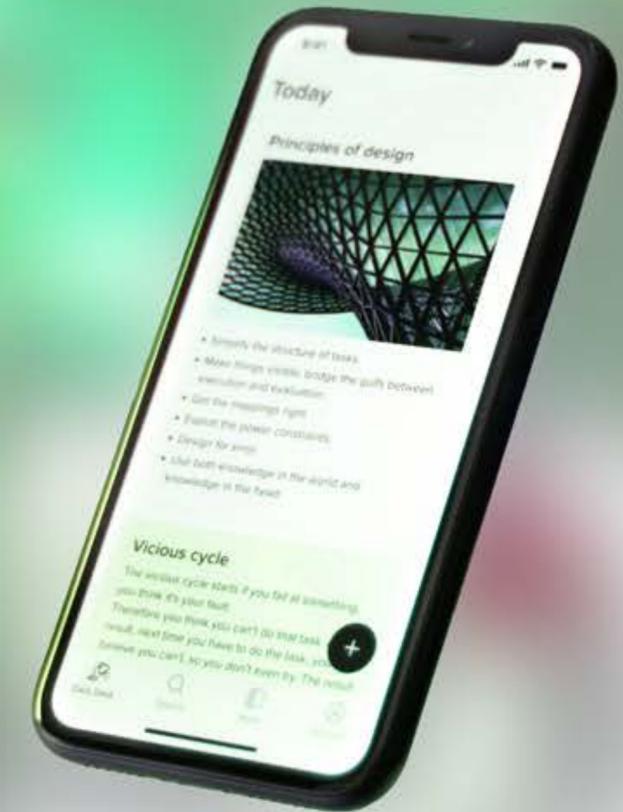


# 4 Steps

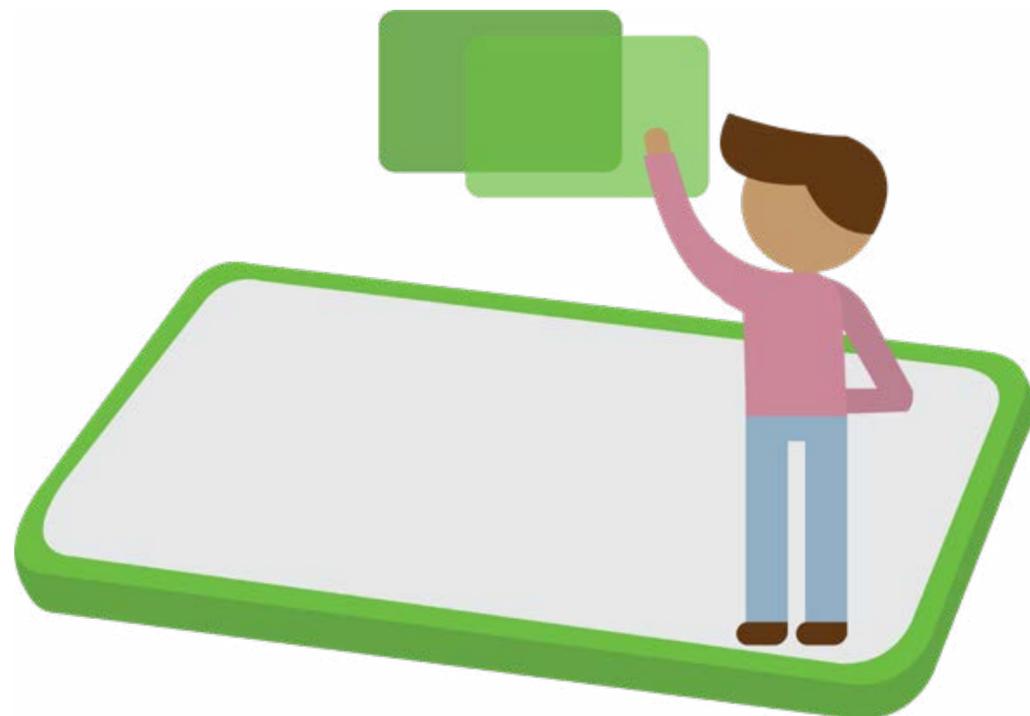
To Better Engaging Audiences Using Mobile Technology



# Start With The Basics

## What is ad-engagement?

Ad Engagement is “a spectrum of consumer advertisement activities and experiences - cognitive, emotional, and physical - that will have a positive impact on a brand.



## Cognitive measures include:



Awareness, recall, and purchase intent

## Emotional measures include:



Brand perception and favourability

## Physical responses include:



Gaze time and interactions



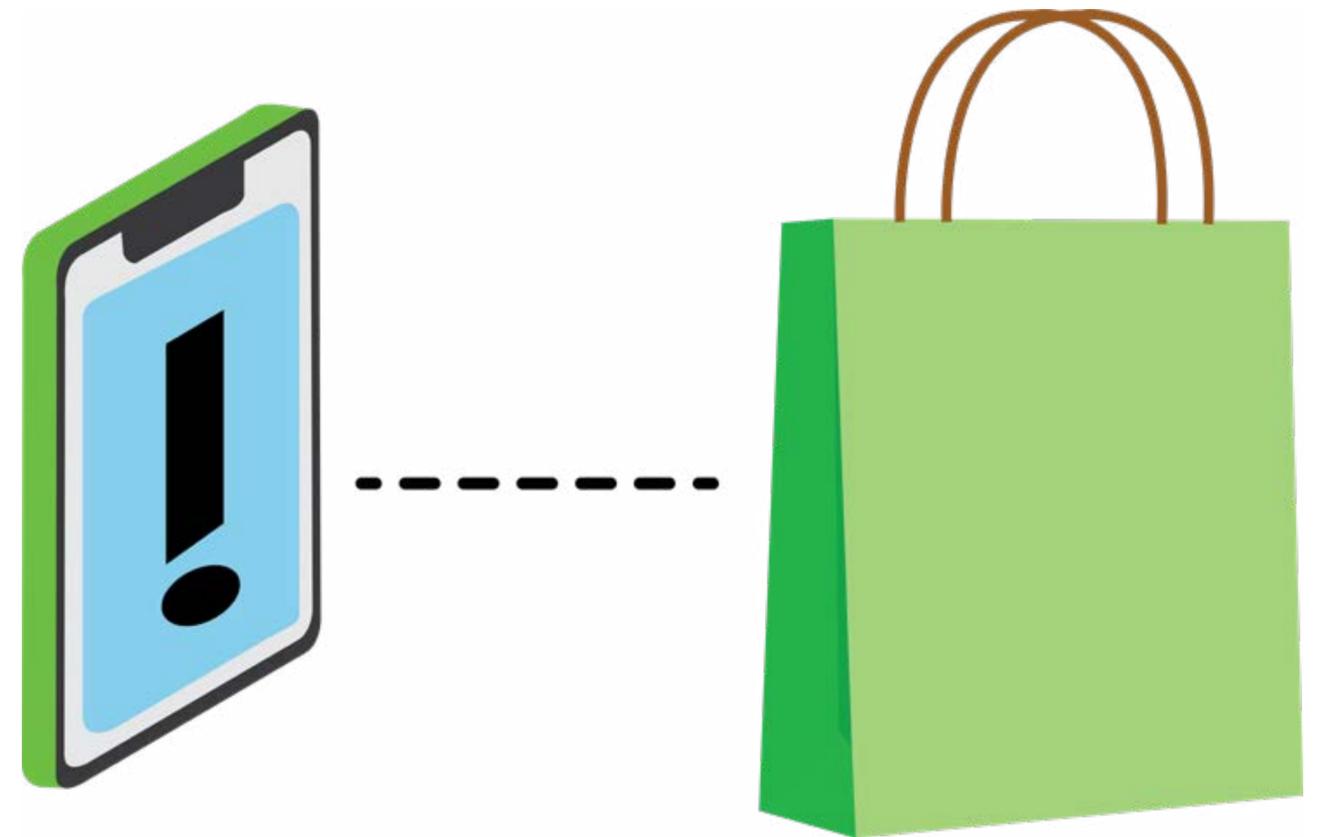


# Advertising may be ancient...But it's come a long way

Today, digital advertising on web and mobile has helped brands build genuine connections with their consumers. Modern technology has enabled marketers to better understand who their audience is and what they are interested in.

More importantly advertisers also know how their audience wants to be advertised to and when.

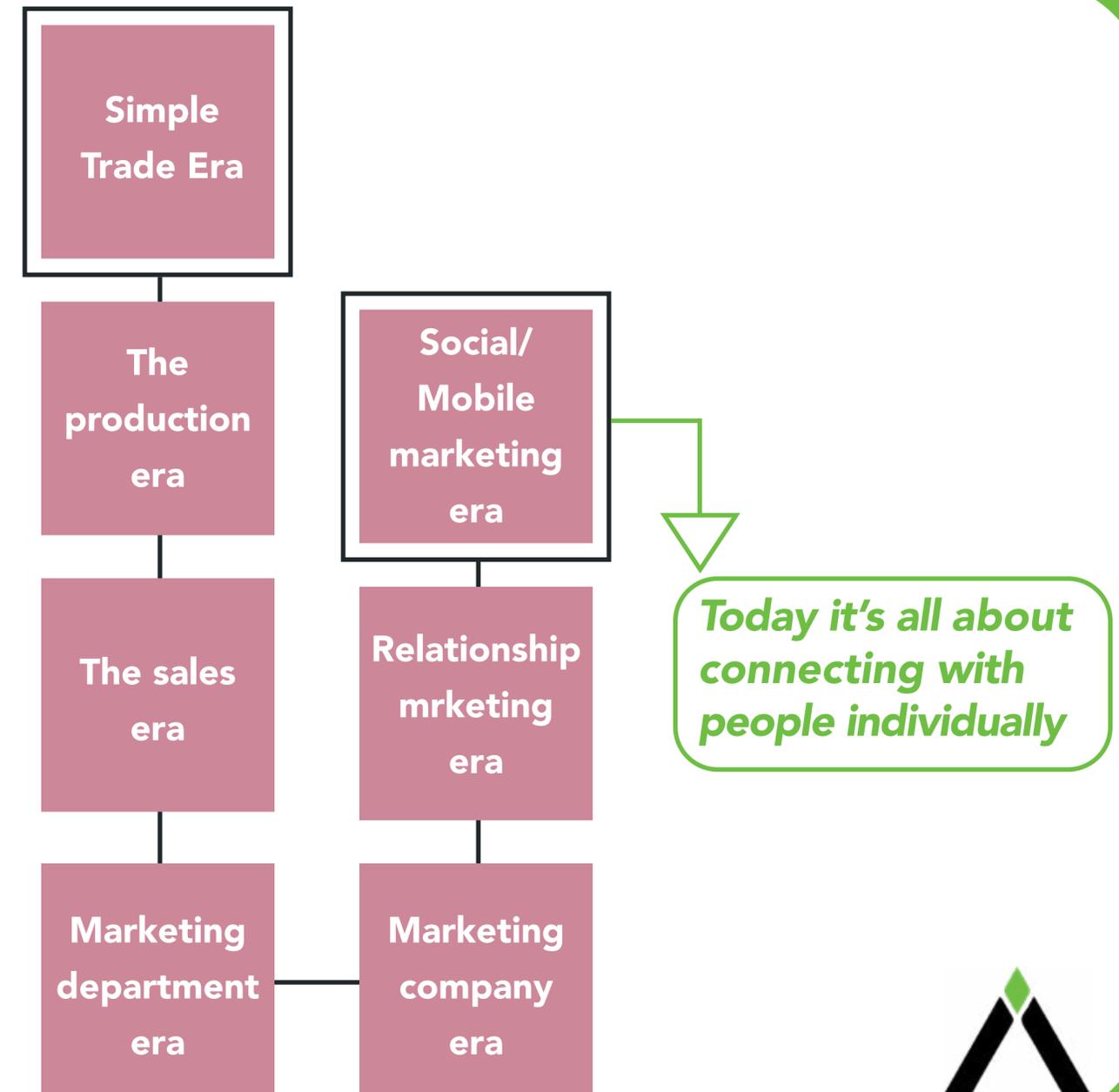
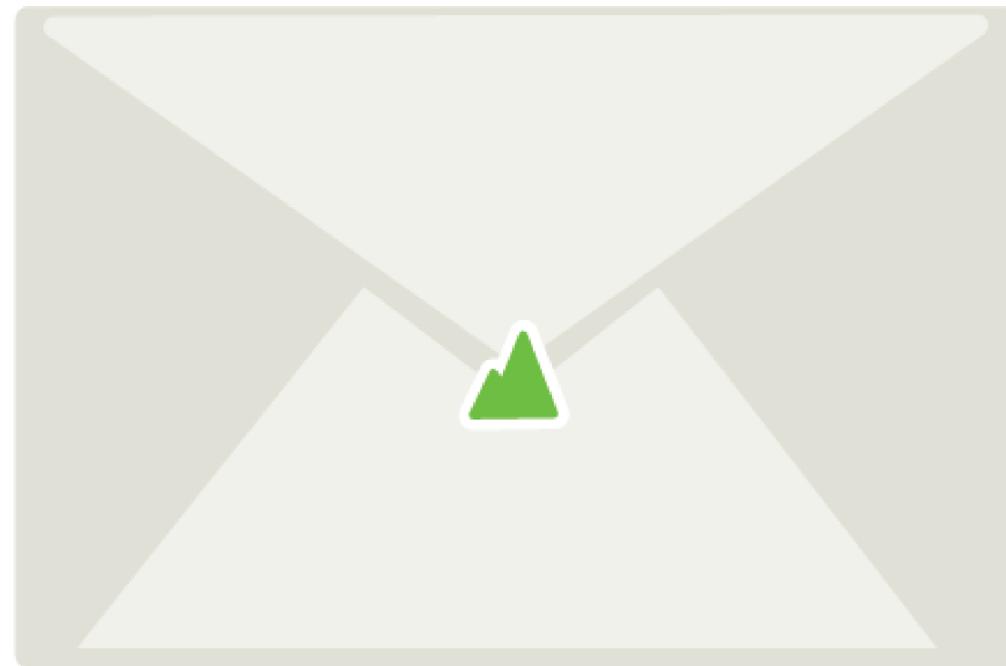
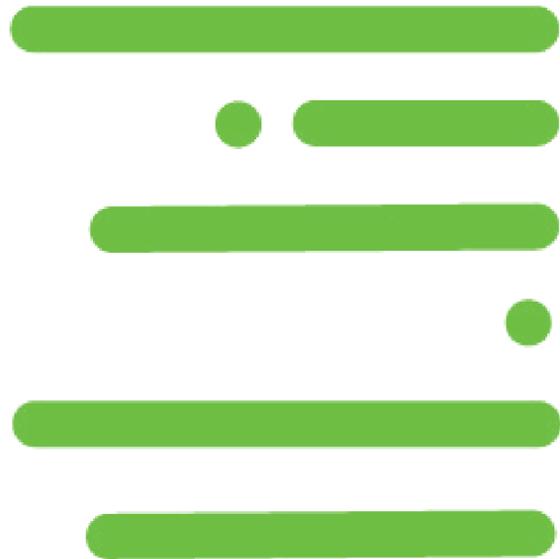
The digital era of advertising is being led by personalization that puts user experience first.



# How Engagement Has Evolved

## Remember When...

We used to live in an era of mass marketing, where a single message was designed to speak to everyone.



# Reality of Ads Today

- > AdBlock technology use increasing
- > Audiences are switching channels during commercials
- > Ads are seen as intrusive and slow or stop user flow and experience

*Truth is: 71% of consumers want ads that are personalized\**

<https://www.marketingdive.com/news/study-71-of-consumers-prefer-personalized-ads/418831/>



# Where Do Ads Engage The Most

- > (55%) of TV advertising time is **NOT** paid attention to
- > Advertising time is either spent multi-tasking (26%), **SKIPPING** the ads (15%) or switching channels/videos (14%)
- > **ONLY** 45% of TV advertising time actually receives attention
- > (62%) is paid attention to on mobile
- > Attention increases further for ads played for at least 30 seconds or in full (if the ad is less than 30 seconds)
- > TV viewers are 2 times more likely to multitask on TV (26% vs. 12% on mobile) and more likely to switch channels (14% vs. 1%), they are less likely to skip ads (15% vs. 25%)

*Paid mobile advertising time is 84% more likely to receive attention than TV advertising*



## Be Where Your Audience Is

- > According to [statista.com](http://statista.com), mobile usage in Canada is one of the highest in the world with the total number of mobile subscribers surpassing 30 million in 2016
- > As of January 2017, around 29% of online traffic in Canada was generated from mobile phones
- > The number of mobile phone internet users stood at 22.8 million in 2016 and is expected to grow to about 28.6 million by 2021

eMarketer also reported that time spent with digital media in Canada has surpassed that of traditional media, and digital ad spending has finally caught up with the changing way in which Canadians are consuming media.

It is also estimated that consumers in Canada will spend 9 hours, 50 minutes (9:50) per day on media this year with 4:55 of that time spent on digital and 4:54 spent on traditional.



# Mobile First Marketing

Before becoming a mobile first marketer, pre-plan your mobile campaign by thinking about the following points to drive engagement:

- > How can I build a more meaningful brand experience with my ads on mobile?
- > What is my audiences preferred activities and lifestyle?
- > How can I associate these activities and lifestyle with the brand itself? (This increases familiarity)
- > When does the ad journey become too much? (This is to tell you when it is too much)

Creating engaging ads is not just about employing the greatest or latest technology.

Rich media features are not just about technology. You'll have to remember that you are creating it for people. With the primary goal to get them to like and interact with your ad units. Also to create the meaning of the brand through memorable experience that leads to advocacy, and, eventually sales.



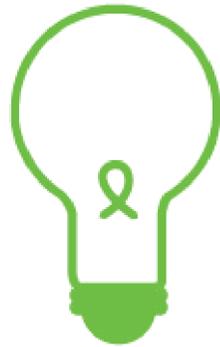
# Driving Engagement Through Mobile

*“Mobile Engagement is the act of creating compelling and positive experiences to mobile users at the right time and right place both inside and outside of an app.”*



# 4 Steps To Better Engage On Mobile

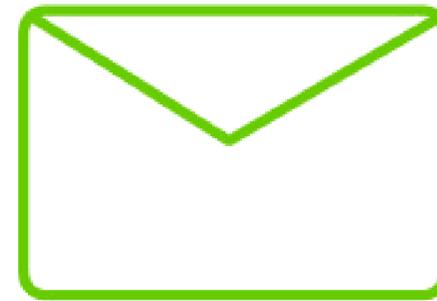
**Learn.**



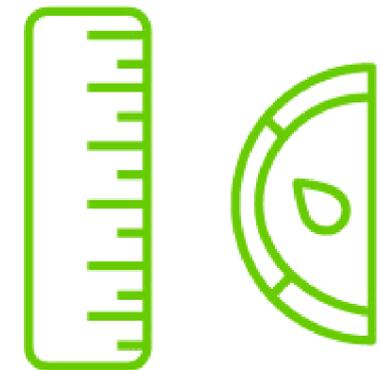
**Target.**



**Deliver.**



**Measure.**



# Step 1: Learn Using Verified Enriched Data

Use location data to further build audience profiles.

Location holds key information that allows you to intelligently infer who your audience is based on the places they go and the times they frequent them.



## Step 2: Target Using Hyper-Accurate Location Intelligence

Using enriched mobile data and location intelligence you can target the right audience at the right time and the right place.

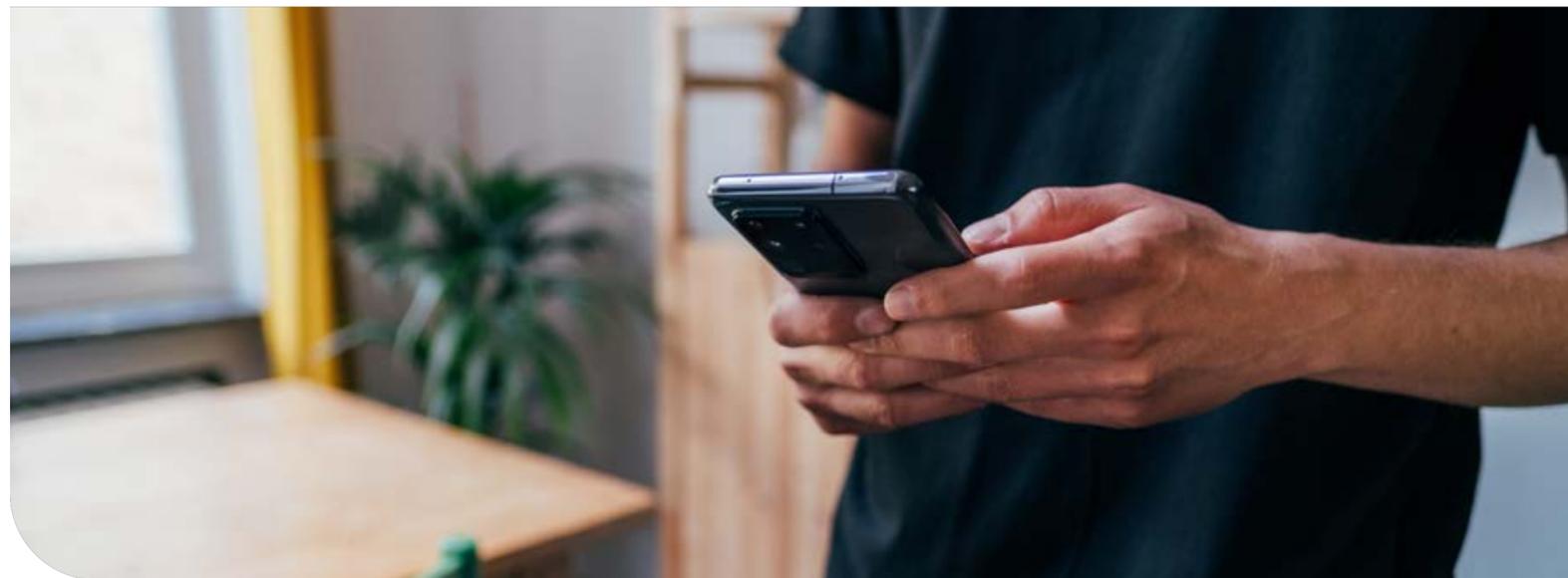
Contextual ads perform better when they are delivered in a timely manner that is relevant to what your audience is doing and where they are doing it.



## Step 3: Deliver With Engaging Creative

Deliver your ad in the format that best suits your audience persona.

Interactive video, playable ads, video interstitials and rich media are all modern approaches to engaging users on mobile.



## Step 4: Measure With Deep Insights

Better understand how your campaign is performing using real time information.

Report, scale and tweak your ad campaigns on the fly.



# The **APEX** Way

*APEX helps brands  
build audiences,  
create engagements,  
and advertise  
without interruption*

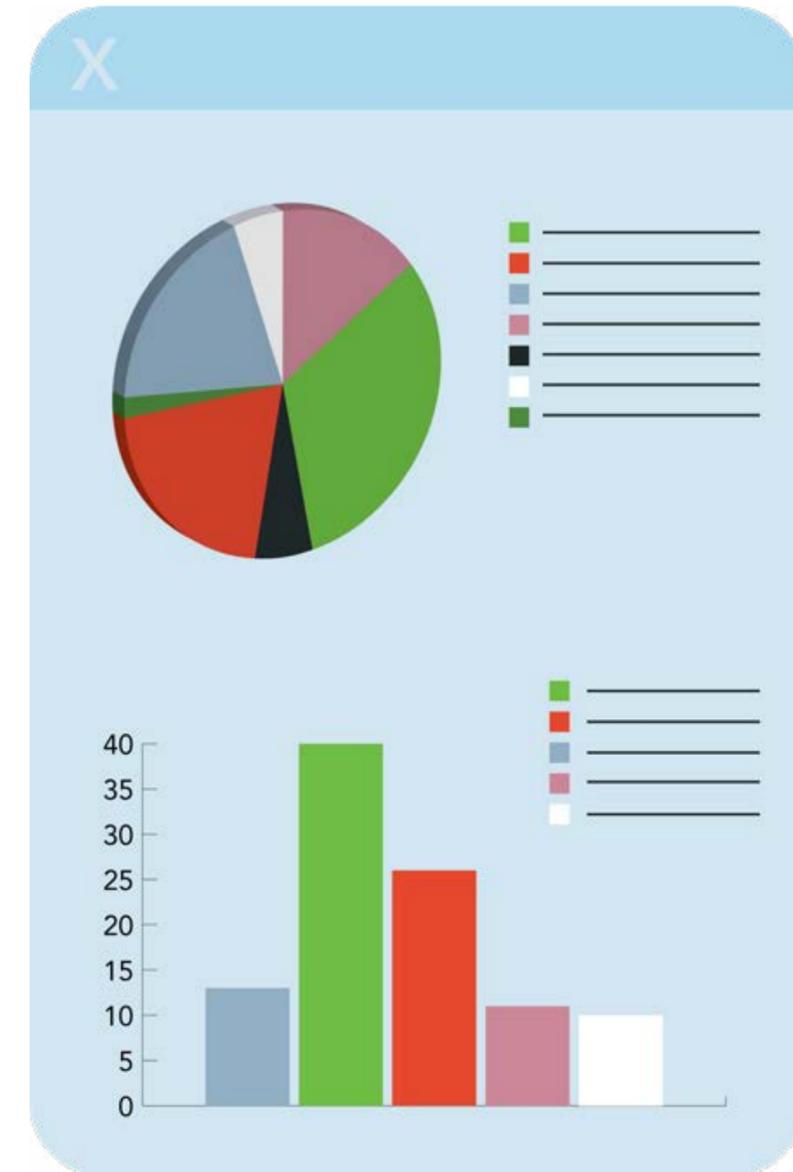


# How We Do It

We use deterministic data in order to target users based on hyper-accurate location intelligence.

We understand that "close enough is not good enough" and work only with exclusive partners with a proven track record in their specialty business.

We do this to ensure that the first party location and profile data you get is always accurate.



# Trusted

Trusted by the best brands who are serious about effective mobile advertising.

- > Auto
- > CPG
- > Entertainment
- > Government
- > Retail
- > Financial
- > Dining



# Our Network Of Premium Partners

IN MARKET



## Start Engaging



APEX towers above the rest by using contextual hyper-accurate location and audience data to deliver your message at the right time to the right person .

Years of experience and strong leadership make us the choice for businesses that are serious about effective mobile advertising .



*Contact us to learn more about how to use mobile to better engage audiences with personalized advertising :*

**Sales:**

[kyle.fletcher@apexmobilemedia.com](mailto:kyle.fletcher@apexmobilemedia.com)

**Marketing:**

[carlos.guevara@apexmobilemedia.com](mailto:carlos.guevara@apexmobilemedia.com)