

Quarterly Insights into Mobile Audience Targeting

4INFO Research Group, September 2011

In this edition, we explore mobile audience targeting in automotive advertising. Sign up for future mobile consumer research updates at <http://www.4info.com/mobile-research/> or email insights@4info.com.

Using Mobile to Target the *Right* Automotive Consumers

Overview

How do automakers find the right consumer segments for web and mobile campaigns? Target audiences for automakers can be defined in a variety of ways, such as brand affinity (Dodge), segment affinity (economy), car type (mini-van), vehicle budget, new vs. used, geographic, psychographic, and demographic parameters. In order to reach the most precise audience, an automaker should target advertising based on multiple audience parameters simultaneously.

Polk (www.polk.com) is the established industry leader for automotive purchase behavior. Polk maintains nearly 60 billion rows of data representing specific vehicle-related transactions, as well as thousands of unique data elements about vehicles and vehicle owners – from repair history to brand loyalty ratings. Each year, Polk analyzes more than 600 million records to determine changes in vehicle ownership – maintaining their leadership as the auto industry standard for automotive audience segmentation.

Overcoming the “Identification Gap” in Mobile

To date, Polk’s sophisticated segment targeting has not been possible in mobile. Mobile advertising networks do not have the capability to match offline and web segments to mobile devices for targeting purposes. Unlike the online advertising industry, cookies behave differently inside of the mobile web browsers, and are not available or accessible on applications. Technical and privacy constraints also limit mobile advertising networks from getting access to mobile device identifiers, creating an Identification Gap that has made large scale real audience targeting on mobile impossible.

That has changed. AdHaven, the mobile advertising platform from 4INFO, is the only mobile advertising platform to allow audience targeting. AdHaven closes the Identification Gap by bringing a proprietary network of 90,000,000 unique mobile devices to the equation. 4INFO has partnered with Polk, Datalogix, and other sources to match traditional wired web, mobile, and offline consumer profiles. This enables advertisers to engage in true audience targeting with strong privacy protection for consumer built-in. These 360-degree mobile campaigns, reach consumers in all mobile channels (mobile web, mobile apps, video, and SMS).

Beware of Mobile Ad Networks that Only Offer Contextual Targeting or Run-of-Network

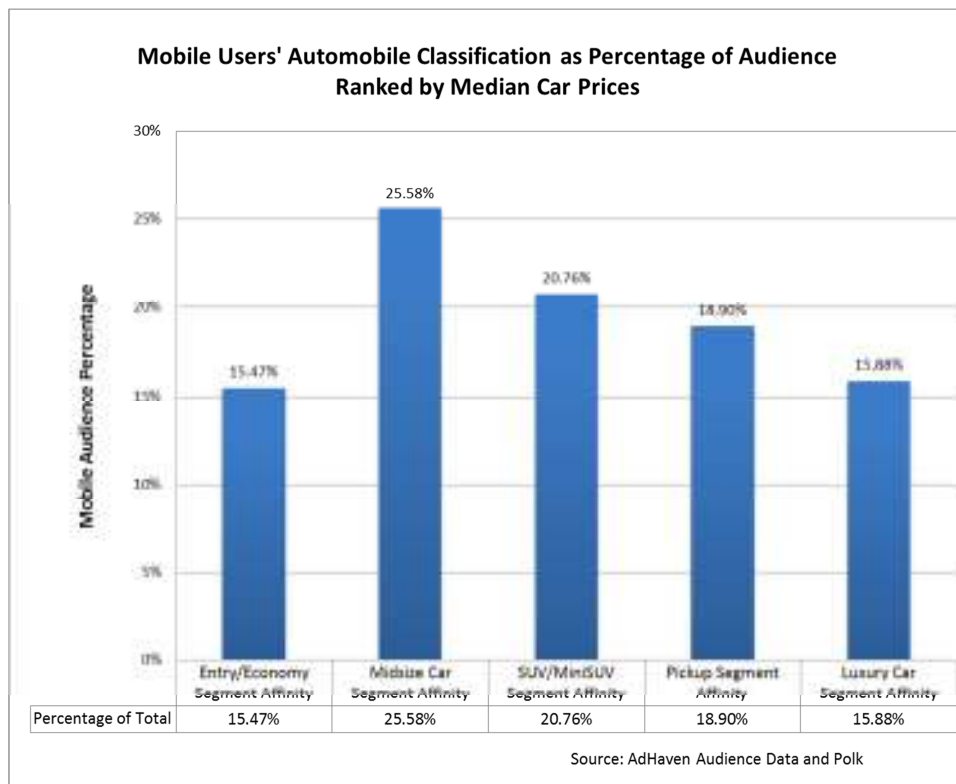
Some mobile ad networks will attempt to dress up less powerful contextual targeting segments by making them *sound like* audiences, such as “automotive enthusiasts” or “active drivers.” Due to the Identification Gap, these mobile ad networks cannot target real mobile audiences. AdHaven, with a proprietary network of more than 90,000,000 unique mobile phones, can offer real audience targeting at a large scale.

Examining the Mobile Audience – Automotive

In correlating the AdHaven mobile audience with Polk data, patterns begin to emerge around mobile audience engagement and interaction with online and offline goods and services related to automotive affinities and purchase intent.

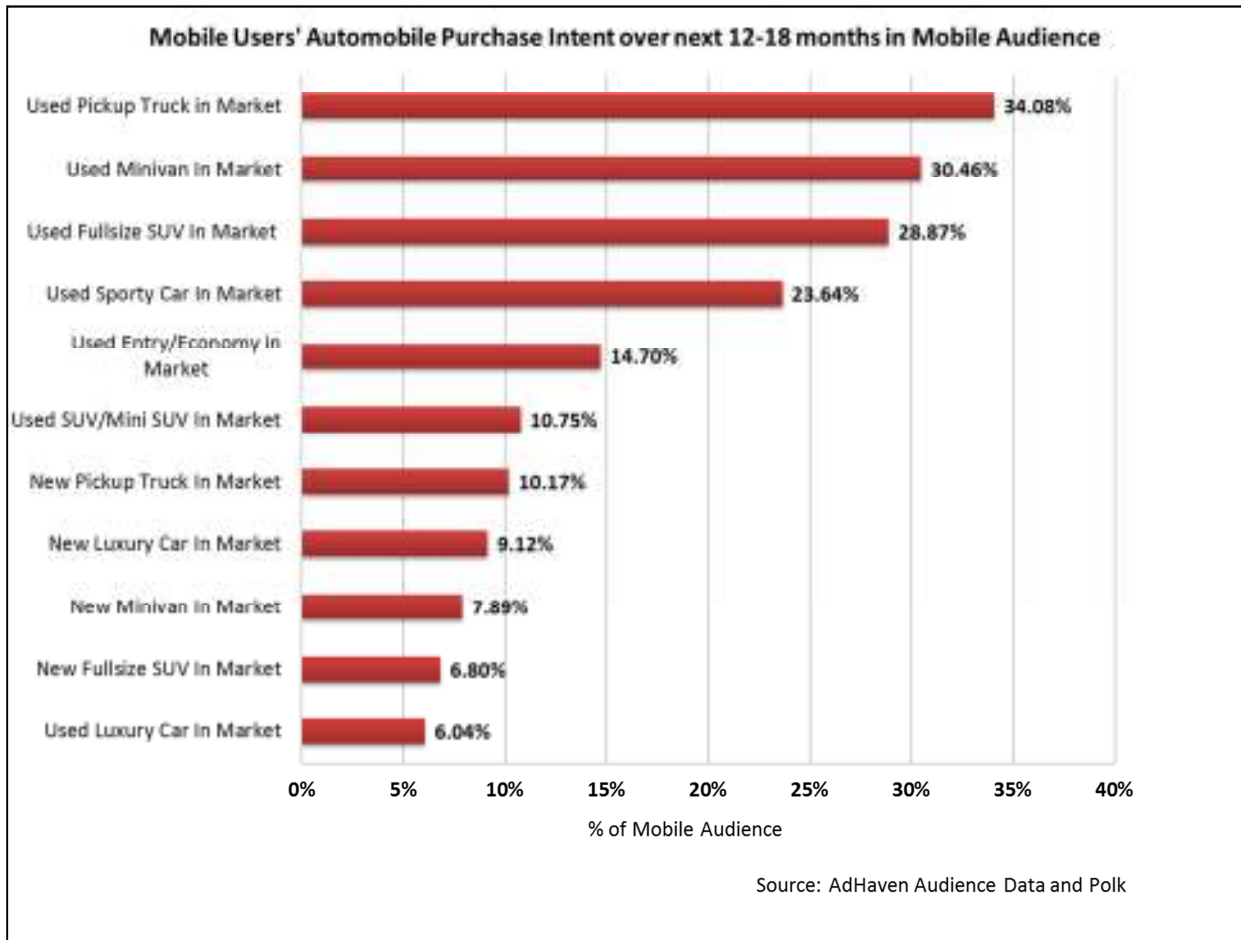
1. Mobile Audiences are Representative of Automotive Consumers as a Whole

Treating the automotive industry as a whole, rather than on an individual brand level, mobile users who correlate to Polk data fall into a classic bell curve in terms of affinity by automotive price classification. The majority of users fall into the center of the cost bell curve, preferring to spend their money on “practical cars” for their lifestyle and status. This actually mirrors the preferences of the national audience.



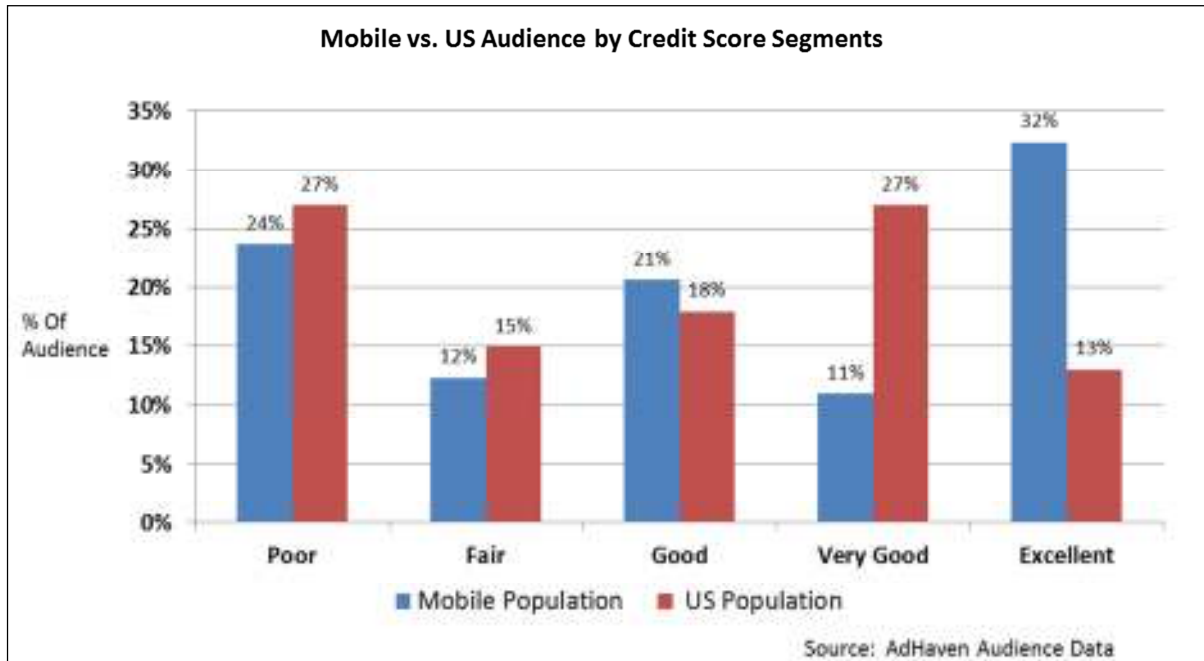
2. AdHaven Breaks Mobile Audiences into Actionable Segments

Practicality in the mobile audience extends to purchase intent for the user’s next vehicle. Preference for pre-owned vehicles displaces new auto purchases over the next year to year-and-a-half window. In addition, mobile users remain true to their current vehicle choices, with used trucks, minivans and SUVs topping the list. In other words, the mobile audience is leaning towards purchase of pre-owned vehicles, and they most typically buy a car that is similar to their current vehicle.



3. Mobile Users are More Credit-Worthy than the General Population

Data correlation with non-Polk sources reveal the relative strength of the credit history of the mobile audiences, compared to the US population at large. Possibly due to the requirements for purchasing or leasing smartphones, mobile users tend towards a higher credit score (and credit awareness) than the US average, and are therefore more qualified for an automotive purchase.



Conclusion

The automotive industry can now reach a desirable mobile audience in a precise and powerful manner. The mobile audience is representative of the national audience in car type preferences, but can be targeted in addressable mobile audience segments similar to what can be done online. In addition, the mobile audience is more likely to have a credit state fit to qualify for financing on new or pre-owned vehicles. This makes the mobile audience a desirable target for automotive brand advertisers.

Through AdHaven’s mobile audience targeting capability, automotive advertisers can target segments directly, instead of relying on run-of-network mobile campaigns, or contextually targeted “automotive enthusiast” campaigns. With AdHaven’s help, brands can finally close the mobile Identification Gap, targeting specific audience segments in the mobile environment with the same precision that marketers demand on the web.

About AdHaven by 4INFO

AdHaven is the first and only mobile advertising platform to offer audience targeting at a large scale. AdHaven enables marketers to target thousands of specific audience segments in integrated 360-degree mobile campaigns across the mobile web, mobile apps, and SMS. Mobile advertising has been hampered by an Identification Gap that prevents other mobile ad networks from offering anything beyond contextual targeting on mobile devices. AdHaven pairs a proprietary network of more than 90,000,000 identifiable mobile devices with third-party data partnerships, delivering targeted audiences at scale for the world's top agencies and brands. 4INFO also offers a SMS publishing platform and related consumer services. 4INFO is headquartered in San Mateo, CA with offices in Boston, MA, Los Angeles, CA and New York, NY. For more visit <http://www.4info.com>

For more information on AdHaven, please see:

- [Hartz Case Study: Targeting Pet Product Buyers](#)
- [Nielsen Catalina Solutions and 4INFO Form Alliance to Launch First-of-its-Kind Mobile Advertising Measurement Services](#)
- [4INFO and Datalogix Partner to Deliver Purchase-Based Mobile Audiences to Brand Advertisers](#)

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