

APEX MOBILE

Mobile consumer privacy

The rise of real-time advertising



The Changes

Impact to Marketing

- Changes in permission and access to data
- Re-introduction of value exchange
- Cost of accuracy
- Rise of real-time advertising



Consumer trends in privacy

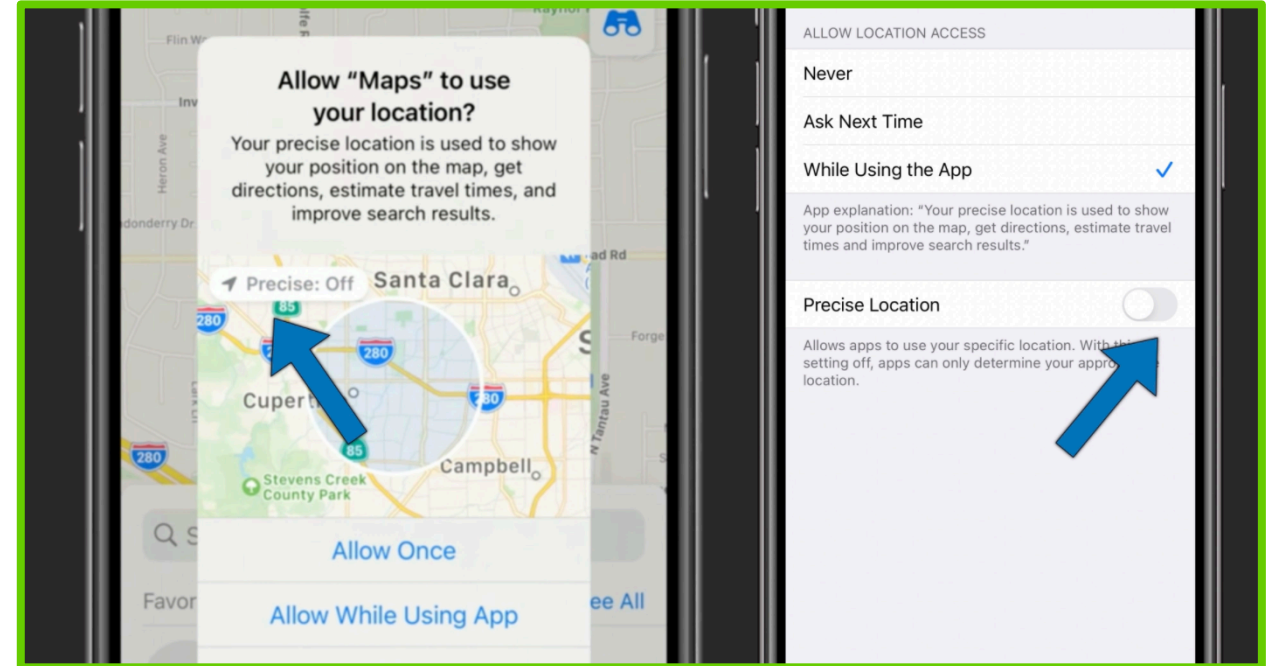
Apple vs Android

- 30% iOS users chose to opt-out of tracking in 2020
- 216% increase since 2016
- Android opt-outs have **FALLEN** since 2016
- Opt-outs for Android: 3% in 2020



Time for change

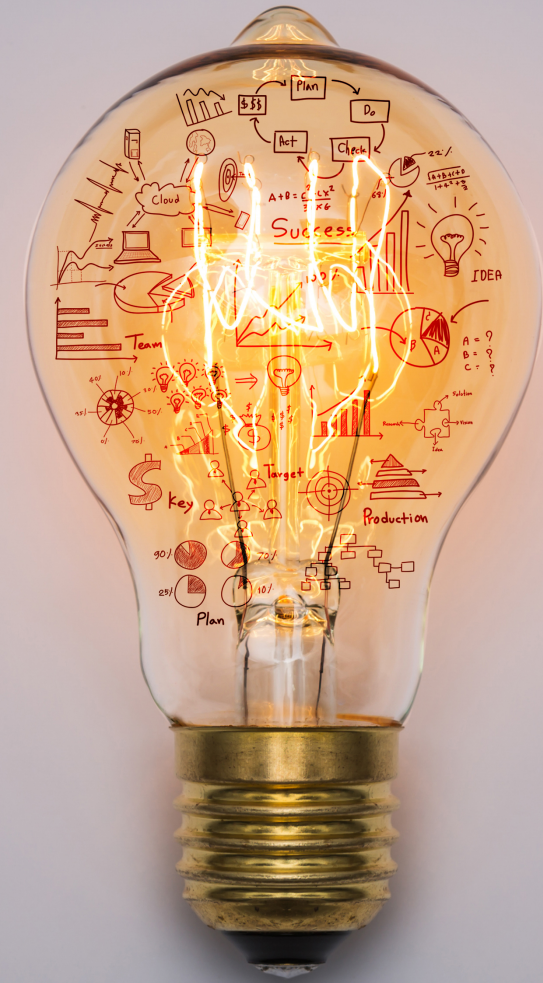
- The Identifier for Advertisers (IDFA) is a unique identifier assigned by Apple to a user's device
- Used in non-browser apps
- Changes start in early 2021, starting with iOS 14
- Value proposition
- Approximate location vs precise location
- Returning privacy and control back to the consumer



The implications

Changes to ad tactics

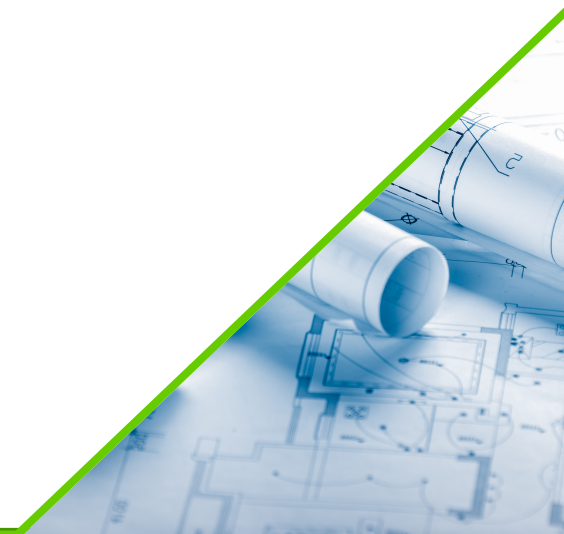
- Frequency Capping
- Interest and Demographic Targeting
- Geo-Fencing/Past Location Targeting
- Re-targeting
- Ad Campaign Measurement/Attribution



Impact to advertising without the IDFA

Building your audience

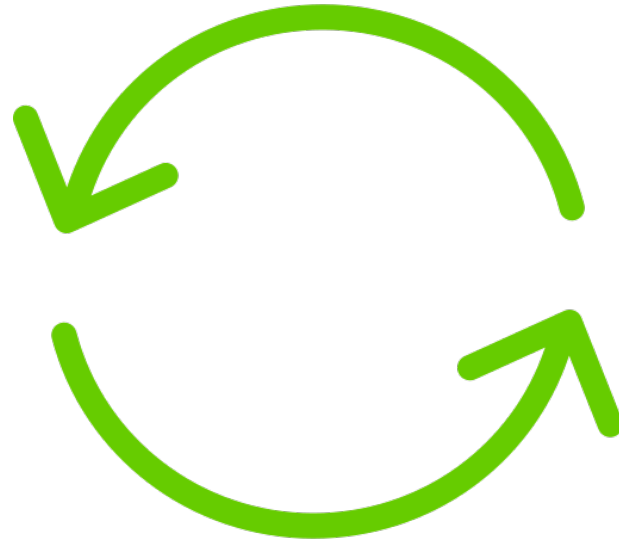
- Can no longer connect a users actions across apps
- The biggest impact will be on audience networks
- Reduction of inventory across app network
- Location accuracy will be more valuable and more expensive



Advertising on trusted apps

The re-introduction of value exchange

- Consumers are likely to opt in to sharing their location data in exchange for value
- Apps that provide value exchange:
 - Apps that save consumers time and/or effort (QSR, restaurant finder etc)
 - Real time promotions (discount apps, coupon apps, loyalty program apps)
 - Transportation and service apps (Ride-share, taxi, public transportation schedules)



The real-time marketing solution

Advertising without the IDFA



Real-time marketing out performs contextual and traditional marketing by more than 6.5%

- Not dependent on the IDFA
- Uses value exchange tactics that benefit brand and consumer
- Combines timing, relevance, and context to execute ads accurately
- Relies on user permissions for location and push notifications

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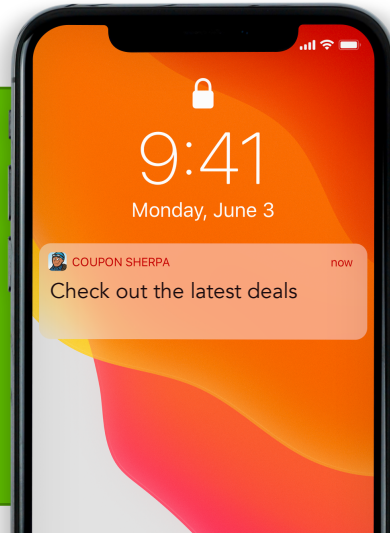


Moments: In-Store Experience



Enters Store

Shopper enters any location you target.
Detected via 1st party SDK data,
including GPS + indoor location signals



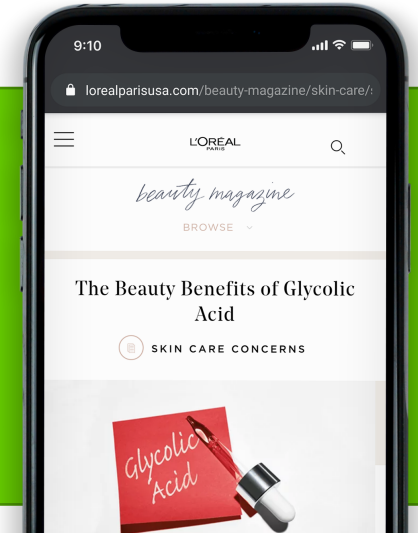
Push Notification

Shopper receives a helpful push
notification from their favorite
app, waking up the device



Brand Moment

After shopper swipes notification
to enter the app, your native
moment is shown.



Brand/App Content

After the brand moment,
shopper continues to your
brand site or app content



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APEX is Real-time ready

- Premium gaming publishers
- Accurate location targeting
- Non-intrusive advertising
- Real-time advertising capabilities
- Frequency capping
- Permission based targeting
- Not reliant on IDFA data
- First party SDK data

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The lost art of advertising

A return to the old ways?

- Bringing back the art to media planning
- No data = The return of contextual advertising
- Reaching new users in relevant environments
- Combining art + Science



The right tools for successful real-time advertising



- Reaching and engaging premium audiences
- Moments is exclusive in Canada through APEX/InMarket
- Accurate location targeting
- Delivering real-time marketing
- Ensure continued user opt-ins
- Protect campaigns from disruption
- Obtain certified location audience data

Learn more

www.apexmobilemedia.com/ios14-updates

