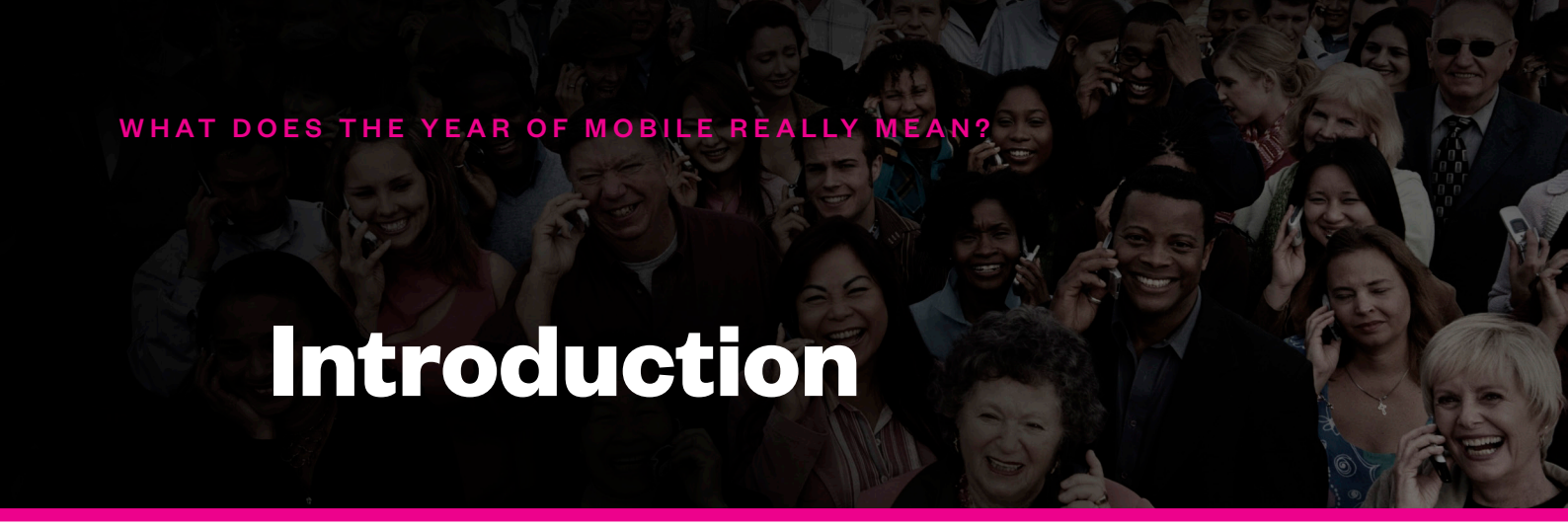
What does the Year of Mobile really mean?



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campaigninsight

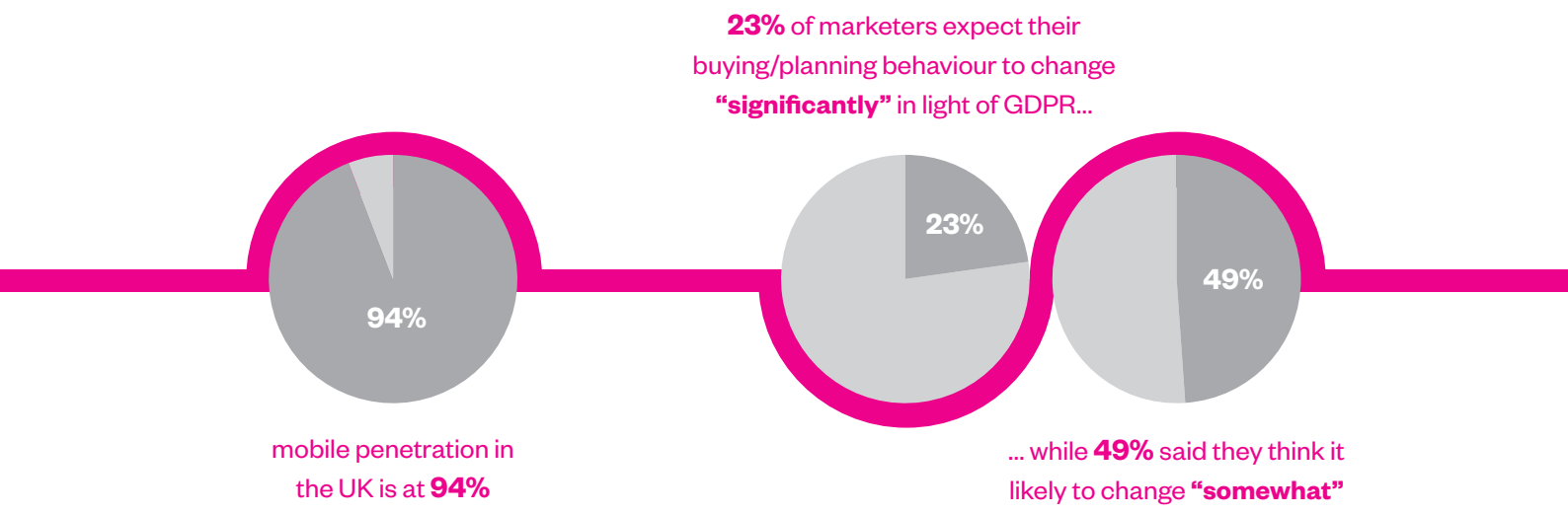


Introduction

We've been heralding the "Year of Mobile" for what seems like the past decade. The adoption of smartphones is now ubiquitous: mobile penetration in the UK is at 94%, according to Ofcom's August 2017 report. Yet mobile is no longer about the device itself. Its true value lies in the expansive connectivity the device provides, and the unparalleled insight into consumer behaviour that this connectivity allows. Underpinning this connectivity, insight and data? The telcos.

Customer data is set for a spring clean this May when the General Data Protection Regulations (GDPR) come into force, welcoming a new era of transparency, consent and clear data-value exchange. According to a recent customer survey carried out by Weve (provider of the most comprehensive view of real audiences, at scale: powering unrivalled insights, targeting and verified attribution), 23% of marketers expect their buying/planning behaviour to change "significantly" in light of GDPR, while 49% said they think it likely to change "somewhat".

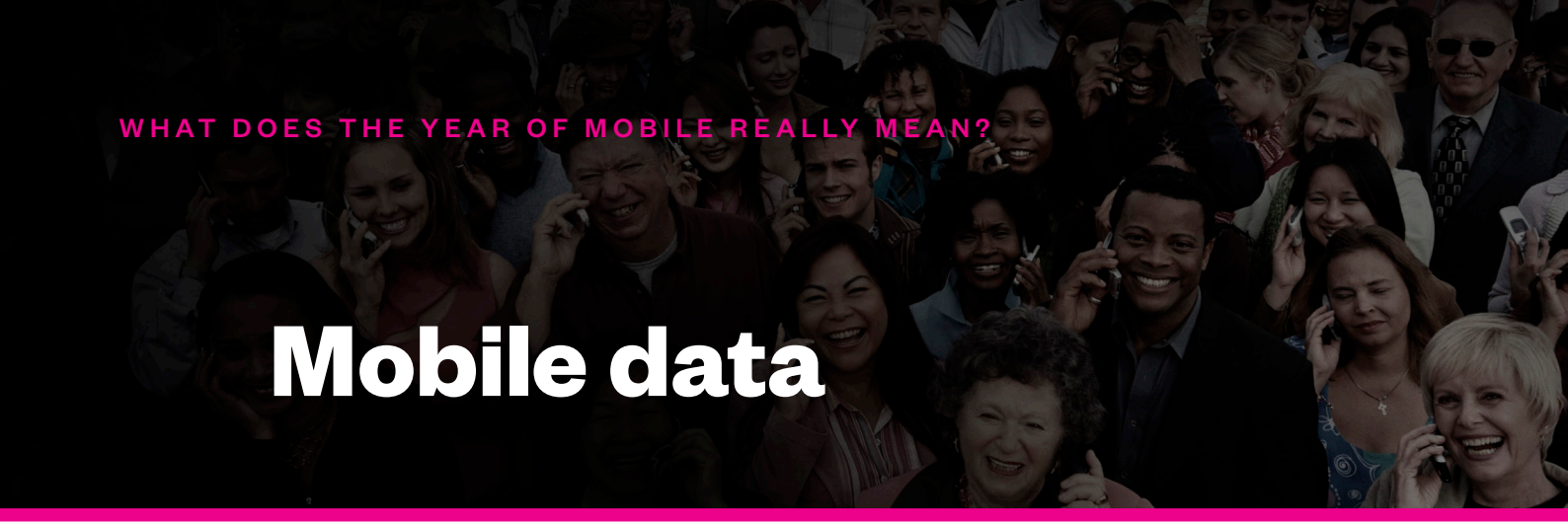
Campaign Insight joined forces with Weve to canvas the opinion of mobile, digital and brand marketers from agencies and brands – including Pizza Hut and Facebook – to find out what they expect from mobile in 2018 in light of these developments. This expert report presents our findings, uncovering what the industry is most excited about, where they see mobile tech and advertising heading and what challenges lie ahead.



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Mobile data

Mobile advertising no longer needs to fight for a seat at the table – the latest Internet Advertising Bureau UK/PwC Digital Adspend report states it now accounts for 43% of digital adspend – but it's not without its issues. Many facets of the mobile ecosystem are complex and fragmented, and as the opaque and largely unverified world of data collection comes under scrutiny due to GDPR, ignorance to a data's source will no longer be an option.

A quietly growing force in the ad-tech space, it is the telcos that are enabling the digital ecosystem through their networks. With the growth of the internet of things and machine-to-machine (M2M) communications, telcos such as O2 , owner of media and data provider Weve, are increasingly being tasked with connecting millions of devices, machines and users, investing significantly in infrastructure of the future.

CLEARER DATA, BETTER CONNECTIONS

Each additional connected device brings an additional data source; each data source, both individually and aggregated, provides a vast level of data and insight to create an end-to-end view of a user (and a more comprehensive view than information extracted from search or social-media activity alone).

"Telco data is the most insightful data capture tool – it's a goldmine and can help you find better ways to connect," says Christophe Castagnera, head of connected experiences at Imagination. "[It] tells you human behaviour at a microscopic level. This is so valuable."

Forward-thinking brands like Pizza Hut have been successfully using intelligent mobile data to enhance the customer experience and offer a personalised service. "If leveraged in the right way, it can be very powerful for brands to be a part of the [mobile] conversation," says Stephan Croix, the company's chief sales and brand officer for Europe and the UK. "Mobile technology allows consumers to track drivers or orders, to pay cash and cardless. This area is a huge focus at Pizza Hut, and our research and development teams are working hard to 'make it easier to get a better pizza'," he reveals.

The demand for clearer, more transparent data means those businesses with a direct relationship with the consumer will be in the strongest position to maintain consent post GDPR.



Mobile-first creative

Designing content for mobile requires a "completely new lexicon" for the content, structures and narratives that will engage viewers, according to Ian Edwards, planning director at Facebook. "The industry's first reaction has been to stick with the tried and tested approach that worked for TV, hoping to get similar results. But mobile content is consumed in a very different way and many brands are starting to realise that they can be far more effective by designing content specifically for the mobile feed," he explains.

Weve's in-house creative team, Weve Source, echoes this sentiment. "To make your ad truly made-for-mobile, start with the unique features of the phone: its sensors," says Rowan Newman, head of creative at Weve. "Whether it's the gyroscope for high-precision orientation information, the camera for advanced facial recognition or the microphone for voice-trigger detection, the dozens of sensors in our smartphones allow for uniquely immersive experiences at scale."

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Rowan Newman Head of creative, Weve

And with the launch of ARKit for iOS and Google's ARCore for Android, we can expect to see augmented reality move into the mass market this year; rather than having to download apps, consumers will already have AR built into their devices. "From Pokémon Go to Snapchat with its real-world sculptures and the iPhone X with its animated emojis – all the big brands are driving it and pushing consumers and brands into playing around with AR," says James Whatley, planning partner of innovation at Ogilvy & Mather.

Depth-sensing is an exciting development within AR capturing the attention of marketers. The function enables users to scan the depth of a room or scan an object in 3D. "Depth-sensing for live experiences allows developments in a whole range of industries, such as mobile-navigated tours and health and safety. The ability for your mobile to intelligently understand space and time is really interesting," says Castagnera.



Mobile location

Location marketing has grown dramatically in recent years due to its promise to connect the online and offline worlds. "Location-based marketing is exciting. It's getting more accurate – and will bridge the gap between online and offline marketing. We'll be able to better track how well our advertising is doing and whether it's driving people to stores," says Sam Gibbs, emerging technologies director at Grey London.

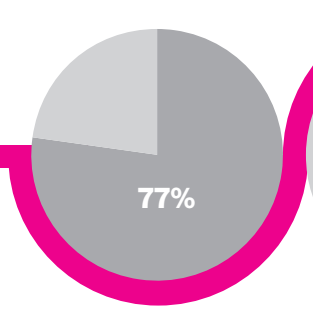
Thanks to innovations in location intelligence, mobile's ability to assist with real-world interactions and transactions has come to the fore. "I'm interested to see how location services will allow your phone to become a digital butler," says Imagination's Castagnera.

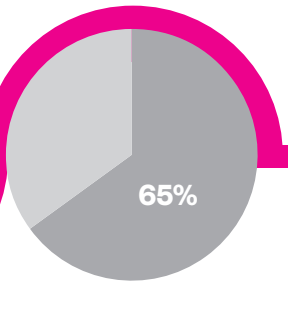
RELIABILITY AND MEASUREMENT

Despite the enthusiasm, there is still a question mark hanging over the reliability of location data. A recent study by the Location Based Marketing Association highlighted that 77% of marketers agree that location-based data is valuable, but only 65% think it is accurate (while it's reported that up to 80% is inaccurate).

"Measurement is a still a challenge for mobile. Getting a people-based measurement system in place to ensure advertising is seen by real people is still a big technological challenge" says Facebook's Edwards.

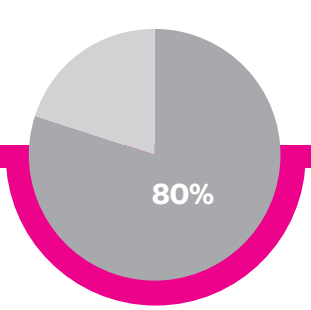
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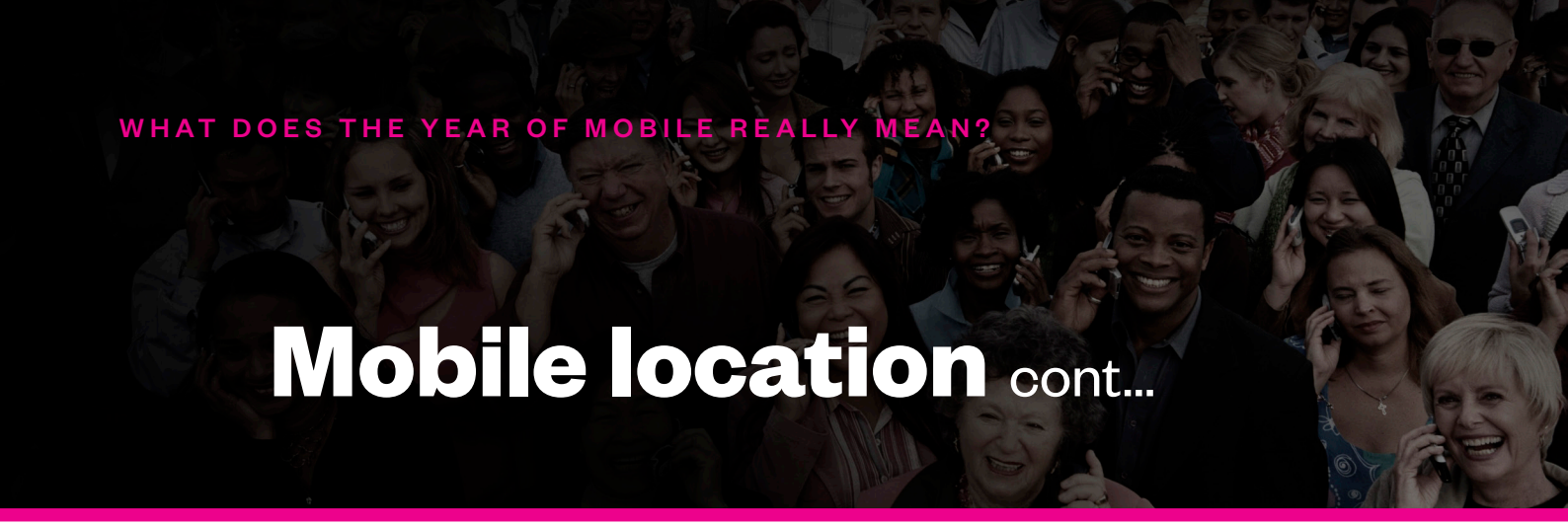




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Mobile location cont...

"The odd situation in the last few years has been an acceptance that a significant portion of any mobile media campaign will be fraudulent," says Richard Downey, global business director of mobile at The Specialist Works. "People have buried their head in the sand to a degree – as long as the client is getting the numbers they want and agencies are getting the budgets they want, then everyone is OK – but I think now there are genuine moves from all parts of industry, publishers, networks, agencies and brands to fix this. It's our number-one challenge, and the bigger the budget, the bigger the problem."

O2's telco infrastructure of cell towers creates an opportunity for Weve to answer this challenge, when combined with O2-owned audience data and location specialists Axonix, as the only partner in the UK market able to verify location against a robust, deterministic truth set – at scale.

BUILD A FULL PICTURE

In this way, verification scores are aggregated for each publisher, resulting in the creation of an 'accuracy index' for each vendor. This powerful ranking system ranking system then enables Weve to eliminate bad data and unreliable sources, ensuring the verified location behaviours of audiences are reflected in campaign delivery and attribution. Adding this unique verification capability lends further credence to Weve owning the market's most comprehensive location suite, across cell, Wi-Fi, bank-verified home location and GPS.

While there is much contention about the validity of the latter in market, Weve's location-verification technology filters out inaccurate and fraudulent signals and partners – reducing waste and fraud.

But where you go is just one part of who you are; it's crucial to link location data back to deterministic audience data to build a 360° consumer profile.

In an industry first, Weve, in partnership with Gordon's, Carat and Amplifi, integrated a National Rail API feed into its delivery mechanic for a recent Gordon's Gin & Tonic campaign, triggering SMS messages to verified 18+, known commuters when trains were delayed at their station. Sending just one message to someone under 18 could land alcohol brands in trouble: only Weve's unique access to 100% verified, deterministic telco-contract data could guarantee a 100% level of accuracy in targeting consumers over the age of 18.



Conclusion

There is no doubt that 2018 will be an interesting year in the world of mobile, presenting new and interesting ways of connecting with consumers. Yet this year, the true value of mobile extends far beyond the device itself to the wealth of insight its ubiquitous connectivity provides.

Previously overlooked in the ad-tech space, it is the telcos that are enabling the digital ecosystem through their networks, powering mobile's ubiquitous connectivity and providing unrivalled insight into consumer behaviour. In a landscape where we're increasingly seeking an end-to-end view of consumers and their real-world behaviour, 2018 will be the year that the value of telco data is actualised: through the billions of network events seen on their networks each day, telcos will become an integral part of the planning, delivery, and measurement of campaigns.

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Christophe Castagnera Head of connected experiences, Imagination

ABOUT WEVE

Weve is a leading provider of mobile marketing and insight services in the UK and is part of O2. As the only telecommunications company supported media owner, Weve has unique access to first-party, verified data and cellular location data, enabling the most accurate window into consumer behaviour across the physical and digital world in the UK.

Each day, it sees two billion network events from mobiles alone, connecting with its users about 100 times a day – around 20 times that of other mobile platforms. These billions of events build the most comprehensive, end-to-end view of consumers in market (more than can be achieved through search or social media alone), enabling clients to target and engage the audiences they need to reach most, through mobile and beyond.

For more information on how Weve can help your business, go to weve.com