

COLUMNS

Holy trinity of digital: Mobile video, data and artificial intelligence

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By A LUXURY DAILY COLUMNIST

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We live in a world of information-overload. On average, we see 362 advertising messages per day, but only 12 will make a significant impression.

With brands such as Coca-Cola, Microsoft and Ford often spending hundreds of thousands of dollars on advertising campaigns, it is vital their ads cut through the clutter and make a lasting impact on their consumers.

By harnessing the holy trinity of digital advertising, mobile video, data and artificial intelligence, brands can ensure their adverts are one of the select few that make a standout impression.

Video gaga

The first element to introduce is mobile video.

Video advertising has proven its worth time and time again offline, and it is just as effective in the digital space.

Web psychologist Liraz Margalit put it perfectly: "If you want them to fall in love, send them a video."

Video has the potential to engage with users emotionally in a way display simply cannot, which makes it the perfect vehicle for high impact branding.

With 5.9 billion smartphone devices to be in circulation by 2020, mobile advertising offers huge reach, allowing brands to easily position their advertising in front of their audience.

The power of video combined with massive scale makes mobile video advertising an extremely important component of a digital advertising campaign.

Identifying exactly who is relevant to a brand is one of the advantages of digital over traditional offline media.

Brands do not have to make sweeping assumptions about who will be seeing their advert based on the environment the ad is placed in. Instead, they can make their targeting extremely precise.

By overlaying data it is possible to target users based on their demographic, past behavior and, perhaps most interestingly, by location.

Location targeting uses longitudinal and latitudinal co-ordinates from a user's mobile device to identify their location.

This precise form of geo-location can be a particular driver of sales as it is possible to identify when users are in close proximity to a store, pushing up purchase intent and driving footfall.

AI fi

Once the campaign is in motion, it needs to be optimized to ensure that no impressions are wasted, advertisers are obtaining the best engagement rates and publishers are achieving high eCPMs.

Traditionally this would be done manually on a campaign-by-campaign basis by an ad-ops team, Monday-Friday, 9-5. This leaves large gaps over weekends and evenings when mobile activity peaks.

To truly optimize effectively brands should implement artificial intelligence (AI).

AI algorithms analyze data in real time to identify which users, environments and devices are delivering the best performance, maximizing efficiency.

Sophisticated AI engines can optimize a range of campaign KPIs such as click-through rate, VCR and engagement rate, ensuring that brands are getting the best possible value for money.

By using a combination of data and AI advertisers can ensure their ads are being precisely targeted and only shown to users who are inclined to engage with the advertising, vastly improving the user experience.

THE DIGITAL landscape is vast and complex. There are many formats and combinations that have merit and can drive effective results.

But if a brand was to only run one digital campaign per year, it will find high-impact mobile video, data-driven targeting and artificial intelligence optimization make a pretty unbeatable combination.

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