



How to Win Attention from Mobile Consumers

Moment Marketing Science Best Practices
for Shopper Marketers

There's so much that's exciting about modern marketing today, but it doesn't come without challenges. Consumer behavior is increasingly fragmented and continues to evolve, with more day-to-day activities shifting to mobile. And while the always-on consumer opens more opportunities for brands to connect, there isn't a one-size-fits-most path to influence. That means that driving consumer awareness, foot traffic and sales requires insight and agility like never before.

Fortunately, the strategies and technology to address modern shopper challenges are available. This document offers a concise overview of moment marketing science and explains how you can use this new approach to more effectively win the attention of mobile consumers.



Consumers experience 200 mobile moments each day.

- Forrester Research



Introduction

Why moment marketing science?



We live in a moment-based world, with consumers relying on mobile devices for more and more day-to-day activities. But not every one of those moments represent a strong marketing opportunity.

To deliver effective ads—and avoid friction in the ad experience—you need to predict when and how a consumer will respond to your marketing message.

Moment marketing science makes this possible by:

- Using machine learning to uncover patterns in consumer behavior—so you no longer need to rely on broad, demo-based assumptions of your audience wants and needs.
- Introducing new data sources, like Aki's proprietary motion insights, to give you an unmatched view into a consumer's mindset and receptivity during a given moment.



1 in 4 Americans are online "constantly." - Pew Research

Today's consumers are constantly reinventing their media and shopping experiences. In a given day, they could experience any number of mindsets, with any number of goals in mind. Traditional "persona" marketing, audience segmentation and targeting fall short when it comes to addressing those nuances.

That gap can be filled by data—if the right framework is applied.

With moment marketing science, you can analyze the full set of mobile signals and consumer insights to identify the specific needs of a consumer *and* adapt as they do, from moment to moment. Instead of relying on assumptions, you can start building strategies based on granular insights.



Questions to ask:

- *What moments does your target audience experience in a given day?*
- *During which moments will they be most receptive to marketing messages?*
- *During which moments will they be most receptive to your marketing messages?*



Best Practice 1:

Replace audience assumptions with insights

Best Practice 2:

Use receptivity insights to inform the ad experience and increase efficiency.



Finding the optimal moments to engage your audience is key, but you'll also want to deliver the optimal **experience** during those moments.

For example, a consumer on-the-go may be more receptive to a “reminder” banner, while an interactive rich media creative may be more fitting for moments when they’re “leaning back.”

Aki's moment marketing science applies machine learning to a campaign, using real-time and historical insights, to get a more precise view of receptivity and better align creative accordingly.

Not only does this create **a better experience** for the consumer, it also **reduces cost** by limiting delivery of high-CPM creatives during low receptivity moments.



Questions to ask:

- *Which creative experience (ad format, messaging, call-to-action) will best align with the consumer's mindset in each given moment?*
- *Which creative experience is most likely to drive the desired impact—awareness, engagement, in-store traffic or sales?*

Just as you wouldn't target 18-24 year women in Boston on Thursday mornings near Starbucks, a too-narrow moment strategy can limit your success.

To increase your opportunity for impact and insight, target moments that are relevant to your brand in addition to more general receptive moments. By incorporating multiple creative formats in your campaign, you can align your marketing experience with those different levels of receptivity. Plus, Aki's Moment Planning Tool will help you predict the reach of your moment strategy based on historical data.



Questions to ask:

- *In addition to receptive moments, what moments are most relevant to my product?*
- *What is the reach of the moments I've included in my moment targeting strategy?*
- *What types of creative can I deliver to address different levels of receptivity and relevance?*



Best Practice 3:

**Begin with a broad approach,
then learn and optimize.**

Best Practice 4:

Tap into the full value of your moment insights.



Leading brands are using moment insights to optimize advertising, but the value doesn't stop there.

Your first moment marketing science campaign will provide you with insight into your audience's behavior patterns and ad receptivity that can be applied to future campaigns, overall marketing strategy and even product development.

This isn't just about improving the results for one mobile campaign; moment marketing science is an intelligence framework that gives you deep insight *and* a sharp advantage in this quickly-evolving landscape.



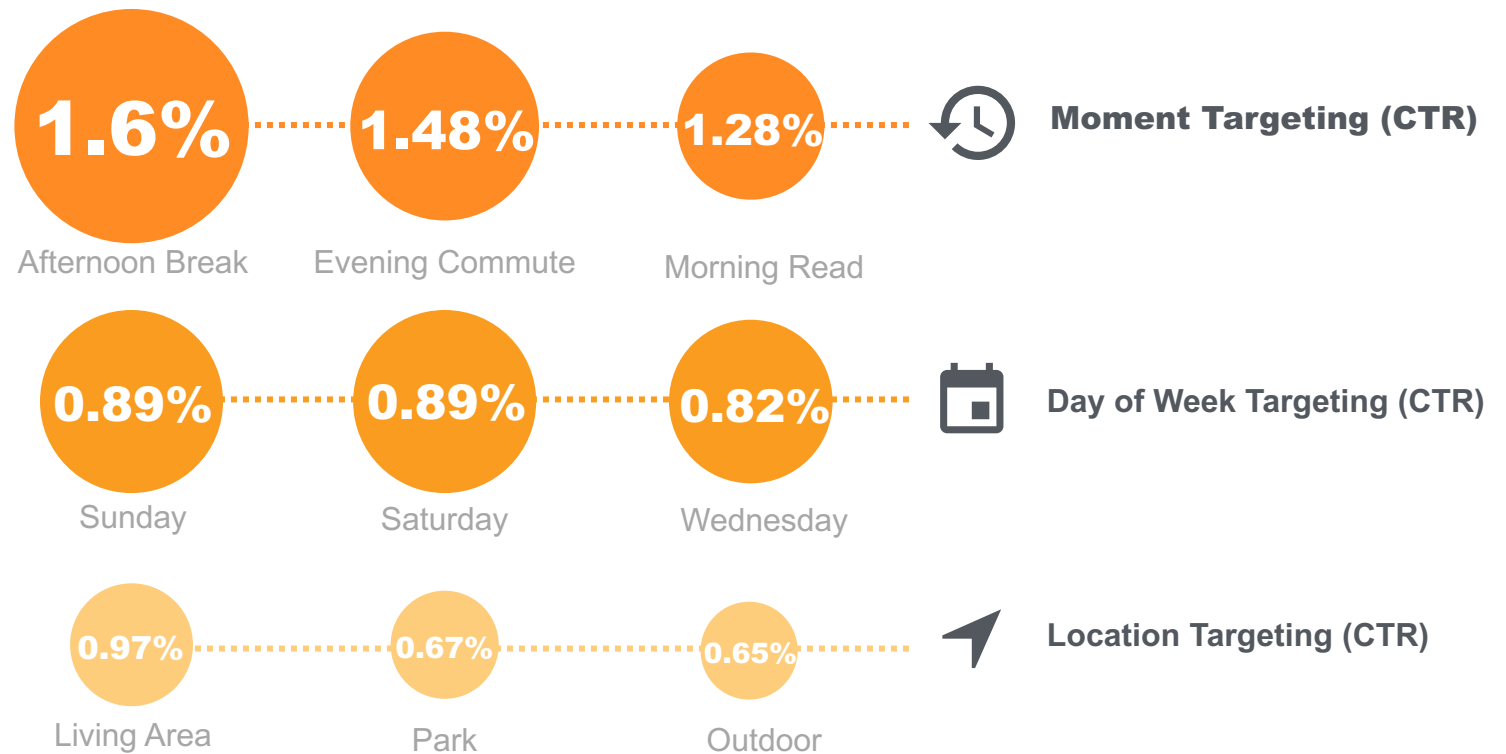
Questions to ask:

- *What insights have we uncovered on our target audience? How do they change our assumptions?*
- *How can we use these insights to inform our next mobile campaign?*
- *How can we apply these insights to other marketing initiatives and product development?*

Case Study

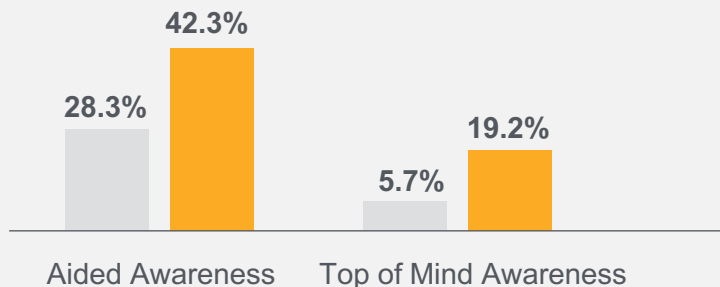
Moments compared to Traditional Segments

Moment marketing science helps brands zero in on the most valuable segments. In the campaign (CPG) results below, you can see that top moments significantly outperformed daypart and location segments.



The campaign targeted leisure moments using Aki motion (“lean back”) targeting to drive a significant lift in purchase intent.

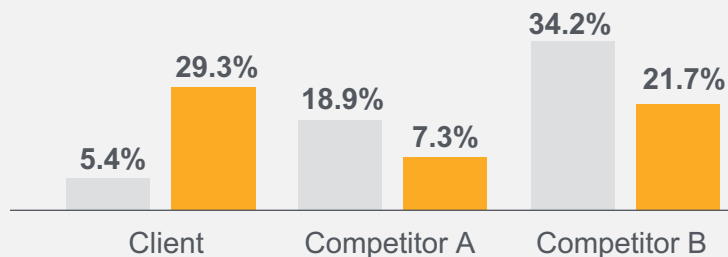
Brand Awareness



+14%

Increase in
Brand Awareness

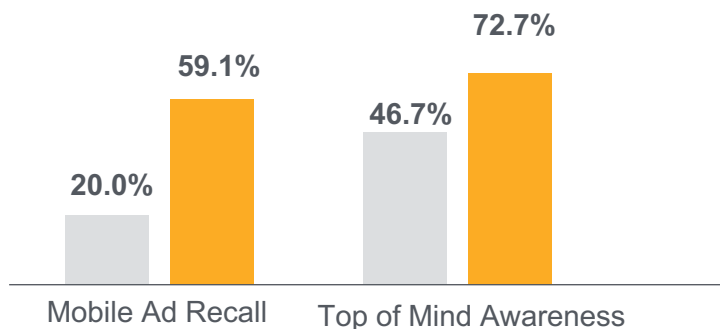
Increased Awareness vs. Competitors



+13.6%

Increase in
Awareness vs.
Competitors

Purchase Intent & Ad Recall



+26.1%

Increase in
Purchase Intent

Case Study

**Moving the
needle on
purchase
intent**

Case Study

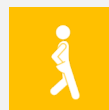
The impact of motion targeting

In this example, Aki used motion (“lean forward”) targeting to optimize creative for consumers on-the-go, driving significant foot traffic increase at a low cost per visit.

+12% Foot Traffic Conversion Rate

\$0.39 Cost Per Store Visit

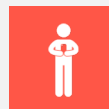
Foot Traffic Conversion Rate by Lean Forward Motion Targeting



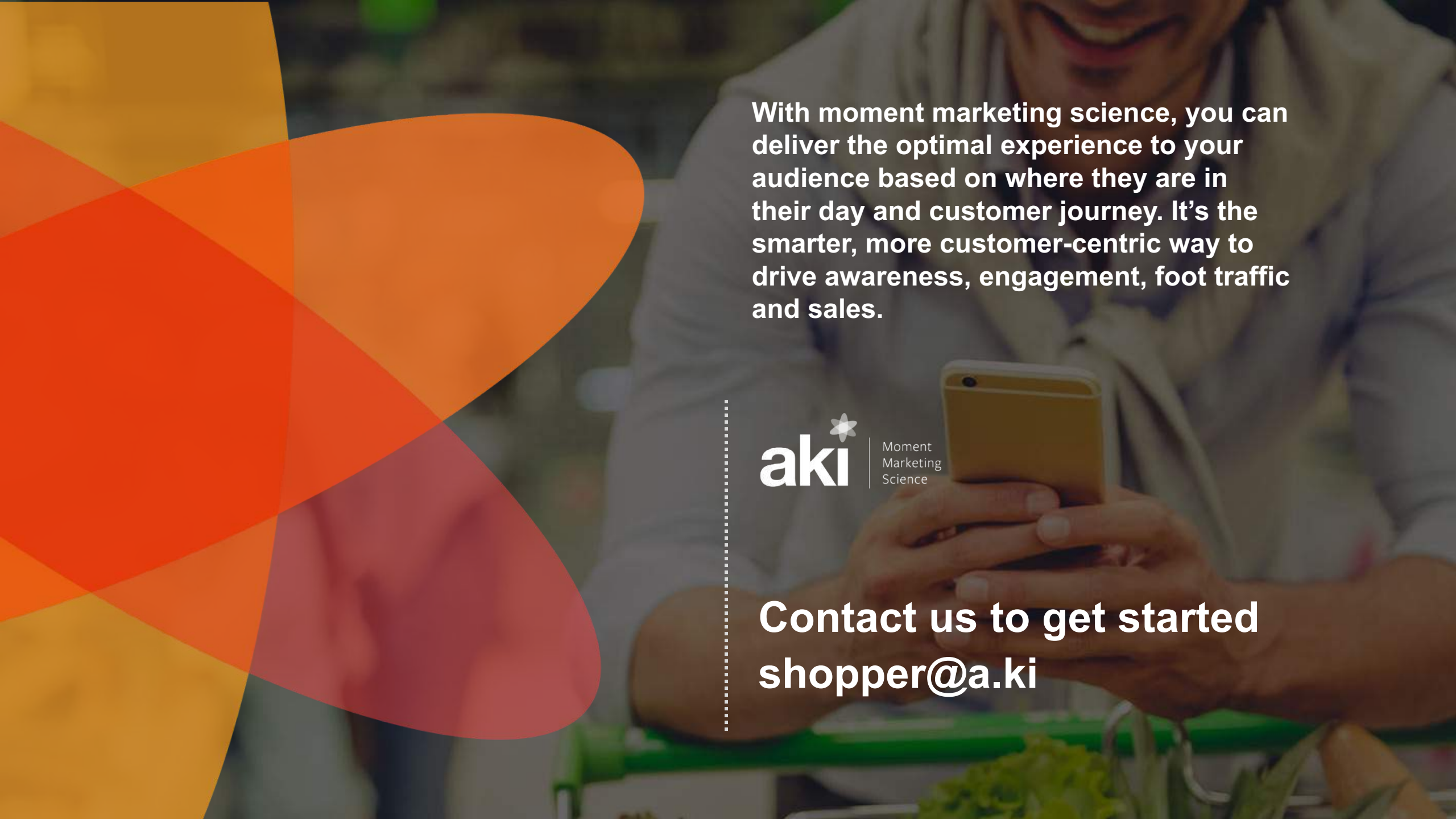
Walking **11.32%**



Car / Train **11.42%**



Standing **13.44%**



With moment marketing science, you can deliver the optimal experience to your audience based on where they are in their day and customer journey. It's the smarter, more customer-centric way to drive awareness, engagement, foot traffic and sales.



**Contact us to get started
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