Micro Mobile Moments: Verbesserte Mobile Advertising Strategien mit Dayparting

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World Gone Mobile

Over Half of the Global Adult Population Owns a Smartphone Today

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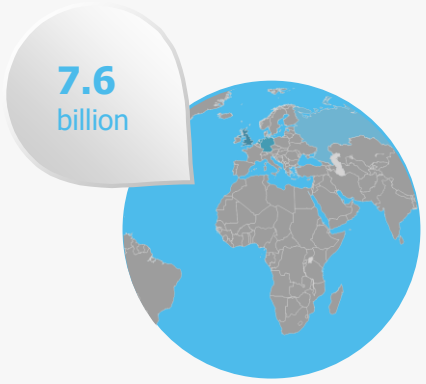
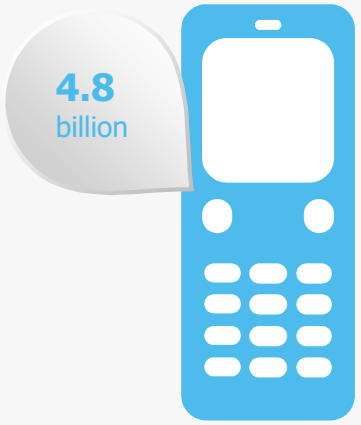
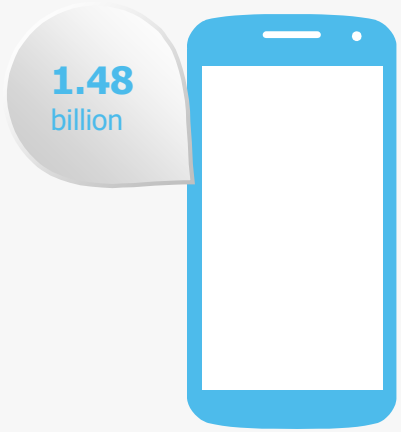


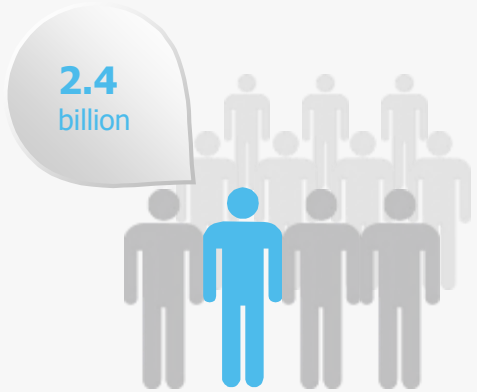
7.6 billion world[1] population



4.8 billion mobile[2] phone users



1.48 billion smartphones shipped in 2016[3]



2.4 billion smartphone users in 2017[4]

54% of the global population owns a smartphone today.
By 2021, 63% of the global population will own a smartphone.[5]

1. Wikipedia, October 2017
2. Statista, 2017
3. Strategy Analytics, January 2017
4. eMarketer, October2017
5. eMarketer, October 2017

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Mobile Is Eating Digital Globally

Not Someday, But Now

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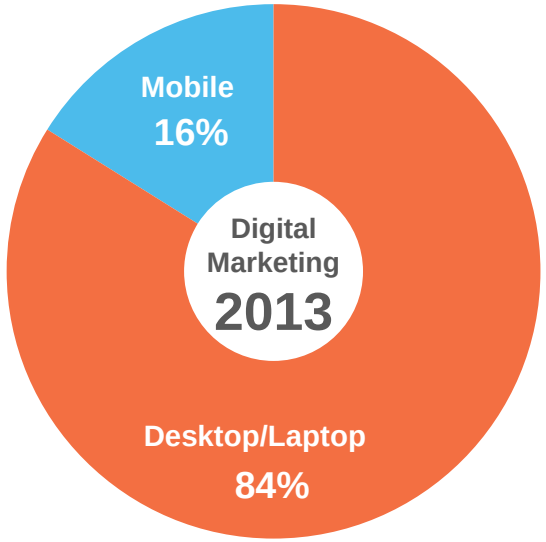
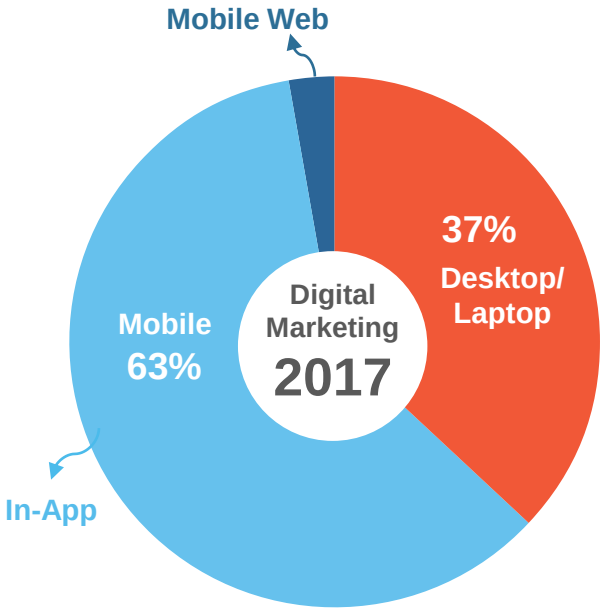
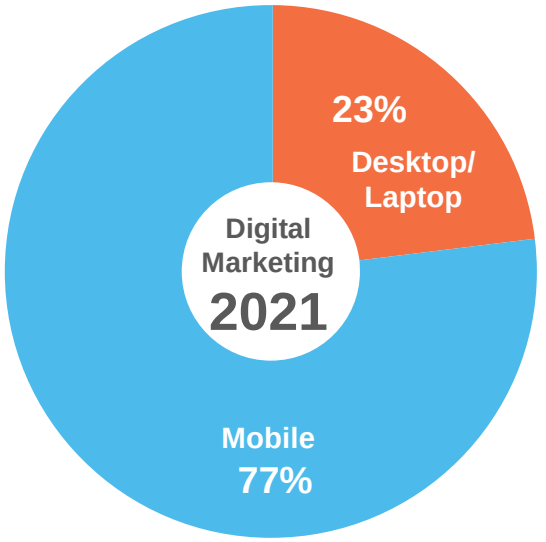
Mobile and Desktop Share of Digital Ad Spending



$107 Billion



$203 Billion



$302 Billion

Source: eMarketer, March 2017/16

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In-App Advertising Is the Game Changer

Enables Reliable 21+ Month User Tracking

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TV

1950s – 1980s

Internet

1980s – 2010s

Apps

2010 – Present

Device IDs,
Smaato ID
& GPS tracking

- Where users go
- What they do there
- What they do over time

„Super-Cookie“
21+ Month Device Tracking

Consumers Now Spend **90%** of SmartphoneTime In-App

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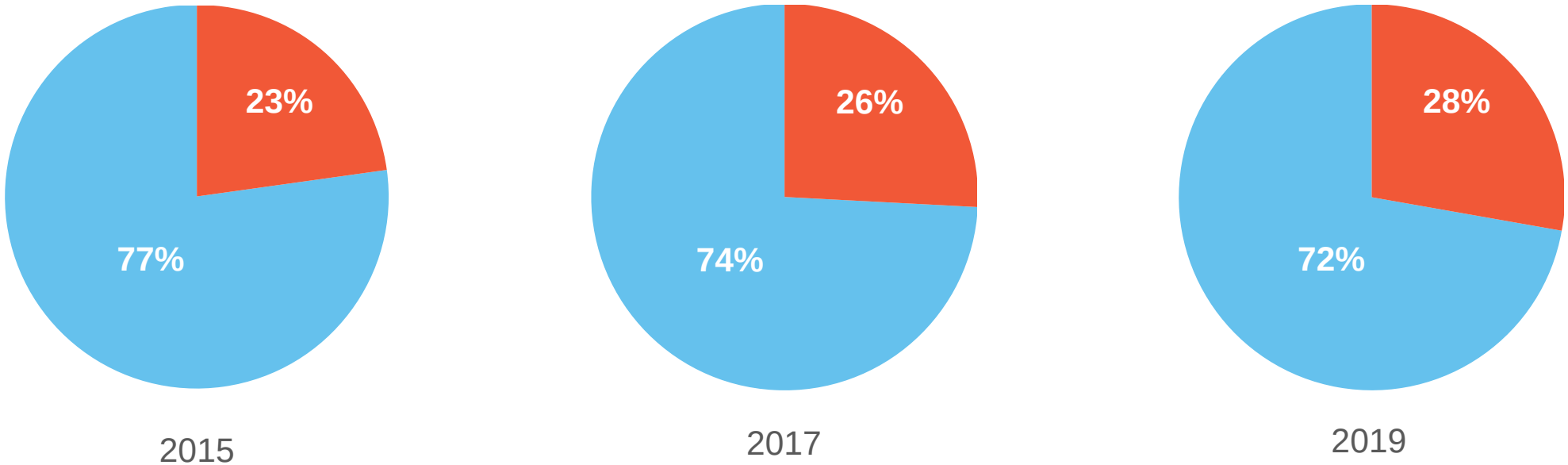
Living in an App-First World

Consumers Spend Over 25% of Total Media Time In-App



But *how* is this time being spent?

Source: eMarketer, October 2017

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What Is Dayparting?

Dividing the **day** into **parts**:

6:00am:
in bed

7:45am:
car

12:15am:
lunch

3:00pm:
coffee

6:30pm:
volleyball practice

8:00pm:
restaurant

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Micro Mobile Moments

Dayparting in Smaller Sections

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Hundreds of Micro Mobile Moments Within Each "Daypart"

Searching for healthy recipes before dinner

Playing a game at home

Seeking product information in a store

Checking restaurant reviews on Friday evening

Listening to a podcast on the train

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In-App Time is Highly Fragmented

How Can We Grab Consumers'' Attention During Short In-App Sessions?

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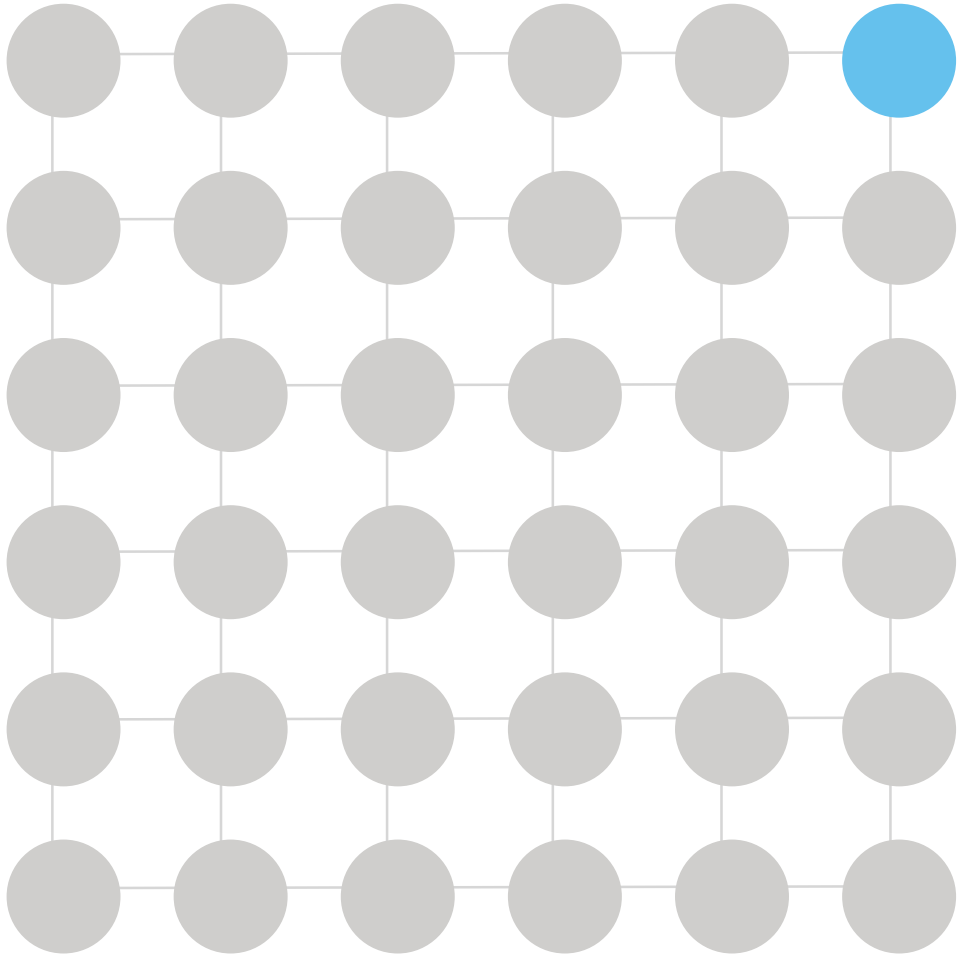
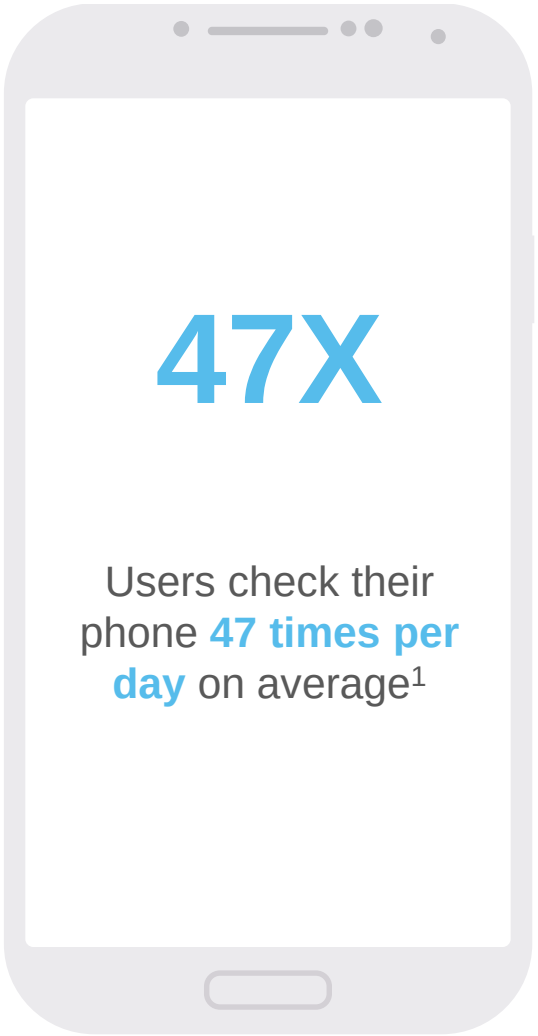
Users spend an average of 3 hours per day in-app



But the average in-app session is just **5 minutes!**



Source: [1]Deloitte, 2017
[2] Google, 2017

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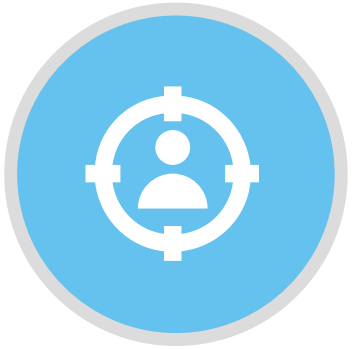
Finding the Right Audience at the Right Time

Benefits of Dayparting for In-App Advertising Campaigns

Optimizes campaign performance



Enhances user targeting

Improves cost-efficiency

Maximizes user engagement

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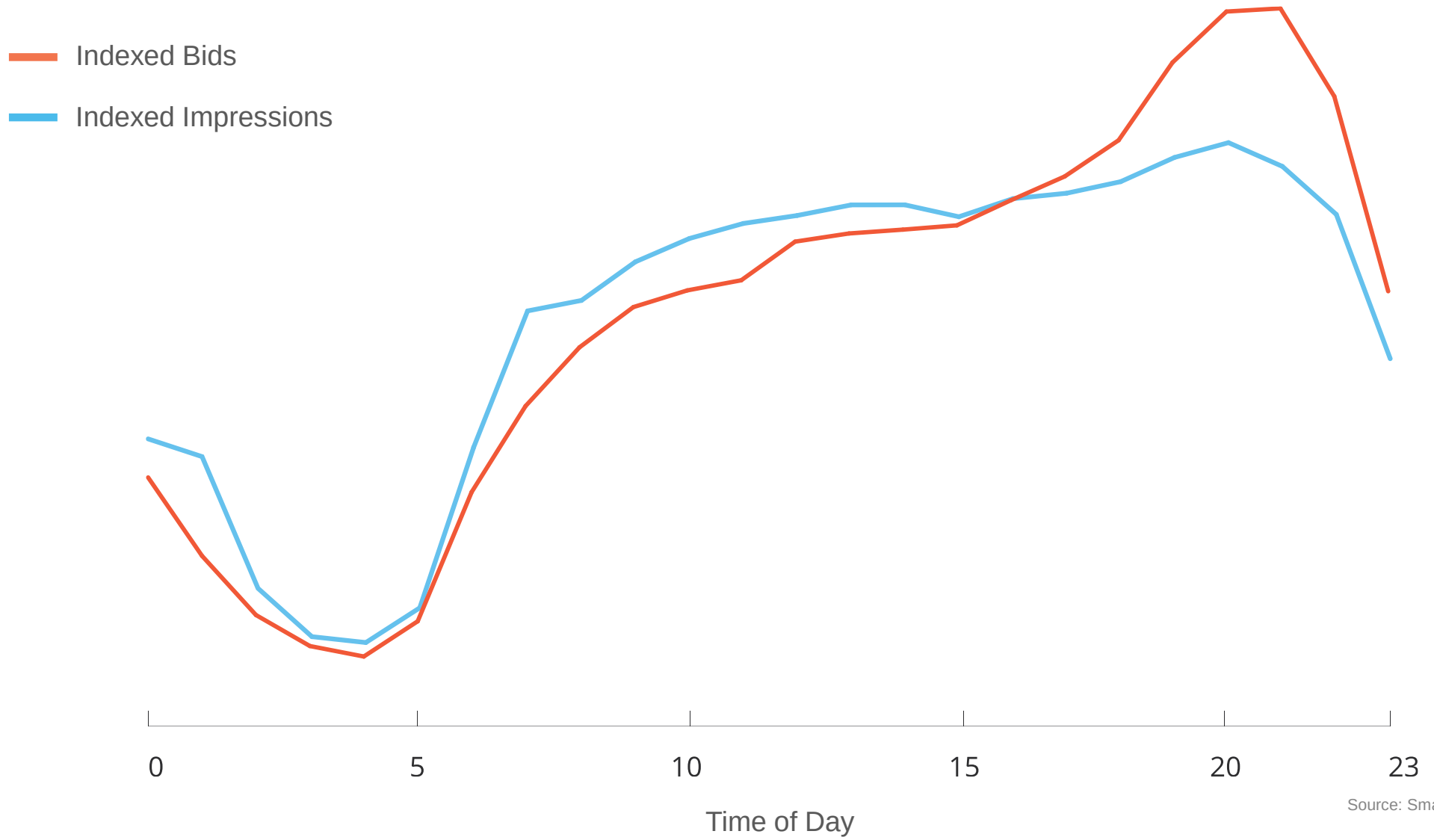
Bidding at the Right Mobile Moment

Hourly Bids vs. Impressions on the Smaato Platform



Source: Smaato Publisher Platform (SPX), Feb-Mar 2017

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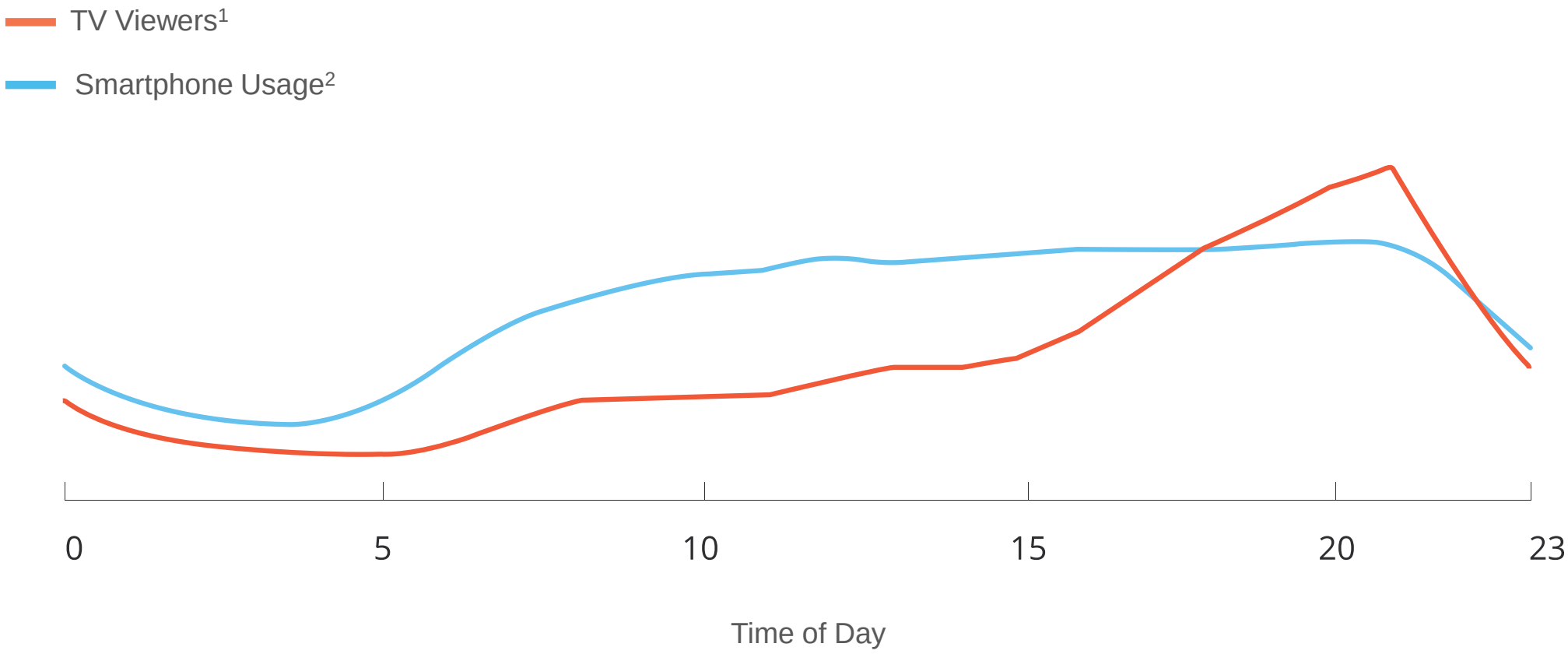
Mobile's Primetime Is an All-Day Affair

Advertisers Need to Update Their Advertising Strategy to Match



Source: [1]BARB, 2017; [2]Verto Analytics, 2017

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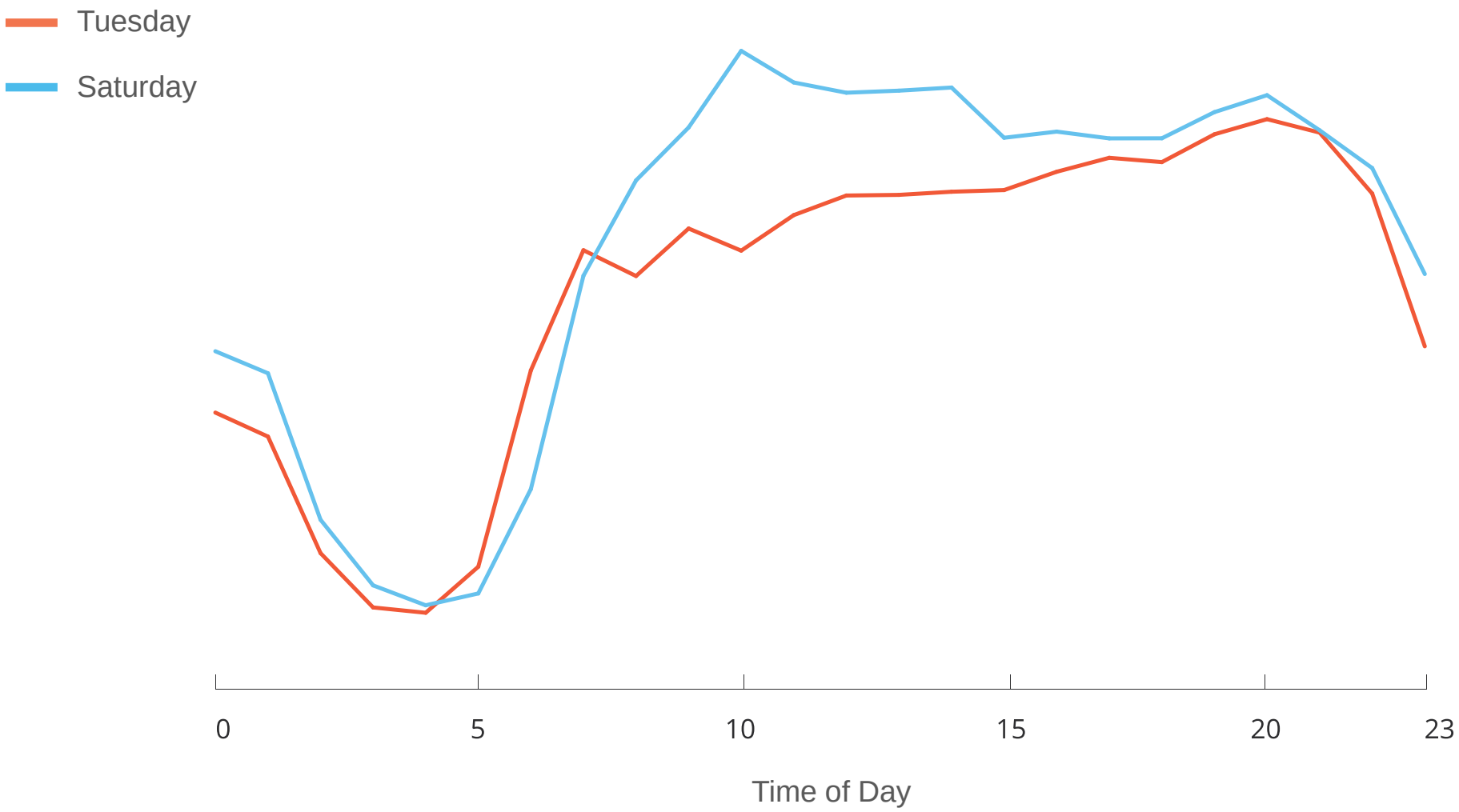
Day of Week Analysis

Hourly Ad Impressions on Tuesday vs. Saturday in Germany



Source: Smaato Publisher Platform (SPX), Feb-Mar 2017

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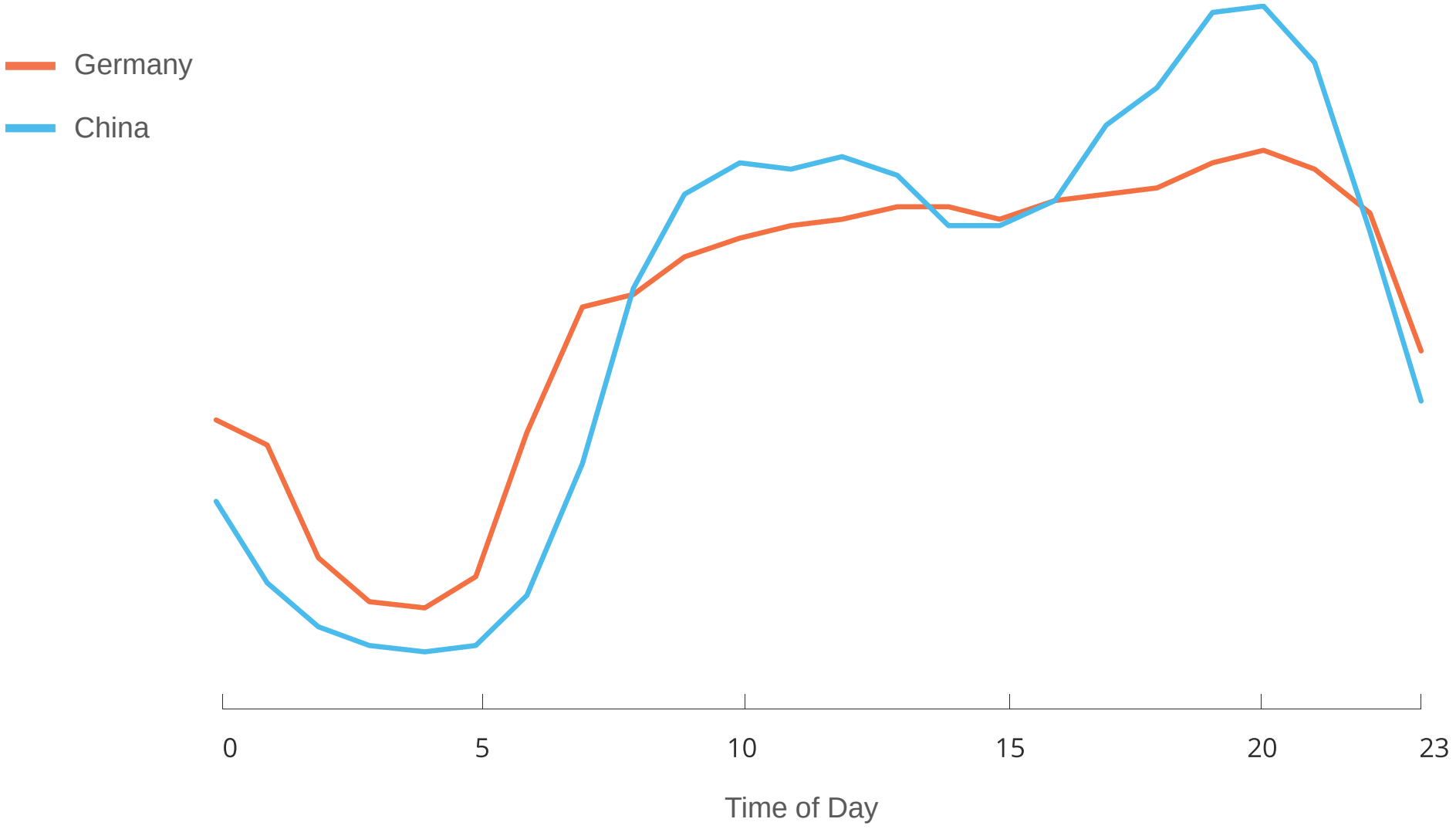
Geographical Analysis

Indexed Hourly Ad Impressions in Germany vs. China



Source: Smaato Publisher Platform (SPX), Feb-Mar 2017

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Apps Make Finding the Right Mobile Moment Easy

User Data Available In-App

GPS Location

Device Type

Mobile OS

Gender

Age

Wireless Carrier

More data is available in-app than with any other media format!

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3 Steps to an Effective Mobile Dayparting Strategy

- Identify the target group
- Analyze behavior - *or identify partners that will help you do this!*
- Find the right moment that fits your goals

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Use Cases for Mobile Moment Targeting

10:30am

Playground

Female, 32 Years Old

EAU THERMALE Avène

1:15pm

Food Court

Fast Food Lovers

KFC

2:10am

Party Area

Students

BACARDI
ESTD CUBA 1862

2:45pm

Parks

Sunny Weather

Nestlé Schöller

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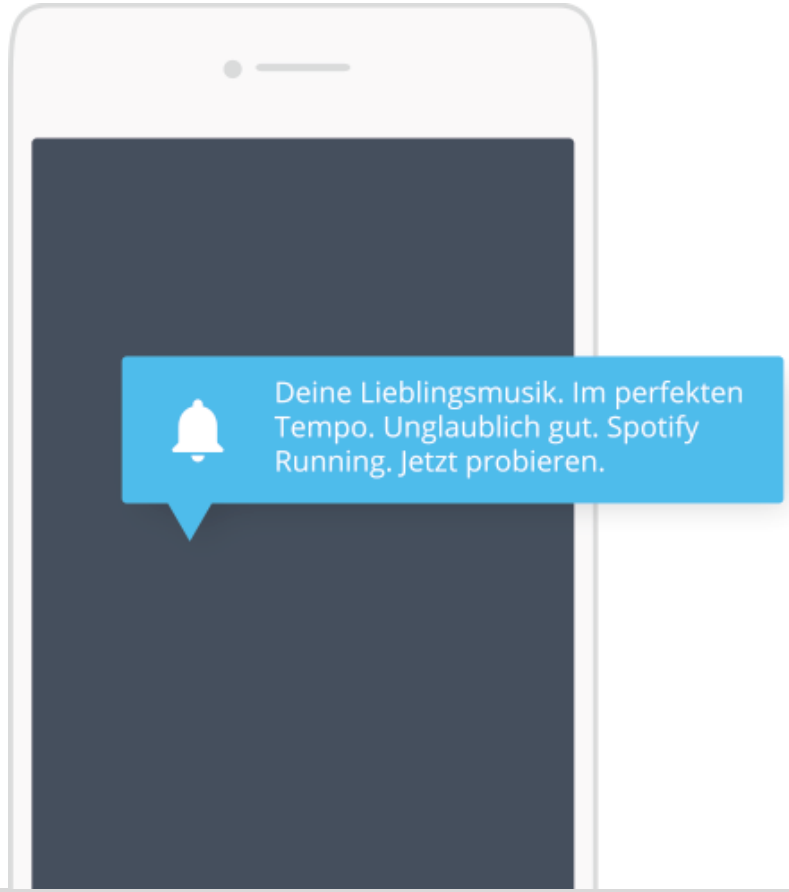
Targeting Parameters

Location
Geo-fencing along the marathon route

Time
Campaign only ran for the duration of the marathon

Purchase History
Users with purchase intent for running apparel in the past 4 weeks

Relevant users received a push notification, prompting them to open Spotify and try out the app's new running feature



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Tips for Making the Most of Your Audiences' Micro Mobile Moments

- Define target group and look at their usage behavior
- Ensure your budget is capturing relevant supply during users' lean-back periods
- Create timely messages for each unique daypart and audience
- Optimize budget by identifying most cost-effective dayparts
- Grab more impressions during best-performing hours

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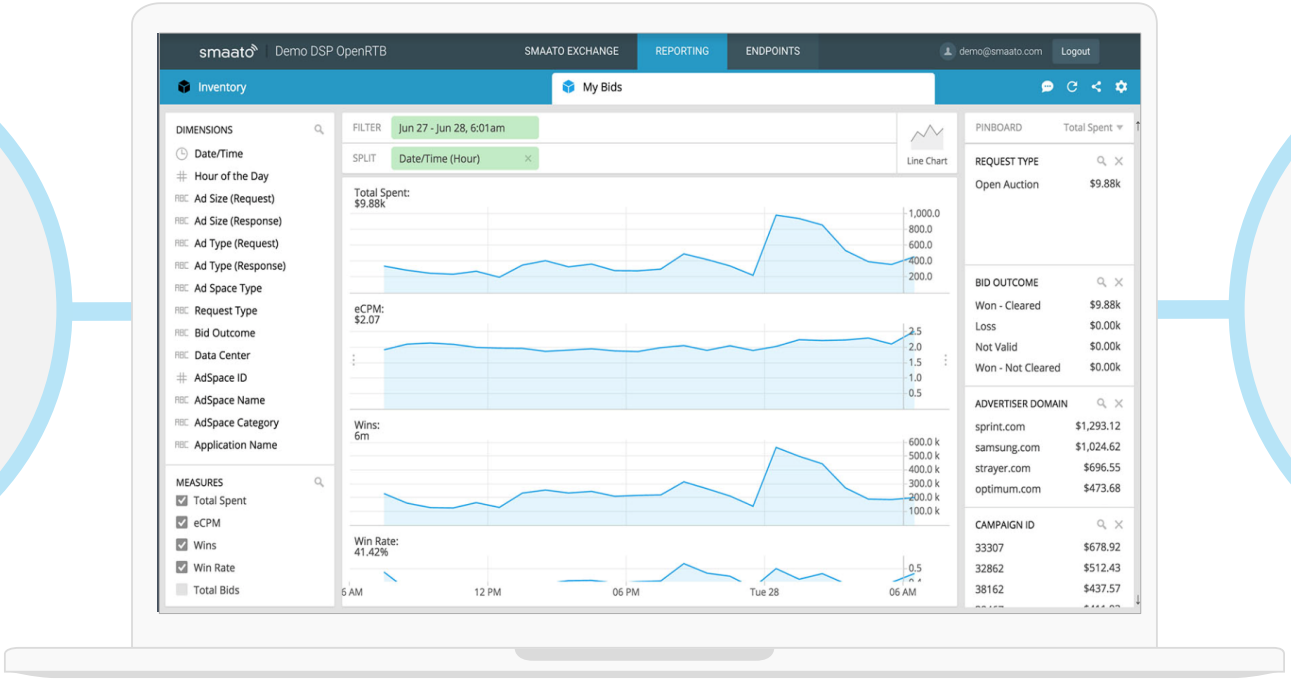
Appendix

Smaato's Tools for Mobile Moment Targeting Success

Smaato Demand Platform (SDX)

- ✓ Data Center
- ✓ Country
- ✓ Publisher
- ✓ App
- ✓ Device OS



- ✓ Ad Space
- ✓ Ad Format
- ✓ Connection Type
- ✓ Device ID
- ✓ GPS Data

With advanced audience targeting by

adsquare

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Thank You

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VICE PRESIDENT MARKETING, SMAATO

ABOUT SMAATO

Smaato is the leading global real-time advertising platform for mobile publishers and app developers. Smaato runs the world's largest independent mobile ad exchange and has been pioneering innovative, mobile-first solutions for publishers since 2005.

Smaato's SPX is a global, intelligent and free-to-use self-service platform & ad server that brings native, video and real-time advertising to over 90,000 app developers and mobile publishers. The company's worldwide reach and extensive network of demand partners provides a massive variety of advertisers with one single integration. Smaato manages over 19 billion ads every day around the world, across over 1 billion unique mobile users each month.

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