



Demystifying Cross-Device Marketing

Adam Berke, President/CMO and Founding Team

@adamberke

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Full-funnel performance marketing

25,000 customers in over 150 countries.



ALEX AND ANI



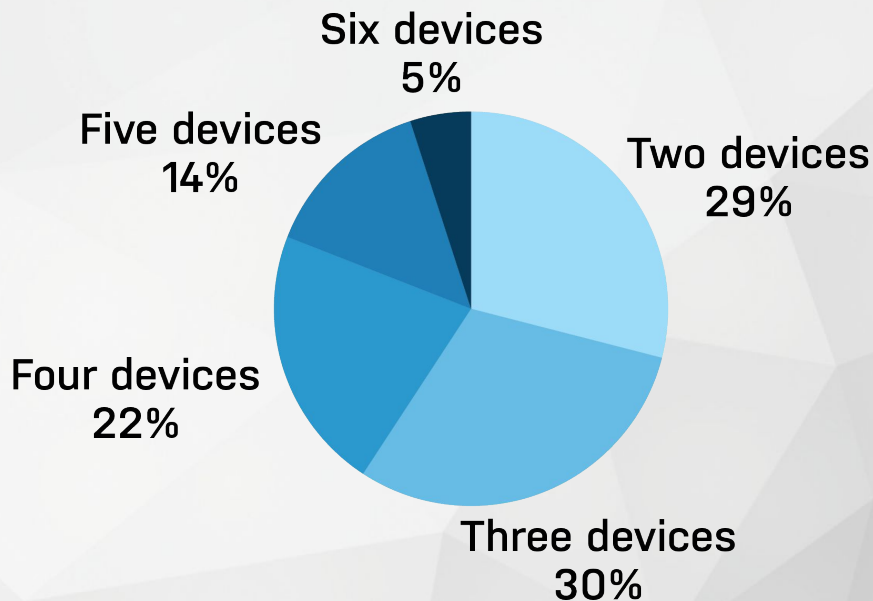
What is Cross Device?

Cross-Device targeting connects multiple devices together by using an anonymized version of a user's email address as a connecting key.



Why do we care?

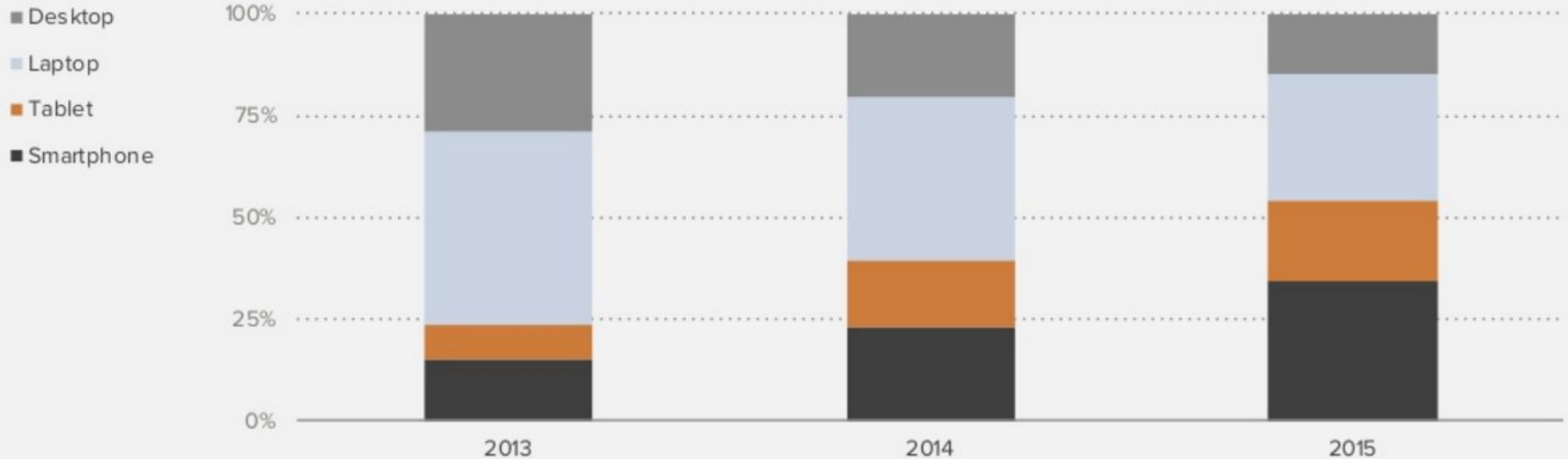
"How many connected devices do you use?"



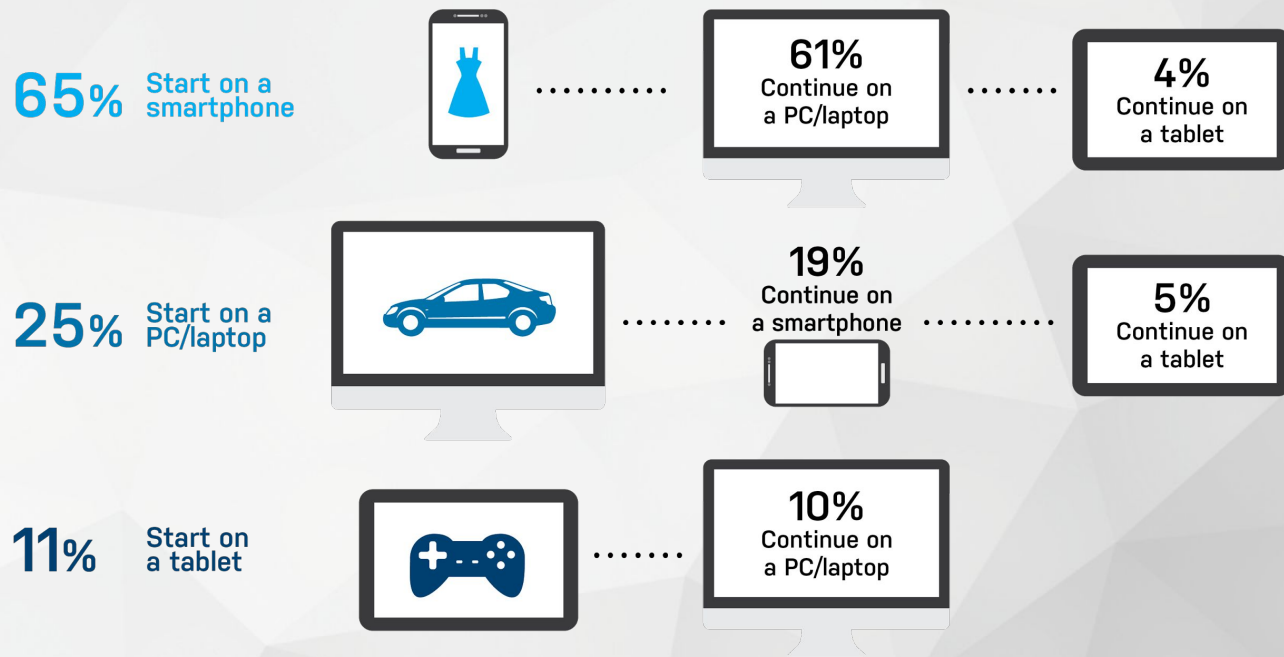
Nielsen estimates that **Americans own an average of four digital devices** and engage with media content across screens for more than 60 hours per week.

Mobile is increasingly the most important device

'What's your most important device for accessing the internet?' (UK, summer 2015)



Why do we care?



Mobile is becoming the primary device: 65% of purchasers start on their mobile phone and make purchase on other devices.

*Source: Google

What is an example of Cross-Device?



Personal Computer

A new-car quote was requested from this desktop computer



Personal Phone

A search for auto dealerships was made from this mobile device

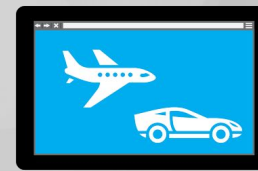


AdRoll Consumer



Related Devices

No intent behavior is seen on these devices and they are not directly linked to the consumer, but are related via shared networks



Personal Tablet

A vacation destination and airfare were researched from this tablet

Flavors of cross-device

Beyond the Buzzwords

MMP native **Android** deduplication
API PII People-based marketing
purchase deterministic **ID** cross-device
anonymous cookie Omnichannel mobile
IDFA DMP profile Atlas Probabilistic
identity Walled Gardens path SSP

Identity Matching: Two Main Models

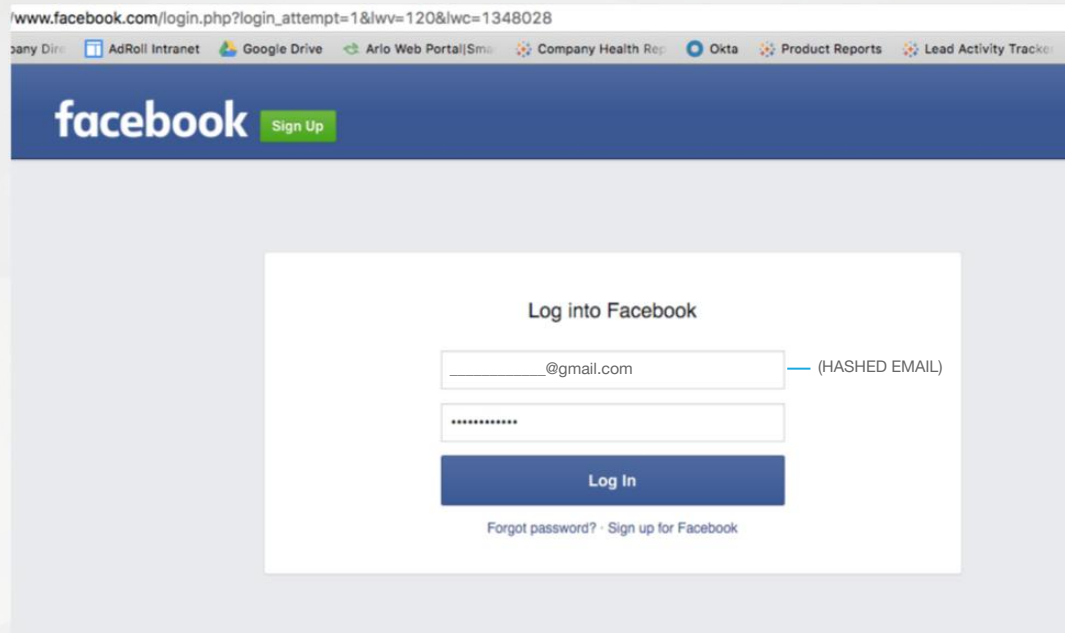
Deterministic

More accurate, less scale

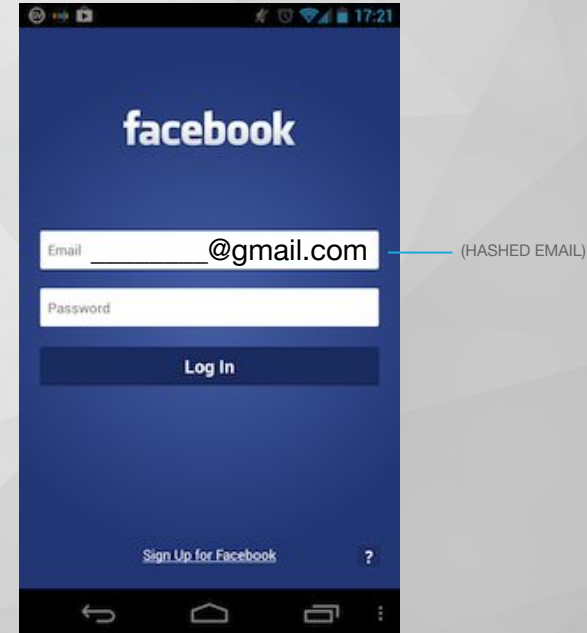
Probabilistic

Less accurate, more scale

Deterministic: Email provides stable ID



A screenshot of the Facebook desktop login page. The browser's address bar shows the URL `www.facebook.com/login.php?login_attempt=1&lwv=120&lwc=1348028`. The page features the Facebook logo and a 'Sign Up' button at the top. The main content area is titled 'Log into Facebook' and contains two input fields: an email field with the placeholder text '____@gmail.com' and a password field with masked characters '*****'. A blue 'Log In' button is positioned below the password field. At the bottom of the login area, there are links for 'Forgot password?' and 'Sign up for Facebook'. A blue line points from the text '(HASHED EMAIL)' to the email input field.



A screenshot of the Facebook mobile login page. The page features the Facebook logo and a 'Sign Up' button at the top. The main content area contains two input fields: an email field with the placeholder text '____@gmail.com' and a password field with masked characters '*****'. A blue 'Log In' button is positioned below the password field. At the bottom of the login area, there are links for 'Sign Up for Facebook' and a question mark icon. A blue line points from the text '(HASHED EMAIL)' to the email input field.

Desktop Cookie

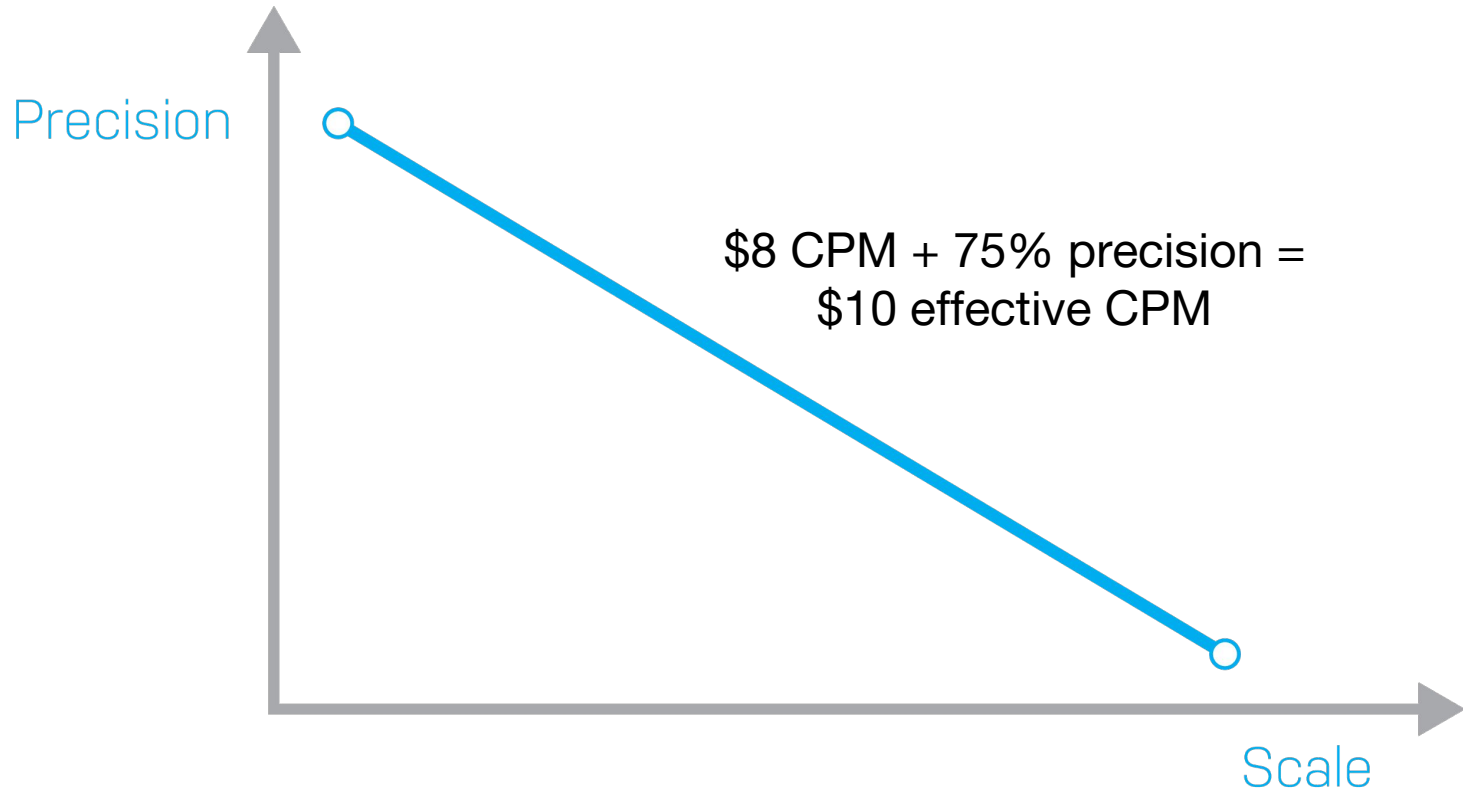


Mobile ID



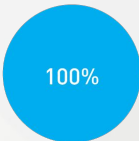
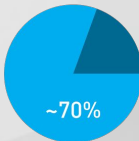


Probabilistic graph



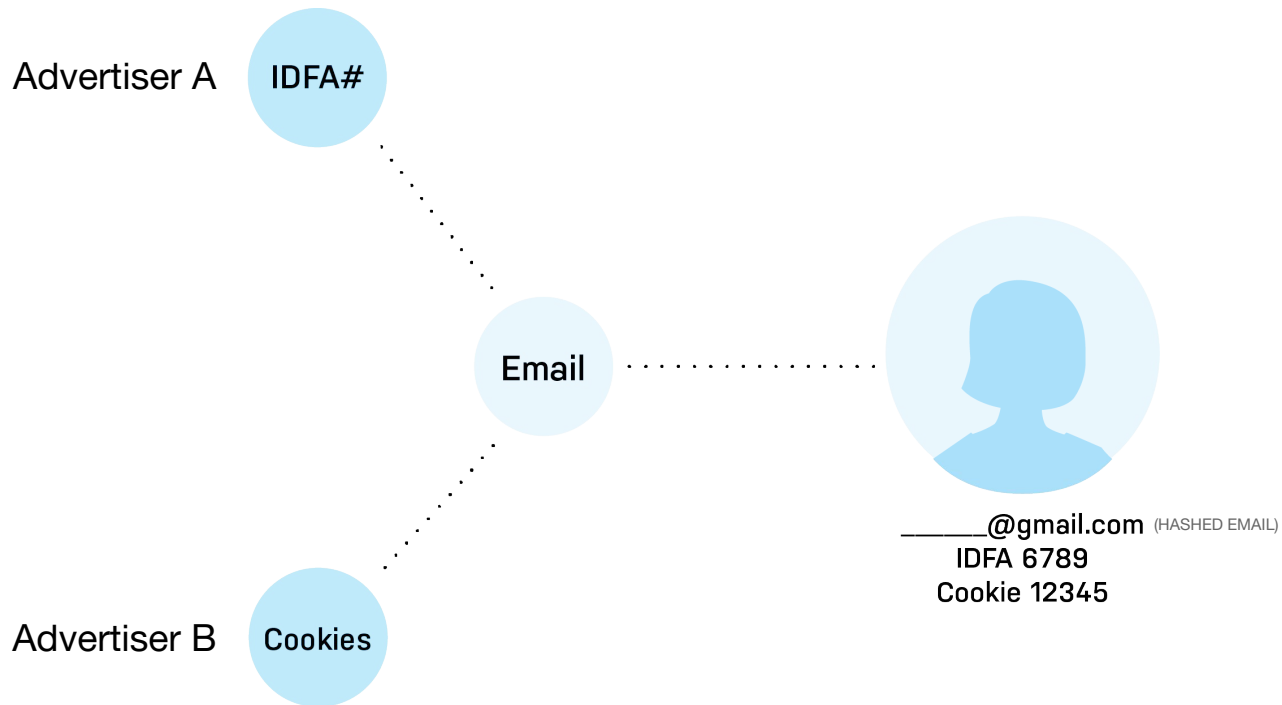
Precision vs Scale



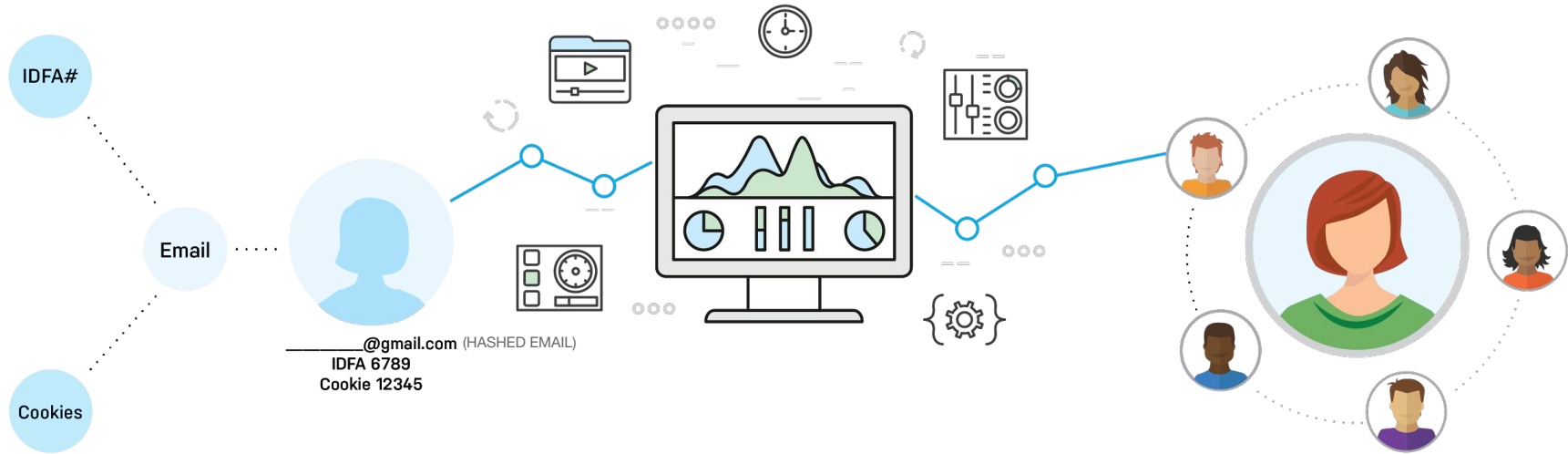
Beyond the Buzzwords: Deterministic vs. Probabilistic

	Deterministic	Probabilistic
Personally Identifiable Information		
Accuracy		
Scale		

Deterministic Data Co-op



Hybrid

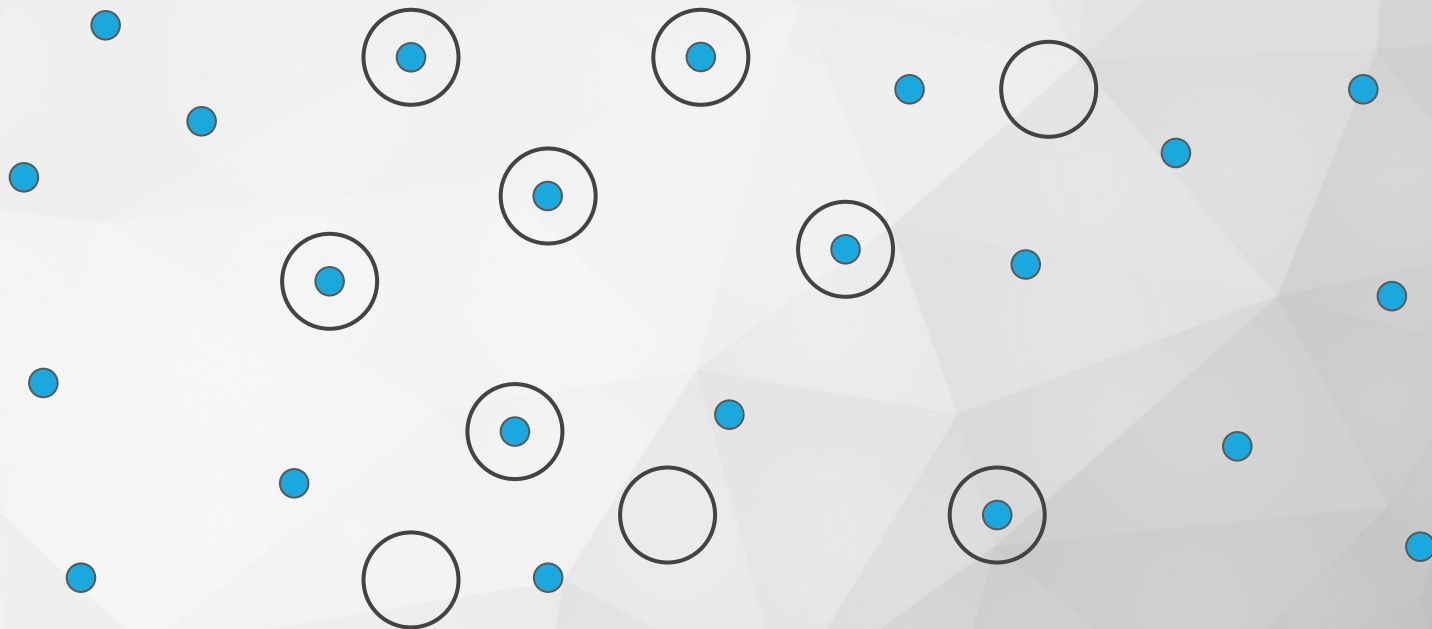


Important terms

Precision vs Accuracy vs Overlap Rate



Precision vs Accuracy vs Overlap Rate



Precision vs Accuracy vs Overlap Rate



Attribution as important as acquisition

Attribution

Enabling cross device attribution gives accurate reporting on the path to conversions.



Data onboarding

CRM retargeting



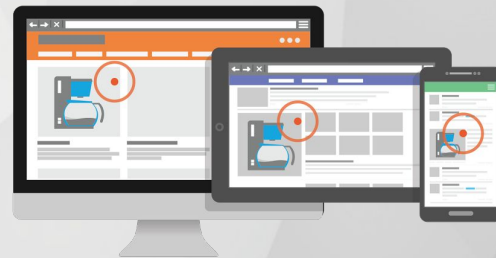
1

Upload CRM
data to AdRoll



2

Match to online ID



3

Serve ads

Customer Acquisition and Retention

Travel example: reach and consistency



“Our customers live in a multi-screen world and engage across multiple devices. We wanted to create a seamless experience, regardless of device.”

—Casey Ueberroth, CMO,
Preferred Hotels & Resorts

OVERALL RESULTS

ROI	Conversion rate	CTR
13.4x	11.2% <small>general web</small>	0.44% <small>mobile advertising</small>

A screenshot of a mobile device displaying the New York Times app. The status bar at the top shows "T-Mobile", signal strength, time "10:49 PM", and battery "61%". The app header features a "Star + Spr" banner, the "The New York Times" logo, and a search icon. Below the header, it shows the date "April 24, 2016" and links for "SUBSCRIBE" and "LOG IN". The main content is a large photo of a man in a military uniform speaking at a podium, with the caption "CHIP SOMODEVILLA / GETTY IMAGES". The headline reads "U.S. Cyberwar Aims to Cripple ISIS Operations and Recruiting". Below the headline, there are two bullet points: "• The N.S.A.'s military counterpart, Cyber Command, was until now focused largely on Russia, China, Iran and North Korea." and "• The campaign will try to disrupt the".

A screenshot of the Business Insider website. The header includes the "BUSINESS INSIDER" logo and navigation links. Below the header, there's a section titled "APOLIS" with a small image of a bottle. The main headline is "Here's the number that made analysts nervous on Google's earnings call". To the right, there's a "Recommended For You" section with two articles: "Go inside Denis Moore's elegant \$75 million Upper West Side penthouse" and "Costco memberships are about to get more expensive". At the bottom right, there's a promotional banner for "30% OFF LUXURY SUITES" with a "Book Now" button.

A screenshot of the Preferred Hotels & Resorts Facebook page. The header shows the Facebook logo and a search bar. The page name is "Preferred Hotels & Resorts" with a "Like Page" button. The post is dated "February 9" and has a "Like" icon. The text of the post says "Prepay your stay and receive up to 30% off." Below the text is a large image of a resort with a swimming pool and palm trees. At the bottom of the post, it says "Preferred Hotels" and "Reserve your room in advance and save up to 30% off our best available rates." with a "Book Now" button.

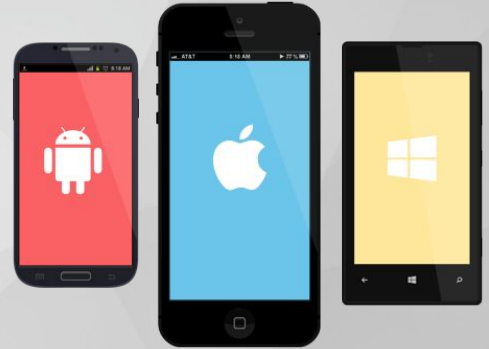
Travel: mapping the customer lifecycle



Desktop flight booking



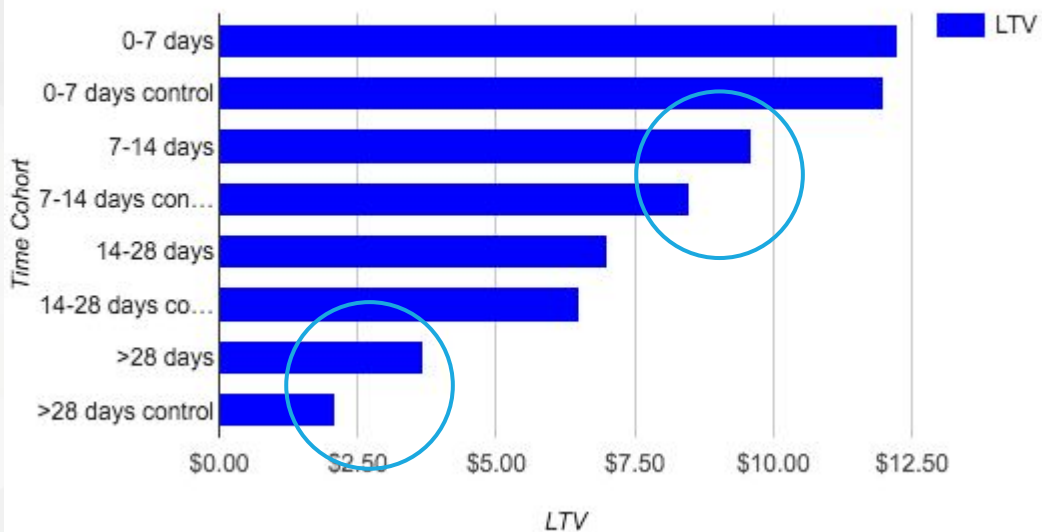
Mobile hotel ad



Mobile app install ad

Gaming example: LTV > CPI

LTV vs. Time Cohort



- Reengage dormant users
- Compare performance vs control by cohort
- Measure incremental lift vs marketing spend = ROI

Retail example: engage in the right environment



“With Instagram, you get a better picture of where your brand sits; which customers are engaged and looking at similar brands; and who the influencers are. You gain brand exposure in a whole new way.”

-- Olympia Scott, e-commerce manager at DL1961

CAMPAIGN RESULTS

Combined ROI

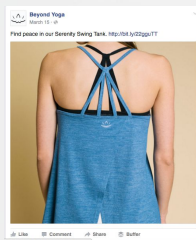
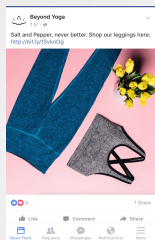
23x

Instagram ROI

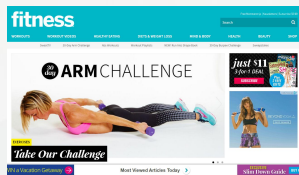
12x



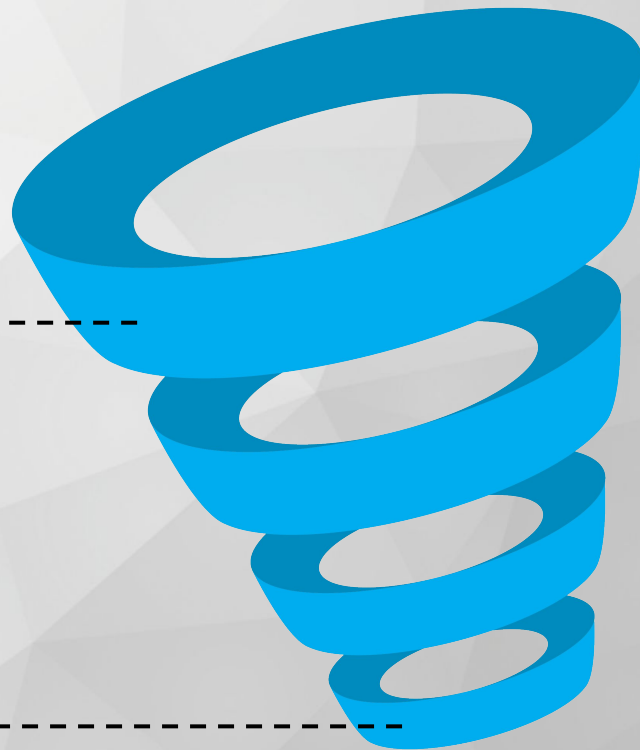
Retail example: prospect on mobile, convert on desktop



Focus on mobile prospecting -----
for targeted reach



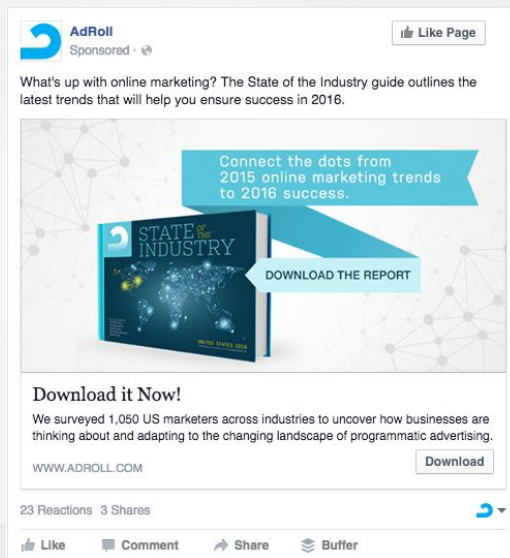
Focus on desktop retargeting for -----
max conversion rates



B2B example



facebook



twitter



CRM retargeting example

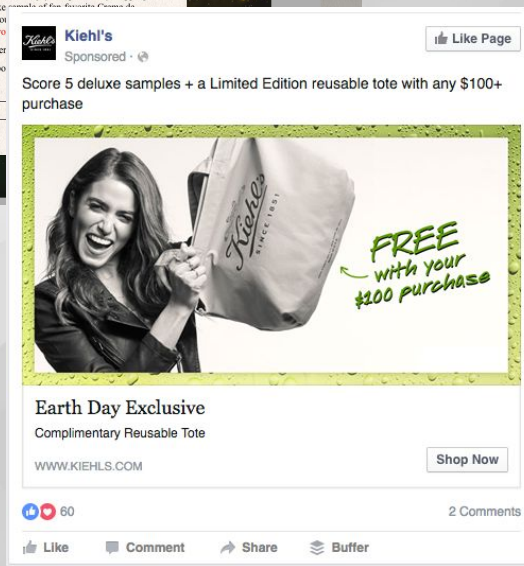
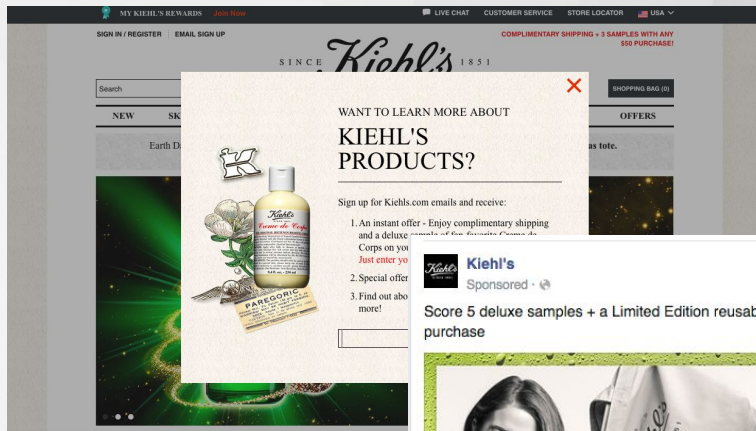


“With AdRoll's CRM data onboarding, we were able to extend the reach of our database beyond the inbox.”

—Jordan Yuck, e-commerce and digital marketing manager, Kiehl's

CRM DATA ONBOARDING RESULTS

Conversion Rate	ROI	Extended web reach
38%	12.9%	3.2x



Final Takeaways

- Cross device is no longer a nice to have
- There are two models, deterministic and probabilistic, but future is probably a hybrid approach
- Data co-ops level the playing field and work cross-platform
- Don't do cross-device for cross-device's sake. What's your business objective?
- Balance privacy with personalization. Right to not be surprised.

Thanks!



@adamberke