

# Welcome to Place 2013: The Indoor Marketing Summit

# Complete 'Indoor Ecosystem'

On stage and in the audience:

- Infrastructure companies
- Vendors and tool providers
- Ad Networks and publishers
- Ad Agencies
- Investors
- Retailers and venue owners



# Action-Packed Agenda

- The Consumer Foundations of Place-Based Marketing
- The State of Indoor Location
- Why Indoor Location Will Be Bigger than GPS or Maps
- Digital Analytics for the Real World
- Using Store Visits and Data for Advanced Retail Intelligence
- Ad-Tracking to the Point of Sale
- Indoor Location & Consumer Privacy
- Microfencing: Targeting In-Aisle Shoppers
- Reality Check: Assessing the Indoor Opportunity
- Great case studies



# Reception: 5:30 –7:00



Sponsored by Telmetrics



# Place Sponsors & Partners

## Gold Sponsor



Maps for Life



## Event Sponsors



## Partners



# About Opus Research

Founded in 1985, Opus Research focuses on Conversational Commerce and the Mobile Internet (Internet2Go). Opus Research is a research-based advisory firm providing critical insight and analysis in the following areas:

- Self-service and assisted self-service
- Virtual personal assistants
- “Voice in the cloud”
- Voice biometrics
- Mobile consumer and customer experience
- Mobile advertising and business models



Opus Research interacts with clients through three distinct channels:

- Advisory services
- Consulting
- Events

# Consumer Foundations of Place-Based Marketing

# Pieces Already in Place

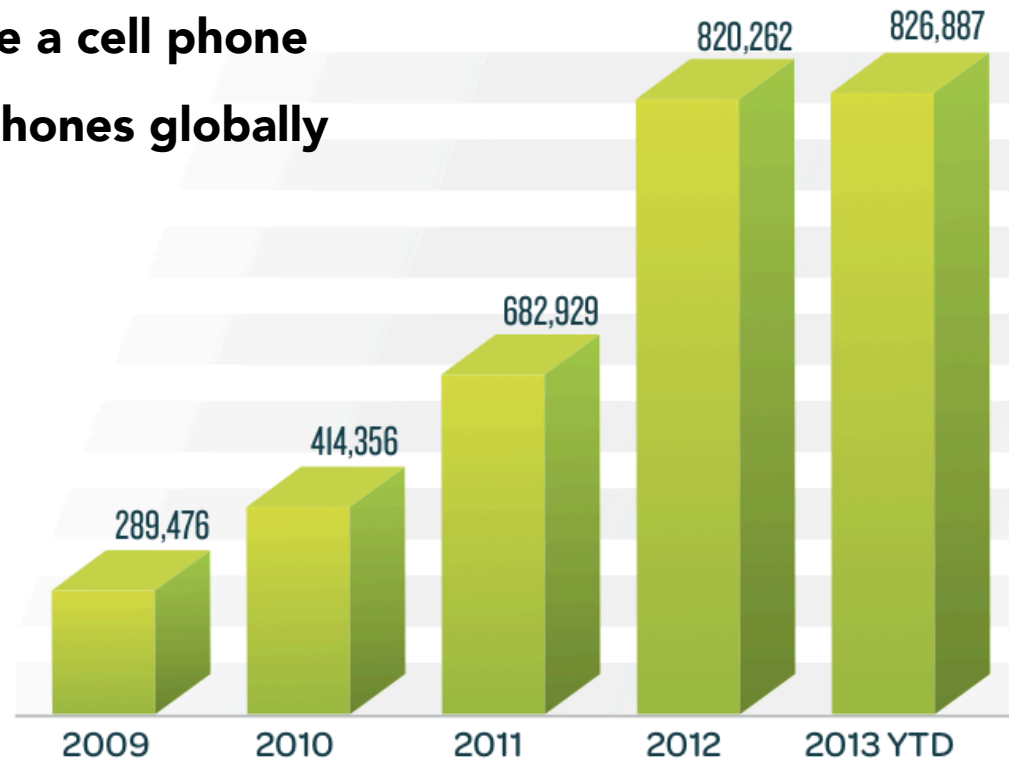
- Basic infrastructure already present (cell & WiFi)
- Necessary devices (smartphones) at critical mass
- No new consumer behavior req'd (unlike payments)
- Consumers using smartphones for research in stores
- Consumers will share in-store location (for benefits)



# Public WiFi Locations (Globally)

Worldwide public Wi-Fi locations:  
2009 – 2013

- **91% of American adults have a cell phone**
- **More than 5 billion mobile phones globally**



Source: JiWire (Q2 2013); Pew Research Center (Q3 2013)

# US Smartphone Penetration

**64% have  
smartphones**



**Nearly 150M  
US Adults**

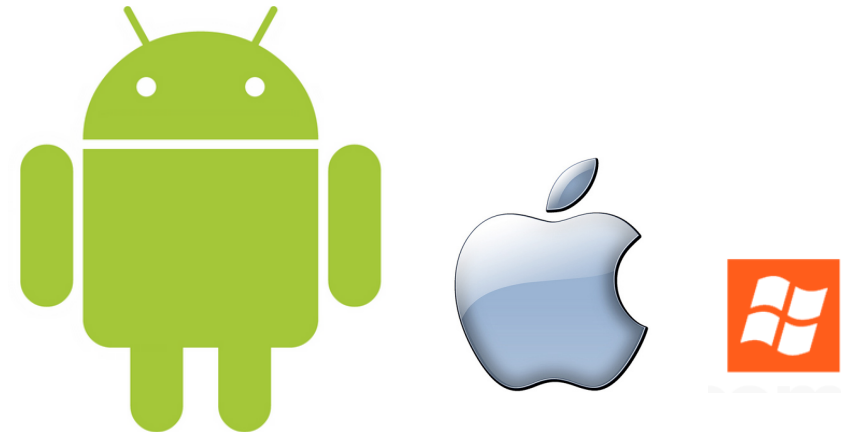


*Source: Nielsen (Q3 2013), Pew Research Center, Opus Research (2013)*

# Similar Story in Europe

**53% to 66% smartphone penetration across 'EU5'**

**Roughly 140M smartphones**



Source: comScore (Q1 2013)

# Smartphone Majority: Usage in Stores



Pew: **72%** used smartphones in stores (Q4 '12)

JiWire: **80%** used devices in stores for shopping (Q2 '13)

Google-MARC Research: **66%** used smartphones for in-store shopping support (Q2 '13)

*note: all data US audience*

# In-Store Smartphone Behaviors

## Opus Research (9/13):

1. Look for coupons or offers
2. Compare Prices
3. Use Shopping lists
4. Look at reviews and product information
5. Send pictures to friends/family for their opinions
6. Look for other nearby stores offering the same product
7. Post questions or pictures on social networks
8. Buy item on my phone

## E-Taling Group (9/13):

1. Access coupons for in-store redemption
2. Check prices (Amazon)
3. Look for ratings/reviews
4. Check prices on retailer's mobile site
5. Check retailer inventory beyond what's in store
6. Scan barcodes (compare prices and for more info)
7. Make purchase from retailer (product not in store)
8. Check in for incentive (e.g., 4SQ)
9. Make purchase from another retailer

## JiWire (8/13):

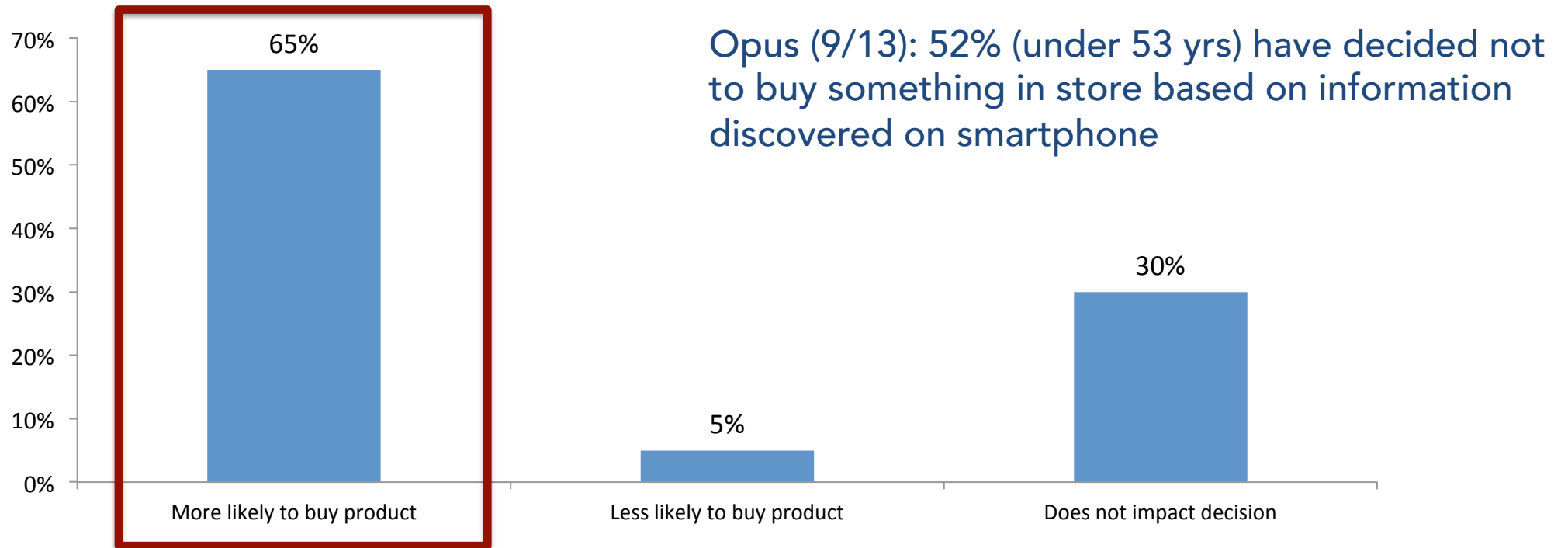
1. Comparison Shopped
2. Searched for coupons
3. Searched for product reviews
4. Obtained additional product information
5. Searched for a friend's review
6. Purchased on mobile instead of in-store

Source: Data based on consumers surveys; all sample sizes over 1,000 US adults

# Mixed Outcomes: Buying & Abandoning

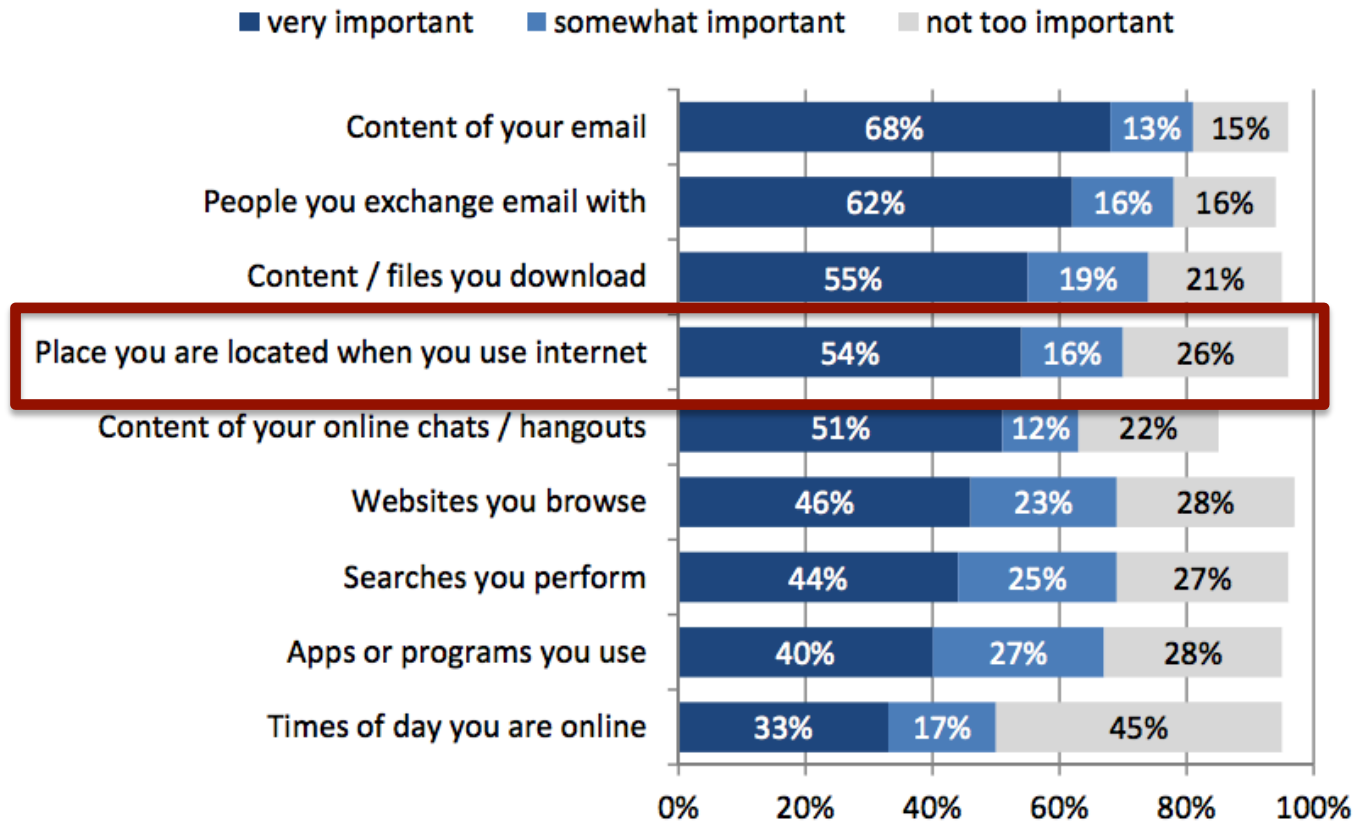
IAB Study: "2/3 of shoppers using mobile in stores are more likely to buy the product"

How does using your mobile device at a store impact your shopping experience?



Source: IAB-IPSOS survey + interviews of 482 electronics shoppers (US adults), February 2013

# Location & Privacy: Users Want Control



“How much do you care that only you and those you authorize should have access to this information?”

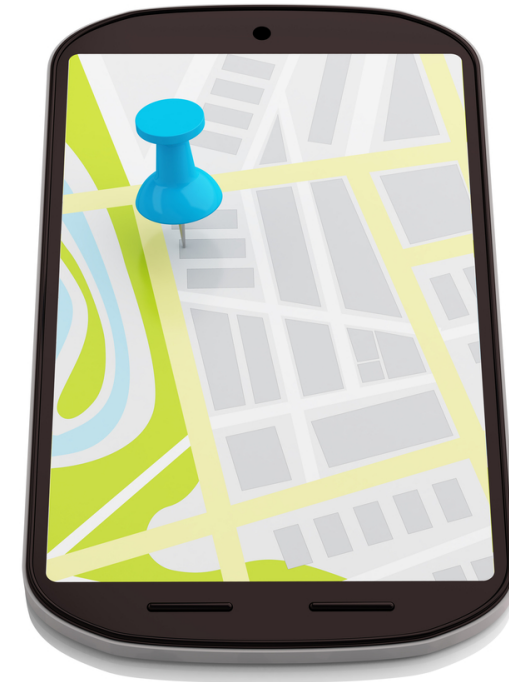
70% say that it’s “very important” or “somewhat important” that they be in control of their location information

Source: Pew Research Center, July 2013

# Consumers Will Trade Location for Benefits

**60%** of smartphone phone owners under 53 have "checked in":

- Of that group, **over 70%** will share location for a deal or loyalty rewards
- **50%** will share location for exclusive or personalized content



*Opus Research (9/13): n=1,033 Smartphone owners; 536 have "checked in."*



# Sharing Location When Benefit Is Clear

# 50%

**in-store female shoppers would share location for offers, content, etc.**

“50% [of female in-store shoppers] would willingly share their mobile phone’s location and other personal information with a retailer in return for an in-store credit, gift, flash sale or early access to new styles.”

*Source: Swirl survey of 1,000 smartphone-owning women shoppers from March 25-26, 2013.*

# Themes to Consider

- Indoor location tech: cost, ubiquity, accuracy
- Privacy: Opt-in vs. opt-out? What must be disclosed?
- Will “offline analytics” change online (ROI) ad metrics?
- How sophisticated will the targeting get?
- Will brands actually be able to take advantage of all the data and in-store marketing/targeting?
- Who will “own” the in-store channel?
- Hype vs. reality: How soon will all this happen?