

inMOBI™

MMA
MOBILE MARKETING ASSOCIATION

THE ULTIMATE SURVIVAL KIT FOR MOBILE MARKETERS IN 2018



MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry

MMA is 800+ Members
Strong Globally

Marketers, Agencies, Media Sellers,
Technology & Operators



Presenter



Jayesh Easwaramony
SVP & GM, Asia Pacific, Middle
East and Africa
InMobi
@JEaswaramony

Moderator



Rohit Dadwal
Managing Director
Mobile Marketing Association
Asia-Pacific, Ltd.

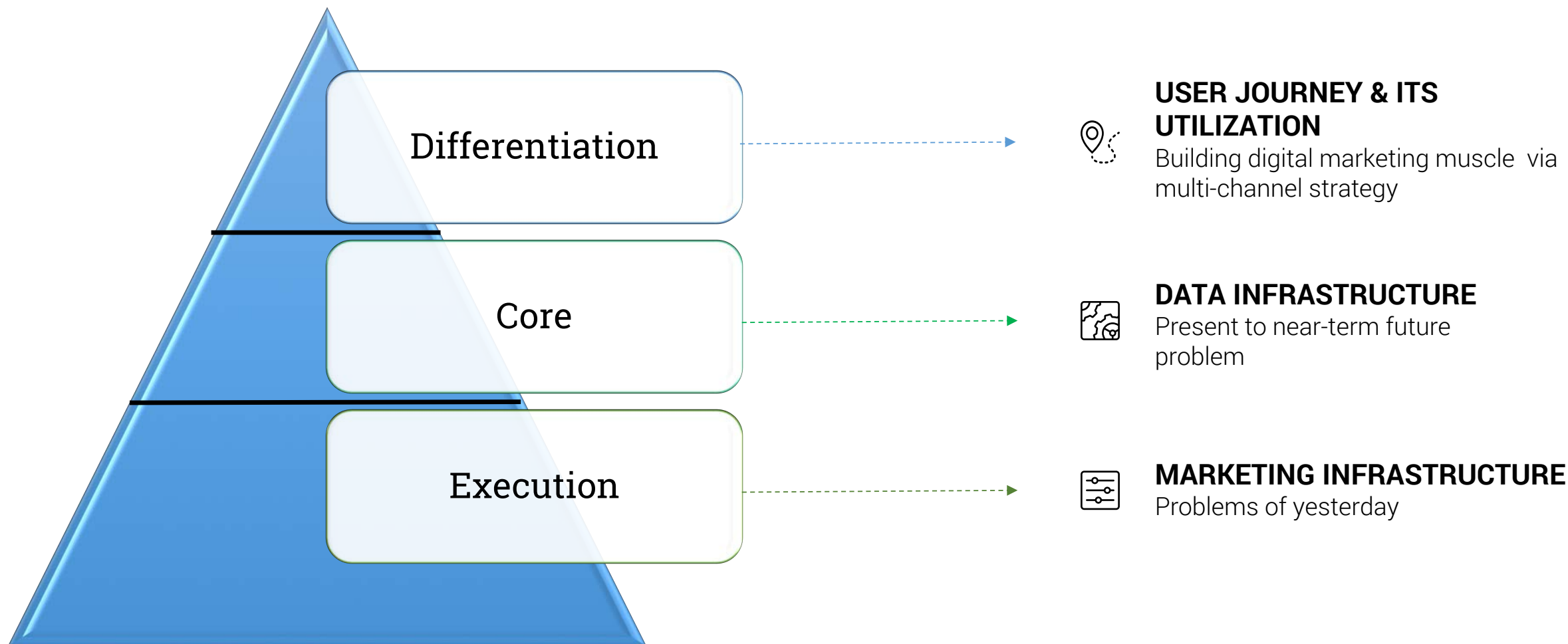
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THE 2018 MARKETER'S HIERARCHY OF NEEDS





**HOW DO YOU SOLVE YESTERDAY'S PROBLEMS FASTER
SO THAT YOU CAN SOLVE THE TOUGHER PROBLEMS OF
TODAY?**

THE MOBILE MARKETING INFRASTRUCTURE ELEMENTS



TRUST AND ATTRIBUTION

Viewability

Antifraud

Brand safety

Attribution

3rd Party
verification



MOBILE VIDEO, THE SINGLE UNIFYING BLOCKBUSTER FORMAT

Advertisers

Consumer Behavior

Publishers



GOING PROGRAMMATIC: MANAGE COMPLEXITY NOT COSTS

2018 is the
year for APAC



UNDERSTAND THE PATH TO PURCHASE: THINK FULL-FUNNEL MOBILE

Online order
fulfillment

Awareness +
performance
marketing

TRUST & ATTRIBUTION

Viewability and brand safety remain major concerns for advertisers



THE SOLUTION

- Independent third party verification by MOAT, IAS, Nielsen
- Adherence to MRC standards
- Anti-fraud measurement
- Unified attribution across mobile app and web



MOBILE VIDEO

The single unifying blockbuster format

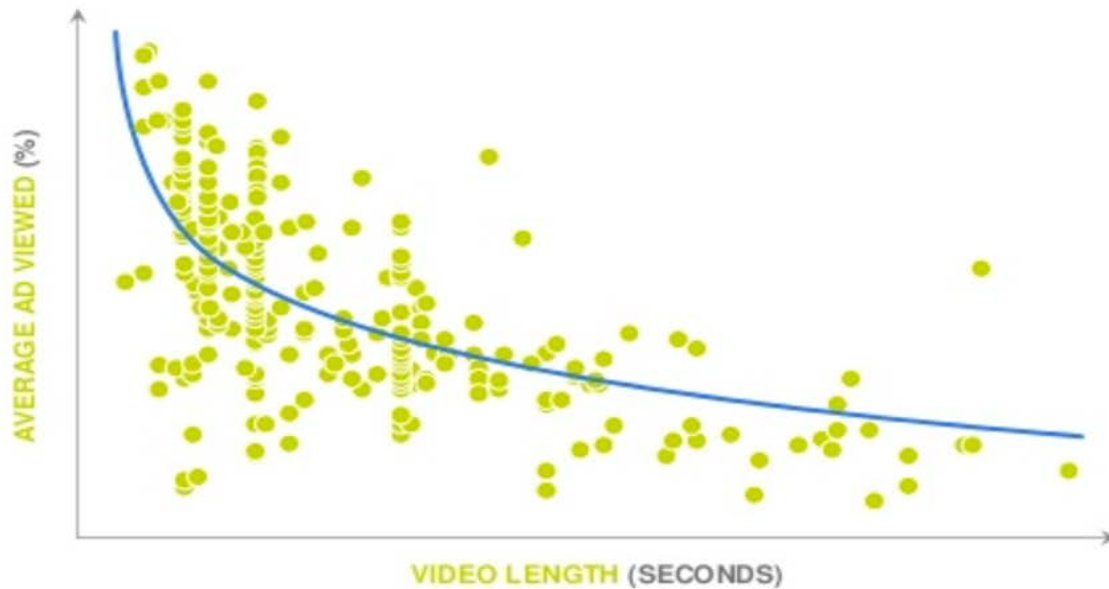
- More than 60% of all video plays are on mobile*
- Mobile video ad spend to hit \$22.5 billion in 2018*
- APAC is seeing the surge of mobile video in all markets – especially in-app VAST video
- Strong backlash against the duopoly for either metrics or user engagement
- Rise of OTT players



NOT JUST ANY VIDEO. DO MOBILE-FIRST VIDEO

Short videos + innovative in-app formats

Make the first 15 seconds count!



360 video



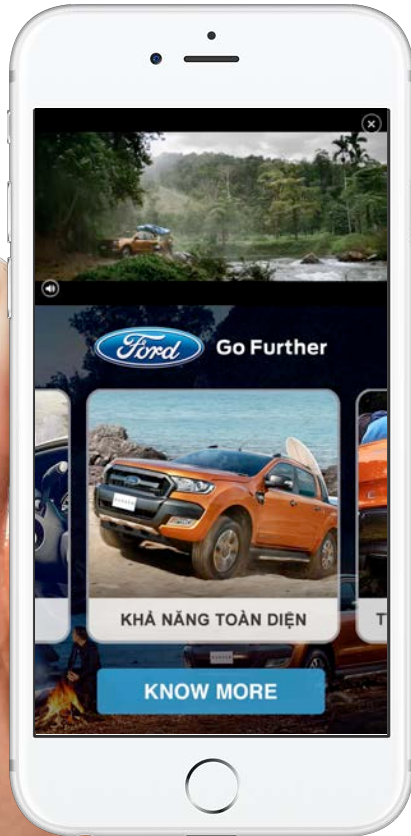
Vertical video



Interactive video



Augmented 3D video



INTERACTIVE VIDEOS

Maximize Engagement And Get Real
Results!



GOING PROGRAMMATIC

Manage complexity, not just efficiency

MAXIMIZE ACCESS TO USER TIME



Access to all available inventory, to make informed decisions in real-time

CONTROL AND TRANSPARENCY



3rd-party verified view into media and performance

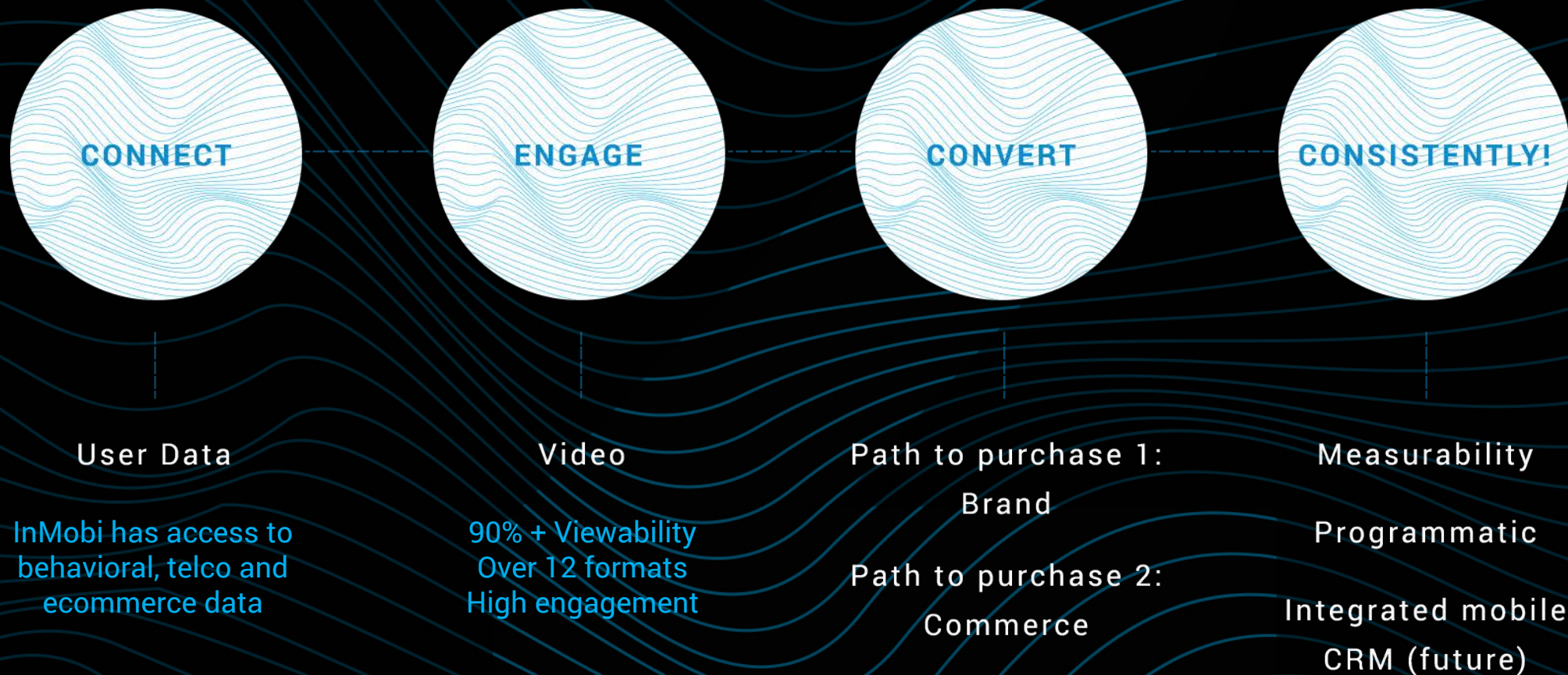
TARGETING AND OPTIMIZATION



Opportunity to leverage first-party data

UNDERSTAND THE PATH TO PURCHASE

Think full-funnel mobile



SUCCESS STORY

LOCATION TARGETING FOR MILO



Mothers were shown a rich media ad when in around Carrefour

The ad nudged them to know more about Milo by expressing interest

The first 100 registrants would win a Champs Squad kit in the nearest Carrefour



MMA Indonesia Smarties:
Gold, Product Launch.



MMA Indonesia Smarties:
Bronze, Cross Media.



**BUILDING DATA AS THE CORE LAYER FOR
MARKETING ROI**

THE CMO IS NOW THE NEW CIO

- Brand Custodian
- Customer Custodian
- *And ...Data Custodian*



CONSOLIDATION LEADS TO CENTRALIZATION

- Consolidation drive from changing customer needs
- Disparate data sets → Centralized data



THE RISE OF THE TECH PARTNERS

- Deepen partnerships
- Gain access to data
- Competition is not about competitors anymore, it's about the right partnerships

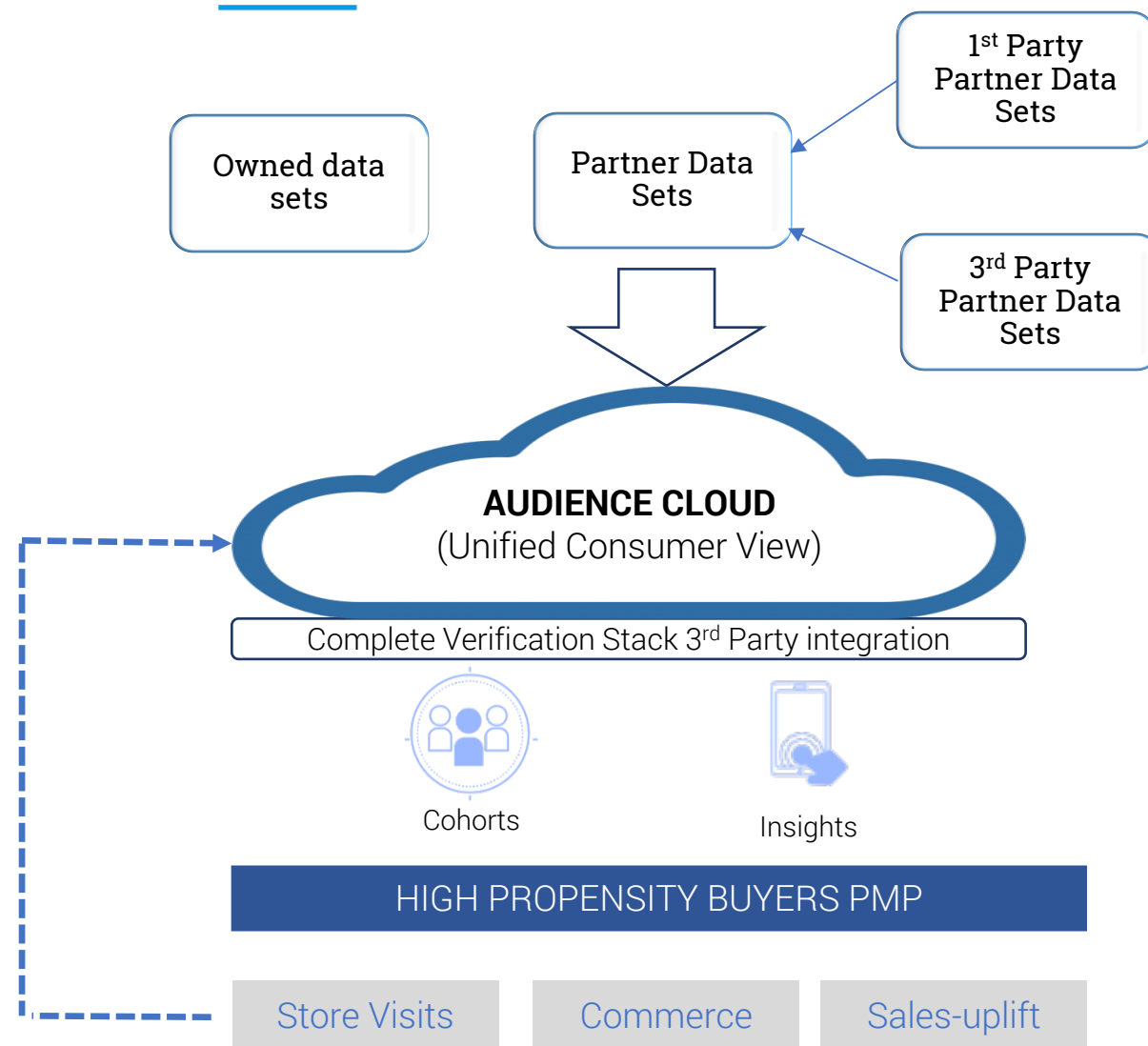


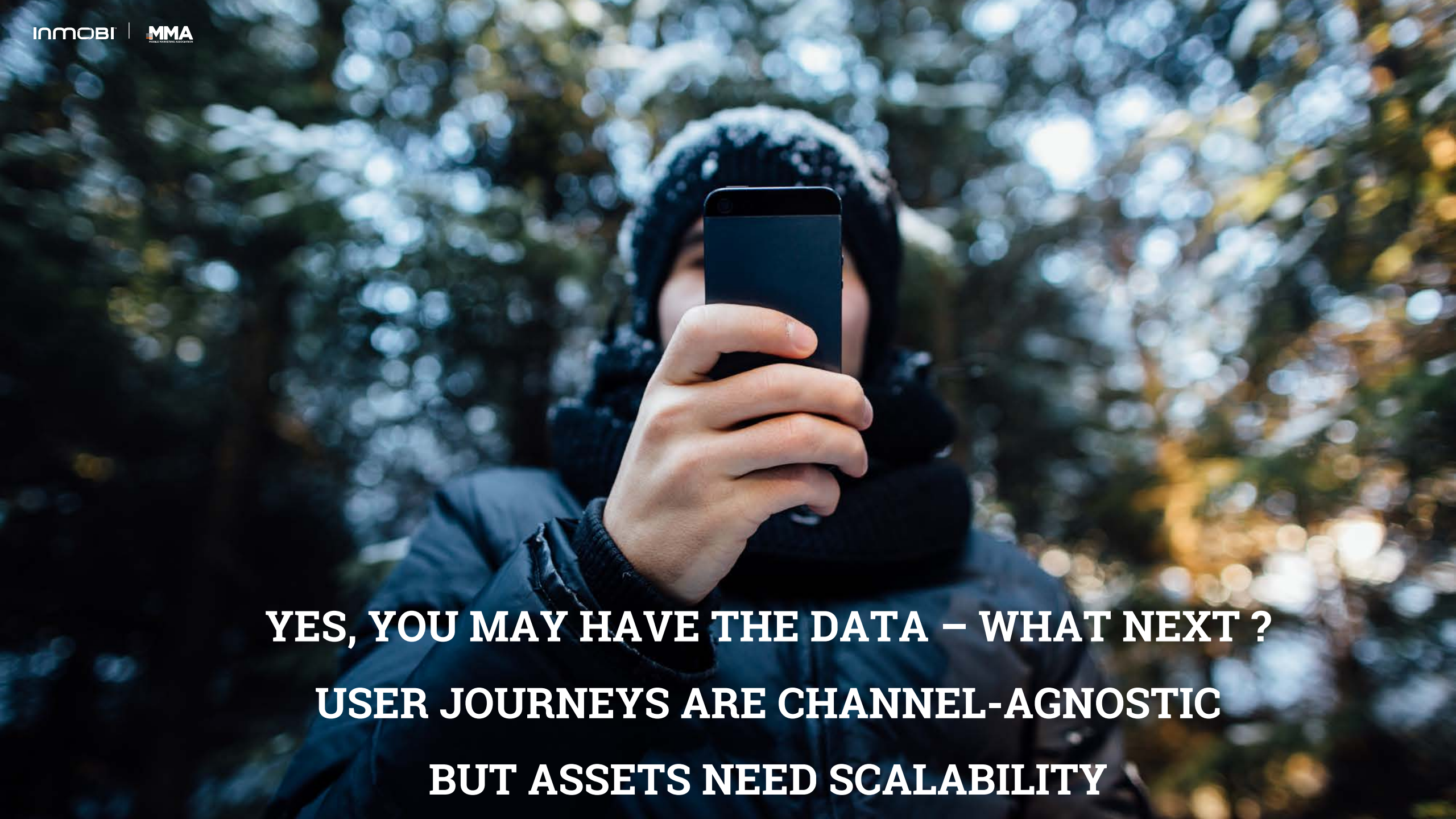
MAKING DATA THE CORE OF THE MARKETING ROI ENGINE

THERE ARE PROBLEMS

1. Key data sets are in silos, not able to talk to each other
2. No unified view of consumer
3. Owned data pipes not optimized to reduce spillage and increase efficacy
4. Multiple attribution partners for campaigns
5. No unified integration with 3rd party, industry-accredited bodies
6. Feedback data loops are disintegrated

AND THERE ARE SOLUTIONS



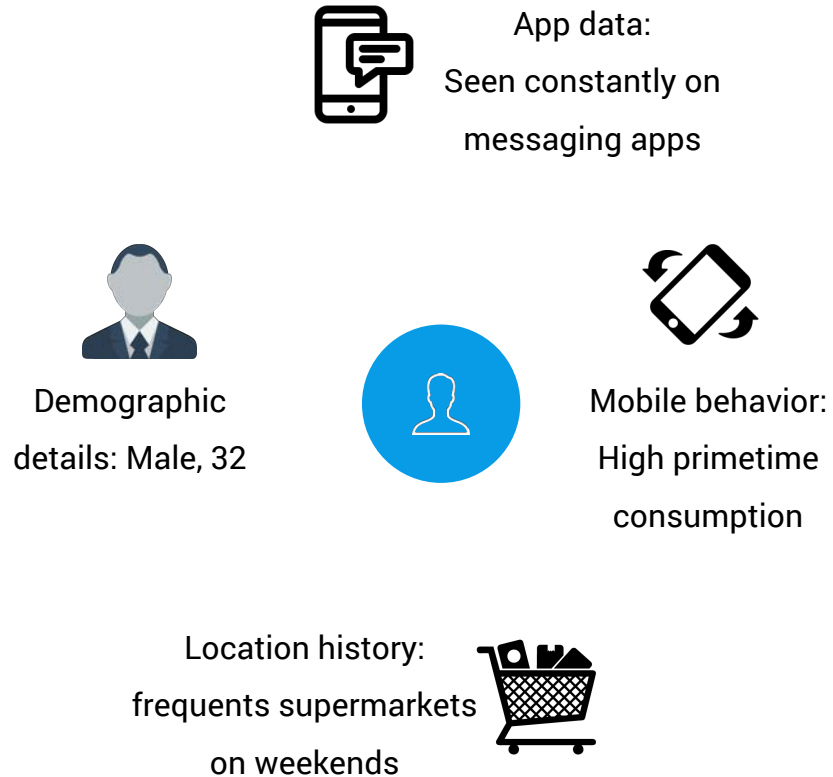


**YES, YOU MAY HAVE THE DATA – WHAT NEXT ?
USER JOURNEYS ARE CHANNEL-AGNOSTIC
BUT ASSETS NEED SCALABILITY**

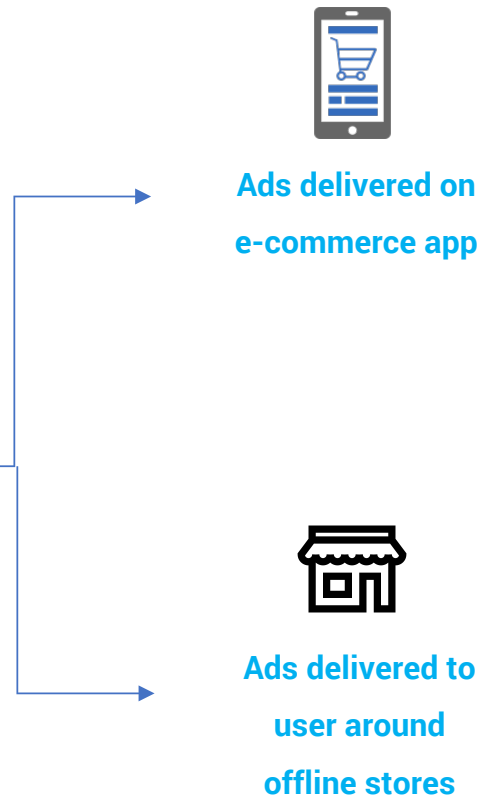
UNDERSTANDING THE USER JOURNEY

Build Marketing Muscle At Scale

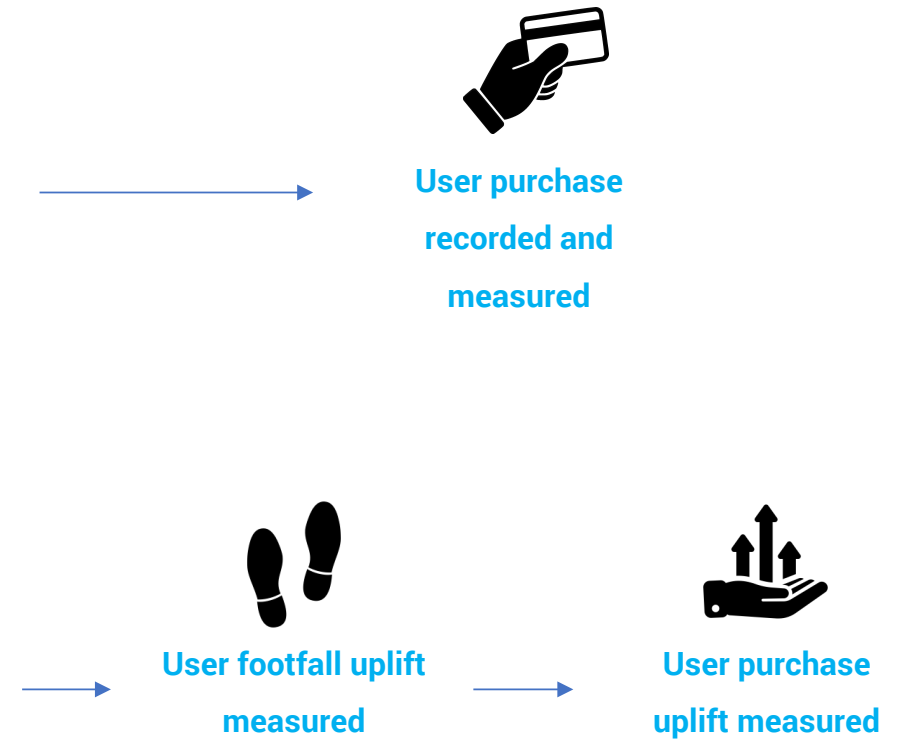
BUILD USER UNDERSTANDING



DELIVER ADS WHEN USER PROPENSITY IS HIGH – EITHER ONLINE OR OFFLINE



CONVERT ON THE PATH TO PURCHASE



PROVEN EXPERTISE WITH A PERSONAL CARE BRAND

A Personal Care Brand wanted to improve their e-commerce funnel by driving awareness & traffic to their online storefront on 11/11

Bespoke & Unified Audience : Health & Beauty

Online: Purchase Data

Beauty Product
Buyers

+

Offline: Demographic + Location Data

Female University
Students

Young Female
Professionals

Seen near malls &
department stores

Online: Behavioral + Contextual Data

Target users when they are
likely to browse products on
mobile, example: evenings
at home, during commute,
lunchtime, etc.

Precise Execution



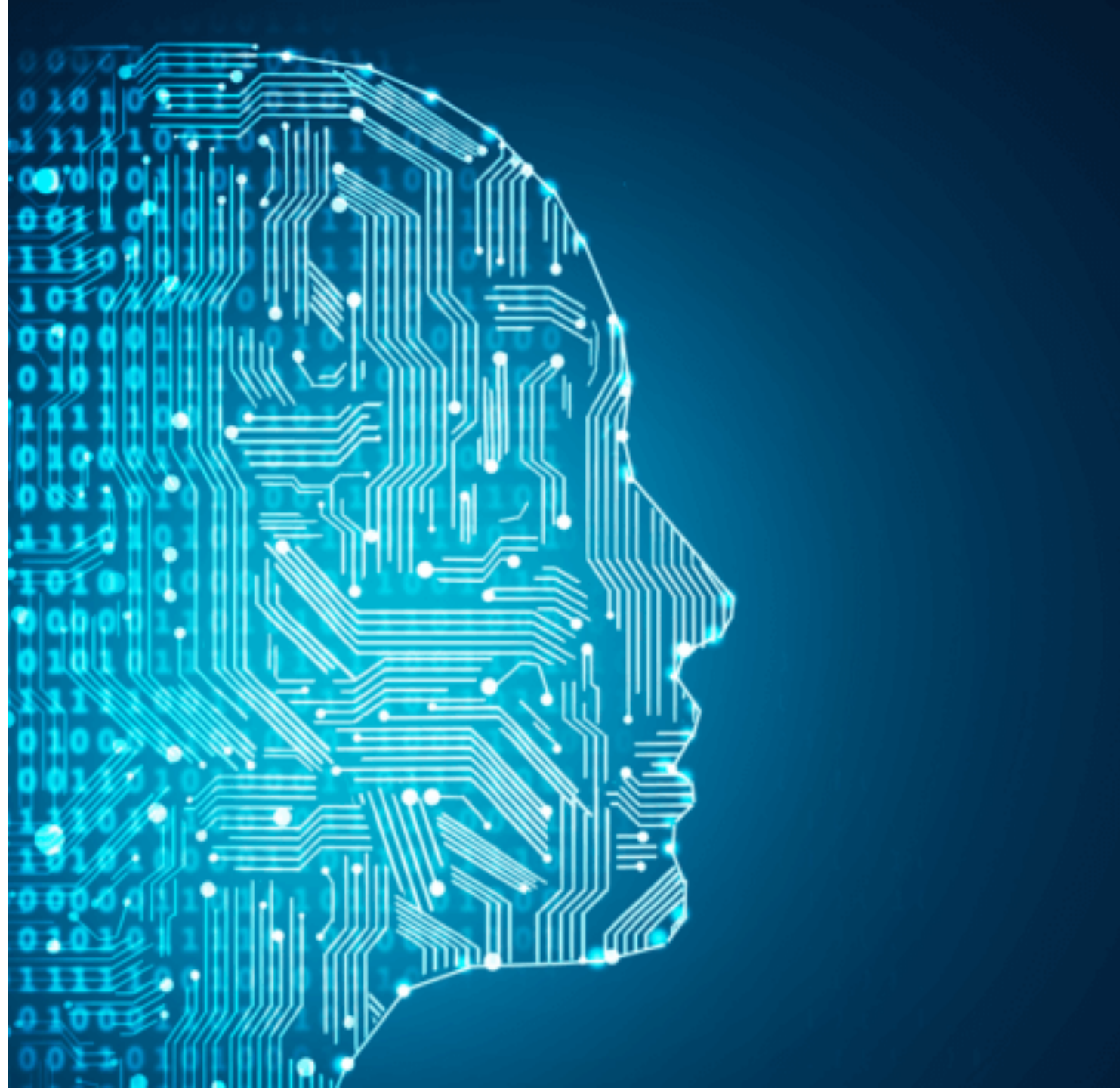
165,000+

store visits by interested users

WHAT NEXT ?

Building Marketing Muscle Through Intelligent Systems

- Mobile as your new omnichannel integrator
- More integrated customer channels + new channels e.g. chatbots
- Artificial Intelligence
- Blockchain for trust & verification
- AR/ VR as immersive experience



INDUSTRY CHALLENGES IN 2018

INDUSTRY CHALLENGES



LACK OF TRUST
AND
TRANSPARENCY



IDENTIFYING
THE RIGHT
PARTNERS



THE DOMINANCE
OF
THE DUOPOLY

WHAT TOOLS DO YOU
NEED TO SURVIVE AND
THRIVE IN 2018?



4 QUESTIONS MARKETERS SHOULD ASK THEMSELVES



How Can I Get Transparent Metrics And Reporting Quality ?



How Can I Get More ROI From My Marketing Spend & Think Beyond The Obvious?



How Can I Improve The Quality Of User Engagement On Mobile ?



How Can I Build A Complete Picture Of My User's Mobile Journey ?

THE SURVIVAL TOOLKIT

Marketing Infrastructure



Transparent Metrics And Reporting Quality

- *Do you have accredited 3rd party partners across the chain for viewability, on-target audience and fraud?*
- *What % of ads do you run with low viewability / unclear metrics?*
- *Are you worried about self-attribution by the duopoly?*



Quality Of User Engagement On Mobile

- *How many mobile first video ads are you using?*
- *Is your video messaging optimized across consumer journeys?*
- *What % of your ads are just banners?*
- *Is 60% of your spend on mobile video - where the users are?*



Marketing Spend Optimization

- *Do you buy programmatic just to save on media \$?*
- *Do you have a full funnel view of your user?*
- *Is at least 60% of your media buy programmatic?*
- *Do you have low ROI because you are overexposed to the duopoly?*

Data Infrastructure



A Complete Picture Of User's Mobile Journey

- *How strong is your understanding of users' "mobile-ized" purchase journey on both offline and online media?*
- *Have you been able to bridge the gap between mobile commerce and in-store buys with stronger user understanding?*



Marketing Muscle

- *Have you broken down the silos in your organization?*
- *Do you integrate awareness spends and performance spends?*

A grayscale photograph of a person's hands holding a smartphone. The person is wearing a light-colored long-sleeved shirt. The hands are positioned over a table. On the table, there is a magazine titled 'UPPERCASE' with a large 'U' logo and a circular graphic. To the right of the magazine, there are two white coffee cups on a saucer. The background is dark and out of focus.

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Take a Seat at the Table

[MMA programs](#) and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution Analysis



Currency
Measurement



Internet of Things



Location



Mobile
Messaging



Mobile Native
Advertising



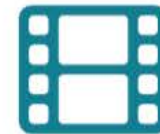
Mobile
Programmatic



Mobile Shopper
Marketing



Mobile Video



Privacy



To join a program, contact committees@mmaglobal.com.

MMA Asia Pacific Events



**May 25, 2018
Singapore**



**September 21, 2018
India**



**October 17, 2018
Indonesia**



**October 26, 2018
Vietnam**

Participate in the Conversation

MMA Smartbrief



Mobile Smart
Fundamentals



MMA LinkedIn
Group

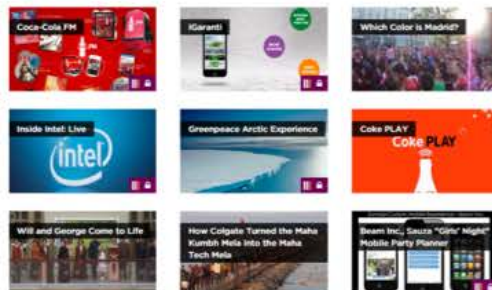


Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing
Playbook



Guidance Reports and
Benchmarks



Webinar Library



THANK YOU

