



# MOBILE MADE EASY

A RECIPE BOOK BY

 theTradeDesk®

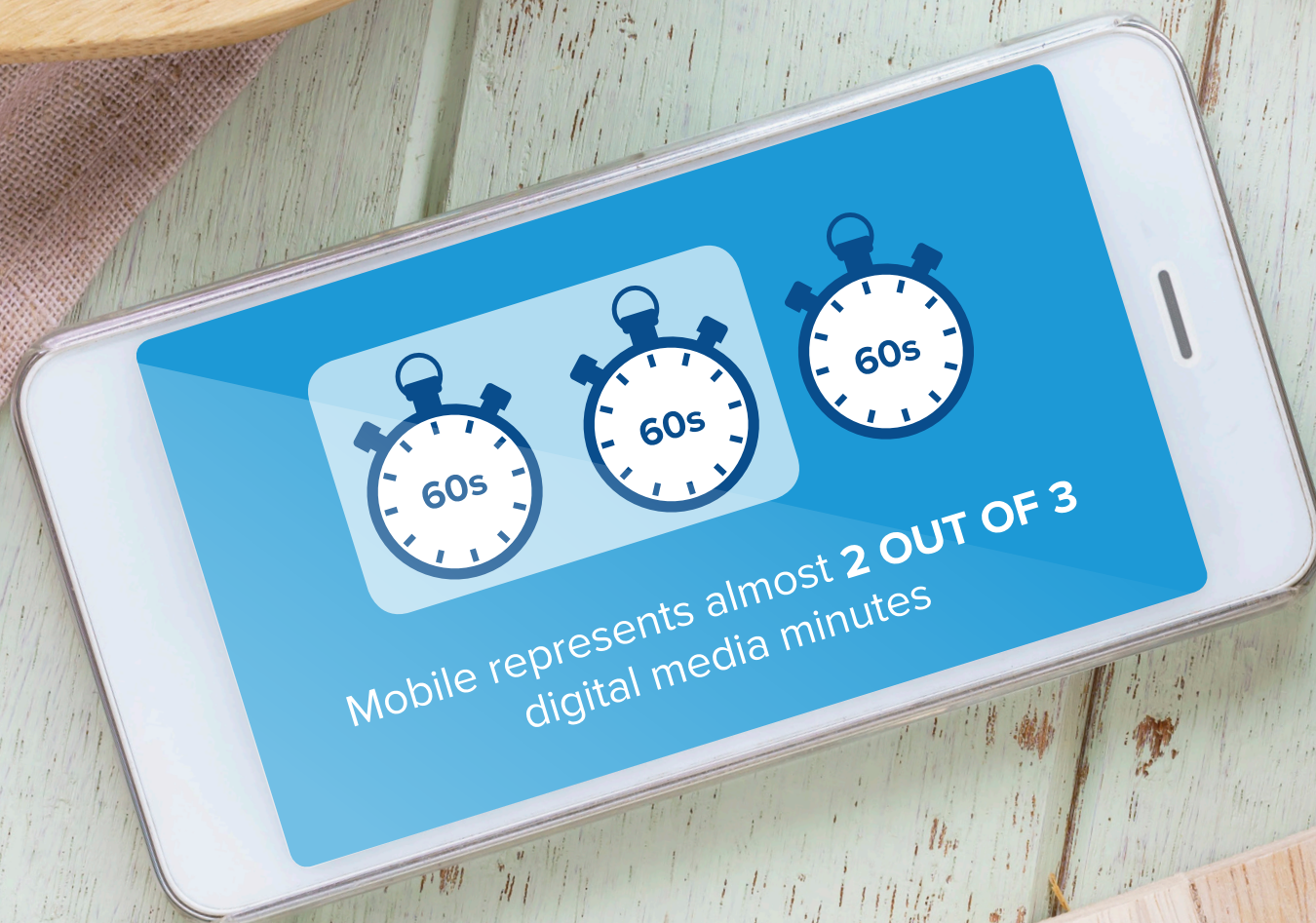


# What's Inside

Consumers are spending more and more time on mobile devices. And where consumers go, advertisers must follow, making programmatic mobile advertising a crucial component of an advertiser's messaging.

**Some advertisers are hesitant to go mobile, programmatic mobile advertising can seem complex. But, with The Trade Desk, it doesn't have to be.**

You have the tools, smarts, and potential to be your team's go-to programmatic mobile expert. All you need is a basic understanding of the mobile fundamentals. That's why we wrote *Mobile Made Easy*. In this book, we'll show you how to combine the ingredients of our broad set of mobile features in step-by-step recipes for campaign success.



Source: comScore, March 2016 | 2016 U.S. Cross-Platform Future in Focus

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## About the author

Ivo Katadjov is The Trade Desk's resident mobile and integrations expert. Over the last three years, he has led a team of dedicated developers to build The Trade Desk's mobile offering from the ground up and integrate over 120 data, targeting, and inventory partners.

Out of the office, Ivo takes full advantage of everything Boulder, Colorado has to offer. You'll most likely find him in a race, on a mountain, or kicking back with a craft beer.



# Ingredients

Quality ingredients are at the center of every great recipe. And, for programmatic mobile campaigns it's no different. Here is a list of key mobile features available for you to use when putting together your mobile strategies. Just like in cooking, you'll find that when you use the right combination of ingredients together you can produce incredible results.

## INVENTORY



### MOBILE WEB

Ad environment targeted by default on all 'desktop' campaigns



### MOBILE APP

Scalable open and private market mobile ad environment



### DISPLAY

Scalable mobile web and in-app display ads



### VIDEO

Scalable mobile web and in-app video ads



### NATIVE

Mobile ad format mirroring the look and feel of publisher content



### AUDIO

In-stream audio ads for highly-engaged audio audiences



### INTERSTITIAL

Impactful mobile display ads used for branding



### MRAID/HTML5

Interactive rich media ads available in mobile web and in-app environments



### STANDARD GEO TARGETING

Global geographic targeting from country to zip-code level



### HYPER-LOCAL TARGETING

Targeting based on device's current latitude/longitude location



### AD ENVIRONMENT

Targeting based on browsing environment: web vs. mobile optimized web vs. In-app



### DEVICE TYPE

Targeting based on mobile device type: smartphone vs. tablet



### DEVICE MAKE MODEL

Targeting based on mobile device make/model



### CARRIER

Targeting based on mobile carrier used



### BROWSERS

Targeting based on specific mobile browser



### OPERATING SYSTEM

Targeting based on mobile operating system



### CONTEXTUAL CATEGORIES

Pre-bid targeting by specific app category such as games, entertainment, and many more



### LANGUAGE

Pre-bid targeting based on language preferences



### BRAND SAFETY

Pre-bid targeting filtering out unwanted traffic and serving ads in brand-safe environments

## AUDIENCE / BEHAVIORAL TARGETING



### 1ST PARTY DATA

An advertiser's audience data sourced from its website and mobile app



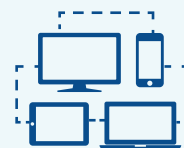
### 3RD PARTY DATA

Behavior and trait-based mobile in-app audience segments



### RETARGETING

Messaging to users who have visited an advertiser's property



### CROSS-DEVICE TARGETING

Identifying the same user across devices, browsers, and environments

## ATTRIBUTION



### IN-APP ATTRIBUTION

Attribute any type of app event to support mobile in-app KPIs







### CROSS-CHANNEL


Attribute conversions transacted on one device to impressions served on another

What You'll Need



INVENTORY TYPE

-  Mobile Web
-  Mobile App
-  Display
-  Interstitial

AUDIENCE TARGETING

-  Audience/Behavioral

ADDITIONAL TARGETING

-  Contextual
-  Brand Safety

SCENARIO

A home goods CPG advertiser is looking to raise awareness for its new product. The campaign is to focus on brand recognition measured with reach, viewability, and CTR while also maintaining high brand safety standards. Only display creative assets are available, no video. Your challenge is to create a mobile and in-app strategy as it fits within the advertisers multi-channel media plan.



STRATEGY

To best scale your campaign to reach as much of your audience as possible, leverage both mobile web and app environments. Also, reposition KPIs for in-app to focus on reach and CTR, knowing there are industry-wide technological limitations with measuring viewability in-app. Because you are limited to display creative assets, but are focused on branding, use interstitial units that expand to over 100% of content to maximize engagement with audiences. Lastly, use a combination of audience and contextual targeting to reach the right audiences in the right environment.

DIRECTIONS

- **Get Ready** — By turning on the In-App ad environment on the Ad Group view.
- **Scale Your Campaign** — By uploading popular mobile formats 300x250, 320x50, 336x280 (mobile) and 160x600, 468x60, 336x280 (tablet)
- **Activate Engaging Interstitials Units** — By including static 320x480 (mobile) and 768x1024 (tablet) creative assets. These sizes will automatically be served as interstitials when served in-app.  
*Hint: Interstitials are highly-desired formats; bid higher to win.*
- **Target Relevant Audiences** — By identifying and activating relevant third-party data elements such as “Household Decision Makers” that contain both cookie IDs and device IDs.
- **Prioritize Geo Targets** — By placing your tracking pixel on the advertiser’s site to understand what geo locations show low brand awareness and target those areas.
- **Activate Brand Safety and Contextual Targeting** — By locating and activating brand safety and pre-bid targeting on the Ad Group view for both web and in-app traffic.

Post-Launch Optimizing

- **Optimize by Ad Format** — Bid higher on better-performing channels, which are usually In-App and Mobile-Optimized web as opposed to standard mobile web
- **Optimize by Device Types** — Review campaign performance a few days after launch to identify opportunities to emphasize either mobile phones or tablets
- **Trim Underperforming Apps** — Exclude low-performing apps the same way as sites, remember apps are targeted and reported based on app IDs and app names.



Source: comScore Platform Future In-App, comScore BSL and mBSL Benchmarks, U.S. Full Year 2015

Other Options

Here are some additional brand-focused mobile inventory types that are perfect for engaging audiences with your messaging.



Audio

The Trade Desk has partnered with Spotify to bring you programmatic audio. Target specific audiences listening to playlists and genres to ensure your message reaches them during that ideal moment.



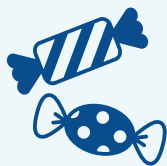
Native

In-feed and in-article native ads allow advertisers to immerse their brands within the publisher site to reaching the right user, at the right time, within the right context; driving engagement, CTR, CPA, and more.



# PROSPECTING WITH MOBILE | VIDEO COMPLETION

**SCENARIO:** A confectionary CPG advertiser wants to raise awareness for its new flavor across high-purchase-intent audiences in premium environments. The advertiser is currently running a desktop video campaign and has chosen Video Completion Rate as its KPI. You've been provided 30- and 15-second video assets. Your challenge is to create a mobile and in-app strategy to complement your advertiser's existing desktop video campaign.



## What You'll Need

### INVENTORY TYPE



Mobile Web



Mobile App



Video



Publisher Direct Contract

### AUDIENCE TARGETING



Audience/Behavioral

### ADDITIONAL TARGETING



Contextual



Brand Safety

## STRATEGY

Leverage both Mobile App and Mobile Web environments to ensure your mobile video strategy scales. You can align your brand with premium content by activating publisher direct contracts in The Trade Desk's PMP Library. Activate pre-bid Brand Safety targeting will ensure your advertiser's messaging does not appear among undesirable content. Lastly, use a combination of audience targeting and contextual targeting to reach your high-purchase-intent audiences.

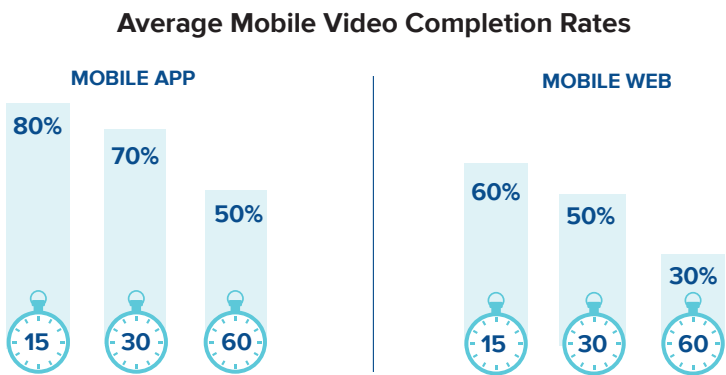
## DIRECTIONS

- **Get Ready** — By turning on In-App ad environment on the Ad Group view
- **Set Yourself Up for Success** — By positioning your mobile strategy so that it focuses on serving more 15-second video ads and ads across In-App ad environments. We've found that shorter video ads in mobile app environments yield the best Video Completion Rates. See chart on page 9 for a complete breakdown.
- **Scale Contextual Targeting** — By understanding how your targeted categories will impact your scale. One of the biggest differences between web digital consumption and app digital consumption is time spent with content category. Social networking, music, and games contribute nearly half of total time spent on mobile apps.\*
- **Target Relevant Audiences** — By searching for your advertiser's name in The Trade Desk's Data Management Platform (DMP). There are over 250,000 third-party data elements available and there is a good chance there is at least one audience segment specifically for your brand.

\*Source: IAB Multiscreen Video Best Practices April 2016 | IAB, Millward Brown Digital Tremor Video

## By Environment & Length

Not all environments and video assets are equal. We took a look at our internal numbers and found that performance is impacted by where your video ad is served and the length of the ad. Here's a breakdown of the numbers:



Source: The Trade Desk | August 2016

## Did You Know

**Shorter mobile video ads resonate more among millennials, while longer ads break through with consumers age 35 – 54.**

\*Source: IAB Multiscreen Video Best Practices April 2016 | IAB, Millward Brown Digital Tremor Video



\*Source: comScore U.S. Mobile App Report 2016 | comScore Mobile Metrix, U.S., Age 18+, June 2016



PROSPECTING WITH MOBILE | GEO TARGETING

Using Hyper-Local Targeting

What You'll Need

INVENTORY TYPE

- Mobile App
- Display
- Video

AUDIENCE TARGETING

- Audience/Behavioral
- Hyper-Local
- Geo

OUR HYPER-LOCAL TARGETING PARTNERS



SCENARIO

An auto advertiser would like to engage high-purchase-intent audiences for both its brand and competitors' brands at the local level where its dealerships are present.



STRATEGY

Start by configuring your campaign's geo targeting so it only serves ads in Designated Marketing Areas (DMAs) where the advertiser has dealerships present. Layer behavioral targeting on top of your geo targeting strategy to focus in on people in the market for a new car.

In a separate geo strategy enable real-time hyper-local targeting through one of our partners to serve mobile app ads to users who are currently at or near the advertiser's or competitor's dealerships.

In a third geo strategy, work with one our hyper-local targeting partners to reach users who have previously been at or near a dealership within the last three months.

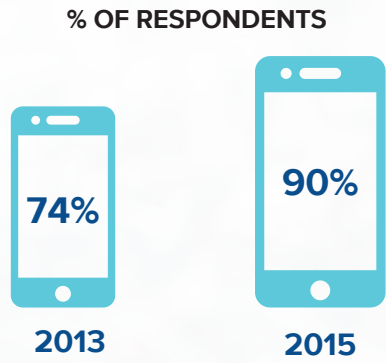
Across all of your strategies serve up high-impact creative with localized messaging to drive store visits.

DIRECTIONS

- Get Ready** — By turning on In-App ad environment on the ad group view and building your high-impact creative ad formats.
- Target Highly-Local Adiences** — By setting up an ad group with hyper-local targeting set to target consumers within driving distance from the advertiser's dealerships in the targeted city - around 5 mile radius. In addition, target a smaller geo-fence around consumers that are inside the advertiser's and competitors' dealerships - around 50 meter radius.
- Target High-Intent Consumers** — By setting up an ad group with previously-visited hyper-local targeting to reach consumers that have visited the advertiser's dealership and competitors' dealerships in the last 30 days.
- Target Consumers with Brand Affinity** — By setting up an ad group with audience targeting for users with affinity to your advertiser's brand and competitive automotive brands.

Nearly all US smartphone owners used location-based services via their phone in 2015

US Smartphone Owners Who Have Used Location-Based Services Via Smartphone, 2013 & 2015



Source: eMarketer | April 2016, Pew Research Center as cited in company blog, Jan 29, 2016

Optimizations and Tactics

- Bid Adjust by Geo** — Start out by bidding higher for users who are closer to the advertiser's dealership locations. After launch, monitor campaign performance to continue to adjust bidding by geo location.
- Customize Creative by Geo** — Create and activate custom creative based on a user's driving distance, such as "dealership within 2 miles" messaging. Additionally, these consumers are more likely to drive a short distance, so bid higher on them.
- Customize Creative by Competitor** - Create and activate custom creative for users who are currently at or near a competitor's location.

Recommended Targeting Parameters

TARGET USERS	SUGGESTED RADIUS
Users currently in a small location (such as a gas station)	50 meters (55 yds)
Users within walking distance of a location	1600 meters (1 mile)
Users within driving distance of a location	7000-13000 meters (4.3-8 miles)






# PROSPECTING WITH MOBILE | DIRECT RESPONSE



Using Cross-Device Data

## What You'll Need

### INVENTORY TYPE

-  Mobile App
-  Display
-  Video

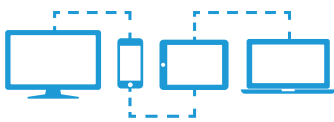
### AUDIENCE TARGETING

-  Audience/Behavioral
-  Cross-Device Targeting

### ADDITIONAL TARGETING

-  Contextual

### ATTRIBUTION



Cross-Device Attribution

### SCENARIO

An advertiser is looking to drive conversions for its subscription-based service. Users can subscribe (convert) via the advertiser's website. However, the advertiser does not have a mobile app where users can convert.

The advertiser has successfully executed desktop and mobile web campaigns in the past and is now looking for new ways to engage previously unreached audiences. Your challenge is to build a strategy where you add mobile app inventory to increase scale and attribute website conversions driven by app inventory.

### STRATEGY

Find new audiences at scale by adding the Mobile In-App ad environment to your campaign. Right away, you'll notice that there can be attribution hurdles when driving web conversions from mobile app inventory. But it's no problem — just activate cross-device attribution at no cost to capture web conversions driven by mobile app ads.

Activate behavioral and contextual targeting to zero in on previously undiscovered audiences. Then, maximize scale and increase your chances of finding new audiences by enabling cross-device targeting and leveraging both video and display creative assets.

### DIRECTIONS

- **Get Ready** — By turning on In-App in the Ad Group view to reach audiences in a new environment
- **Prioritize Audiences** — By enabling cross-device attribution to record both view-through and click-through conversions driven by mobile app ads. The Trade Desk offers cross-device attribution at no cost, so don't hesitate to activate it across all four cross-device partners.
- **Retarget High-Intent Audiences at Scale** — By using cross-device targeting to find users who visited the advertiser's web site across desktop web, mobile web, and mobile app environments. This can double your retargeting audience!
- **Find New Audiences in New Places** — By using the same tactics that you would use for a desktop campaign to select the Data Elements and apps that you would like to target. For behavioral targeting, turn on AudiencePredictor™ to get a better idea of what behavioral traits might perform for your mobile app audiences. For contextual targeting, exclude apps that have irrelevant content.

# 2.6X

Average increase in audience size when cross-device targeting is enabled.

Source: The Trade Desk | December 2015

## CASE STUDY | Cross-Device Attribution & Targeting

International hotel chain activates cross-device targeting and attribution to:

1. Increase retargeting audience
2. Capture additional online booking conversions

### The Results

- 20% increase in online booking conversions
- 6:1 average ROI for each of the four cross-device vendors enabled, respectively
- Yield a 39:1 ROI on cross-device data cost

Source: The Trade Desk | May 2016





# RETARGETING WITH MOBILE | APP RETARGETING

## Using Mobile App Retargeting

### What You'll Need

#### INVENTORY TYPE



Mobile App



Display



Video

#### AUDIENCE TARGETING



Retargeting



Cross-Device Targeting

#### ATTRIBUTION



In-App Targeting



Cross-Device Attribution

#### SCENARIO

A mobile app advertiser is looking to immediately retarget users who have downloaded its app so the users begin purchasing the advertiser's app services. The advertiser has shared with you that it loses 50% of its Daily Active Users (DAUs) three days post-install. This is a common challenge for mobile app companies, and the steep drop-off rate makes the immediate retargeting of users who installed the app a top priority. Your challenge is to build a scalable retargeting strategy that engages users who have just recently installed the app.

#### STRATEGY

Configure your event trackers with The Trade Desk's In-App Tracking functionality to start collecting data from the advertiser's mobile app. Next, leverage Mobile App, Mobile Web, and Desktop Web environments to increase your chances in finding your post-install audiences. Activate both cross-device attribution and cross-device targeting to retarget users across devices and capture app conversions driven by web-based inventory. Additionally, you can increase your chances of finding the audience by using both display and video creative.

#### DIRECTIONS

- **Get Ready** — By turning on In-App, Mobile Web, and Desktop Web ad environments on the Ad Group view
- **Collect and Segment Data** — By using The Trade Desk's In-App Tracking functionality to configure your different retargeting segments. Build a retargeting audience segment for users who recently installed and separate segment for users who added in their credit card information, but haven't made a purchase yet.
- **Prioritize Retargeting Audiences** — By configuring your Recency Scheduling to bid more for users who just installed the app and less for users who installed the app a week ago. This enables you to spend more money on the users who are most likely to convert, prioritized by time after action.
- **Prioritize Inventory** — By starting your campaign with a budget focus on high-scale, low-cost inventory, such as desktop web display, to maximize efficiency.

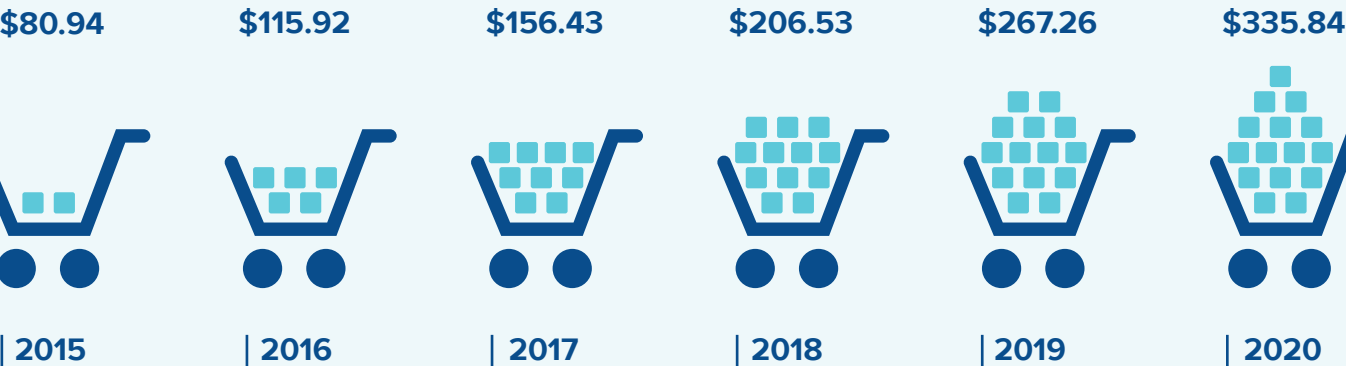


Source: Android Authority, March 2016 | Andrew Chen & Quetra 2016

### In-app purchasing is set to explode. Especially for retail.

US Retail Mcommerce Sales, 2015-2020, Billions.

#### RETAIL MCOMMERCE SALES (billions)



Source: eMarketer | Sep 2015





## OUR MOBILE PARTNERS

### DATA

#### 3RD PARTY DATA PARTNERS

Acxiom  
ALC  
Amerilink (KBM Zipline)  
Beintoo/Cuebiq  
BlueKai  
Cardlytics  
Connexity  
Dataline  
Datalogix  
DataXpand  
Dun & Bradstreet  
Evite  
Experian  
Factual  
I-Behavior (KBM Zipline)  
Kantar Shopcom (KBM Zipline)  
KruX

Lotame  
Neustar  
Nielsen Catalina  
NinthDecimal  
PushSpring  
The ADEX  
V12 Group  
VisualDNA

#### HYPER-LOCAL TARGETING PARTNERS

AdSquare  
Factual

#### CROSS-DEVICE PARTNERS

Adbrain  
Crosswise  
Drawbridge  
Tapad

### INVENTORY

#### IN-APP DISPLAY

AerServ  
Centro  
Google AdX  
Index Exchange  
InMobi  
Kargo  
LiveRail  
Millennial Media  
MoPub  
OpenX  
Opera Mediaworks  
PubMatic  
Rubicon  
RhythmOne  
SpotX

#### IN-APP VIDEO

AdapTV  
Adconductor  
Ambient  
Beanstock  
Bidswitch  
BrightRoll  
Centro  
ContextWeb  
Gamutmedia  
Liverail  
ShareThrough  
Smartadserver  
Stickyads  
Tremor  
xAd



PLAN YOUR RECIPE

Ingredients

Steps

Dates

Notes







 theTradeDesk®