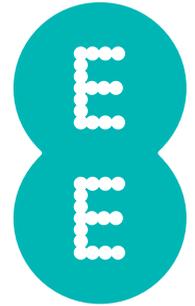


POSTERSCOPE

AGENCY HARNESSSES POWER OF BIG DATA TO MAGNIFY OUTDOOR ADVERTISING CAMPAIGN PERFORMANCE



EE mData and largest UK network combine to help Posterscope improve advertising effectiveness by up to 200 per cent

Customer's challenge

Marketing to people on the go in public places sits naturally with Total Enterprise Mobility – the idea that connecting workers, customers and machines increases business success.

The industry, known as out-of-home (OOH) advertising, has to tame big data to select the best sites for billboards and advertising space – at rail stations, business districts, bus terminals, high streets, colleges and so on.

Within this industry Posterscope stands out. With 700 people in 27 countries, it helps major brands get better results from advertising budgets and campaigns. Nowhere is this more evident than the UK, where the forward-looking Posterscope team has developed a powerful new offer using unique mobile insights. It's set to revolutionise OOH targeting and turbo-charge shifts in brand metrics.

In terms of understanding consumer behaviour, we knew mobile operators were sitting on probably the richest data of all.

Ryan Hedditch, Integration Client Director, Posterscope

Not just for obvious things, like footfall and the demographics of audiences at particular locations, but also what audiences are doing on the mobile web and which mobile apps they're looking at.

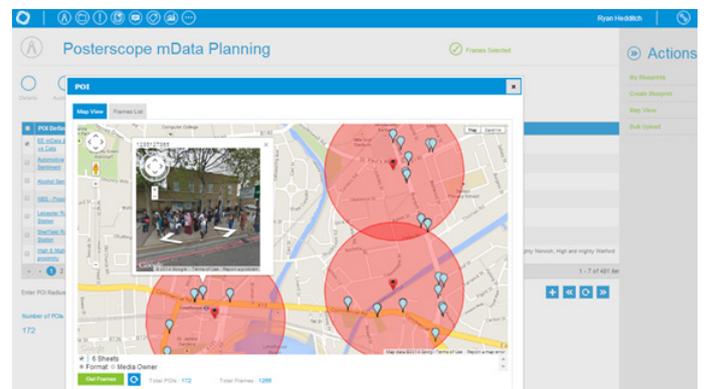
Our solution

Posterscope looked at a number of options, and chose an EE mData solution. "As a mobile data provider, EE mData was the most sophisticated and the best supported," says Ryan. "And EE has the largest UK network. So, it generates the most data, around one billion rows every hour. That means we can access much more valuable information at scale."

Working with a team of mData scientists, Posterscope developed a new analytical model. It starts with the media agency specifying the target audience. Posterscope helps identify the mobile websites and apps frequently visited by a chosen brand's target audience. Next, the mData scientists analyse mobile data and profile it against the specification to find location hotspots.

The insights, showing consumer's footfall and location-based behaviours, is delivered as anonymised and aggregated network usage data. No individual customer data is shared.

Posterscope feeds its proprietary Planner app, an algorithm-based tool powered by Route, with EE mData. This reveals when and where mobile devices are used in relation to, and in the proximity of, OOH media sites nationwide.



By combining mobile location data with mobile web and app usage, Posterscope can maximise mobile behavioural targeting, whilst delivering all other campaign key performance indicators.

4GEE at work case study

Unlocking the power of data

In many organisations, big data is often raw and unstructured, so companies don't always have a way of making good use of it. Moreover, without the ability to organise, interpret and actually apply the data, a business can simply drown in it. Fortunately Posterscope doesn't have these problems.

The agency is driving a huge shift in advertising effectiveness. Now, using EE mData-enabled insights, planners are able to determine the effect of OOH media at specific locations and capture data like online journey patterns, digital platforms and visit frequencies by particular audiences.

"For the first time, we can design campaigns around particular mobile virtual hotspots, in turn providing greater accuracy in planning and targeting of client campaigns," says Ryan.

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When Posterscope built EE mData into its campaign for leading computing provider Lenovo, mData scientists profiled mobile usage data against a number of technology and commerce websites and apps. And the results were spectacular. Overall effectiveness increased by up to 200 per cent, based on factors such as ad recall rates, purchase consideration and online search intent.

In addition, EE mData is helping Posterscope have more impactful, engaging conversations with its clients. "The results have been amazing, but we've only just scratched the surface," Ryan sums up. "In the next wave we're looking to add other EE mData tools into the model. And that's very exciting. We'll be able to further pinpoint the best locations to place OOH advertising and better plan cross-media campaigns."

Get in touch

For more information on 4GEE please visit:

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To learn more about Posterscope, go to:

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