

**TWEETS #LEADINGINLOCAL**  
**QUESTIONS #LILQ**



**LEADING IN LOCAL:**  
**The National Impact**

A BIA/Kelsey Executive Leadership Event

**March 18-20, 2013**  
Boston, MA  Westin Copley Place



**SLIDE DECKS [WWW.BIAKELSEY.COM/LILBVC](http://WWW.BIAKELSEY.COM/LILBVC)**



# SUPERFORUM: MOBILE'S LOCAL IMPACT

**11:15 am - 12:15 pm**



**MIKE BOLAND**

**Sr. Analyst, Director of Advisory  
Services, BIA/Kelsey**



# BY THE NUMBERS: 5 THINGS YOU DIDN'T KNOW ABOUT MOBILE ADS



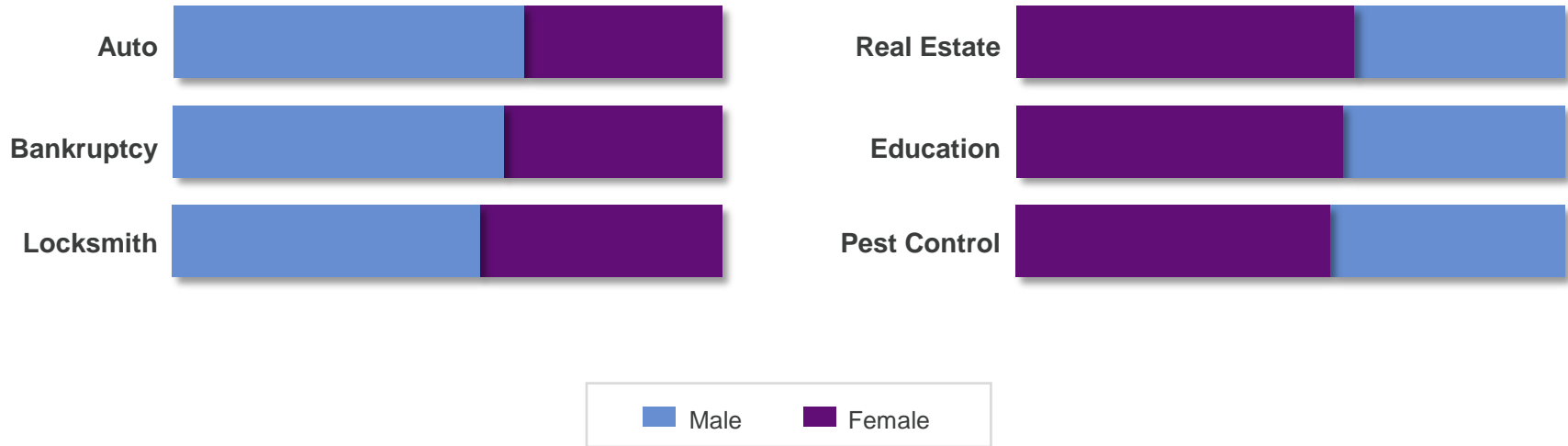
**JOHN BUSBY**

VP, Marchex Institute,  
Marchex

# 1. In Mobile, Men Are Chatterier Than Women



- Male callers stayed on the phone for **7 minutes 23 seconds**
- Female callers stayed on the phone for **6 minutes 30 seconds**



Source: Marchex, 2013 100,000+ calls from 2012-2013

## 2. Mobile Ads Provide An Opportunity For Local Businesses To Stand Out Against Aggregators

Consumers need “local questions” answered



Nearby attractions & events



Truck, mini-van for utility



Convenient transport & shuttle options



Airport pickup



Amenities (meals, pool, fitness)



One way rental



Event hosting (weddings)



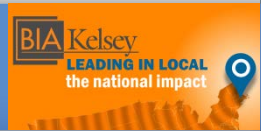
Recent accident/ breakdown



Childcare

Source: Marchex, 2013 Travel Study  
10,000+ calls from 2012-2013

# 3. Customer Service At The Local Level Is A Major Obstacle To Unlocking Mobile Ad Budget



**Multifamily Housing**  
40% unanswered calls



**Automotive**  
25% unanswered calls

For most industries, the average rate of unanswered calls exceeds 20%

Source: Marchex, 2012 & 2013 10,000+ calls from 2012-2013

# 4. Mobile Consumers Are Buyers



- **Multifamily Housing:**
- 25% of those that inquired about a rental unit also mentioned a lease or contract



- **Automotive:**
- More than 70% of product or service calls to auto dealers mention a vehicle make and model
- More than 40% of callers provide their contact information



- **Travel:**
- Conversion rate is consistently over 25% for rental cars and over 20% for hotels.



- **Home Services:**
- 50% of first phone calls to plumbers, 20%+ for home improvement led to appointment

# 5. Mobile Engagement Noise Demands Outcome-Based Buying, Especially in Display



TO GET ONE QUALITY CALL  
FROM MOBILE DISPLAY IT TAKES...

**494,104**

Mobile Display Impressions

THAT CREATE

**2,481**

Clicks

WHICH GENERATE

**29**

Calls

THAT RESULT IN ONLY

**1**

High  
Quality  
Call

Source: Marchex, 2012 Mobile Display Study





## Impact of Google Enhanced Campaigns

6. 90% Of SMBs  
Do Not Use Google's  
Mobile Auction

Source: Google, 2013



# REDEFINING LOCATION IN MOBILE



**ELI PORTNOY**

GM, Scout Advertising,  
Telenav

# What is Situational Targeting?

## Situational Targeting:

“Get a 7-day free pass...  
Come run on a Treadmill,  
Not in the rain”

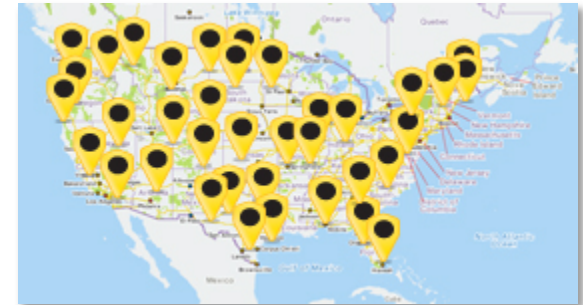
TELENAV® + thinknear = S | SCOUT ADVERTISING



# Location Data: Not Just for Ad Targeting



- Location can be used to pinpoint ad placement
- ...But also to track user behavior to profile audiences
- Opens things up to behavioral and demographic targeting
- Stronger position to target ads, even when location signal isn't conclusive (the “10% problem”)
- Changes the conversation to ones that national brands better understand (buying audiences)



# Location Data: Not Just for Ad Targeting



TELENAV + thinknear = S SCOUT ADVERTISING

- “Big data meets local”
- Spatial analysis of mobile devices reveals great intel
  - People travel 50 miles to buy a car...  
50 meters to buy batteries
  - People in L.A travel 5 miles for things that people in NYC won't go more than 5 blocks for
- Optimize geofences accordingly and limit wasted impressions



# BEST PRACTICES IN MOBILE LOCAL ADVERTISING



**DERRICK DECARLO**

VP, Strategy, LSN Mobile

- Creative is hugely important
- Keep it short
- Target (Fish where the fish are)
- Coupons and offers are great
  - Don't forget about redemption
- What do you want to accomplish?
- Make Campaigns Dynamic
  - Do you have the same offer all year long?
- Think about making your website mobile friendly
  - Not just smartphone friendly
  - DO NOT replicate your website, be much more concise

There were 150K mobile-friendly websites in the U.S. in 2008

...There are now  
More than 3M



LSN Mobile

# Example: 7-11

- **Objective:** drive more in-store traffic via mobile web and apps
- **Execution:**
  - Display campaign with weekly offers
  - Users show their phone to redeem
  - Client had POS systems and training
  - Microsite had deal and location finder
- **Results:**
  - Average CTR was 1.12%
  - 10.2% in-store redemption rate

KITV.COM  
MOBILE

CLICK HERE for this week's offer!

Jump to: -- Select option -- GO

Deal Center

Local News

Hawaii Air Guard Members Treated Reno Air Crash Victims - 11:39 PM

Recent Fatal Stabbing at Mayor Wright Housing Prompts Meeting - 11:40 PM

Cited Protesters Don't Have Day In Court - 08:24 PM

Waianae School Burglarized, 60 Computers Stolen

Major Crimes Drop In Honolulu

More Local News

Weather

Honolulu, HI

Current Conditions 78°F

Hawaii Doppler

We are Hawaii's favorite Convenience Store and part of the global network of 7-Eleven® stores serving communities around the world!

Free Small Hot Beverage with the purchase of a Sweet Bread Breakfast Sandwich!

4 88000 60000 8 00

[Find the location nearest you!](#)

Limit (1) Free Small Hot Beverage with this coupon and the purchase of a Sweet Bread Sandwich. Coupon may not be combined.



# Example: HRC Medical



- Strong local brand that has successfully advertised on-air and online
  - Main metric was calls
  - Wanted click to call, but saw horrible response
- Discovered that creative was to blame
  - Patients want information not call to action
  - Video testimonials' past success supported this
- **Execution:**
  - Revised ad copy with informative content
  - Updated splash page
  - Included testimonial video



**HRC Medical Center**  
301 Halton Road, Suite A  
Greenville, SC 29607

*...lows and  
...to your life!*

**Amor Vie™**  
Hormone Replacement Therapy

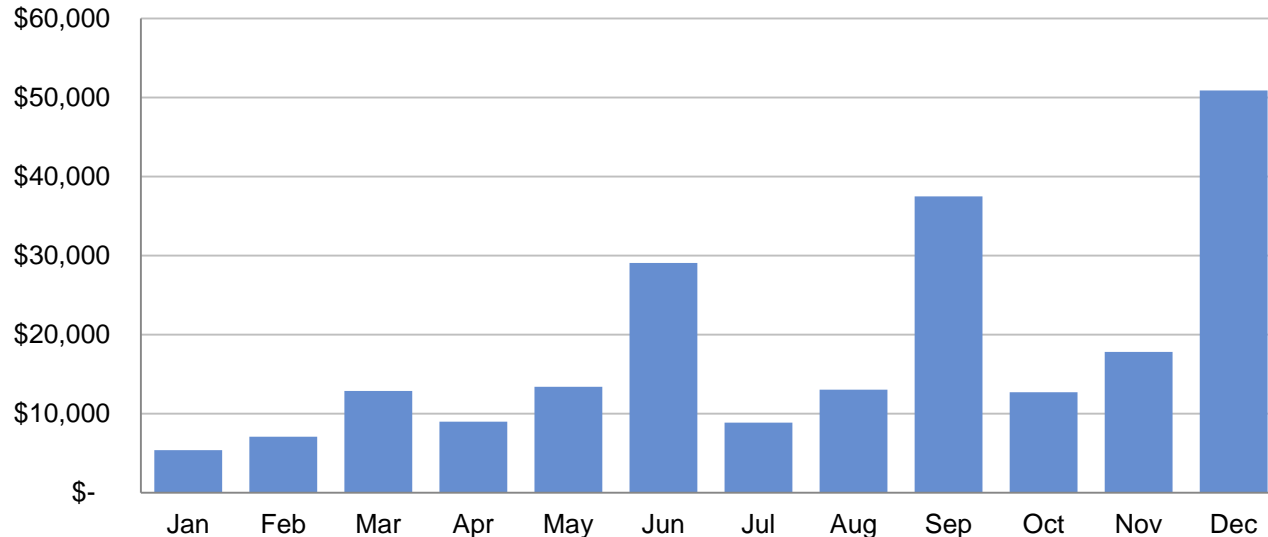
help you get your life back with our Amor Vie, Natural Hormone Replacement Therapy. You great you could actually feel. It is safe and throughout the world is praised by many doctors

[View our testimonials](#)

us today at 864-558-7009 to schedule your  
...! Take Your Life Back Today!

# Example: Revenue Optimization

- Mid-sized publisher with 12 properties
- We generated **\$217,529** in 2012
  - Only had access to 22% of total mobile inventory
- Premium campaigns were 21% at average of \$3.03 CPM
- Optimized networks were 79% at average of \$1.01 CPM





# MOBILE SITES & APPS: PLANTING THE FLAG

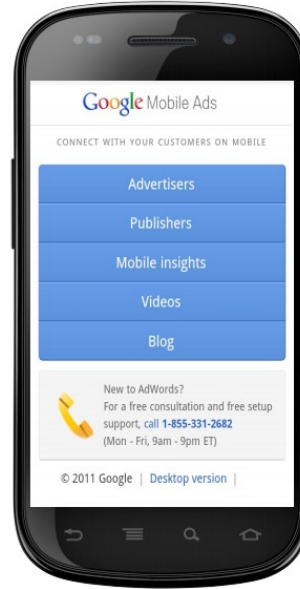


**SHUKI LEHAVI**

CEO, Gumiyo

- 2% of SMBs have mobile optimized sites (vSplash)
- Missed opportunity to capture user interest, given increasing mobile web usage and search

## Why invest in a mobile site?



to boost performance:

**51%** more likely to purchase from retailers

**85%** increased engagement

to keep customers:

**40%** would visit a competitor's site instead due to a disappointing mobile experience

# Mobile Website Best Practices

- “Don’t ask Joe the Plumber to be Joe the Website.”
- Easy onboard process
- Self-serve or DIFM??
- Calls to action?
- Analytics tools?
- Social integration?
- Responsive design (HTML5 & CSS3)



## keep it quick

help mobile users, design your site to load fast and make copy easy to scan.



## make it easy to convert

focus on information that will aid conversion.



## simplify navigation

clear navigation, hierarchy and vertical scrolling aid access to information.



## make it local

include functionality that helps people find and get to you.



## be thumb friendly

design your site so even large hands can easily interact with it.



## make it seamless

bring as much of the functionality of your desktop site to mobile.



## design for visibility

ensure your content can be read at arm's length.



## use mobile site redirects

give users a choice to go back to the desktop site, but make it easy to return to the mobile site.



## make it accessible

ideally, your mobile site should work across all mobile devices and all handset orientations.



## learn, listen & iterate

good mobile sites are user-centric, meaning they're built with input from your audience.

- After mobile site...the other half of the battle is driving traffic.
  - Mobile SEM
  - SEO
  - Cross promotion
  - Offline promotion
- ***Burning Question:*** What impact will Google's Enhanced Campaigns have???



# Apps vs. Mobile web (or Both)?



VS.





## QUESTIONS & CONFERENCE MATERIALS

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[WWW.BIAKELSEY.COM/LILBVC](http://WWW.BIAKELSEY.COM/LILBVC)

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