

The background features a dense, overlapping collage of mobile device outlines, including smartphones and tablets. The outlines are rendered in two colors: orange and light blue. The devices are scattered across the dark grey background, with some appearing to be stacked or layered on top of each other, creating a sense of depth and abundance.

**NINTHDECIMAL**

*mobile programmatic*

**PLAYBOOK**

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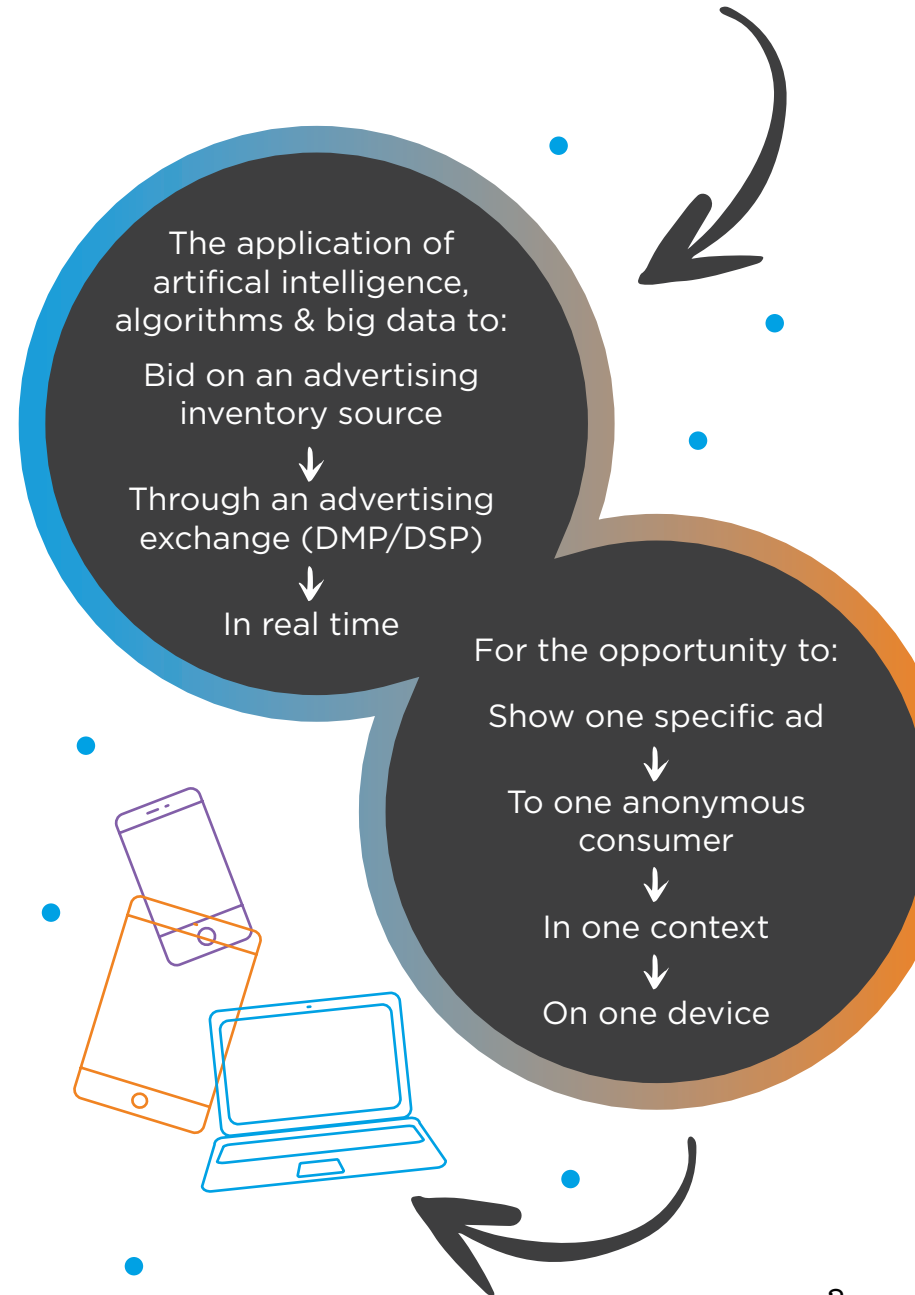
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# WHAT is PROGRAMMATIC?



# WHY *is it* so POPULAR?

Programmatic has revolutionized how we think about data and media buying. Its popularity continues to grow due to several factors:



- Programmatic buying separates media from data
- Agencies and Advertisers don't have to go through a lengthy IO or contract process
- No spend or volume commitments
- Better efficiency & speed
- Multiple reporting options
- Agencies can optimize without back & forth between networks and vendors

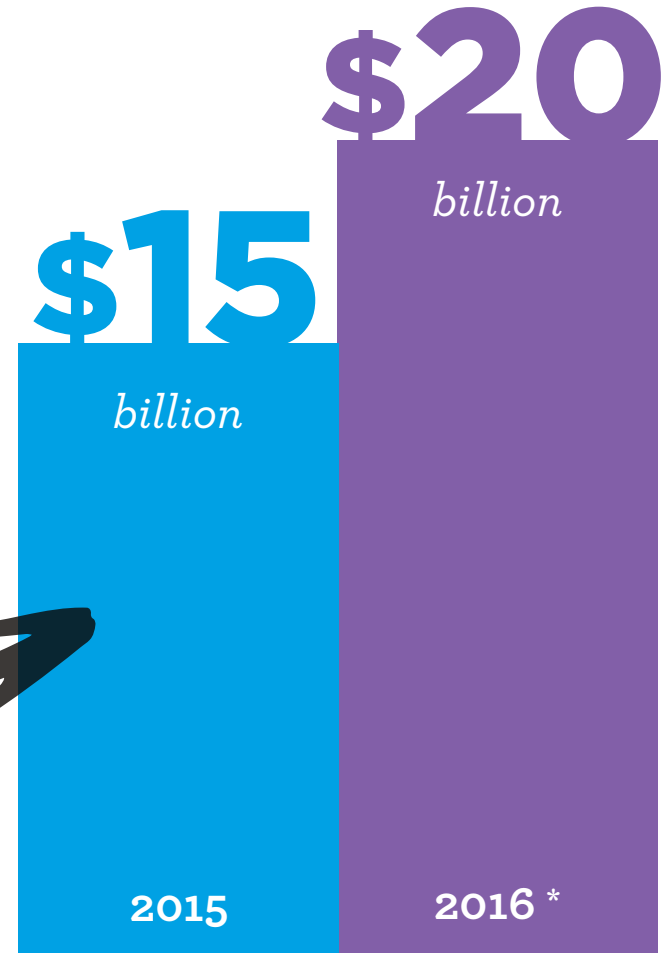


“

*In 2015 mobile programmatic eclipsed desktop/laptop programmatic for the first time, and in 2016 is expected to account for over 69% of programmatic ad spend.*

eMARKETER

”



# WHERE DOES *the* DATA for MOBILE PROGRAMMATIC come FROM?

The data used in programmatic (including mobile programmatic) can come from a wide variety of sources.

Audiences can be based on:

- behavioral (online/cookie-based) data
- offline data
- purchase data
- survey or self-reported psychographic data
- **physical world (location) data**

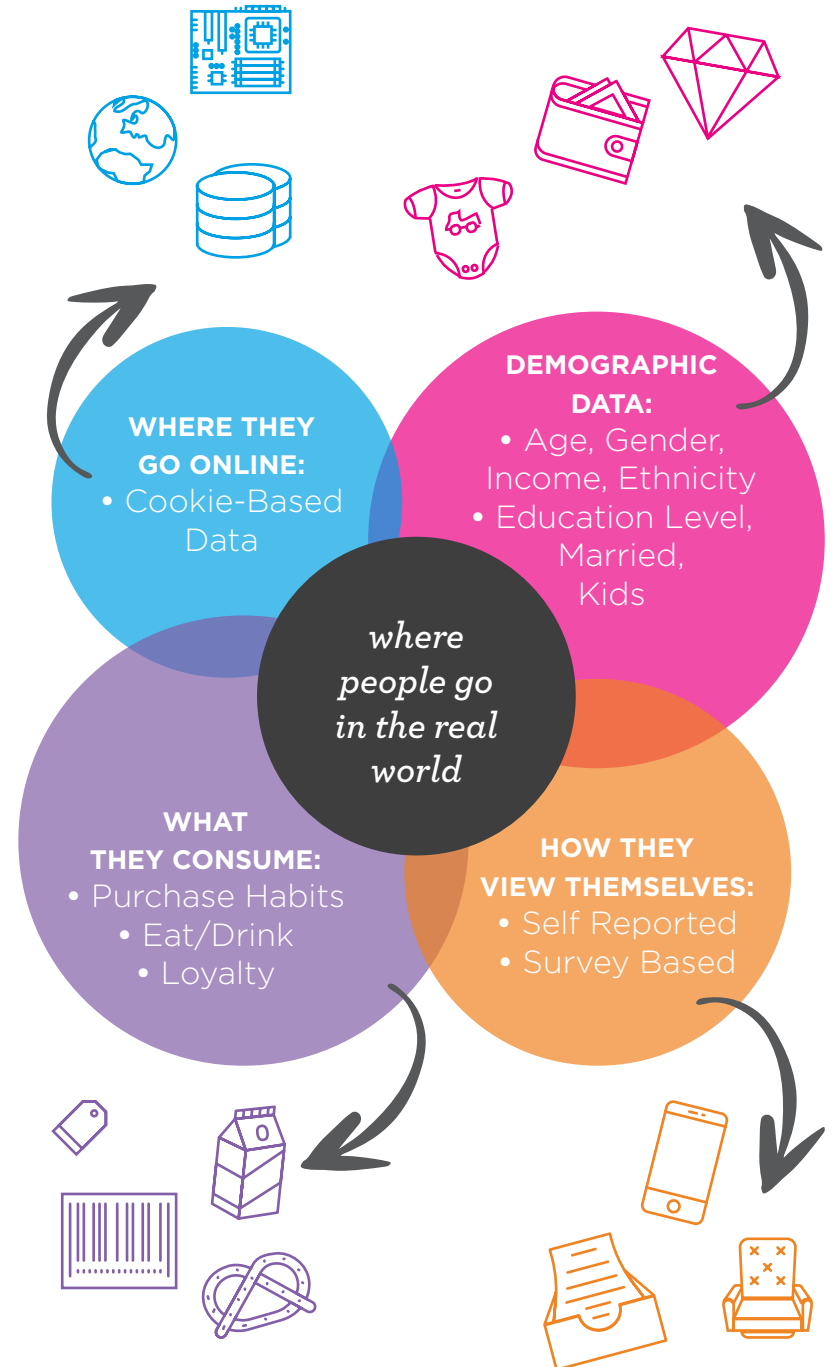
The quality of these audiences varies greatly depending on the sources of the data and how it is vetted.

**The foundation of NinthDecimal audiences is physical world data.**



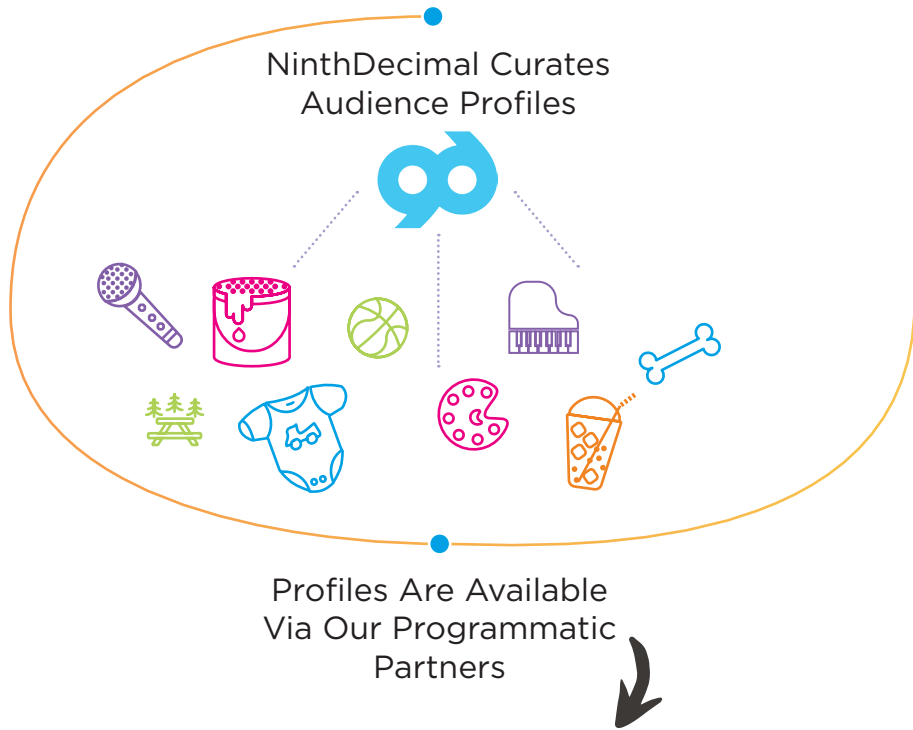
*Marketers are following consumers' mobile behaviors to do the basic function that programmatic marketing must fulfill: deliver messages in an automated fashion where the target audiences are.*

**JIM NAIL, FORRESTER**





# HOW does it WORK?



## NinthDecimal Programmatic Partners



# 4 GREAT MYTHS of MOBILE PROGRAMMATIC

1

*“There’s a lack of precision and 1:1 targeting in programmatic”*



**the TRUTH**

Precision is possible when Device IDs and location data are used as the basis of user profiles and audiences, instead of modeling based on panels or approximate tiles or geo-fences.

2

*“The inventory in programmatic is not quality”*

**the TRUTH**



The inventory that is available programmatically is the same inventory that is available directly.

3

*“Measurement beyond CTR doesn’t exist in programmatic”*

**the TRUTH**



It’s possible to measure real world impact of programmatic campaigns by looking at the incremental foot traffic that was driven to a location as a result of ad exposure.

4

*“Real audience targeting on mobile programmatically doesn’t exist yet”*

**the TRUTH**



Programmatic audiences are no longer restricted to being based on a single data point such as “HH income of 100k” or “big box shopper”, but can be as multi-dimensional as your target consumer.



# NINTHDECIMAL

## *Programmatic* SOLUTIONS

The Industry's  
**Most Advanced**  
Programmatic  
Solution Suite

### HIGH-QUALITY DATA FORMS THE BEST SEGMENTS

- Hundreds of physical world based standard segments ready to activate on the partners you already use
- Custom segments are easy to create and deploy

### YOUR CRM DATA: EFFICIENT & AVAILABLE

- We can make your customer file available through your DSP of choice for targeting programmatically

### THE INDUSTRY STANDARD FOR MEASUREMENT

- Don't judge performance of a campaign off CTR
- Measure real world impact by using LCI™, the industry's leading foot traffic measurement metric
- Understand the incremental lift a programmatic campaign drove to a location

Activate the same segments  
across Mobile and Desktop  
programmatically



Then  
measure the  
real world change  
in visitation



# NINTHDECIMAL AUDIENCES *Sample*

## FOOD & BEVERAGE

- Starbucks
- McDonald's
- Denny's
- TGIF
- Taco Bell



## SHOPPER

- Big Box Retailers
- Target
- Williams-Sonoma
- Gap
- IKEA
- Avis



## ENTHUSIAST PROFILES

- Fashionistas
- Green Consumers
- D.I.Y. (Do-It-Your-Selfers)
- Golf Enthusiasts

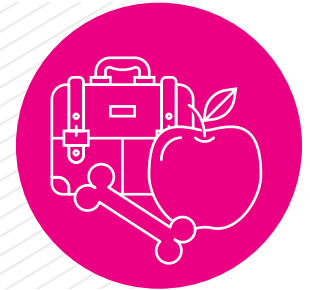


## IN-MARKET PROFILES

- Auto Intenders
- New/Expectant Parents

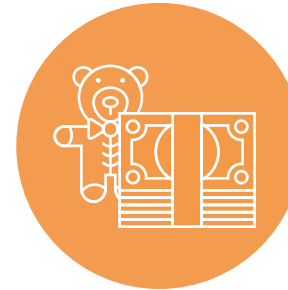
## LIFESTYLE PROFILES

- College Student
- Healthy Living
- Traveler
- Pet Owners



## DEMOGRAPHIC PROFILES

- Parents of School Age Children
- Household Income

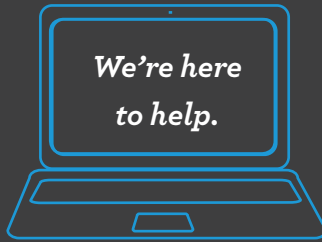


## CUSTOM PROFILES

- Walmart shopper who hasn't shopped at Target in 30 days
- Regular gym goer who does not shop organically
- New moms who frequent buybuyBaby or Bed Bath & Beyond



# Questions?



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