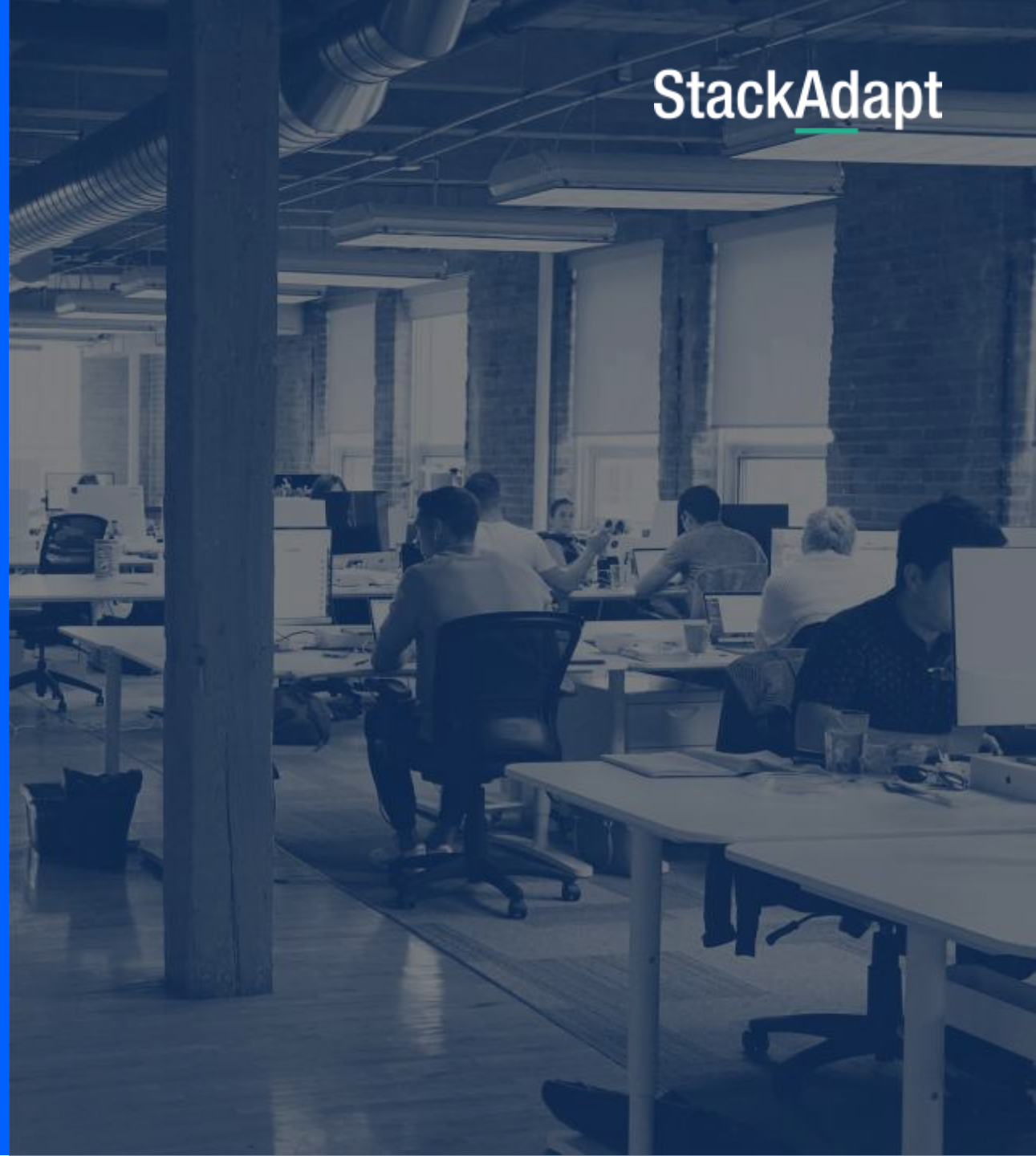


The **native** channel is demonstrating better performance than **display** across all metrics for Travel & Tourism.

Cross Channel Exposure Effects: Consideration

Number of impressions from opposite channel

Thank you!



WHAT IS LOCATION?

And why it matters to retailers & DMOs

Kelly Zahery

Director of Sales, East

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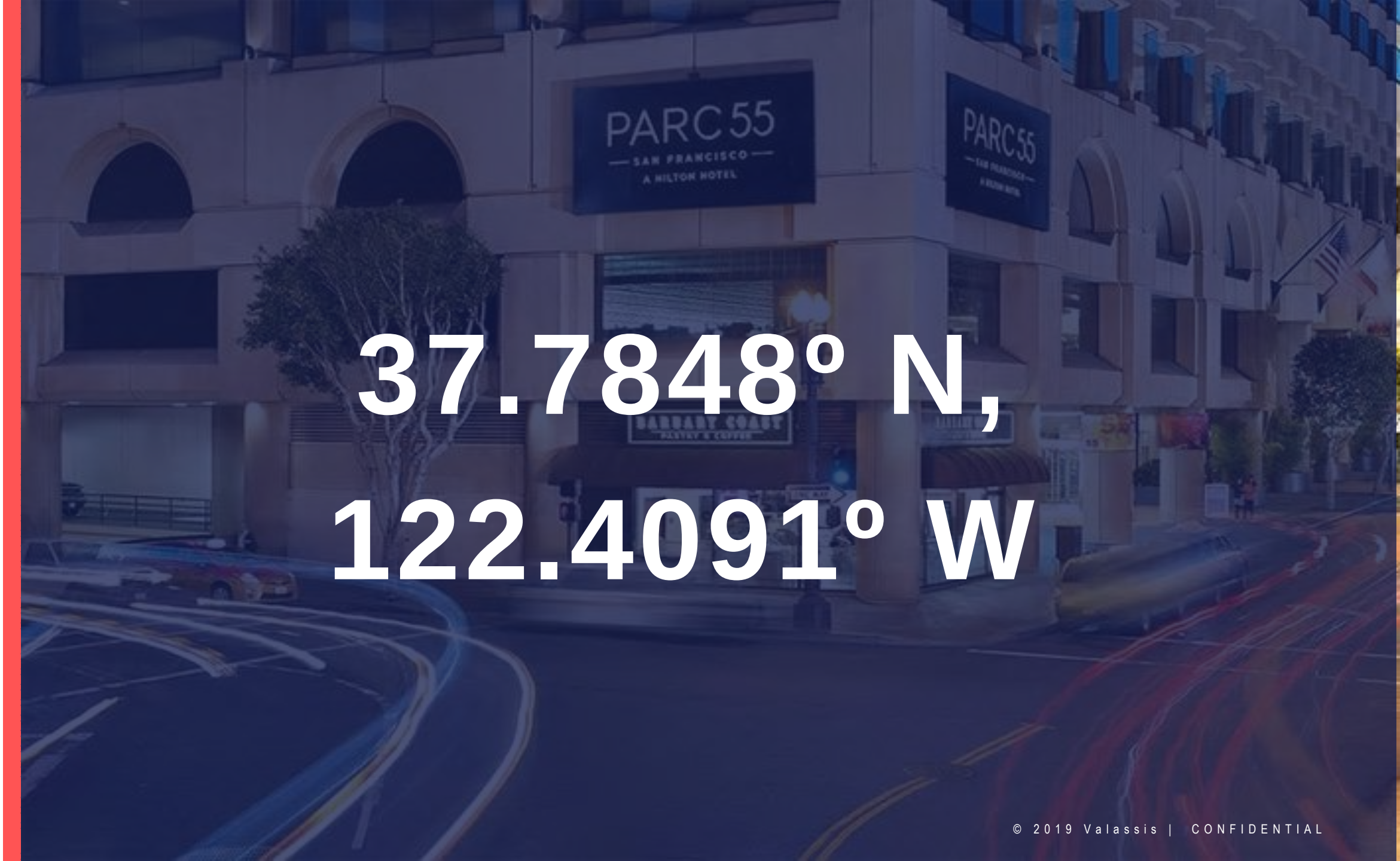

37.7848º N,
122.4091º W

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Identity

Powered By Robust Analytics & the Valassis Consumer Graph™

In-market Signals
What I want to buy now.
For example: Air travel, hotels, car rental, sightseeing tours, tourist destinations

Interest Over Time
Things I enjoy throughout my life.
For example: Air travel, cruises & charters, hotels, ecotourism, Vineyards & Wine Tourism

Store Visits
Stores I like and frequent.
For example: Avis Rent a Car, Marriott Hotels & Resorts

Demographics
My observed age, gender, ethnicity, and income.
For example: woman, age 35-44, with kids.

Purchases
My products and categories I prefer.
For example: Delta, Marriott, Ticketmaster.

Coupon Redemption
How likely I am to redeem a coupon for a category or product.
For example: beauty, baby care, pet products.

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Intent

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Interest

Best **-location-ad com** should serv
app one ad for your ne hile I'm brows
couc a vacation?" m hile I'm at th

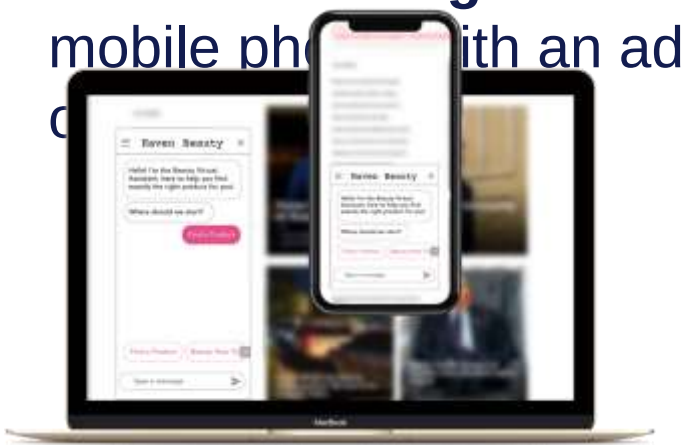
Bes **nel interaction** to do to spark
of a c sent to my mailbox for $10 off a visit to Great Wolf Lodge?

DYNAMIC MOBILE

DISPLAY ADS

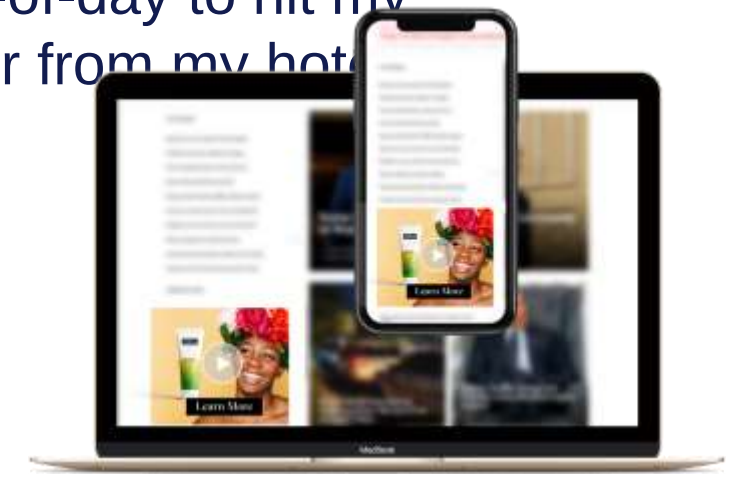
ACQUISITION EMAIL

The best timing for communication: What's the best time-of-day to hit my mobile ph ith an ad for the restau corner from my hot



CONVERSATIONAL DISPLAY ADS

DYNAMIC POSTCARD



VIDEO

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THANK YOU

Kelly Zahery

AmonK@valassis.com

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Influencer Marketing | Capabilities Overview

inmar collective bias

Why activate influencers **with Inmar?**

More Experience
in the game since 2009.

Better Influencer Matchmaking
private, curated community of creators. best-in-class platforms. sophisticated selection algorithms.

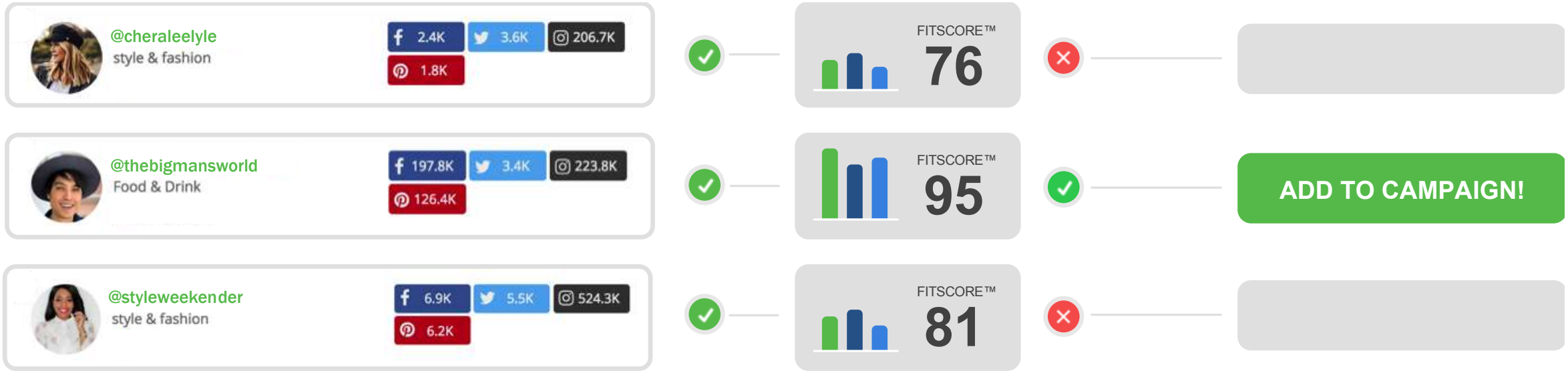
Superior Measurement
alleviate guesswork around performance.

The Right Data
first-party POS data, paired with a decade of social engagement data to drive recommendations.

Targeting

Discover the most fitting creators for your brand
using CB's proven influencer matchmaking process

Our private, invite-only community of influencers consists of over 40K members, each individually vetted for content quality, historical performance and audience quality (fake/bot follower detection included)



Search our private community, or let us do it for you. Either begin the process by browsing our Discovery tool for influencers, or allow CB to curate a custom list of candidates based on your pre-defined parameters

Score using historical data. Candidates for each campaign are vetted using CB's proprietary selection algorithm, FitScore™

Enlist the best of the best. Move forward confidently, knowing your influencers have been thoroughly evaluated

Influencer **FitScore™**

brand fit	geo/demo fit	performance	reach	audience
competitive work niche/genre	retailer preference HH information age/gender	by category by season by platform	engagement rates view rates growth rates	geo/demo traits interests brand affinities

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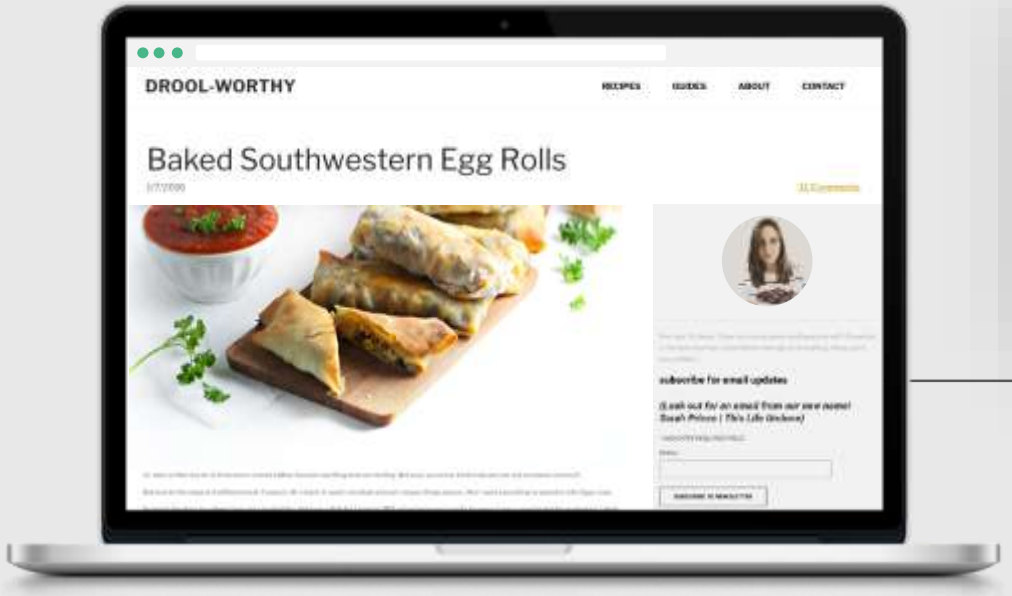
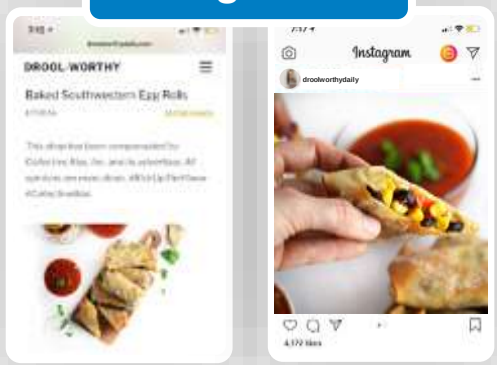
Ad Targeting-Merging **organic content** and **paid promotion**

Influencers organically reach thousands of engaged followers and subscribers. Paid media is layered into activations as a strategic tool to make your campaign more efficient, with addressable, proprietary user data as the primary catalyst for moving users down the purchase funnel

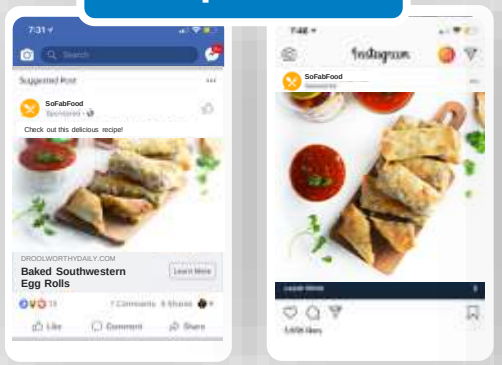


organic



After originating on blog sites and social channels, content receives views and engagements from influencers' organic audiences

paid



Content is then promoted by CB's media operations team, utilizing targeting, retargeting and lookalike tools across social platforms

Targeting Parameters Can Include:

- Demographic
- Geographic
- Affinity
- Behavior
- Interest
- Purchase
- Category-Level
- Retargeting
- Lookalikes/Actalikes

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Measurement/Reporting

Pre-Campaign Planning-Aligning data to **your unique challenges**

Identify addressable **goals/challenges**	Align goals with most **relevant data sources**	Interpret findings and **provide recommendation**
Increase basket size	**POS Data – Market Basket**	Data-driven tactics and content themes designed to **increase basket size**
New item or innovation awareness	**POS Data – Mult. Purchase Incidence**	
Gain share vs. competition		
Drive new usage occasions	**Social Data**	Data-driven content storylines that will **increase purchase frequency**
Revive brand image	**Market**	
Increase brand affinity		
Re-engage lapsed users	**CB Engagement Data**	
Accelerate activity surrounding offers/rebates		
Drive new HH penetration	**Audience Analysis**	**Audience insights** that identify new HHs and methods for reaching and targeting them
Drive ecommerce sales	**POS Data – Loyalty/Segmentation**	

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Live Measurement During Campaign

Measure with confidence using our industry-leading reporting tools and studies

Our measurement tools and philosophies have continuously set the standard within influencer marketing. We believe in less vanity metrics and theatrical explanations, and more transparency and quantifiability

Your real-time analytics dashboard includes:

Third-party verified Content View & Engagement reporting

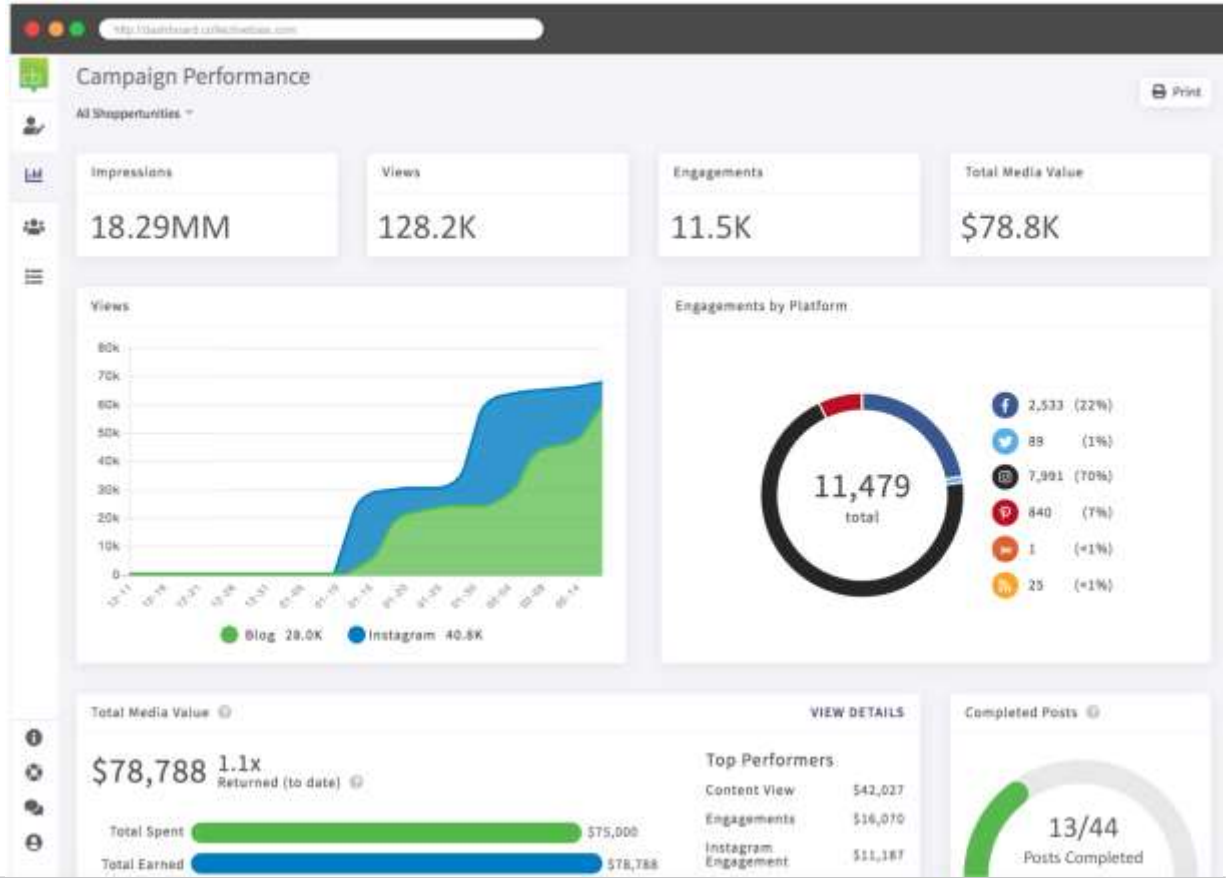
Pacing monitors comparing performance to goals and category-level benchmarks

Engagement breakdown by social platform, including Time on Content

Social Content Ad™ performance data

Total Media Value (TMV) calculations

Thumbnail links to all influencer content, and performance metrics for individual influencer posts



Ask us about measuring ROI/ROAS! We've measured sales lift for 100+ campaigns, across 9 distinct categories

Post Campaign-Driving Sales and Conversion

It's true: influencers are a great tool for driving brand exposure among targeted audiences and new households. That being said, influencer marketing does not only affect the top layers of the funnel.

Campaigns can be designed to drive deep-funnel activity, whereby we continually re-engage users who have shown interest in content about your product. This can drive them towards trial opportunities (offers, sampling, etc.), or even ecommerce purchases.

Example:

A well-known rice brand wanted to drive trial by accelerating redemptions of a mobile rebate at Walmart. Up to the challenge of scaling the offer's reach, Collective Bias activated influencers to discuss spending quality family time in the kitchen and creating new usage occasions for the brand, and created specific CTAs across blog, social and video content to drive to the offer.

CB's Influencers were the only driver to the mobile rebate for $0.75 off products exclusively at Walmart, and redemptions originating with influencer content were uniquely tracked

Results: **130K users unlocked & 58K users redeemed** the offer after being exposed to it via influencer content.

15% avg. mobile rebate redemption rate

44.8% redemption rate achieved (3X benchmark)

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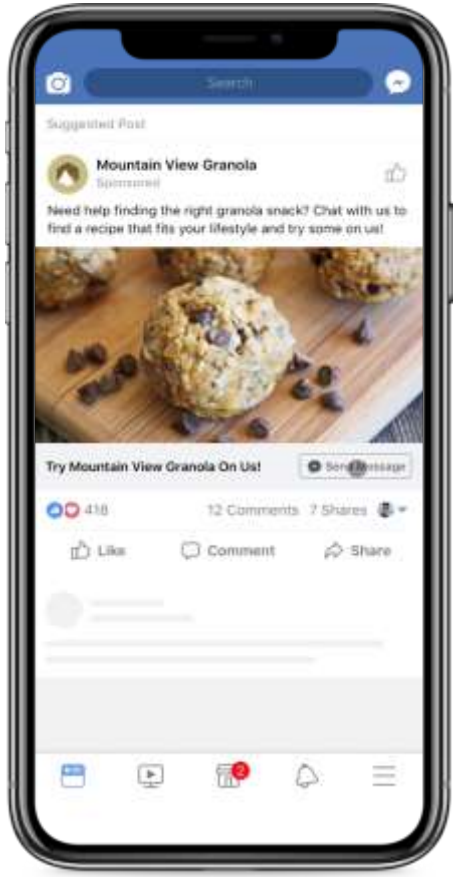
Conversational Commerce

How It Works: The Consumer Experience

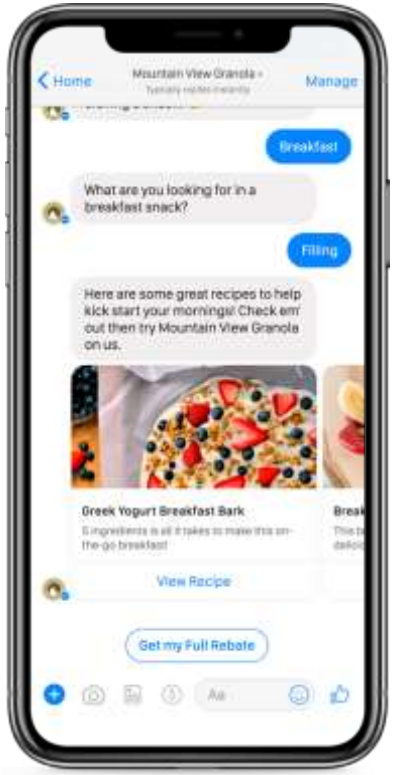


ccb.gratafy.com

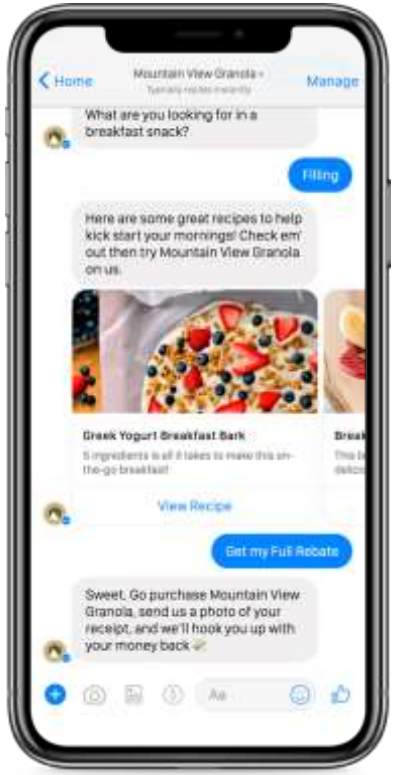
How It Works: The Consumer Experience

Paid Media

Product Education



Content Discovery



Digital Offer

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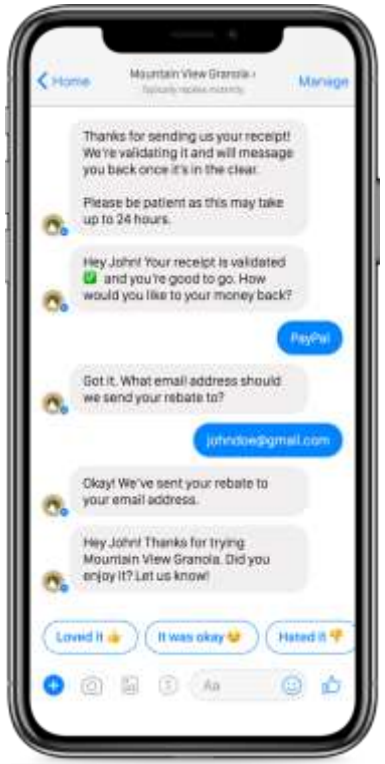
How It Works: The Consumer Experience

Receipt Validation

Rebate Processing



Customer Feedback

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Snickers Brand Subscription & Product Trial

Connecting real-time events to CPG offer redemption

Monday Night Football just got more interesting! The Snickers' Hunger Handoff promotion drove awareness and product trial through real-time event messaging based on football plays in partnership with the NFL.

By tying the promotion into the excitement of live sports:

50% of subscribers who received a push notification claimed a coupon for a free Snickers bar - resulting in 261k coupons being claimed.

82% of consumers subscribed to receive broadcast messages about the program

Subscribers who received a push notification claimed their coupon in less than 14 minutes.

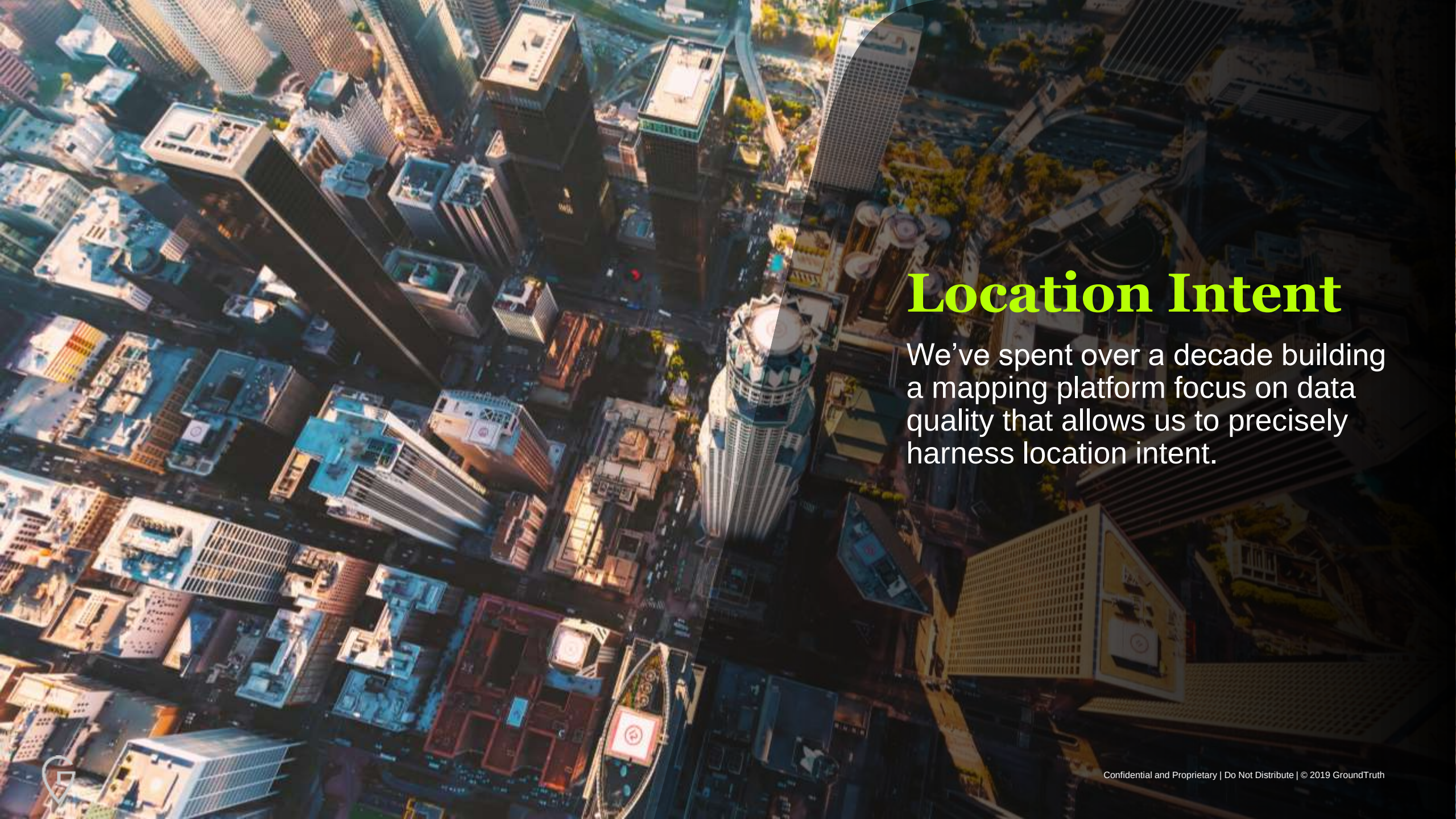
THANK YOU

www.collectivebias.com • inmar.com • linkedin.com/company/collective-bias/

April Porchia
e: april.porchia@inmar.com
p: (479) 619-5436

Unlocking the Power of Location

Catherine Fanone, VP National Sales
GroundTruth



Location Intent

We’ve spent over a decade building a mapping platform focus on data quality that allows us to precisely harness location intent.

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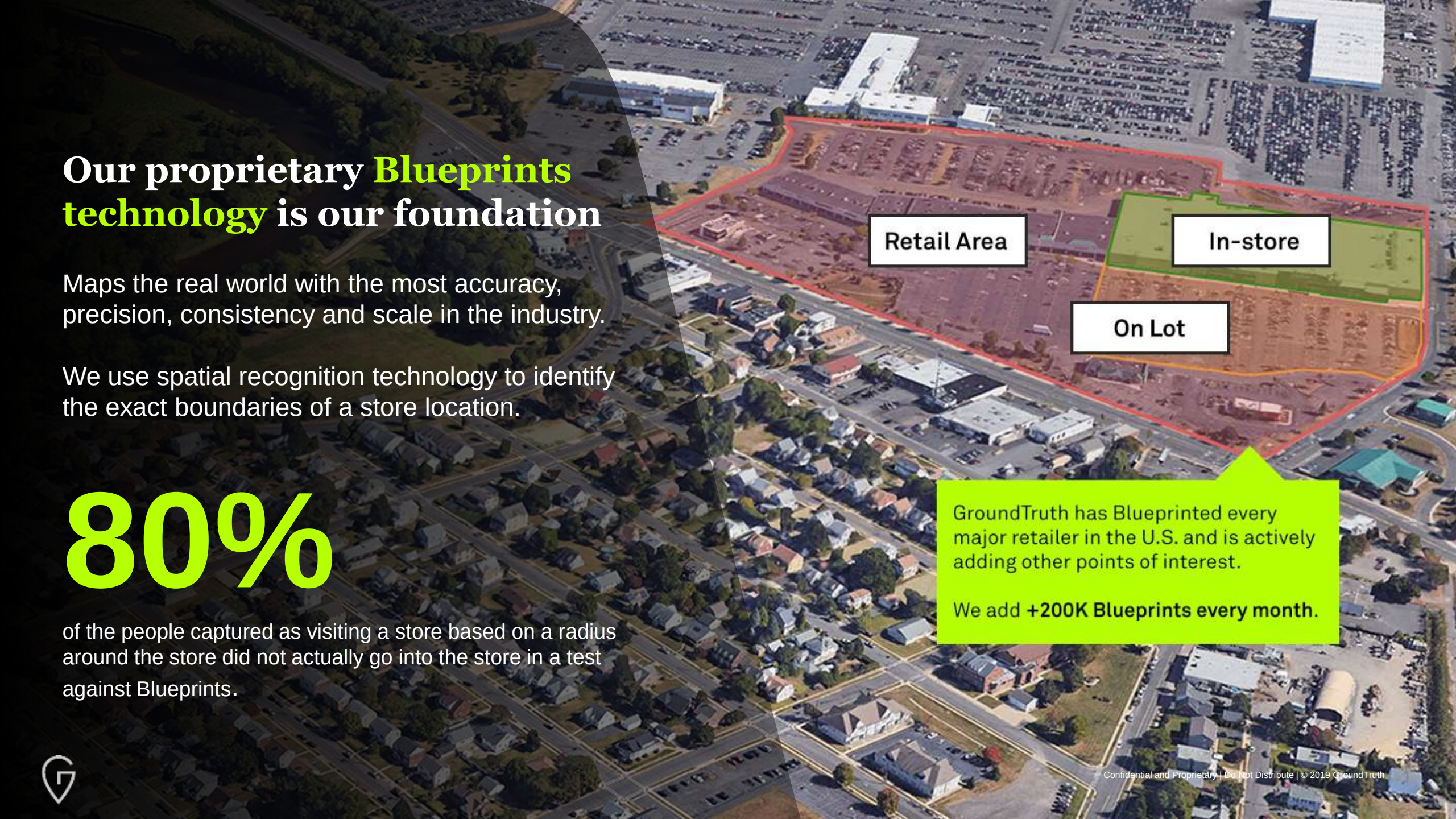
Our proprietary Blueprints technology is our foundation

Maps the real world with the most accuracy, precision, consistency and scale in the industry.

We use spatial recognition technology to identify the exact boundaries of a store location.

80%

of the people captured as visiting a store based on a radius around the store did not actually go into the store in a test against Blueprints.



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Location-Based Targeting

Real-Time

Connect with consumers in the moment with relevant messaging to get them through your doors.

- On Premise
- Geo-Targeting
- Proximity

Historical Visitation

Reach people based on historical visitation patterns.

- Location Audience
- Behavioral Audience
- Custom Audience

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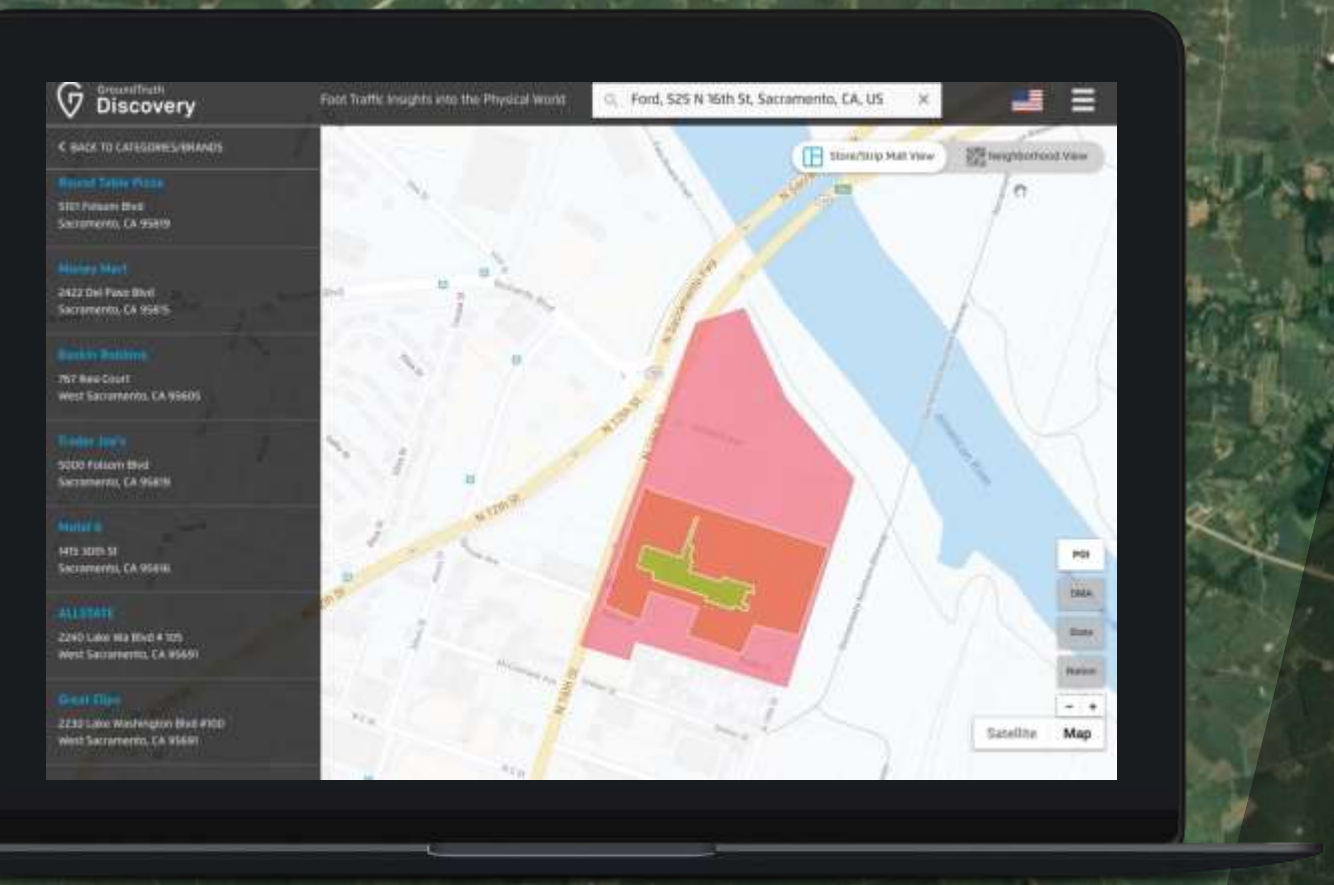

Neighborhood Targeting

Neighborhoods enables marketers to garner insights on their consumers as well as execute intelligent targeting based on areas of high visitation affinity with a brand's store or set of audiences

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Location Data in Action

XXX County Tourists: Visitation Indexes

(Select Verticals)

Both Costco and Target visitation is a good indicator of an affluent consumer base. With such a huge gap between the indexes for Target and Walmart, its safe to say these tourists skew towards the higher income brackets. Their love for hotel brands varies greatly, with Radisson and Holiday Inn visitation extremely high compared to the lowest-cost alternatives like Motel 6 and Red Roof Inn.

Economy Hotel Brands

Brand	Visitation Index
Radisson	2.21
Holiday Inn	1.52
Super 8	1.42
Comfort Inn	1.04
Ramada	0.81
Days Inn	0.70
Econo Lodge	0.65
Motel 6	0.48
Red Roof Inn	0.41

Big-Box Retailers

Brand	Visitation Index
Costco	1.53
Target	1.48
Sam's Club	0.91
Walmart Supercenter	0.90
Kmart	0.47
BJ's Wholesale Club	0.22

Fast Food Brands

Brand	Visitation Index
Jimmy John's	2.36
Arby's	1.57
Dairy Queen	1.24
Subway	1.08
McDonald's	1.07
Taco Bell	0.86
Panda Express	0.78
Burger King	0.69
Five Guys Burgers & Fries	0.66
KFC	0.55

Fast Casual Dining Chains

Brand	Visitation Index
Noodles & Co	3.74
Qdoba	3.29
Potbelly Sandwich Works	2.37
Panera Bread	1.53
Einstein Bros Bagels	1.02
Chipotle	0.90
Schlotzsky's	0.85
Firehouse Subs	0.71
Jersey Mike's Subs	0.62

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Tourist Hometown Insights

(Top States and DMAs of XXX County Tourists)

Rank	DMA	% of Tourists
1	Milwaukee	20.6%
2	Green Bay – Appleton	20.6%
3	Chicago	15.9%
4	Madison	7.3%
5	Minneapolis - Saint Paul	5.4%
6	Wausau - Rhinelander	2.8%
7	La Crosse - Eau Claire	1.9%
8	Saint Louis	1.1%
9	Rockford	1.1%
10	Phoenix	1.1%
11	Tampa - Saint Petersburg	0.9%
12	Fort Myers - Naples	0.9%
13	Cedar Rapids - Waterloo & Dubuque	0.9%
14	Davenport - Rock Island - Moline	0.8%
15	Wichita - Hutchinson	0.8%

Rank	State	% of Tourists
1	Wisconsin	56.0%
2	Illinois	18.2%
3	Minnesota	5.2%
4	Florida	3.3%
5	Michigan	2.0%
6	Iowa	1.9%
7	Indiana	1.5%
8	Missouri	1.4%
9	Texas	1.4%
10	Arizona	1.2%
11	California	1.1%
12	Kansas	1.1%
13	Ohio	0.8%
14	Colorado	0.6%
15	North Carolina	0.5%

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