

The M.I.C. Drop



MOMENTS
INSIGHTS
CONNECTION

A monthly mobile forecast that helps brands make mobile ad buying decisions.

We describe mobile activity in terms of "moments." A moment is a user's mobile action, plus the context that surrounds it. Brands place media in moments to best address consumers' immediate needs and experience.

HOW TO USE THE M.I.C. DROP

- ✓ Read this report.
- ✓ Use its data to inform your mobile strategy.
- ✓ Target media to moments, audiences and programs that align with your brand.

Moment Forecast Transparent Moments

The Struggles Digital Advertising Faces

Reporting discrepancies, slow payment and delayed reporting are just a few of the issues plaguing the digital advertising industry. According to AdWeek, an estimated \$120 billion of media spending is under review this year due to trust and transparency issues.

2018 has been dubbed the year of transparency, and Kiiip forecasts transparent delivery growing more significant for brands in June and the second half of the year.

1 in 3 payments to publishers go past the invoice due date*



*According to the Association of National Advertisers

Ad fraud solutions implemented between 2016 and 2017 decreased fraudulent ad spending, validating we can fix the issue with the right solutions.



A 2017 eMarketer study showed that 39% of advertisers expressed a lack of transparency and quality regarding data

Blockchain Delivers Transparency to Ad Campaigns

Blockchain technology provides a digital ledger that allows for transactions to be recorded in a chronological and public fashion. The advent of the blockchain has brought the spirit of transparency, decentralization and secure data storage across many industries. Kiiip is among the pioneers bringing blockchain to mobile advertising to record all transactions, helping to reduce fraud and offer transparency through every step of a mobile campaign.

Analyzing Mobile User Behavior

- ◆ Users spend 2x the amount of time with email units than they do with redirect units.
- ◆ According to eMarketer, more than half of time spend with digital will occur via a mobile device.
- ◆ Mobile users are 35% more active on weekdays.

Leverage the Data



Hop on the Chain

Are you plagued by fraud? Tired of inaccurate reporting and sloppy payment structures? By leveraging Kiiip's single ledger, your mobile campaigns will run seamlessly from IO to wrap report. To learn more, reach out to moments@kiiip.me to see how we can boost performance of your brand.

Grab and Hold onto your Audience's Attention

Mobile users crave compensation. Brand messaging tied to tangible offers see time spent with their brand double. Create a long lasting impression by offering something of value to your audience on behalf of the brand.

June Moment to Remember

June produced a truly historic moment in launching the first blockchain-supported mobile ad campaign. This month, **Anheuser Busch** launched a programmatic campaign targeting sports moments, with all impressions tracked on the blockchain. This is the first step in Kiiip's mission of transparency and authenticity.



Expand Your Audience Insights

Curious how these or other moments apply to your brand strategy? Email moments@kiiip.me for a personalized moments consultation that supports your unique brand and marketing efforts.