



**FROM THE TOP OF THE FUNNEL
TO THE FINAL SALE.**

You know the drill.

You're in a meeting and some C-Level executive spends a few minutes talking about how important mobile is. They discuss the rapid growth of the smartphone market and the fact that consumers are spending the majority of their online time on mobile devices. Everybody nods in agreement that mobile is a big deal and the future of virtually all businesses.

But then somebody in the room says that while mobile is a terrific way to reach consumers, there's no way to track the results of a mobile advertising campaign back to a sale. They continue by saying that you can measure clicks and maybe even engagement rate, but that's as far as it goes.

Not so fast.

The truth is that you can track the success of a mobile ad campaign all the way back to the sale – it's just that ***MOST PEOPLE DON'T KNOW HOW TO DO IT.***

WE'RE HERE TO SOLVE THAT.

We'll show you how major brands, using patented 4INFO technology, are able to target, track and measure the success of a mobile ad campaign like never before.

***Ready to
learn how?***

4INFO



LET'S START BY TAKING A LOOK AT
THE MOBILE AD CAMPAIGN SALES FUNNEL

The challenge many people have when they look at a mobile advertising sales funnel is that they become too focused on one metric or another.

In other words, they measure impressions or clicks at the top of the funnel, but they fail to measure the complete journey from impressions all the way to the sale. Unless you're taking a look at the entire sales funnel and measuring the journey from the start to the finish, you're not seeing the full picture.

In one sense, measuring a mobile ad campaign by looking at only a handful of metrics would be the equivalent of measuring the success of the Titanic voyage by using "on time departure" and "fully stocked bar" as your only two metrics.

If you don't measure the complete voyage, you don't get a full sense of whether or not it was successful.



A mobile ad campaign funnel can be broken into 3 parts.

awareness TOP OF FUNNEL

The first section of the funnel, the top, focuses on awareness for your product or service.

engagement MIDDLE OF FUNNEL

From there, you can drive people into the middle of the funnel where they actually engage with the product or service.

purchase BOTTOM OF FUNNEL

Finally - and this brings us to the most important part of the funnel – we get to the bottom. The bottom of the funnel is all about tracking purchases, which is the most important metric for any business using mobile to grow their sales and revenues.

At the end of the day, it doesn't matter how many people you drop into the top of the funnel if you don't track and nurture their journey all the way to the bottom of the funnel.

As it so happens, the 4INFO technology is helpful, at the top, the middle and the bottom of the funnel.



1

Revisiting top-of-the-funnel metrics.

Now that you've seen the importance of getting a complete picture of the sales funnel, let's go back and revisit each section.

First, let's take an in-depth look at the top of the funnel. There are several helpful metrics that measure how well the top of your funnel is functioning.

TRACK IMPRESSIONS + MEASURE REACH AND FREQUENCY

You can start by tracking impressions and measuring their reach and frequency. Reach and frequency are still critical measures in mobile just as they are in other media – you have to reach an audience a certain number of times in order to break through the clutter and get on their radar screens.

MEASURE VIEWABILITY

Another way to measure impressions is through viewability. Although viewability is not as big a problem for mobile ads as it is for desktop ads, there are still viewability challenges when it comes to tracking and measuring the percentage of viewable impressions uniformly across the industry.

Organizations are working on ways to minimize these challenges and there's a good possibility that standards will be in place in the near future. In the meantime, few platforms are able to guarantee a minimum threshold of viewability.

Who invented the sales funnel?

William W. Townsend is often credited as being the first person to write about the sales funnel in his book "Bond Salesmanship" in 1924. Townsend based his funnel on the customer journey model described by E. St. Elmo Lewis in 1898. Lewis said consumers move through four stages: Awareness, Interest, Desire and Action, commonly known as the AIDA model.

4 Awareness

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TRACK DEMOGRAPHICS – WHO HAS SEEN YOUR AD?

Another way to track your top-of-the-funnel metrics is by measuring the audience – in other words, tracking the demographics of the people who should have seen your ad.

This is where companies such as Nielsen and ComScore play a significant role. They can tell you what percentage of the people receiving your ad falls within your target demographic. Unfortunately, they can't tell you if these ads were actually acted upon by your target audience.

That's an important distinction – measuring the demographics of your target is helpful, but not as helpful as measuring whether or not your audience actually bought your product or service after having seen your ad.

MEASURE PERCENTAGE VIEWED

What are some other top-of-the-funnel metrics? If you're running a video campaign, you can measure percent viewed. It shows you how far into your video people watched. If people are leaving early in the video, it limits your ability to generate awareness and move customers down the funnel. But if they watch the majority of your video, you've done a good job of capturing their attention and creating a positive impression for your brand.

MEASURE BRAND LIFT

Lastly, you could use brand awareness (also known as brand lift) as a helpful metric at the top of the funnel. Brand lift is measured by companies such as Research Now and Millward Brown. They do traditional research to give you a read of awareness before the mobile ad campaign runs and after it runs. That way, you can see the actual lift in awareness that your ad campaign is responsible for.

Awareness



2

Moving along to middle-of-the-funnel metrics.

Next, let's examine the middle of the funnel, which is all about engagement. As with the top of the funnel, there are several metrics that allow you to see how well the middle of the funnel is functioning.

MEASURE CLICKS

You can begin tracking engagement by measuring the number of clicks on your ad. That click almost always takes the customer to another page where they can learn more about your product or service and continue their interaction with your brand.

MEASURE INTERACTIONS

Interactions are another good metric, especially if you're running Rich Media ads. With Rich Media, you'll want to measure engagement with the ad such as expansions, interaction time and closes of your ad unit.

MEASURE PAGEVIEWS

You can also measure engagement with pageviews. Pageviews are important to track when you're driving your customer to additional content on your website – the more content they consume, the more engaged they are.

MEASURE GENERATED LEADS

Lastly, leads generated is another metric to help measure your engagement. (If you're a B2B marketer, it's probably the single most important metric you'll want to measure). While it's a good idea to track the leads being gathered through forms, the leads could also come from calls. Thus, measuring things like click-to-call interactions can be very valuable as well.

How widespread are mobile phones?

According to the 60 Second Marketer, more people own mobile phones around the globe than own toothbrushes. This startling finding was based on a 3-month study that took into account data about toothbrush purchases, mobile phone ownership and population density around the globe. Yikes.

Engagement



3

Analyzing bottom-of-the-funnel metrics.

Finally, let's look at the bottom of the ad funnel, the area where the purchase occurs. We can acquire the most meaningful insights at the bottom of the funnel, and we can paint a clear picture of the success or failure of the campaign by exploring the metrics found here.

A purchase can mean different things for different brands, so let's go over the different ways in which a purchase can be measured.

MEASURE APP DOWNLOADS

In some instances a purchase might refer to an app download. This would be relevant for app and game developers, but it also becomes important for a brand whose goal from an ad campaign is to convince people to download their app.

MEASURE STORE VISITS

You can also measure store visits. Store visits indicate a potential purchase – the more times a customer visits a store, the more likely they are to leave having purchased something.

The success of a mobile ad campaign is usually contingent on some type of purchase. Whether it's actually buying something, opening an account or signing a contract, these types of “purchasing

actions” help contribute to and determine the overall success of your campaign.

MEASURE CUSTOMER LIFETIME VALUE (CLV)

It doesn't stop there, however. The most advanced marketers use customer lifetime value (CLV) as a key metric as well. To figure out how much a customer is worth over their lifetime, you'll need to factor in how often they purchase, how much they spend, what they purchase, and if they refer others to what they purchase. It's not always easy to track, but it's very helpful because it can help you target the most valuable customers and help you make sure that you're getting them all the way through the funnel.

Purchase

Taking a deeper dive into the mobile ad sales funnel.

Over the past few pages, we've taken a look at the entire sales funnel and then taken a look at each of the three components – the top, the middle and the bottom of the funnel.

Now, let's explore three mobile ad sales funnel realities that you, as a sophisticated marketer, should know.

3

MOBILE AD FUNNEL REALITIES



TIME AND VALUE ADJUST RELATIVE TO PURCHASE CONSIDERATION

What does this mean? For purchases that are based on impulse and do not use much consideration, measuring the bottom of the funnel is the most important. For purchases that use a lot of consideration, measuring the top of the funnel gains more emphasis. It also means that the higher the purchase cost, the more leads matter, while the lower the purchase cost, the more focused you are on the purchase itself.



DIFFICULTY TO MEASURE GOES UP AS PROSPECTS GO DOWN THE FUNNEL

It's easier to measure things at the top of the funnel, such as awareness, which you can get from any mobile ad platform. It requires a bit more effort to gather engagement metrics, but by the time you get to purchase metrics it becomes very difficult to link your mobile ad to purchases, especially in physical stores. (Unless, of course, you use the 4INFO platform, which makes measuring from the top to the bottom much easier.)



TOO MANY MARKETERS AND AGENCIES STOP TOO SOON

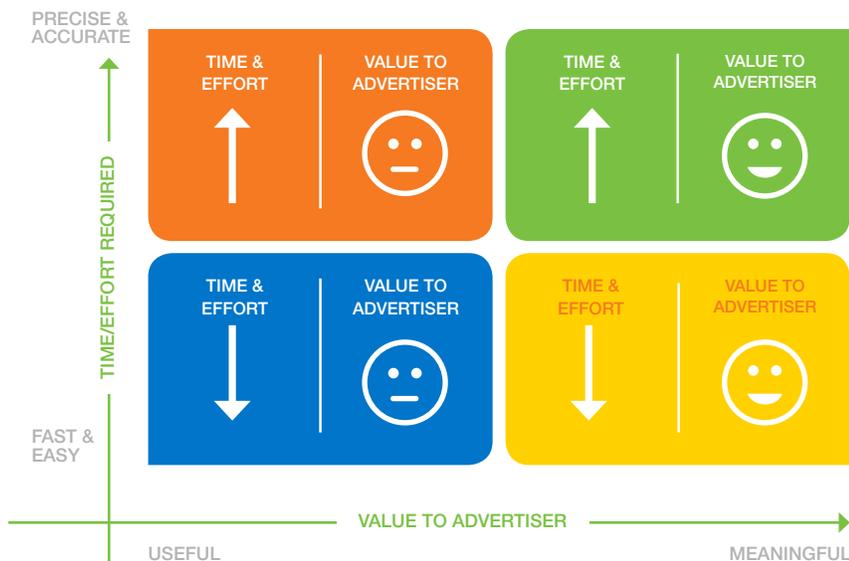
This means that too many marketers are using middle-of-the-funnel metrics, such as click-through rates, to measure the overall success of a mobile ad campaign. This gives them no idea how their ad campaign is translating into the metric that really matters, which is purchases. Even if they go all the way to measuring store visits, it may give them a better idea, but it doesn't give them the exact data they need.



How to gain more insights about the value of a mobile ad campaign.

Another way to think about these three realities is to picture a graph or matrix. Using the y-axis as “effort/time required” and using the x-axis as “value to advertiser,” you can create a two by two matrix.

YOU CAN SEE WHAT WE’RE TALKING ABOUT IN THE MATRIX BELOW:



IN THE UPPER LEFT HAND CORNER, the value to the advertiser would be “somewhat useful” but the time and effort required to gain that knowledge would be high.

IN THE UPPER RIGHT HAND CORNER, the time and effort would be precise and accurate and the value to the advertiser would be highly meaningful.

IN THE BOTTOM LEFT HAND CORNER, the time and effort would be “fast and easy” and the value to the advertiser would be “somewhat useful.”

IN THE BOTTOM RIGHT HAND CORNER, the time and effort would be fast and easy and the value to the advertiser would be highly meaningful.



Ideally, everything would end up in the bottom right hand corner, but it instead follows more of a linear trend. As the time and effort increase, the value to the advertiser increases.



When you look at clicks and views on a mobile ad, they fall into the bottom left hand corner because, while they're fast and easy to complete, their value to you is on the low end of the spectrum. Clicks have low value in mobile ads because, as of now, there is no correlation between mobile clicks and sales. It may be useful in some mobile situations, but in terms of driving sales it does not carry much weight.



Next on this linear trend is “store visits.” It falls right where all of the four sections of the matrix converge. Store visits are somewhere in between “fast and easy” and “precise and accurate” on the y-axis, which means that they're somewhere in between somewhat “useful” and “meaningful” on the x-axis.

Store visits are more useful than clicks because mobile location technology can draw a connection between seeing an ad and seeing someone in a store. In other words, an increase in store visits that correlates to the timing of a campaign will give you a pretty meaningful read of whether your mobile ads are working.

But there are limitations, because the presence of a mobile device doesn't tell the advertiser what was purchased or how much was spent. Did they buy the product in the ad? A competitor? Or neither? While store visits are useful at measuring engagement, it's not meaningful information that would be a game-changer for your business.



Finally, in the upper right hand corner, you'll see the most important metric – sales transactions. While it does require the most time and effort to obtain, it's the most meaningful metric to advertisers. Believe it or not, it's possible to link in-store and other offline transaction data to mobile impressions. Platforms such as 4INFO are doing it every day.



Tracking a mobile ad all the way to an offline transaction is the only way to end the debate about whether mobile ads get people to buy.

This metric allows you to calculate return on ad spend using real sales data.

If you're like most marketers, you might not have known that you can trace a mobile ad all the way from a first click to a transaction in a store. But since there are a lot of companies that offer aggregated data across industries (including NCS, Kantar Shopcom and Crossix), it doesn't take 4INFO much effort to measure the success or failure of mobile ad campaigns based on actual in-store sales data.

Smartphone usage in retail stores

According to MarketingLand, 90% of those surveyed said they use their smartphones while shopping. Other top smartphone activities while in stores include Price Comparisons (54%), Product Research (48%) and Checking Online Reviews (42%).





The Holy Grail: Measuring sales lift and return on ad spend.

You're probably unfamiliar with how 4INFO measures campaigns, so let's briefly walk through the process.

TO START

4INFO relies on a trusted third party, such as Crossix, to perform the campaign measurement. When a target audience is defined, we'll receive a list of the target 4INFO IDs for that campaign. As an example, if you're a pharmaceutical company that wants to target people who might suffer from diabetes, 4INFO can cross-tab our data with the Crossix data and target, say, 4 million households that match the profile.

EIGHT-WEEK PERIOD

At the end of an eight-week period, 4INFO tracks who received one or more ad impressions during the campaign. We also track a small portion who were not exposed to the advertising during the campaign.

From there, 4INFO sends the impression data to Crossix, who identifies a control group from the unexposed portion of the list, using up to 500 different variables. The goal of this is to find a control group that looks identical to the exposed group. After this, Crossix observes the behavior of both groups during the campaign and 90 days after the campaign. The key measurement here becomes how much more the exposed group purchased. This is known as the "sales lift" from the ad campaign.

In a nutshell, we're measuring who saw the ad, who didn't, and whether there was a lift in sales with the people who were exposed to the ads.

DATA

Valuable data like this is why more than 200 national brands use 4INFO for their mobile ad campaigns. This includes 6 of the top 10 retailers, 8 of the top 10 CPG companies, and 4 of the top 5 pharma brands.

20% of young adults use smartphones during sex

A study by Harris Interactive found that 20% of young adults have used their smartphones during sex. But fear not, experts conclude that most of the smartphone usage during sex is nothing more than checking emails or answering a phone call. But still!



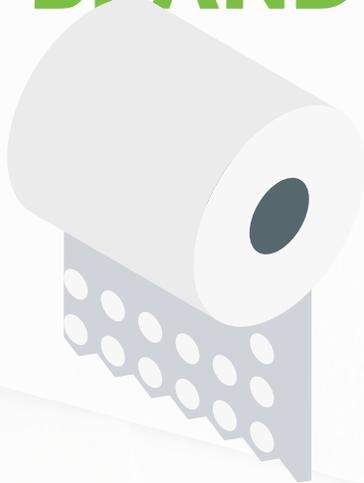
In 4INFO's updated benchmarks, there are some very impressive statistics that back up their success rate. The data was gathered from 83 mobile ad campaigns and was analyzed across a variety of CPG categories.

The campaigns lasted from 4 to 38 weeks, with an average of 12 weeks. (If you happen to work with a brand that is not a CPG brand, these benchmarks will still be helpful from a directional standpoint.) 4INFO does run campaigns for other categories and has seen comparable sales lift and ROAS results.

The campaign data showed an average of 28.9MM impressions, with a range from 5.5MM to 297.5MM impressions. It also showed an average household reach of 3.1MM, with a range from .8MM to 15.7MM. In terms of sales, the campaign data also returned some pretty impressive results. There was an average sales impact of \$0.8MM, with a range from \$0.018MM to \$10.1MM. There was also an average of \$28.57 for sales per 1,000 impressions, with a range from \$1.29 to \$116.28.

Example Case Study

TOILET PAPER BRAND



All of this data leads 4INFO to the primary metric that brands look to when evaluating campaign success: Return on Ad Spend (ROAS). ROAS is so vital because it factors into not only sales lift, but also the cost of media.

At the end of the day, the C-level executive making the decisions is ultimately going to want to see if there was a positive return on what money was spent on ads.

Across all of these campaigns, 4INFO has seen an average ROAS of 256%. This means that for every dollar spent on mobile ads, 4INFO customers saw \$2.56 in incremental sales lift from their mobile ads. (By the way, the incremental portion of that statement is important – incremental sales lift refers to the amount spent above the control group.)

4INFO does not always generate an incremental sales lift of over 100%. When this happens, the client has spent more on media than they generated in incremental sales lift. However, this does not mean that these situations are a waste of money. Being able to measure ROAS helps 4INFO learn and adjust going into the next campaign. Looking across all campaigns that had an ROAS of less than 100% allows 4INFO to see trends. Fortunately, 4INFO has seen some impressive campaigns as well. The best campaign yet has generated an ROAS of 1028%!

The bottom line.

We hope that you found this eBook helpful, and that you were able to see the numerous metrics that go into measuring mobile ad performance. Marketers need to know what to expect from their campaigns and 4INFO can provide that information. As hard as it may be to believe, it's possible to connect mobile ad impressions with offline sales data to measure the revenue generated by a campaign.

By measuring the full funnel – from the first click all the way to the final sale – you can determine your Return on Ad Spend. When you have that metric at your fingertips, you'll have the confidence to fully invest in the fast-growing medium of mobile advertising.

Interested in learning more? Then visit our website at 4INFO.com or give us a call at 800-206-8818. We'll be happy to walk you through how 4INFO can give you a complete picture of the success of your next mobile ad campaign.

About the Author

Jamie Turner is an internationally-recognized author, speaker and CEO of SIXTY, a marketing optimization firm that helps businesses get more bang for their marketing buck. He is a regular guest on CNN on the subjects of mobile, social and digital marketing. And he is the founder of the Mobile X Festival, the nation's leading un-conference for mobile marketers.

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