

A photograph of several wrapped gifts on a dark wooden surface. One gift on the left is white with a large blue ribbon. Another in the center has a dark blue polka-dot pattern with a white ribbon. A third gift on the right is wrapped in brown paper and tied with twine. A fourth gift is partially visible on the far right.

ownerIQ

THE Q4 SCRAMBLE: 5 Marketing Tactics That Actually Work

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INTRODUCTION



Time always flies when you're busy. And when it comes to holiday season, it appears before we know it. So here we are – holiday-ready.

The remainder of your marketing and advertising dollars can go a long, long way during peak shopping season which takes place right around the beginning of December. Therefore, it's critical that you spend where it matters most (i.e. where your customers are browsing). Similarly, it's imperative to stop relying on the same old marketing tactics – by now, they're worn and tired.

Not to mention, holiday shoppers are a jumbled bunch; one day they're purchasing at a nearby mall, and the next they're browsing online – visiting one site after another over a cup coffee. We know this because we are those very holiday shoppers. And let's agree, getting our attention is hard work. So what's the best way to appear at the top of our go-to shopping destination list? Hint: Data transparency and scalability.

ownerIQ's second-party data platform has the largest portfolio of premium retail audiences on the web, with access to 1 billion online shopping behaviors of more than 200 million U.S. shoppers. Imagine opening a door to this massive pool of shoppers and reaching your in-market consumers in milliseconds?

Second-Party Data:
Transparent access to a trusted and relevant partner's first-party data. Second-party data assures a cooperative relationship that can be preexisting or entirely new creating a new means for advertising revenue and greater brand awareness, across both desktop and mobile.

Without further ado, here are **five NEW must-know strategies for reaching holiday shoppers** that actually work:



1. SHARE YOUR AUDIENCE DATA FOR INCREASED ADVERTISING REVENUE AND GREAT BRAND AWARENESS



The holidays are a time for caring; likewise, the season is a time for sharing – and that's exactly what many savvy retailers and brands are doing differently to amp up and perfect their media initiatives in December. Back up – just what are they sharing? Answer: Transparent first-party audience data (i.e. second-party data). We'll explain using some real-world examples:

EX. 1 hhgregg, a well-known retailer of consumer electronics and home appliances, wanted to increase awareness and sales of their CE & Appliance products. By sharing highly qualified audience data with other major appliance manufacturers (such as LG), consumers visiting those brand's sites or product pages were then funneled to an hhgregg location. Success all-around.

EX. 2 The Step2 Company, LLC, a large American manufacturer of preschool and toddler toys, was looking to drive brand and product awareness among parents with

children while consistently engaging retail shoppers. To achieve their goals, Step2 shared first-party data with their leading toy retailer to target active shoppers with digital ads year-round. Another win-win. Oh, and Step2 exceeded their ROI goal by more than 5x after ad exposure.

The proof is in the data, and second-party data works. Forming a cooperative relationship with a data partner of choice is one sure way to generate more advertising revenue and create greater brand awareness, which is especially useful when your campaign goals are coming down to the wire in December.

At the same time, according to a new study conducted by Forrester Consulting on behalf of ownerIQ, 85% of retailers and brands will have second-party data integrated into their overall marketing strategy within twelve months, implying most are already on the right track. Question is, are you a part of the majority? If not, now's the time to give data sharing some serious thought.



OUR TAKEAWAYS:

Activate your valuable website audience. Choose your data partner to form a second-party data sharing relationship. Achieve complete data transparency.

2. GIVE YOUR CUSTOMERS IMMEDIATE RETAIL SATISFACTION WITH LOCATION TARGETING

We're living in the age of digital everything – there's no going around it. The online marketplace has contributed to an increasingly disrupted path to purchase.

Not a good thing for us retailers – especially when gearing up for holiday season; the biggest happening in retail. With all the noise out there, it's imperative for retailers to alleviate shopper stress by providing consumers with more convenience on all fronts of the customer journey: online and in-store.

Oh, and we can't forget about the mobile channel (never mind it being impossible to do so – just look around you). In fact, Forrester Research reports that 1/3 of consumers are researching products on the go. Plus an impressive 171 million consumers shopped on their mobile device last year, 20 million more than the previous. And during the holiday season, m-commerce accounted for 18% of total retail sales...

But here's where things begin to click...More than 90% of all purchases

are still made in-store, and 82% of shoppers use their smart phone to research purchases while IN the store. ownerIQ's mobile solution applies a "shopper-first" methodology to our new location targeting capability. Many location-based solutions rely on location data as their ONLY proxy for identifying intenders. The Q's location targeting methodology considers users near a store but treats each user differently depending on individual interest and distance from that store.

After all, shoppers are a unique bunch and should be treated as such. Thus, instead of treating shoppers like numbers grouped together in a particular radius, the technology strategically removes limitations pertaining to the size of a certain location, equally targeting small and large population areas.



With ownerIQ's new location targeting solution for mobile, you can find consumers who live (and shop!) near your store location(s) and geo-reach them with relevant messages; driving them to buy online FROM YOU given the convenience of your location.

YOUR TO-DO LIST:

Target via user-level proximity to drive your shoppers to physical store locations. Use intelligent audience data to reach in-market buyers potentially outside an arbitrary radius. And Mobilize.



3. DON'T PUT ALL YOUR EGGS IN ONE VIEWABILITY BASKET

This holiday season, as our minds skip from one must-have (brand awareness!) to another (viewability!) to yet another (ROI!), it's easy to lose sight of our priorities. So how can you best gauge what matters most to your marketing and advertising efforts?

First, it's critical to identify what is most important to you and to understand the tradeoffs that come with trying to achieve multiple KPI's. So let's take a deeper dive into **viewability** and discuss how focusing on it can often come at the expense of your primary objectives.

Viewability is an online advertising metric that aims to track impressions of digitally served ads that can actually be seen by human eyes.

Being seen is good for marketing, so viewability is key to all of my advertising initiatives, right?

Here is where things get a little tricky...There is no way to "know" with absolute certainty that an impression will actually be viewed by a user. We can look at historical data for an

opportunity and determine its average viewability, but past performance is not a perfect predictor of future return. Do we want to throw out opportunities against high-value users because there is a chance the impression might not be viewable?

By placing a viewability constraint on a campaign, you run the risk of missing out on high-value users chasing a metric where there is no consensus on how to measure it and there is no certainty at the time of bidding. Your best bet is to permit tested and true technology to prioritize highly valuable consumers based on their expected performance.

IT'S YOUR TURN:

Don't run the risk of sacrificing performance chasing an imperfect metric. Start reaching all high-value users with your marketing message.



"Viewability is an online advertising metric that aims to track impressions of digitally served ads that can actually be seen by human eyes."

4. MERRY MEASUREMENT

Without a realistic goal this holiday season, your marketing campaigns can run amok or simply fail short.

Everyone in the digital landscape seems to have an opinion on different measurement strategies. But the age old rule of measurement still rings true: Aligning your goals, KPIs, and measurement strategy is paramount to the ultimate success of a campaign. During the critical month of December, knowing more about your customer can make all the difference.

To the point, you now have the green light to step up your measurement game by:

ownerIQ's reporting capability allows you to understand how reaching users in one channel may lead to conversions on another. We know that it's absolutely imperative to measure campaigns cross-channel. What's more, we know that measuring your customers, beyond just your media campaigns, is just as necessary. ownerIQ has access to millions of unique shoppers and a unique way to classify all of their shopping behaviors to understand what types of products and brands your set of consumers are engaging with outside of your company website.

YOUR ACTION ITEM IS SIMPLE: MEASURE. And repeat.

1. Understanding your overall campaign goal to make measurement and reporting easier to navigate.
2. Redefining relevant measurement metrics and specific attribution rules by media channel to provide actionable learning that can be used intra-campaign to better optimize.
3. Applying measurement tactics to use your digital marketing budget efficiently by choosing the right channels to reach your target audience.
4. Making more effective campaign decisions and improving your ROI.



5. REMEMBER: DECEMBER IS THE MONTH FOR SHOPPING



Right now, at this very moment, we're that much closer to the holidays. Excited? You will be when you consider this: During the holidays, retail e-commerce is forecasted to reach close to \$90B! Up 13.3% from the year prior.

And did you know that 30% of all shopping activity takes place after Thanksgiving through December 24? The second highest total and per day shopping activities occur during this time period. Yep.

But no pressure. Just outperform your competition and catch 'em all! Easier said than done is an understatement...unless you have access to an enormous amount of the right shopping data.

With ownerIQ's access to verified browsing and buying data from the top retailer sites, YOU DO. Moreover, shopping holidays actually strengthen the Q's offering, creating EVEN MORE shoppers (up to twice the traffic) to choose from when targeting your ideal consumer.

Because our second-party data marketplace ingests data from over 600 retailers, product brands and e-commerce websites, you'll have access to over a **billion shopping behaviors and e-commerce transactions monthly**.

WHAT NOW? EASY.

Take advantage of the holiday spike by reaching the largest pool of in-market holiday shoppers with your marketing message.



Holiday season matters – a lot – and it's the worst time to risk losing your most important customers. The holidays are also a time for reflection, preparing you for those often fleeting resolutions. But not this year. This year, with the right strategies, you'll stay committed to what actually works.



ABOUT OWNERIQ

ownerIQ, "The Q" digitally connects retailers and brands through the power of second-party data, providing transparency, scalability, and relevancy within digital marketing. ownerIQ changes the way retailers, brands and e-commerce websites run their digital advertising campaigns, reaching consumers both online and in-store. The Q has the largest and most transparent second-party data marketplace, called "The Qniverse," which aggregates over 1 Billion online shopping behaviors of more than 200 million U.S. consumers each month from retailers, product brands and e-commerce sites. Our fully integrated programmatic stack, built specifically for the needs of marketers in the Retail ecosystem, enables our advertisers to leverage our partners' 1st party data pools to power their e-commerce campaigns, retail initiatives, and prospecting programs. ownerIQ was recently named in the 2015 Ad Age BtoB Best Awards, as CIOReview Magazine's Top 50 Retail Solutions, Digiday Signal Awards, Boston Business Journal's Hottest Tech Companies to Watch, and Editor's Choice Award from Shopper Marketing Magazine. For more information, visit www.ownerIQ.com.