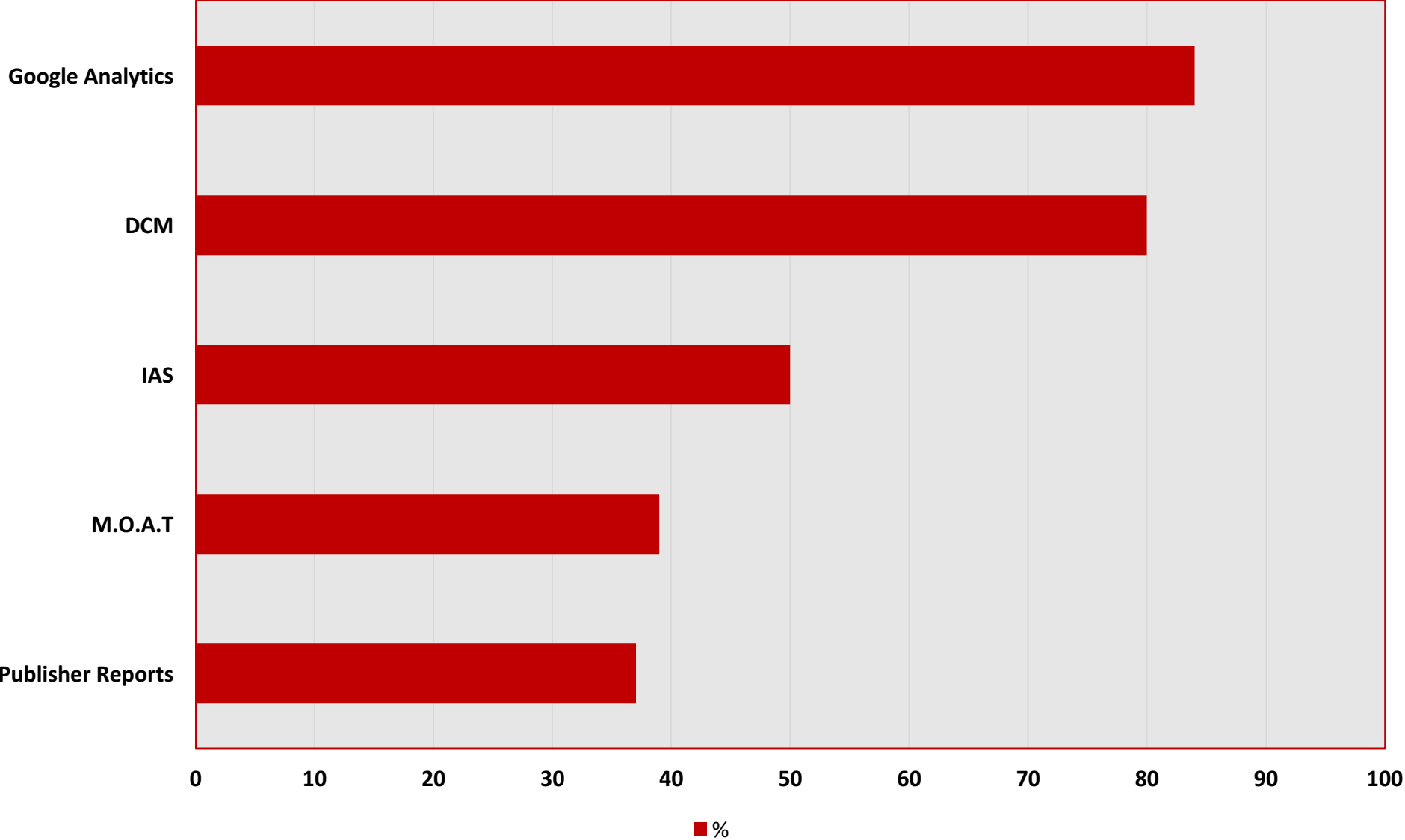




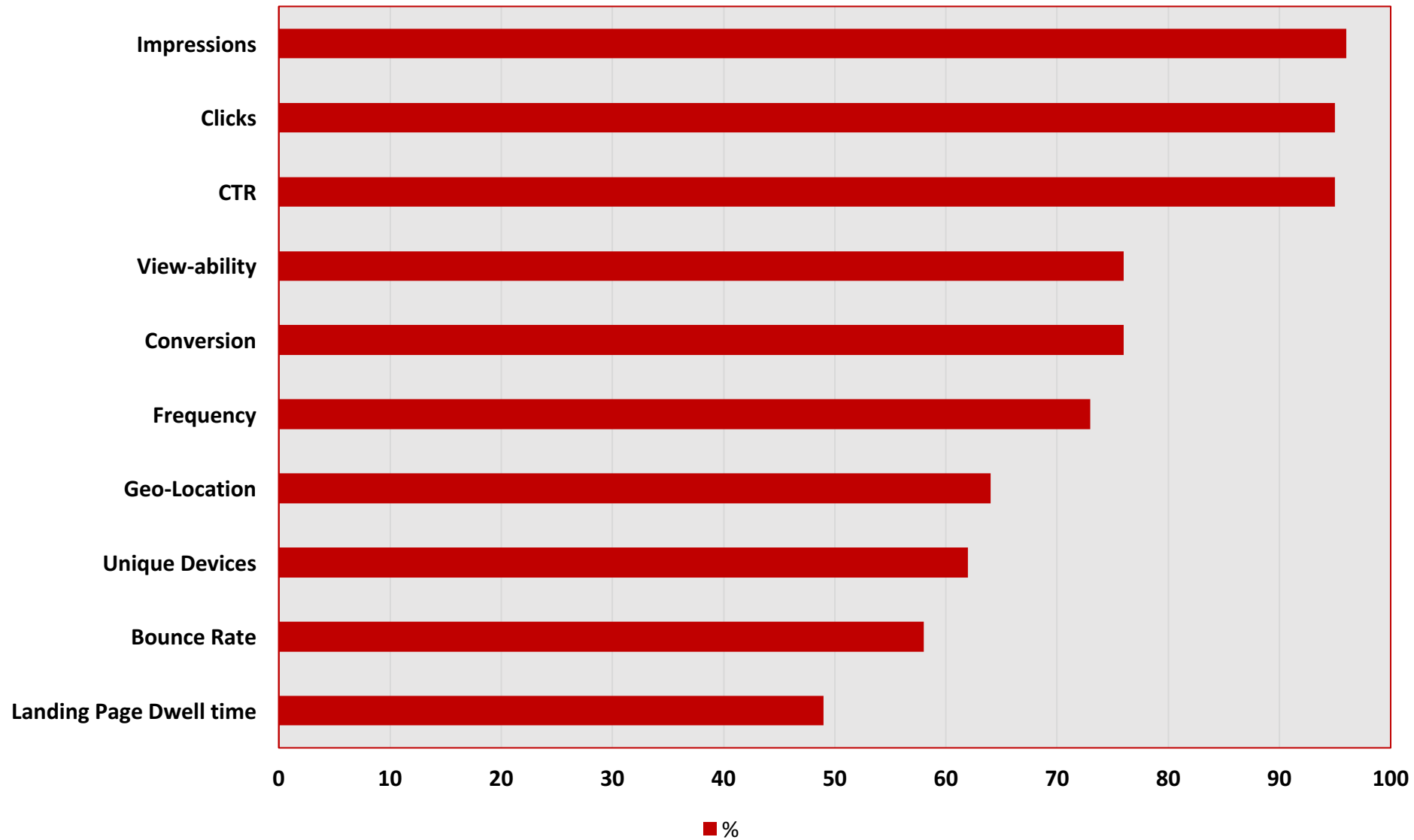
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T.M.A. Panel Discussion Nov 13th 2018

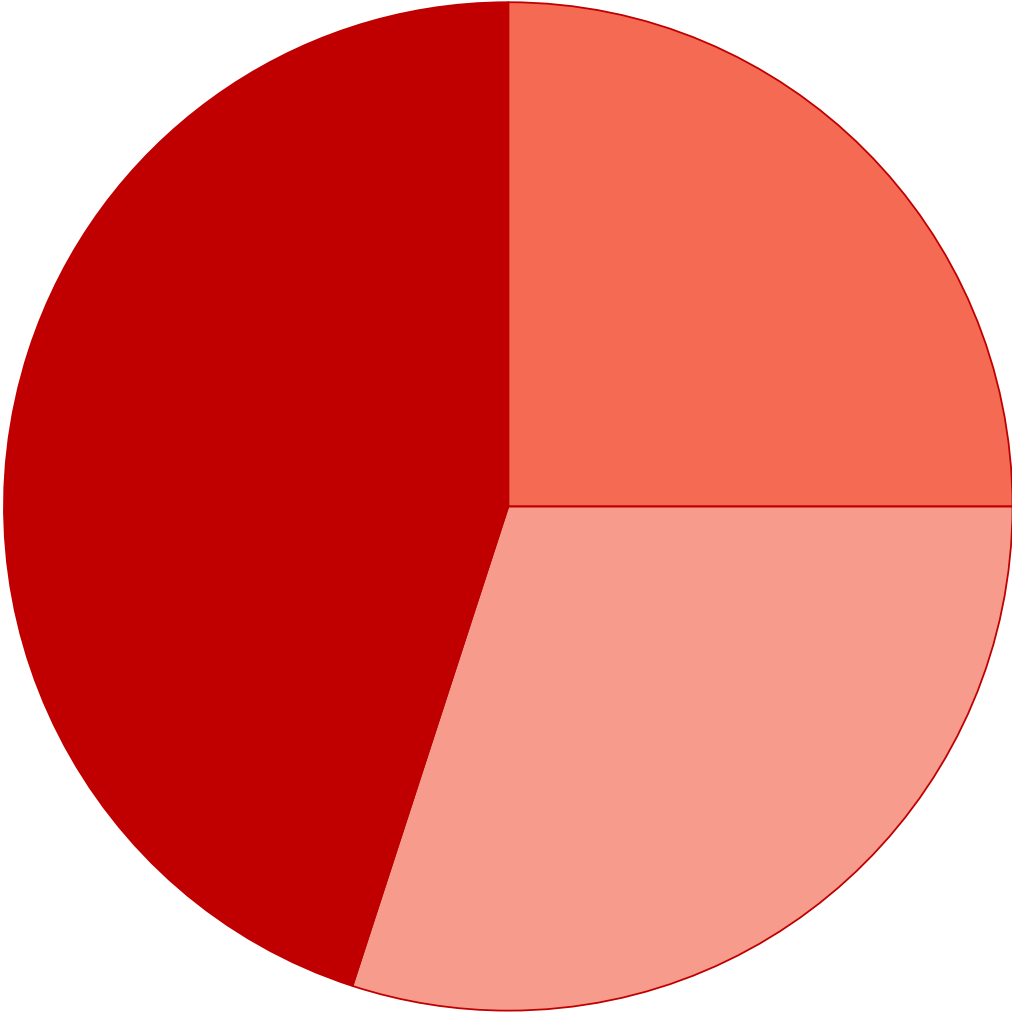
Top 5 Mobile T.M.A tools used in the last 6 months



Top 10 Mobile metrics measured for campaigns in the last 6 months



Uncertainty around the effectiveness of current tools



■ Yes ■ No ■ Uncertain

Self Assessed Average Rating 5.28 out of 10

“We're only using one platform to measure conversions across all devices (DCM) so have yet to add in another vendor to validate our data. However, I do believe that a significant amount of conversions on desktop would derive from mobile in one way or another. In saying this, mobile is an integral part of performance campaigns and should be included in all media plans, however, I'd like to do more test and analysis with those other tools to prove that mobile does attribute towards conversions.”

“We need a platform that consolidates desktop and mobile conversions and reach by placement. We used to use Atlas but this has been sun-setted we can only look at campaign level. Also it would be good to get through wall gardens (i.e. facebook) and gather richer footfall attribution.”

“Some cross-device conversions are available via doubleclick, but require the user to be logged into a Google account, which is a barrier to tracking everyone.”

“Need to ensure that device ID matches up to desktop. "Finger-printing" is the best solution for now but is not 100% accurate.”

“Alot of our mobile activity needs to drive offline conversions such as phone calls. At present we have to make a lot of assumptions as to what part of our media (digital or other ATL) is driving this offline activity.”

Contributors

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