A webinar series by

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CENTRO
IN 2018

WE HAVE DELIVERED GREAT RESULTS FOR:

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

☑ National **Top 10** spender in digital media

☑ **$500MM+** digital media spend last year

☑ **700+** Centrons in **41** North American offices

☑ **Innovators** in ad technology

WHAT WE'RE TALKING ABOUT

Why Cross-Screen Now

How it Works

What You Can Do

Best Practices

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IT'S A CROSS-SCREEN WORLD

TARGETING PRECISE INDIVIDUALS IS A PRIORITY

Leading Motivations for Taking a People-Based Marketing Approach According to US Brand-Side Digital Marketing Executives

% of respondents

More effective targeting of consumers
57%

Ensuring our ads are seen by people, not bots
37%

Ability to track consumers across their whole path to purchase, including mobile
35%

Increasing ROI of marketing spend
34%

Better attribute both online and offline sales
30%

Source: eMarketer

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52.3% OF CROSS DEVICE AUDIENCE RECOGNITION IS A TOP PRIORITY FOR MARKETERS

Marketing Topics Commanding the Most Attention

% of respondents

Cross-device audience recognition

52.3%

Better reporting, measurement or attribution
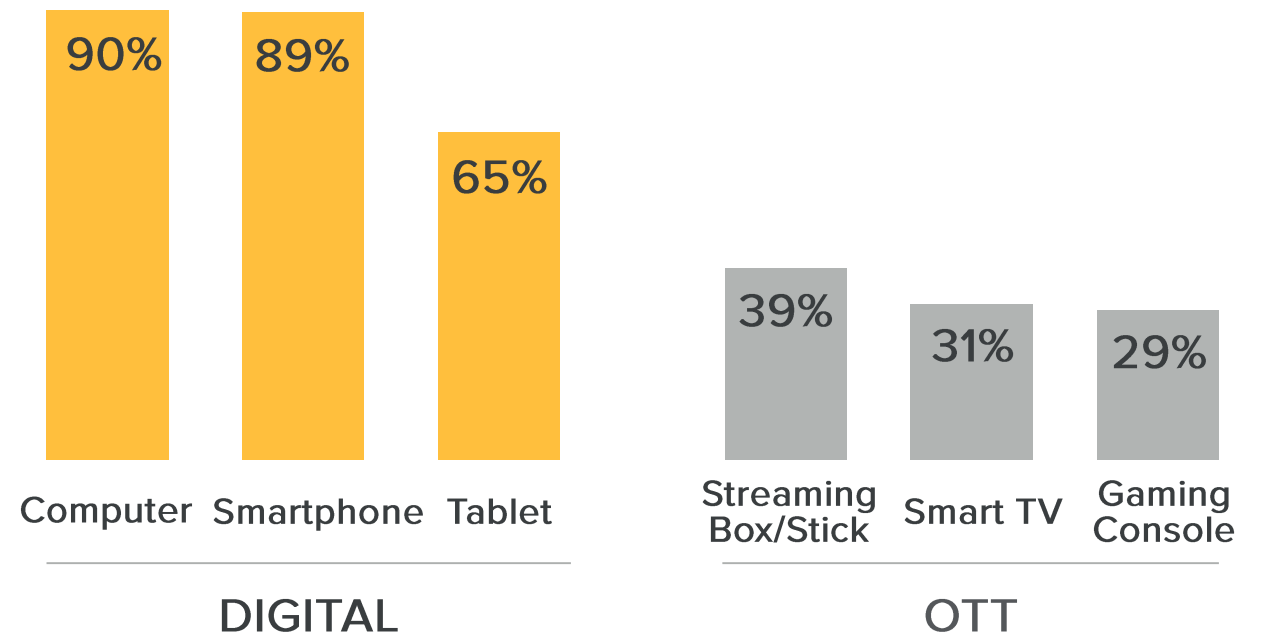
49.2%

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WHY SO IMPORTANT NOW?

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TODAY'S HOMES ARE CONSTANTLY CONNECTED

THE AVERAGE US HOME HAS 8.5 CONNECTED DEVICES

THE MODERN LIVING ROOM HAS SEVERAL SCREEN EXPERIENCES

Media Device Penetration among US WiFi Households

Computer	Smartphone	Tablet
90%	89%	65%

DIGITAL

Streaming Box/Stick	Smart TV	Gaming Console
39%	31%	29%

OTT

CONNECTIVITY CONTINUES TO INCREASE

US CONSUMERS TO HAVE AN AVERAGE OF 13 CONNECTED DEVICES BY 2021

US ADULTS SPEND 11 HOURS A DAY INTERACTING WITH MEDIA

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DRIVEN BY A SURGE IN MOBILE

GROWTH ACROSS SCREENS IS MOBILE-FOCUSED

Average Time Spent Per Day with Major Media by US Adults of Each Medium, 2018-2020

hrs:mins

	TOTAL ADULTS		
	2018	2019	2020
TV	3:50	3:42	3:39
Mobile device (non-voice)	**3:35**	**3:43**	**3:49**
- Smartphone	2:24	2:33	2:39
- Tablet	1:09	1:08	1:08
- Feature phone	0:02	0:02	0:02
Desktop/laptop	2:02	2:02	2:01

Source: eMarketer

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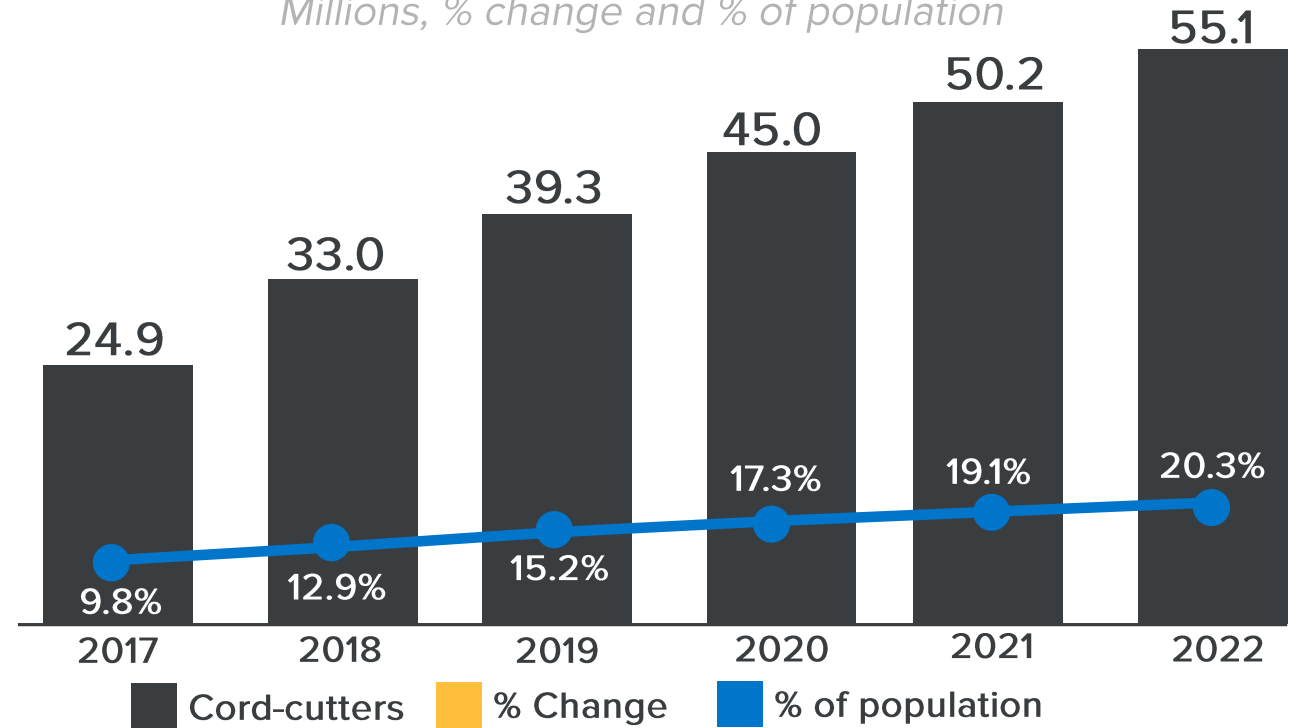centro INSTITUTE
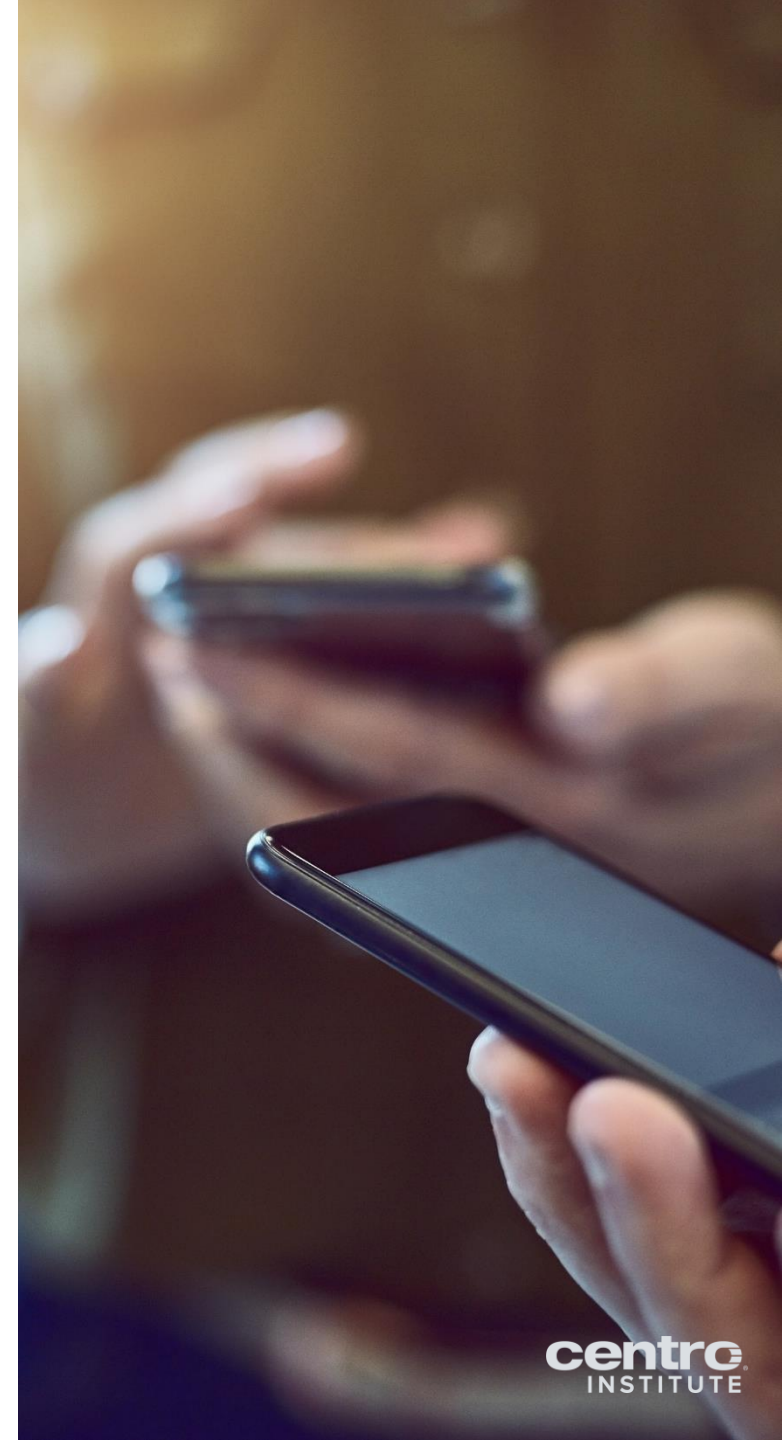
OTT CONSUMPTION IS RISING DRAMATICALLY

OTT QUICKLY ATTRACTS VIEWERS

IN 2018, THE NUMBER OF CORD CUTTERS WILL RISE TO 33 MILLION

By 2022, **55 million** people will not watch traditional TV—this is more than 1/5th of the US population

US Cord-Cutters, 2017-2022
Millions, % change and % of population

Year	Cord-cutters	% of population
2017	24.9	9.8%
2018	33.0	12.9%
2019	39.3	15.2%
2020	45.0	17.3%
2021	50.2	19.1%
2022	55.1	20.3%

Legend: Cord-cutters | % Change | % of population

Note: ages 18+; individuals who no longer have access to traditional pay TV services

CROSS-DEVICE
TARGETING

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WHAT IS CROSS DEVICE TARGETING?

The practice of identifying and delivering ads to a specific audience, across all of their devices enabling consistent messaging across desktop, laptop, mobile, tablet, and CTV

THE KEY IS THE DEVICE GRAPH

An 'identity management map' links all of an individual's devices

Probabilistic Data

Generated through collecting anonymous data points from a user's browsing behavior and comparing them to deterministic data points

Deterministic Data

Long been considered the most accurate way of identifying consumers. "Deterministic" refers to the analysis of data that is known to be true. For example, when a customer makes an online purchase and inputs information

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THE KEY IS THE DEVICE GRAPH

An 'identity management map' links all of an individual's devices

PROBABILISTIC
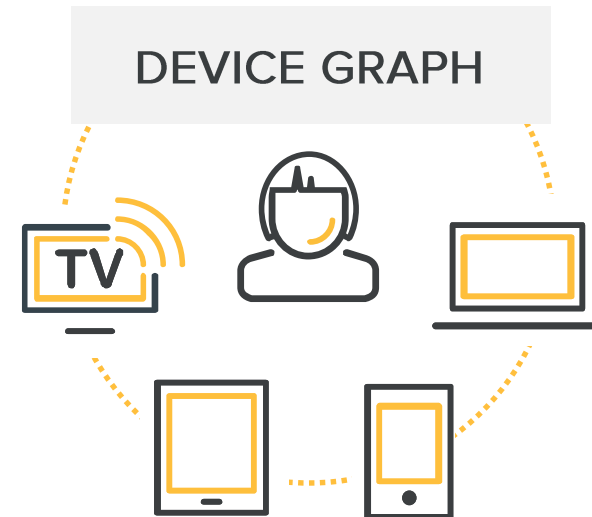
Real-time signals comprised of:

Cookie and/or MAID + IP Address, Timestamp, User Agent

DETERMINISTIC

Static signals comprised of:

Hashed email to cookie + hashed email to MAID, or hashed phone # to cookie + hashed MAID to phone #

=

DEVICE GRAPH

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CROSS DEVICE TARGETING

WHAT ARE THE BENEFITS?

REACH USERS ON DESKTOP, MOBILE AND TABLET

EXTEND THE REACH OF YOUR RETARGETING AUDIENCE

EXTEND CAMPAIGN CONTROL DOWN TO NUMBER OF INTERACTIONS
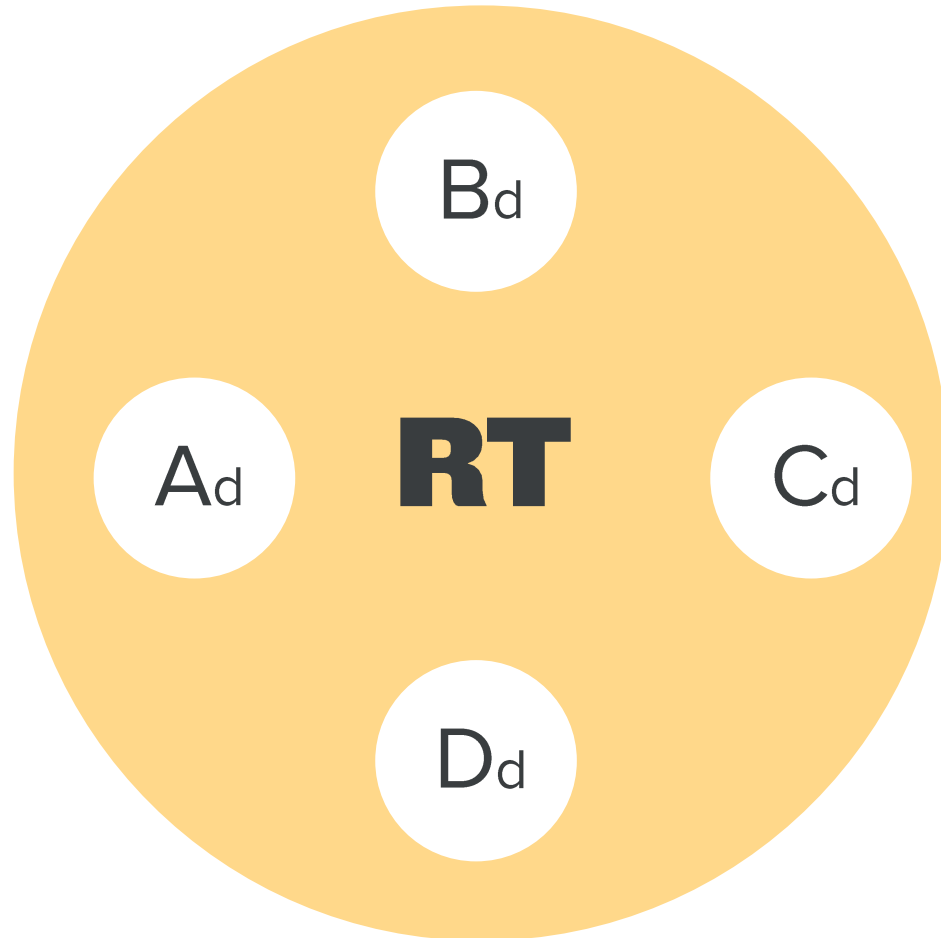
ATTRIBUTE CONVERSIONS TO THE APPROPRIATE DEVICES

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IMPROVED RETARGETING

Maximize retargeting opportunity across any audience

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CROSS-DEVICE AUDIENCE EXTENSION
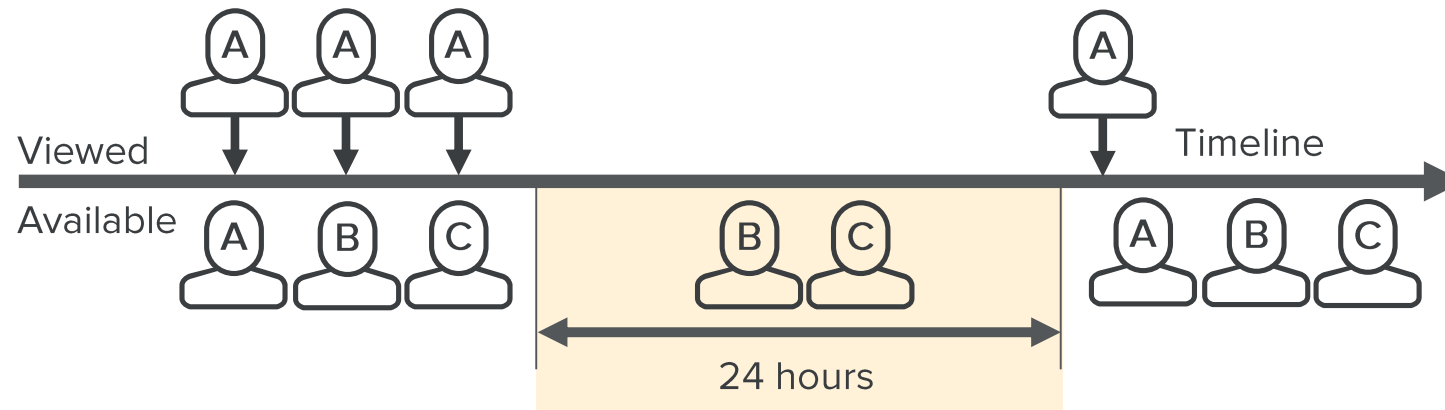
CROSS-DEVICE AUDIENCE EXTENSION

Cm

XD

Cd

Ed

EM

CROSS-DEVICE REPORTING

CROSS-DEVICE REPORTING
REACH BY FREQUENCY

FREQUENCY	REACH (UNIQUE PEOPLE)	IMPRESSIONS WON
1	124	124
6	31	186
7	25	175

FREQUENCY:
number of times an ad was seen

REACH (unique people):
number of unique users that saw an ad.

o If a user is part of the cross device graph and sees one ad in their phone and one ad in their tablet, that counts as one unique person.

o If a user is not part of the cross device graph and sees one ad in their phone and one ad in their tablet, that counts as two unique people.

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CROSS-DEVICE REPORTING
REACH BY DEVICE TYPE

DEVICE TYPE	REACH (UNIQUE PEOPLE)	IMPRESSIONS WON
Desktop	172	3,668
Mobile	532	2,647
Tablet	85	504
Desktop & Mobile	122	3,674
Desktop & Tablet	1	102
Mobile & Tablet	8	207
Desktop, Mobile & Tablet	3	910
Other		

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CROSS-DEVICE REPORTING
REACH BY AUDIENCE

| DEVICE TYPE	REACH (UNIQUE DEVICES)	IMPRESSIONS WON
Audience + Cross-Device	1,128	17,791
Audience	652	11,540

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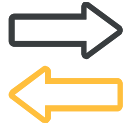
CROSS-DEVICE CONVERSION ATTRIBUTION

	Device in which the impression is served	Device in which the conversion occurs	Device the conversion is attributed to
Without XD	Desktop	Desktop	Desktop
	Desktop	Mobile	Conversion is not recorded
	Mobile	Desktop	Conversion is not recorded
With XD	Desktop	Desktop	Desktop
	Desktop	Mobile	Desktop
	Mobile	Tablet	Mobile

With cross device conversions are attributed to the device in which the impression was served, not to the device in which the conversion took place

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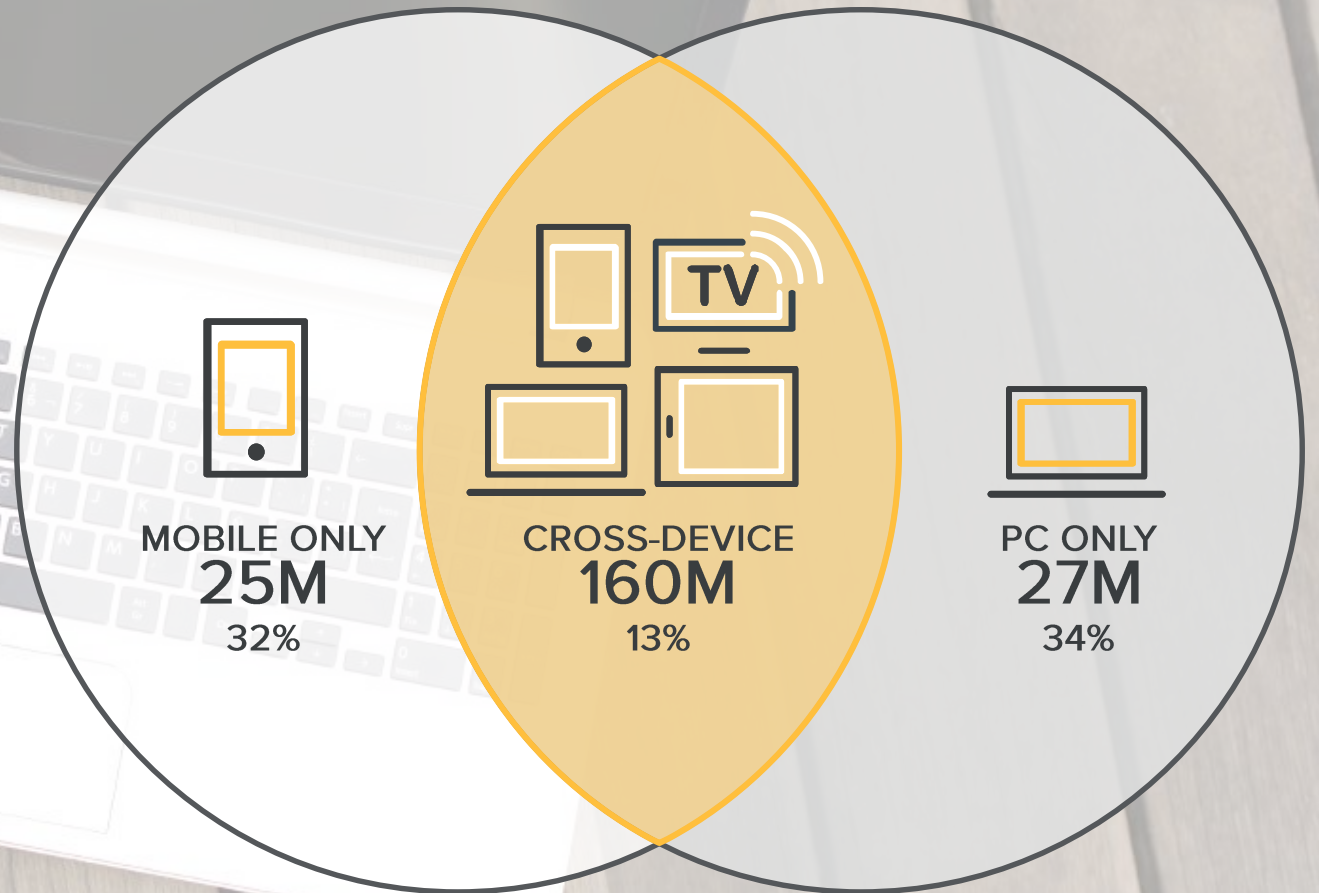
EASY DSP
ENABLEMENT

Initial Status ? [ON ▾]

Campaign Name ? [Unnamed Campaign]

Cross-Device ? ☐ Enable cross-device

A $0.10 CPM fee will be applied to all impressions when enabled.
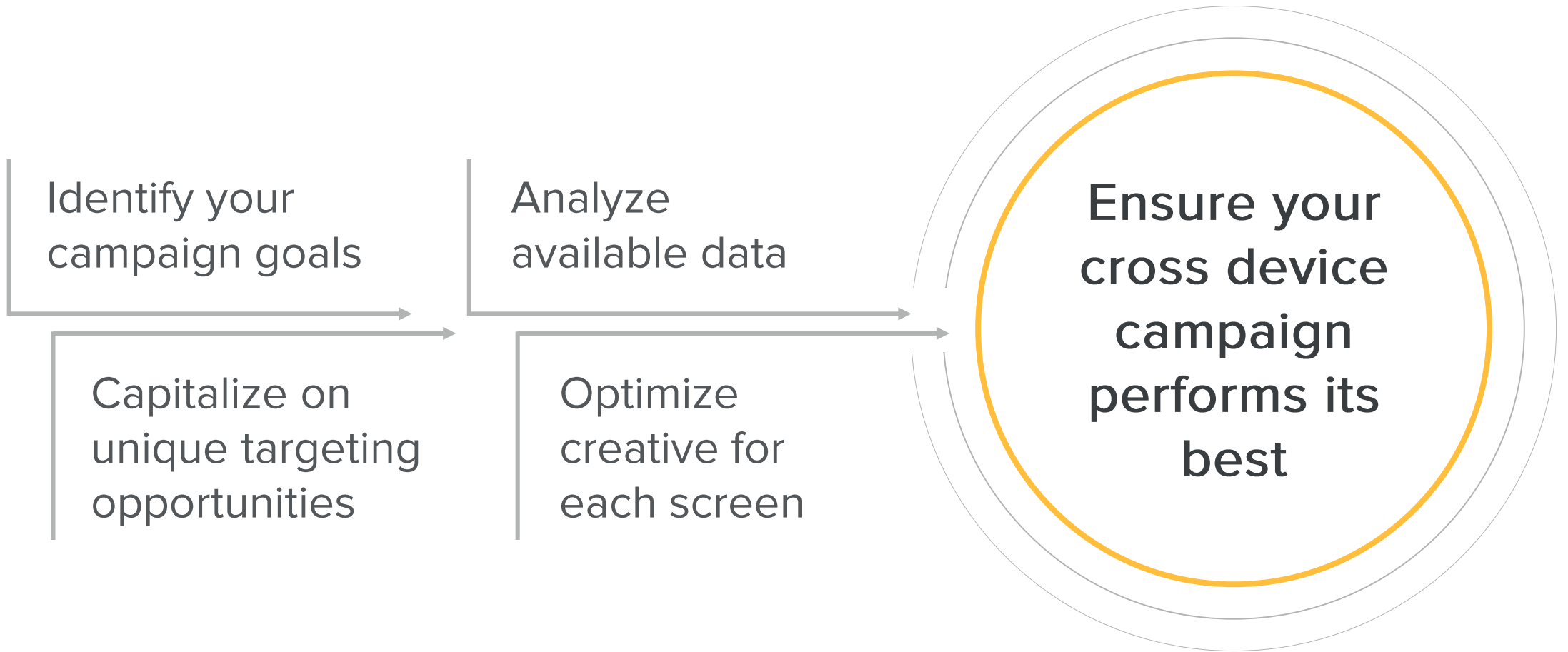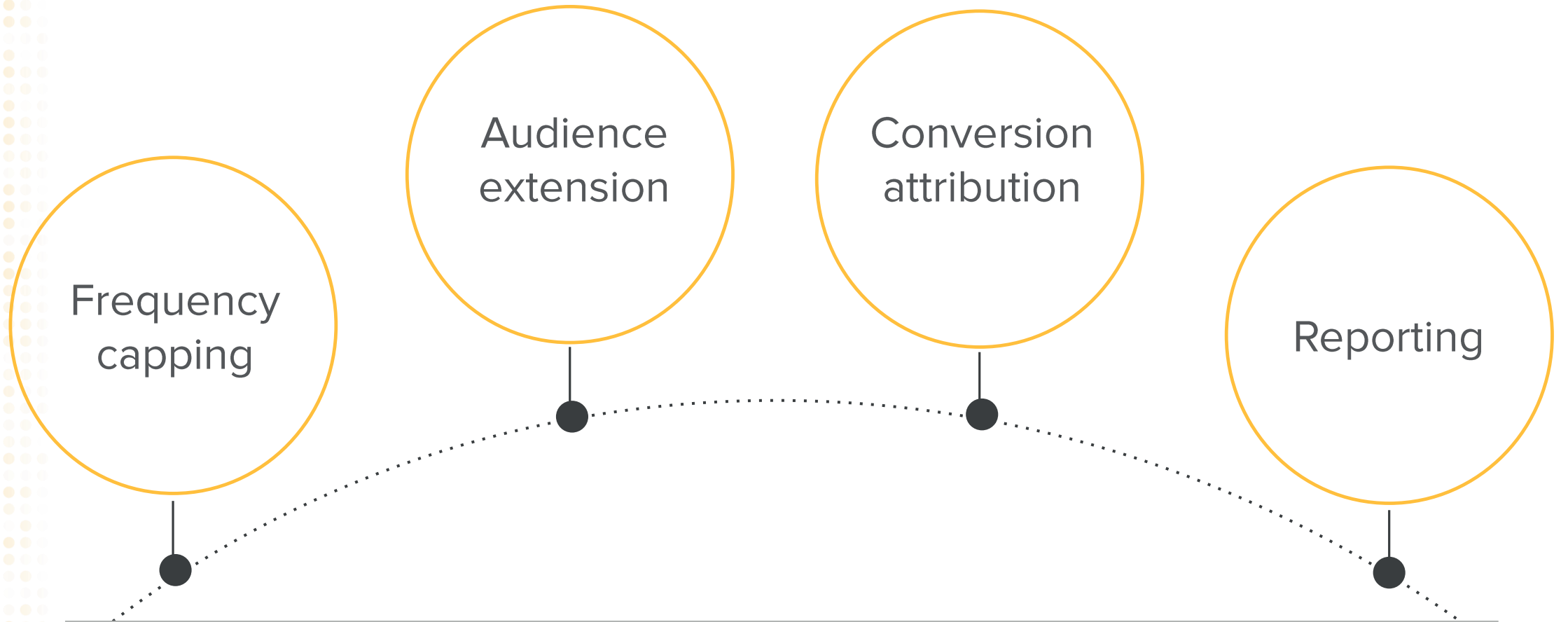
Frequency Cap ? ⦿ Default   ◯ Manual   ◯ No Cap

Show my ad **3** times every **12** hours.

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CROSS DEVICE
BEST PRACTICES

Identify your campaign goals

Analyze available data

Capitalize on unique targeting opportunities

Optimize creative for each screen

Ensure your cross device campaign performs its best

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KEY TAKEAWAYS

Frequency capping

Audience extension

Conversion attribution

Reporting

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THANK YOU.

QUESTIONS?

Noor Naseer

sr. director, media innovations + technology

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Wed, Oct 24th
for the next
Centro Institute
Webinar Series

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