

HARNESSING THE POWER OF LOCATION

The IPG Media Lab, Thinknear, and Office Depot Inc. conducted an in-market, media trial to explore the benefits of using location based data to build and target rich audience profiles. Our goal was to determine the true value of location based audience targeting. Placed Attribution was leveraged to measure visits to Office Depot Inc.

WHAT IS LOCATION BASED AUDIENCE TARGETING?

Historically, location data has primarily been used for geo-fencing, which focuses on reaching consumers based on their proximity to a specific location.

However, mobile location data is creating new opportunities for marketers to identify and target audiences more effectively than through traditional targeting methods.

Location based audience (LBA) targeting uses real-world data to understand real-world consumer activities and effectively segment audiences. Better ad targeting means improved user experiences and higher ROI for advertisers.

KEY

DMA TARGETING

Designated market area targeting: Broad-based, DMA-wide targeting

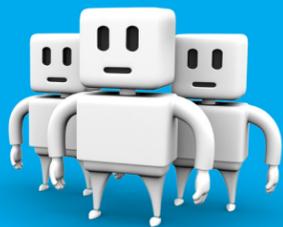
LBA TARGETING

Location based audience targeting: Opt-in mobile location data to help marketers understand where consumers live, work, shop, and play

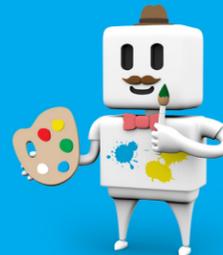
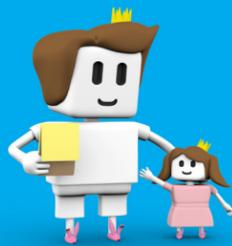


THE RESULTS

WHO WAS REACHED?



VS



LBA TARGETING WAS **10% more** EFFECTIVE AT REACHING BRAND'S PSYCHOGRAPHIC TARGET

THE GENERICS (DMA)

THE PERSONALITIES (LBA)

WHAT DROVE CONSUMER INTENT?

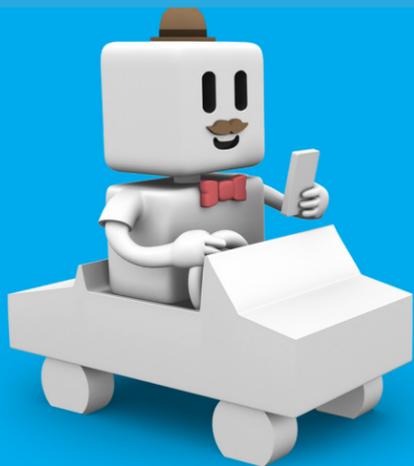
THE DESIRE TO VISIT THE STORE AMONG POTENTIAL NEW CUSTOMERS

DMA: **0% lift**

LBA: **33% lift**

WHICH CREATIVE DROVE INTENT?

INTENT TO VISIT STORE AMONG KEY SEGMENT



116% lift

LBA - LOCATION AWARE AD*
*Ad that was customized around location

67% lift

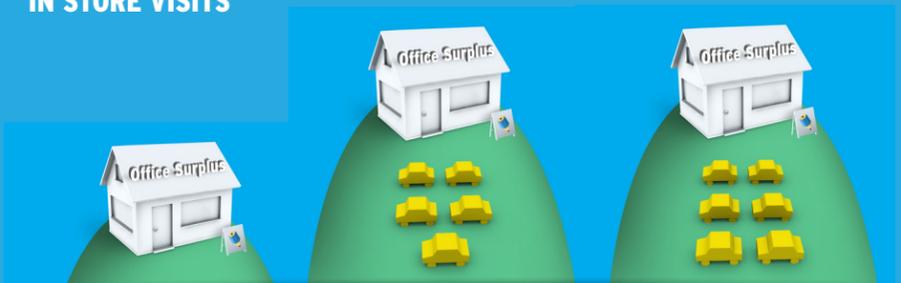
LBA - STANDARD AD

0% lift

DMA - STANDARD AD

WHAT DROVE ACTUAL FOOT TRAFFIC?

IN STORE VISITS



0% lift

DMA TARGETING
STANDARD AD

29% lift

LBA TARGETING
STANDARD AD

31% lift

LBA TARGETING
LOCATION AWARE AD*

HOW DOES COST EFFECTIVENESS COMPARE TO CATEGORY NORMS?

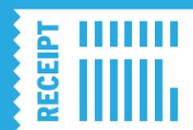
COST PER INCREMENTAL LIFT IN STORE VISITS



\$1.06

LBA - LOCATION AWARE AD*

★ **MORE COST EFFECTIVE**
Cost per incremental visit for LBA targeting was significantly lower than industry benchmarks



\$6.39

Q4/2015 NORM: RETAIL - CONSUMER ELECTRONICS

About IPG Media Lab | IPG Media Lab is the creative technology arm of IPG Mediabrands, the media innovation and investment arm of IPG. Equal parts think tank, real-world proving ground, and change enabler, we provide agencies and media operators with the power to harness emerging communication opportunities by offering expertise, resources and consulting services tailored to drive quantifiable outcomes, learnings and strategies. For more information, please visit www.ipglab.com or follow @ipglab.

IPG MEDIA LAB

About Thinknear | Thinknear is a location-based marketing platform focused on delivering amazing mobile campaigns for agencies, brands and consumers. Thinknear's platform delivers the accuracy, scale and technology required to effectively leverage mobile location data to power better consumer experiences. As a division of Telenav, Thinknear leverages exclusive access to over 16 years of proprietary location data.

Thinknear
by Telenav

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