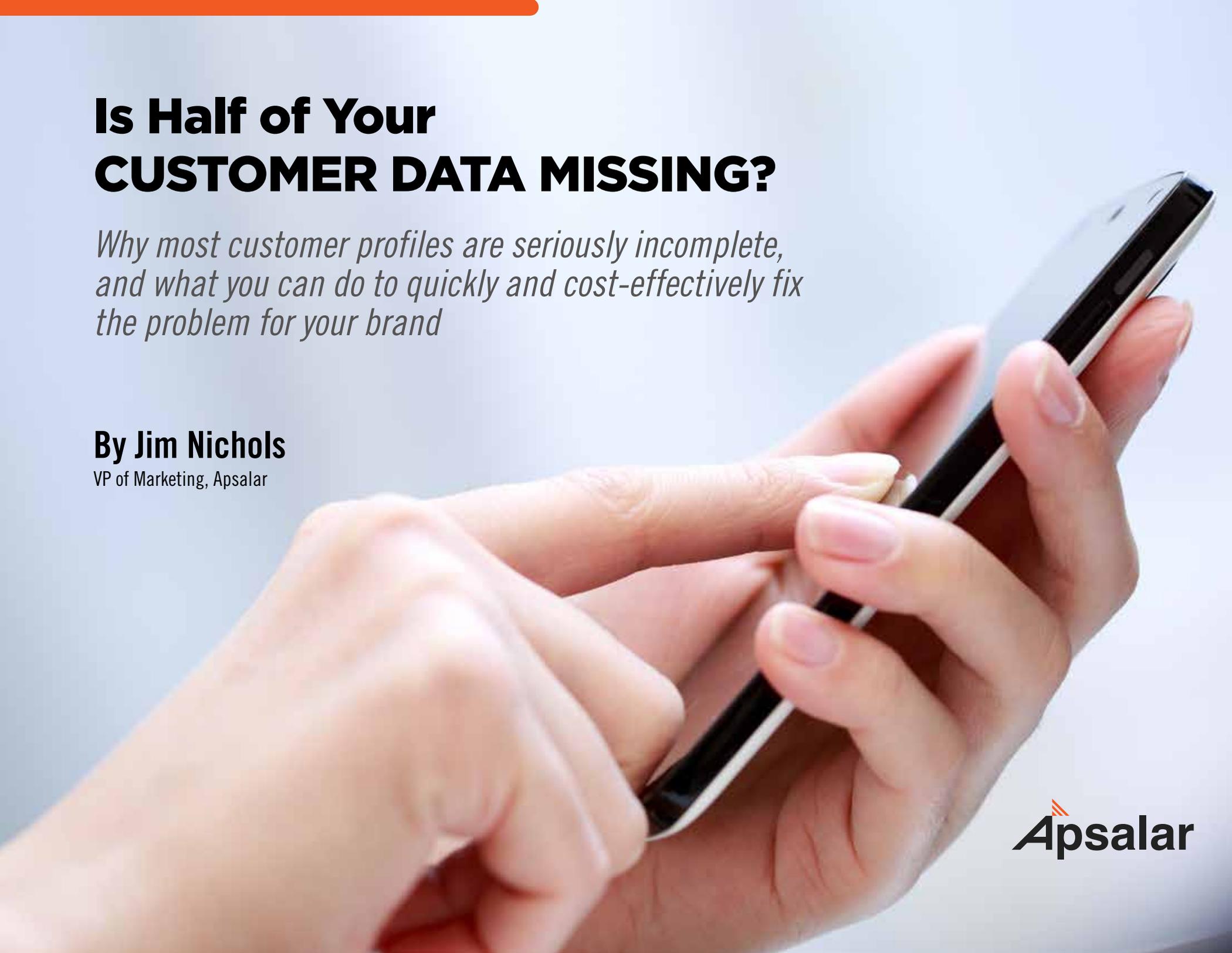


Is Half of Your CUSTOMER DATA MISSING?

*Why most customer profiles are seriously incomplete,
and what you can do to quickly and cost-effectively fix
the problem for your brand*

By Jim Nichols

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Apsalar

Introduction

The essence of good marketing is being customer-focused. Our field is all about understanding consumer needs and aligning products and communications to reflect and address them.

Today, many companies are working hard to collect and unite their customer behavioral data across channels into rich individual profiles – profiles that reveal insights into what people want. The “Data Management Platform” category has been created to bring together all of that information and make it actionable in future marketing programs.

Uniting data from across different marketing touchpoints and platforms isn't easy. Not only are the data collected in different ways, much of it is also collected using technology like third party cookies, which record information anonymously and must later be probabilistically tied to other forms of customer data.

Then there is the challenge of uniting data from different devices into the anonymized profile of the individual that uses them. Why? In order for us to understand a customer, we need to interpret signals they send from all of their devices as they migrate from screen to screen throughout the day. Linking PC and mobile data requires the use of what is called a device graph. A device graph uses signals



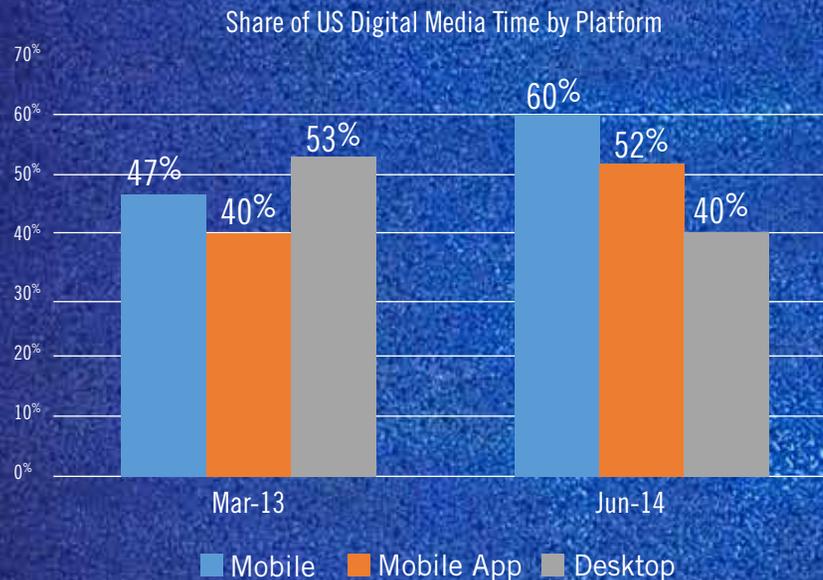
like WIFI connections to identify devices with a high degree of likelihood to be used by the same program. These inferred connections are the “graph.” The challenge with device graphs is that most lack scale in mobile device visibility. Only a few companies, including Apsalar, have access and visibility into large numbers of devices in the US and globally.

But perhaps the toughest issue to address is that most DMPs have no way to collect and measure customer behaviors that take place inside apps. In-app activity cannot be measured with technologies like third party cookies. Rather, app measurement tools have been specifically created to collect both in-app activity data and information on the effectiveness of marketing tools that drive in-app activity. Many of these are designed primarily for use by mobile gaming companies, who have their own specific set of needs. Apsalar was developed specifically to meet the needs of mcommerce companies.

Unless you and your company collect and incorporate in-app behavior activity into your DMP and customer modeling, you don't have visibility into this important set of customer touch points. You could be missing half of your customer data!

HOW IMPORTANT APPS ARE TO CUSTOMER UNDERSTANDING

Years ago, US marketers might reasonably postpone addressing this challenge because in-app time represented only a small proportion of total connected consumer time. But time spent in apps has grown rapidly and now represents more than 50% of connected Americans' time, according to comScore.



Source: comScore

Pause for just a moment to consider that statistic. It means that without visibility into what your customers do in apps, you are blind to a majority – A MAJORITY – of their digital behavior.

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In the US, mobile mcommerce is expected to represent about 10% of total ecommerce sales in 2015. While that might not sound like a huge number, mcommerce is growing almost twice as fast as ecommerce as a whole, and 23 times as fast as all retail sales.

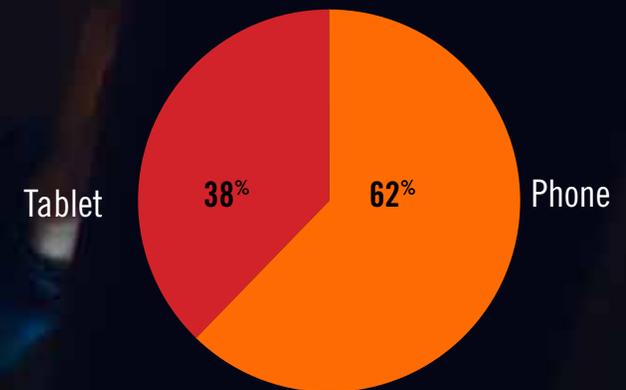
Smartphones dominate as mcommerce drivers.

Q1 2014 Y/Y Retail Spending Growth by Channel



Source: comScore, 2014

Share of m-Commerce Spending by Device



Source: comScore, Q1 2014

In addition, mobile INFLUENCES far more purchases than those that are made via a phone. According to a 2013 study from Google and IPSOS, two thirds of us begin purchase considerations on one device and complete purchases on another.

65%

START SHOPPING ON ONE DEVICE AND CONTINUE ON ANOTHER



65%

START ON A SMARTPHONE



61%

CONTINUE ON A PC/LAPTOP



4%

CONTINUE ON A TABLET



25%

START ON A PC/LAPTOP



19%

CONTINUE ON A SMARTPHONE



5%

CONTINUE ON A TABLET



11%

START ON A TABLET



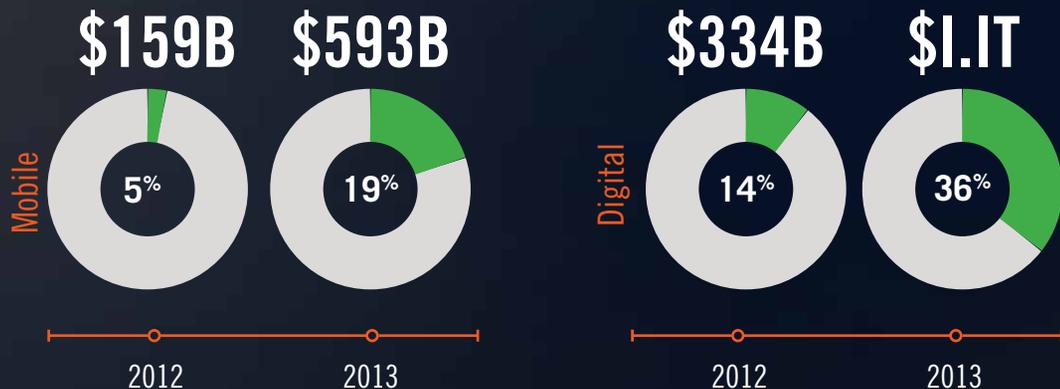
10%

CONTINUE ON A PC/LAPTOP

Source: Google/IPSOS 2013

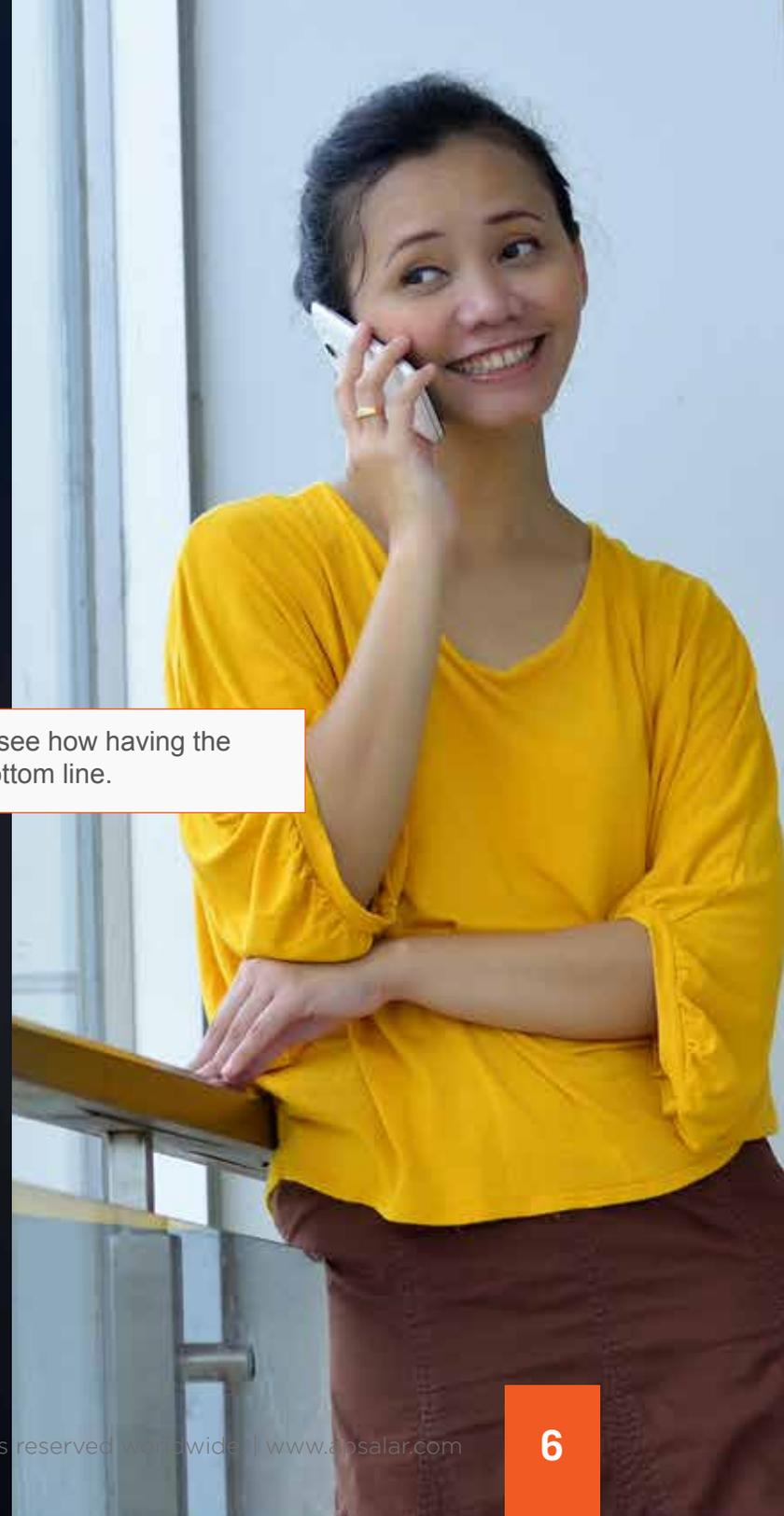
In total, Deloitte estimates that more than \$593B in purchases were influenced by mobile searches and utilities in 2013. Making reasonable growth assumptions, that figure now likely exceeds \$1Trillion.

Mobile's and digital's influence on in-store sale



Whether or not your brand is in any of these categories, I am sure it will be easy to see how having the in-app behavioral data – or not having it -- could have a significant effect on your bottom line.

- 1 If a customer makes several searches for flights and hotels in LA with trip dates for next week is very likely to be in market for tickets and reservations. But if that searching took place in your app, you wouldn't KNOW they were in market beyond that session. You couldn't market to them through all of your available channels.
- 2 A person who spends an hour looking at SUV videos in a car app is likely in market for one, but that interest would be unknown. You couldn't use advertising to drive your brand into their consideration set or short list.
- 3 A person who shops in-app for jeans and places them in a shopping cart cannot be retargeted to complete their purchases unless you have access to their shopping data in your DMP.



THE SOLUTION: APSALAR MOBILE DMP SERVICES

Apsalar Mobile DMP is a flexible set of data management offerings enabling direct marketer brands to enrich their customer profiles and audience targeting with insights from user behavior that takes place in mobile apps and across other marketing channels. Richer profiles and insights in turn contribute to increased ROI.

The Apsalar Mobile DMP has been productized into three interlocking solution sets, making it easier for clients to begin the process of understanding all of their customer behaviors while shaping the integration to fill their most pressing needs.

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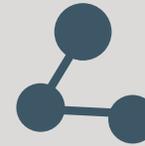
MOBILE DMP



APSALAR
ATTRIBUTION



APSALAR
AUDIENCES



APSALAR
DATASYNC

Apsalar Attribution:

Purpose built for the tracking and measurement needs of mcommerce, Apsalar Attribution measures customer behavior and mobile marketing performance in apps and on the mobile web.

Apsalar Audiences:

Apsalar Audiences unites your mobile and cross-channel data and makes it actionable by managing customer profiles, enriching them with third party data and creating high performing audiences for future marketing programs.

Apsalar DataSync:

Apsalar DataSync streamlines the process of safely sharing customer insights and audiences with a brand's marketing partners and platforms. Clients define business rules for data sharing right from the Apsalar platform. The company has a large and growing number of pre-existing integrations with marketing analytics, app monitoring, marketing automation, tag management and PC web DMPs.

Apsalar Mobile DMP was designed to be accretive to the highly variant data infrastructures present at different companies. Clients can deploy all three elements at once, or engage sequentially based upon their needs and legacy data infrastructure. In addition, clients can choose to use the Apsalar platform to analyze their data and create audiences, or receive a feed of customer data or profiles that can be analyzed and interpreted in the platform of their choice. Apsalar can also improve a client's ability to connect mobile devices and PCs to an anonymized individual.

The Apsalar DMP

is now available globally.

CONCLUSIONS

If you've already made a commitment to data-driven customer marketing, you know how important it is to understand what people are doing in digital channels. Website browsing, PC third party cookie data, and CRM interactions, for example, reveal important insights into what a consumer is likely to want and do next.

But without access to in-app customer data, you're really missing out on so many of the signals that should be powering your marketing. I hope this paper has helped demonstrate the need for such visibility and has interested you in taking action.

Thanks for reading. I welcome comments to this paper. Please write me at Jim@apsalar.com with your suggestions and ideas.



ABOUT THE AUTHOR

Jim has 20+ years experience in over 80 different categories, including developing successful positioning and go-to-market plans for more than 40 adtech and martech companies. He joins Apsalar after several years as VP of Marketing for Conversant, where he led various efforts in the successful rebrand of the company from ValueClick, Inc. The rebrand and associated industry attention for the company contributed to the \$2.3B sale of Conversant to Alliance Data in December, 2014. He is a prolific writer for digital trades on brand marketing, mobile, video, data, and customer profiling. Publications include iMedia Connection, Inside Radio, VentureBeat, ad:tech, ShellyPalmer.com, Jack Myers, and many consumer publications. He holds a B.A. in U.S. History from the University of Pennsylvania and an MBA in Marketing from the University of Chicago.

