

More Than a Catchphrase

How Atlas Makes “People-Based Marketing” a Reality

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“People-based marketing” has become an industry catchphrase since we first introduced it a year ago, and it’s easy to understand why. Marketers today are in need of people-driven solutions that keep up with consumer habits, and the measurement tools our industry has relied on for years — such as cookies — have not evolved fast enough. This paper defines the philosophies behind successful people-based marketing and highlights the characteristics and industry momentum that differentiate Atlas from other marketing solutions.

There are two things every marketer familiar with today’s industry buzz can tell you with certainty. One: solving the cross-device question is the key to unlocking a true understanding of relevant digital advertising, consumer desire and paths to conversion. And two: there’s no shortage of companies today who claim to have an effective answer.

On the first point, there’s no room for debate. The latest usage numbers are in, and they confirm digital’s continued dominance over other media. Though desktop is actually expected to make a slight year-over-year drop, mobile is the only major medium predicted to grow in time spent every year between now and 2017. Meanwhile, TV watching will drop more than 4% this year over last, continuing its pattern of slow decline¹.

The first marketers who adopt a new marketing philosophy built for 2016 and beyond will be the first to succeed in reaching their audiences effectively. **Marketers who fail to rise to the challenge of mobile will risk being left behind by those who’ve successfully embraced the power of cross-device marketing.**

While it’s true that there are a handful of companies in the marketplace today who claim the corner on people-based

marketing — a phrase Atlas debuted at Advertising Week 2014 — the only marketing solutions that matter both now and in the future are those that can deliver accurate insights based on true persistence and scale.

As this paper demonstrates, **Atlas delivers consumer-led, cross-everything solutions that are built for today, ready for tomorrow and capable of providing real value for advertisers.** We’re making people-based marketing a reality beyond Facebook, wherever people go online.



CROSS-EVERYTHING

Reach and measure real people everywhere, at any time.



CONSUMER-LED

Tell your brand story in the formats that people care about.



VALUE

Improve your bottom line with people-based marketing.



Atlas: Real People-Based Marketing

Real People

- ▶ Announced Facebook’s cross-device footprint of more than **950 million people and growing** over a 90 day period. Atlas leverages this data in order to conduct cross-device ad targeting and measurement.
- ▶ Successfully onboarded **several major agencies** to Atlas.
- ▶ Completed **case studies for major advertisers** including Live Nation, Tommy Hilfiger, Guthy-Renker, Ferrero, Estée Lauder and more².
- ▶ **Increased the number of impressions** served by Atlas 150% from March 2015 to June 2015³.
- ▶ **Increased the number of clients** running campaigns in Atlas by 62% in August 2015 compared to June 2015⁴.

Real Results

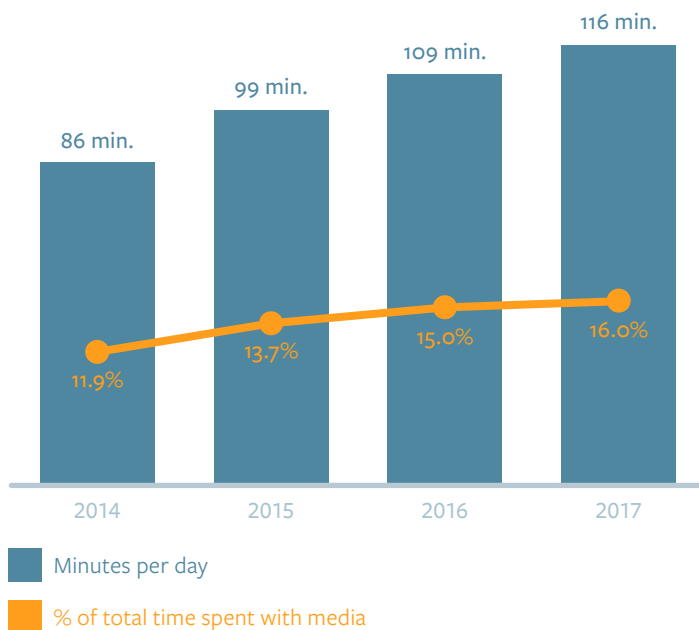
- ▶ **Live Nation:** 66% increase in mobile sales attribution uncovered due to Atlas’ cross-everything capabilities.
- ▶ **Tommy Hilfiger:** 13% in-store sales attribution discovered by linking online ads to retail sales.
- ▶ **Guthy-Renker:** 16% of conversions linked to display/search ad synergy thanks to Atlas’ people-based measurement.
- ▶ **Ferrero:** 45% increase in conversions discovered, half of which can be attributed to Atlas’ ability to measure cross-device conversions.
- ▶ **Estée Lauder:** 18% of total campaign spend found to be wasted on off-target impressions — money that can now be reinvested on higher-performing channels in future campaigns.

Background: Cross-Device is Here to Stay

The need for a true people-based marketing solution has never been clearer. Last year in the US, mobile advertising surpassed radio, magazine and newspaper buys combined, and it’s projected to account for more than 70% of all digital spend by 2018⁵, leaving desktop far behind. In the US, digital audiences now average nearly 100 minutes each day on mobile, and more than half use three or more devices each day⁶.

People today are cross-device, cross-browser, cross-publisher, cross-app, cross-everything. In the US and UK, more than 40% of mobile users switch devices before completing an activity⁷. This new reality represents a critical juncture for the ad industry. Now more than ever, the medium is the message, with advances in mobile technology symbiotically shaping and refining the tools advertisers use to advance their message. Digital will soon rival TV for total ad spend⁵, but not before significant improvements are made to the ways marketers reach audiences on mobile.

**TIME SPENT PER DAY WITH MOBILE
UNITED STATES, 2014-2017**



Source: eMarketer, 2015, US



Additionally, it's become clear that established digital ad formats are no longer cutting it with audiences. The average person online today is served more than 1,700 banner ads each month, but only half are ever viewed. And 8% of all internet users currently account for a whopping 85% of all display-ad clicks⁸.

More than half of all US adults (51%) use 3 or more devices each day.

Source: eMarketer, "Number of Connected Devices Currently Used by Adults in Selected Countries," October 2014, US



Given the reality of today's media landscape, the value of an effective campaign built on people-based insights is obvious. Highly targeted, relevant ad content means stronger conversion and ROI for advertisers, as well as a better overall ad experience for audiences. However, since understanding people is the key to delivering relevant and valuable content, advertisers must first learn the philosophies and techniques behind people-based marketing in order to make it a reality.

What Drives True People-Based Marketing?

There are four critical dimensions that any people-based marketing solution must successfully execute in order to be effective for advertisers: Scale, Persistence, Accuracy and Privacy.

While mobile disruption represents the underlying need, or *why*, of people-based marketing, Scale, Persistence, Accuracy and Privacy are the *how*:



SCALE

An understanding of a large, representative percentage of real people who are active online.



PERSISTENCE

Stable, high-fidelity information that measures real people as they move through the purchase path over time, across everything — devices, browsers, publishers, apps and more.



ACCURACY

Authentic insights that provide information about real people.



PRIVACY

People-first policies that allow consumers to control what they see and share, maximizing advertiser value with increased ad relevance.

Scale

Scale answers the question, "**How do I reach the right audience?**"

A people-based marketing solution can only give marketers the ability to target, learn and optimize when it accurately depicts a large share of the entire online population. Small panels can yield results that are insignificant at best and misleading at worst. But with the proper scale, marketers can glean insights even when analyzing smaller publishers, shorter time periods and narrow demographics.

How Does Atlas Solve for Scale?

Facebook's population of 1.49 billion people worldwide (with 1.31 billion on mobile) makes Atlas' people-based measurement and delivery possible. In fact, there is no single, larger footprint of real people online than the Facebook audience.

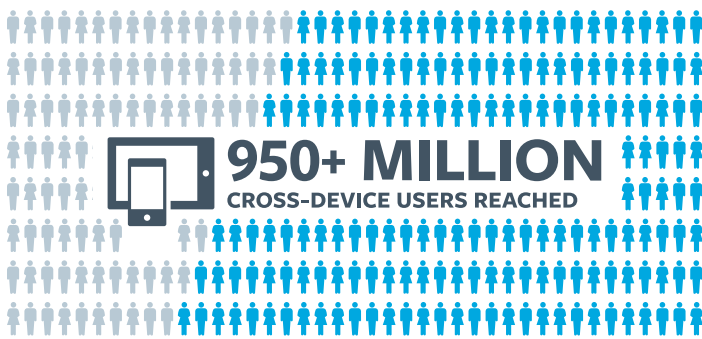
Of the 1.49 billion people who use Facebook, more than 950 million sign in across two or more devices over a 90 day period. Atlas is able to leverage these real logins to

deliver cross-device measurement and targeting that looks across an entire dataset based on real people. Our access to this robust audience pool empowers unmatched targeting and measurement across the entire digital landscape and serves as an accurate method by which to measure the activity of desktop and mobile internet users at-large.

Since Facebook's audience consistently engages across devices and browsers, persistent login creates truly holistic



targeting opportunities, enabling a complete, scalable understanding of the ways in which ads influence conversion across devices. Our massive library of consumer insights, including likes and interests, gives advertisers a vast understanding of real people, not just cookies. We have more consumer insights than any other people-based marketing source in the world, yielding actionable insights that enable advertisers to deliver their message at unmatched scale.



Source: Facebook internal data, June 19–September 17, 2015.

Persistence

Persistence answers the question, **“How do I reach people across multiple devices, browsers, apps and publishers?”**

Though cookies are currently the predominant technology for measuring campaigns online, they’ve been shown to yield inaccurate, unreliable depictions of campaign performance. This is because cookies alone cannot capture cross-device paths to purchase. When cookies expire or churn, all targeting information and knowledge of prior interaction is lost. Even for sophisticated marketers who utilize advanced multi-touch attribution models, lack of persistence can result in a fundamental misunderstanding of campaign performance.

If an advertiser can’t connect impressions to conversions over the full consideration cycle of a brand or product, she risks overweighting later impressions relative to introductory ones. Many attribution models currently overweigh product-level retargeting programs because upper-funnel impressions are lost with time due to cookie deletion.

How Does Atlas Solve for Persistence?

Atlas utilizes a Facebook member’s persistent login across devices, browsers, publishers and apps to understand the movements of real people as they travel along the purchase path. Facebook records one billion logins each day, and the average person spends more than 46 minutes engaged with us across the Facebook family of apps and services⁹. Frequent re-authentication requests help us keep track of active accounts.

Atlas connects activity across devices and browsers to real people, ensuring a consistent experience for consumers while giving advertisers and publishers the information they need to create advertising with impact.

Our cross-everything insights demonstrate how marketing investment affects the entire purchase cycle and which channels and tactics work best for reaching target purchasers. Advertisers can utilize this information to unlock a wealth of real consumer insight, understanding the full conversion story from first impression to purchase. Using Atlas, the channels, publishers and tactics that drive the entire purchase cycle can be fully understood.

With persistent login, advertisers can also learn to correct for optimal ad frequency. For example, Atlas can articulate the distinction between one person receiving three ads across three different devices, and three people receiving one ad each. This can help brands optimize their frequency so they deliver the ideal number of conversion-yielding impressions to their audience.

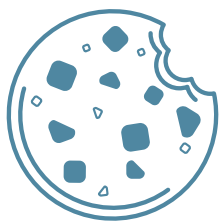
Accuracy

Accuracy answers the question, **“How do I reach real people instead of cookies?”**

According to Nielsen’s Digital Ad Ratings Benchmarks Report, online campaigns in the U.S. are only 54% accurate at reaching broadly defined categories such as age and gender¹¹. While age and gender are not the only definitions advertisers use for targeting, they provide an objective framework by which to measure targeting effectiveness. Additionally, cookie-based measurement has been found to overstate reach and understate frequency:



COOKIE-BASED MEASUREMENT:



- ▶ 58% overstatement of reach[†]
- ▶ 141% understatement of frequency[†]
- ▶ 54% accuracy in broad age/gender targeting[‡]

Sources: † Atlas Internal Data, March 2015
‡ Nielsen Digital Ad Ratings US Benchmarks Report, Q1 2015

While off-target, cookie-based ad delivery typically leads to wasted spend, the improved accuracy of people-based marketing can mean better ROI for advertisers. Relevant ads create value for consumers and businesses.

How Does Atlas Solve for Accuracy?

One of the only ways to improve accuracy is by basing delivery on information from real people, not inferred “audiences” modeled on cookies or website visits. Atlas is able to maximize targeting efficiency by matching Facebook’s wealth of real, opted-in information (age, gender, interests, etc.) to every instance where advertisers encounter their prospective customers. When advertisers are able to reach real people across the various devices they own, on the many browsers and publishers they access, the potential for enhanced value and reinvestment opportunity greatly increases.

Atlas recently launched an online Value Calculator to estimate the impact of cookie-based marketing on real campaigns¹⁰. Visitors can input their actual campaign spend, CPM and target details to estimate the advantage of marketing to real people with Atlas vs. using cookies alone.

For example, a cookie-based campaign targeted to US adults 18-35, with a total spend of \$100,000 and a CPM of \$3.00, could report overstated reach of up to 3.1 million people and deliver up to 15 million possible off-target impressions, as estimated by the Value Calculator.

Atlas could help such an advertiser identify \$45,000 in off-target delivery instead. We encourage advertisers interested in Atlas to try the Value Calculator and determine the potential benefit of people-based delivery and measurement for their campaigns. Visit <http://atlassolutions.com/why-atlas/value/> to learn more.

Privacy

Privacy answers the question, “**How can I build trust with my audience?**”

Facebook builds tools for people to connect with others, as well as the businesses, products, causes and experiences that are most important to them. Of course, it’s impossible to build a relationship without first knowing something about the person with whom you’re speaking, which is why people-based marketing is so valuable for advertisers.

When the Facebook Ads team was first creating ad preference settings, the group discovered a consumer sweet spot around ad relevance. The most effective ads they researched were those that connected audiences with interesting content while increasing brand value. But the team also discovered an “uncanny valley” where some ads were too targeted and bordered on being invasive. These ads actually pushed consumers away from brands instead of building interest or driving conversion.

The team saw this problem as an opportunity to build consumer trust, and that decision resulted in the privacy and preference controls used by millions of people on Facebook around the world today. Privacy shouldn’t be a tradeoff — people should be allowed to experience more relevant ad content, and advertisers should be empowered with the information they need to deliver relevant ads effectively.

How Does Atlas Solve for Privacy?

The Atlas approach to privacy mirrors the philosophies of Facebook. When we use data from Facebook to measure and deliver ads across devices, we do so in a way that protects privacy for both advertisers and people. And when we partner with other companies to offer services to Atlas customers, we carefully choose partners who make a similar commitment to protecting that information.

We don’t view privacy as an obstacle or a limitation — for us, it’s a necessity. Since the goal of Atlas is creating relevant ad content beyond Facebook, privacy controls actually enable our mission instead of hurting it. We protect the information people entrust to us and empower people to control how their information is used for ads. This increases

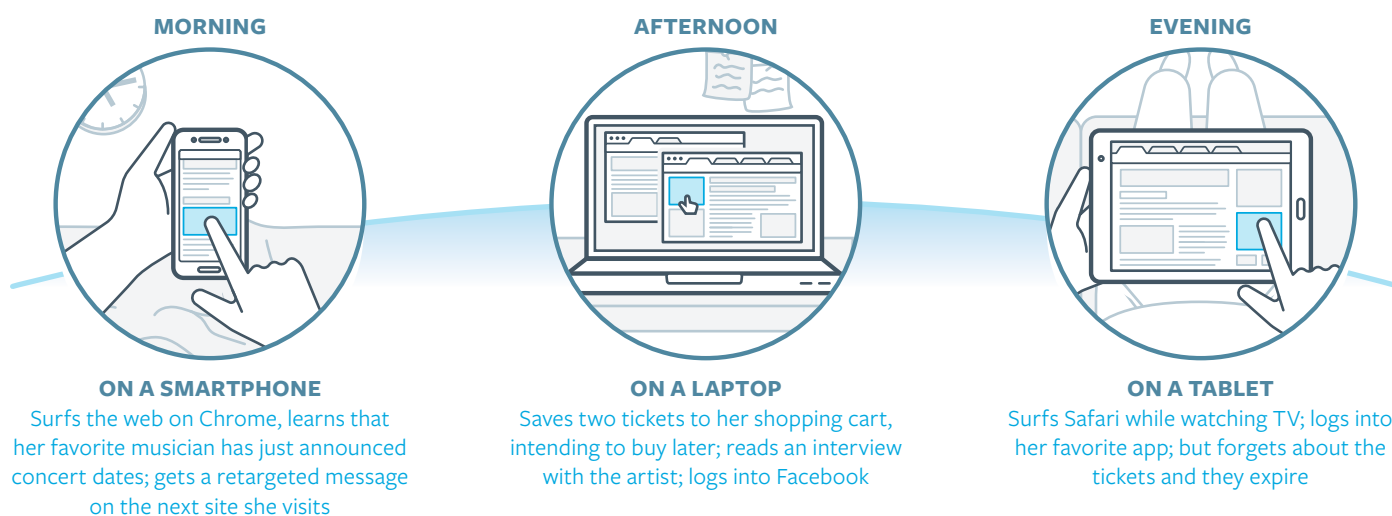


the opportunity for advertisers to know exactly how they can make their content more relevant for audiences and deliver ads consumers will want to experience.

This personal approach is a far cry from the cookie-based advertising world — since Atlas leverages the Facebook audience, we’re motivated to maintain our relationships by

improving online experiences. As the example of Facebook Ads shows, increased privacy and consumer preference settings can be leveraged to benefit both audiences and advertisers alike.

The Impact of People-Based Marketing



How might people-based marketing affect your audience and brand? Consider the following example. Let’s say your ideal audience member is a female between the ages of 21-35. Her average day online might look something like the example above.

Like many people, this audience member uses at least part of her time spent online to interact with the brands and content she cares about most. The various browsers, apps and publishers she encounters each day are simply a means to that end. In her quest for further information about her interests, she is often not even fully conscious of the transition from one online vehicle (e.g., Chrome on her phone) to the next (e.g., Safari on her tablet). She is simply present in the moment.

Sometimes, of course, being present in the moment means missing out — in this case, the customer’s saved tickets expire

and she is unable to get the seats she wants when she tries again the next day.

A true people-based marketing solution capable of delivering scale, persistence, accuracy and privacy could have inspired a different outcome. With access to robust consumer profile data, advertisers can know exactly who they’re reaching (age/gender) and what they want to see (interests) and deliver their message with accuracy when it matters most. In turn, audience members experience relevant content without the annoyance or interruption typically associated with unwanted ads.

Your audience loves mobile because it allows them to nurture and expand their content experience wherever they go. Our goal is to extend people-based marketing beyond Facebook so that advertisers have the tools they need to become a more effective participant in the multi-touchpoint journeys of real consumers.



Summary

There's no question that it's a challenging time to be a mobile marketer. The advertising technology that advertisers and publishers have relied on for years has not caught up to the cross-everything consumer habits enabled by mobile technology. The concept of real people-based marketing has become "sticky" for precisely this reason: finding and engaging directly with individual consumers amid a morass of cookies and device interactions is more valuable now than ever before. And since mobile will account for 70% of all digital spend by 2016⁵, this is a problem that can't be ignored.

Just as academics have observed throughout the history of the medium, the best advertising — and the best advertisers — are the ones who adapt their techniques to new realities before the market decides their fate for them. Atlas is people-based marketing that delivers accurate, authentic insights about real people, based in persistence and scale. Our value-driven, consumer-led, cross-everything solutions align with the next step in the evolution of the advertising industry and provide answers to the daunting cross-device questions faced by marketers today and in the future.

Key Takeaways

- ▶ Marketers must evolve beyond cookies to reach people on mobile. If they don't, they'll be left behind by those who already have.
- ▶ Mobile disruption is the why behind people-based marketing. Scale, Persistence, Accuracy and Privacy are the how. Industry solutions billed as "people-based marketing" must deliver across all four planes to truly be considered effective.
- ▶ Advertising is an art form. The most successful ads are those that marry relevant content with forward-thinking creative. Marketers should commit to developing both.
- ▶ There are currently more than 950 million people who log in to Facebook across multiple devices over a 90 day period. Atlas leverages this information for people-based, cross-everything ad measurement and delivery.
- ▶ In one year's time, Atlas has successfully onboarded several major agencies and completed case studies for major advertisers including Live Nation, Tommy Hilfiger, Guthy-Renker, Ferrero, Estée Lauder and more.
- ▶ Advertisers can estimate the advantage of marketing to real people with Atlas vs. using cookies alone by entering their real campaign spend, CPM and target details in the Atlas Value Calculator: <http://atlassolutions.com/why-atlas/value/>.

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