Location Verification

Rippll Case Study

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Verifying Location Audiences using Rippll

A leading Media Agency wanted to Verify the accuracy of the Location Based Audiences they buy for targeted ad campaigns.

They used the Rippll DataPool of “always-on” app users to score the accuracy of the Audiences

Brief

Find out which Location Vendors have the most accurate GeoData

Action

The Media Agency used the **Rippll Verification Dashboard** to upload several Audience Segments from their Location Vendors for comparison

Result

The agency was able to better understand the accuracy of all their Location Vendors and hence better invest their Mobile Ad Budgets for the best ROI. Furthermore they figured out that some Vendors have better data for smaller campaigns and other have more useful data for large scale campaigns, hence deepening their relationships with Vendors.

Dashboard Screenshots

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Generic POI Accuracy

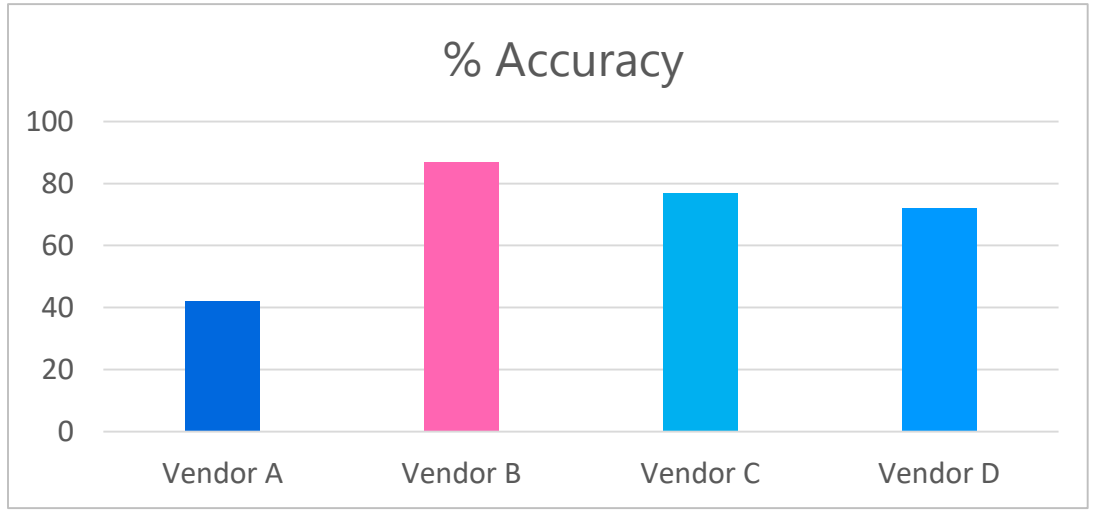
Measurement of the accuracy of Handsets that visited any one of the top 100 parks in the UK for more than 15 minutes in the last 30 days. Key learning is that the larger Audience Segments often have lowest accuracy scores.

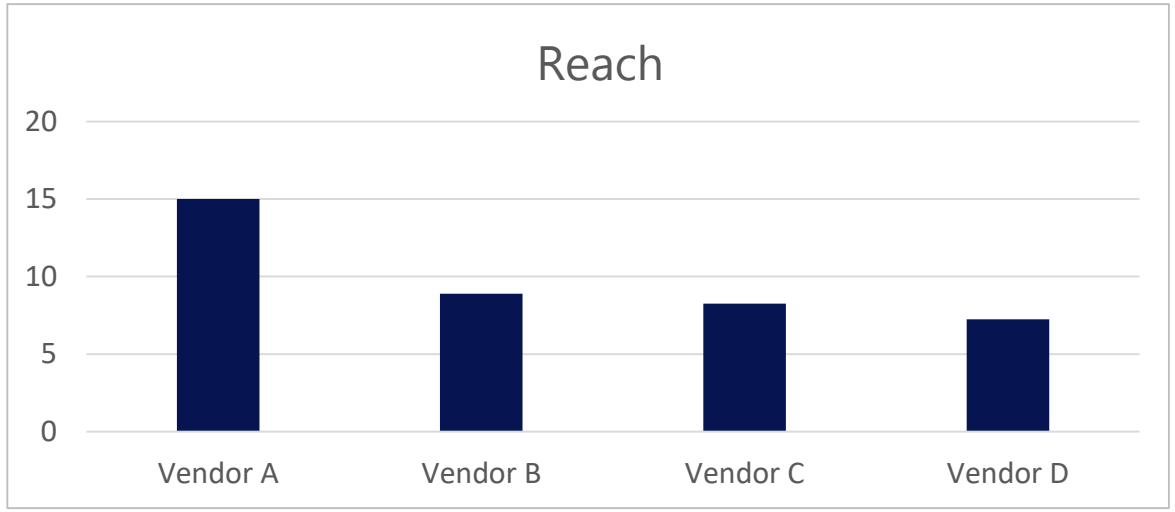
Vendor B Accuracy

▲ 87%

Vendor A Accuracy

▼ 42%





Location accuracy at POI Radius

Most vendors had lots of data that seems to be derived from Cell Tower signals which is accurate to a few hundred meters, although in city centres is *can* be accurate to less than 100m

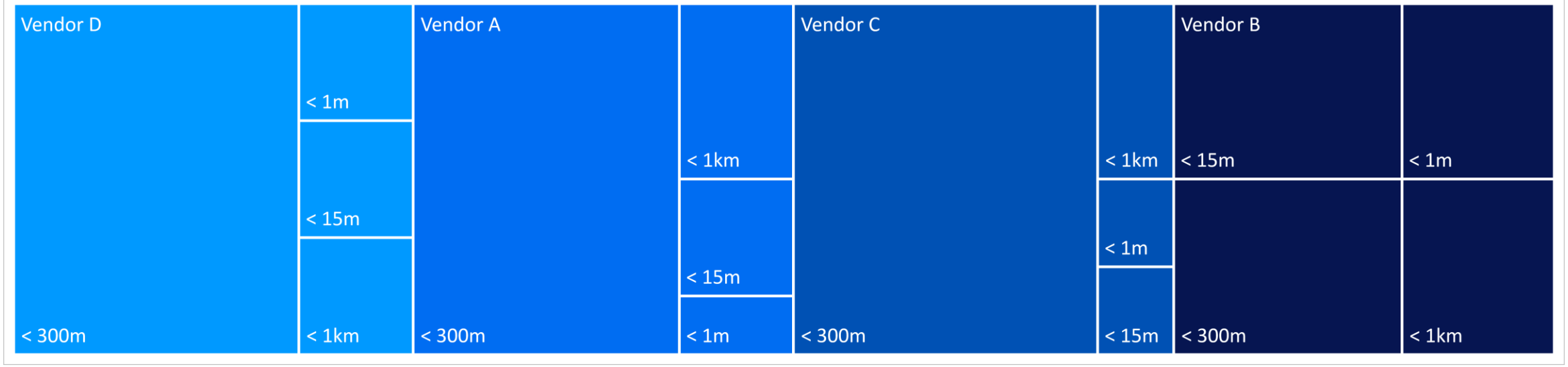
Vendor B has a lot of data that was accurate to within 15m and even 1m suggesting that they use SDK data straight from the operating system

Beacon/GPS
< 1m

Cell Tower
< 300m

Wifi
< 15m

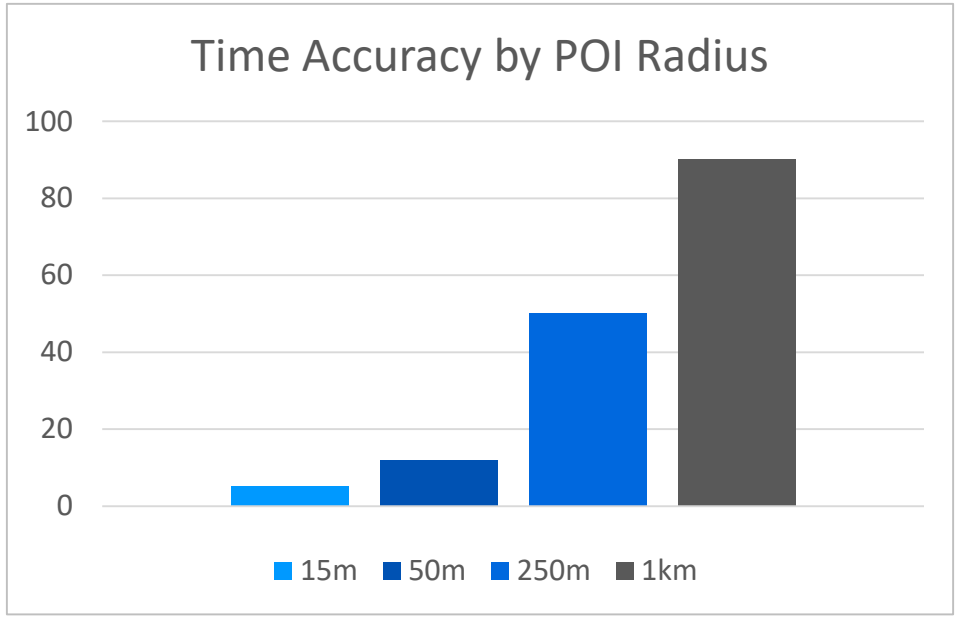
IP Address
< 1km

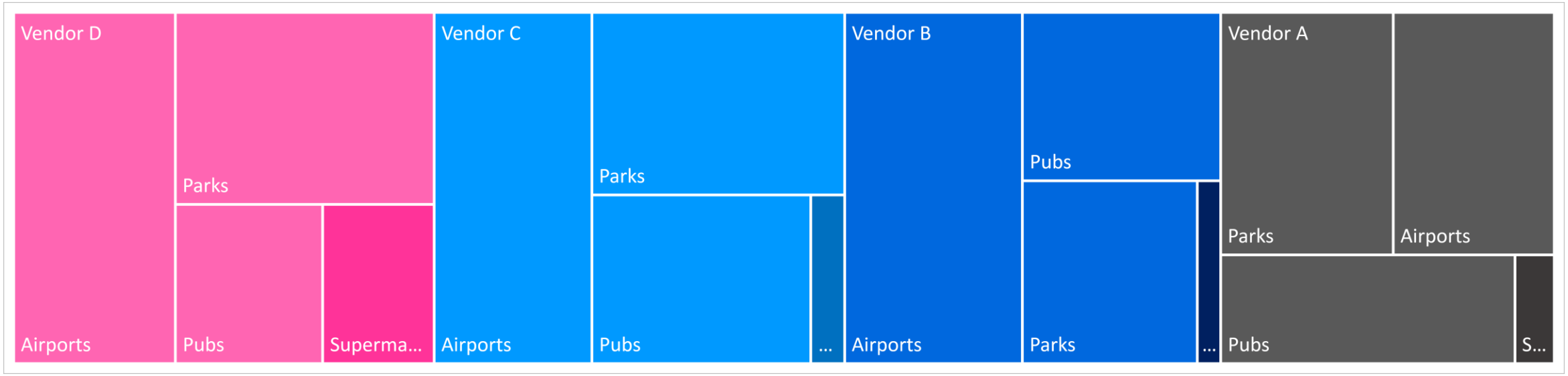


Time accuracy at POI

Measurement of the accuracy of the time spent at Airports, Parks, Supermarkets and Pubs.

Most vendors scored well for the larger POIs such as airports but struggled with supermarkets. This could relate to the use of BidStream data and hence consumers not browsing enough advertising when shopping at a supermarket for the Vendor to see them there





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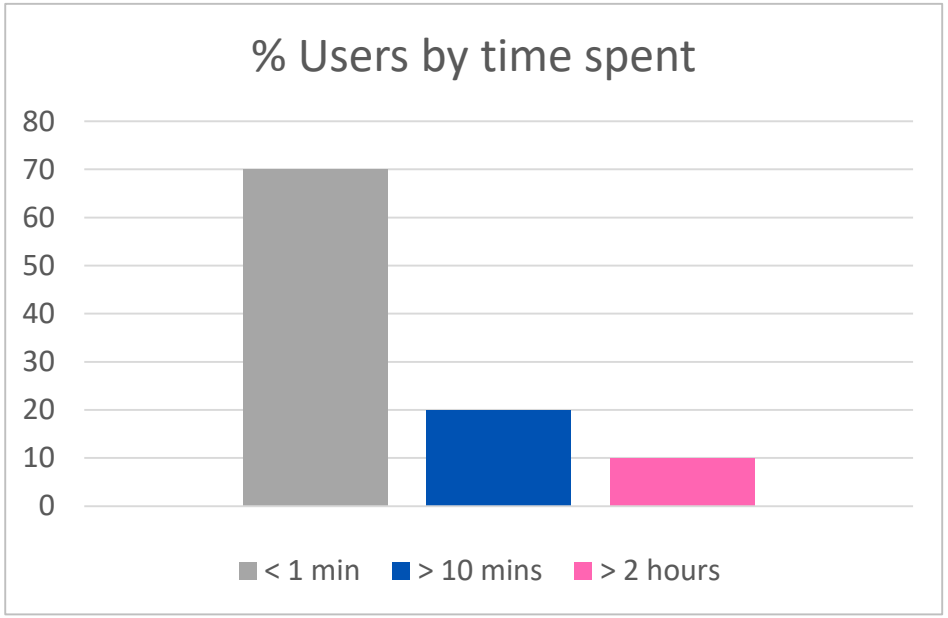
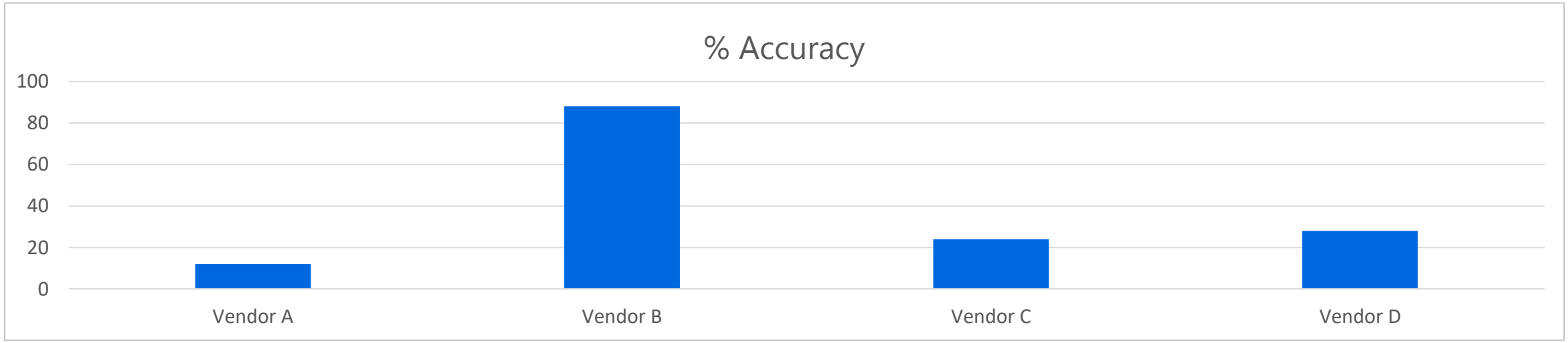
Golfers Audience

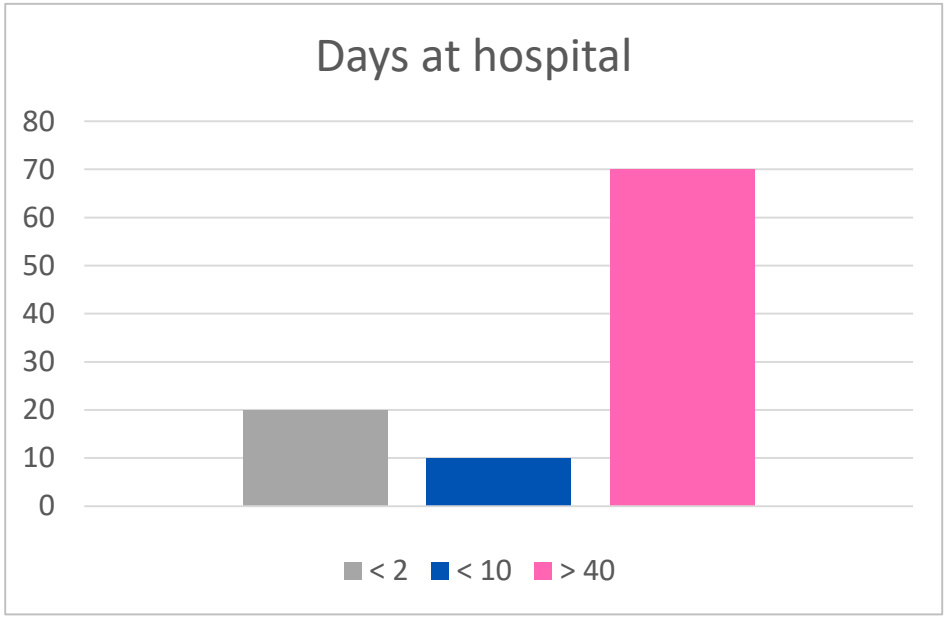
Measurement of the accuracy of Handsets that visited any one of the top 100 golf courses in the UK for more than 2 hours, twice in the last 45 days. Key learning is that the vendors with larger Segments didn't seem to differentiate between a 1 minute visit and a 3 hours visit because their data had no time span included

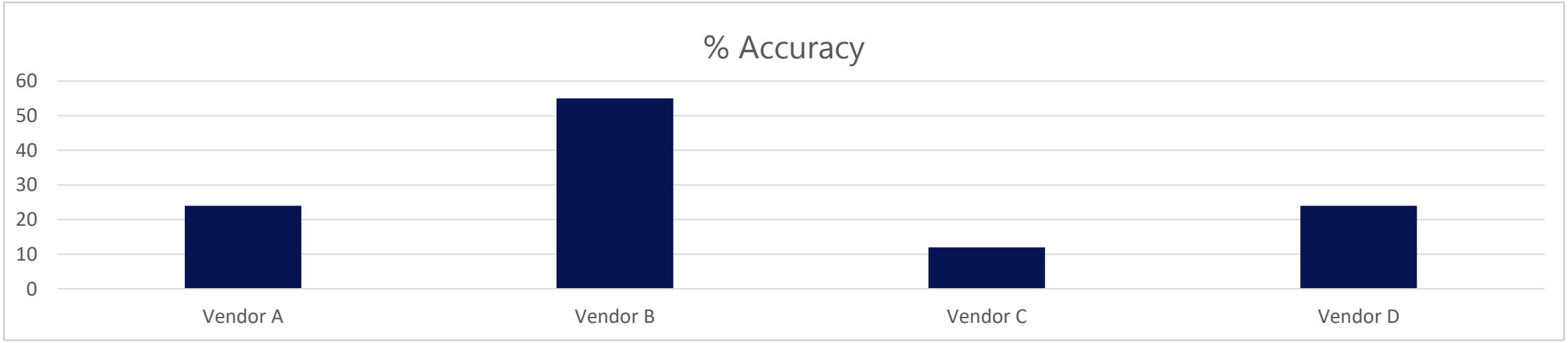




New Mum Segment

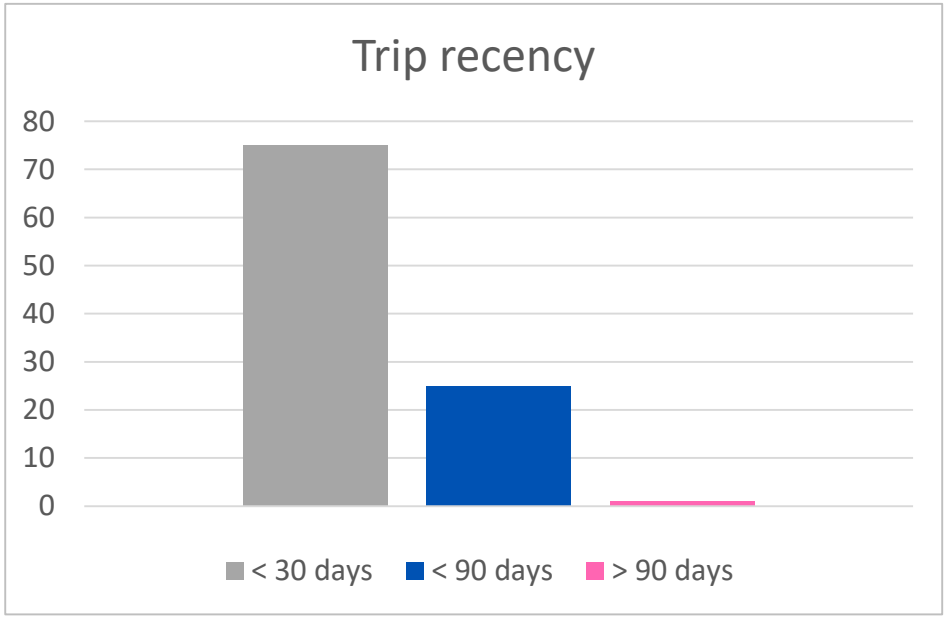
Measurement of the accuracy of Handsets that visited any babycare shop as well as any hospital in the UK for more than 2 days in the last 45 days. Key learning is that the vendors with larger Segments couldn't differentiate between a hospital visitors, patients and staff due to the sporadic timestamps on their data.

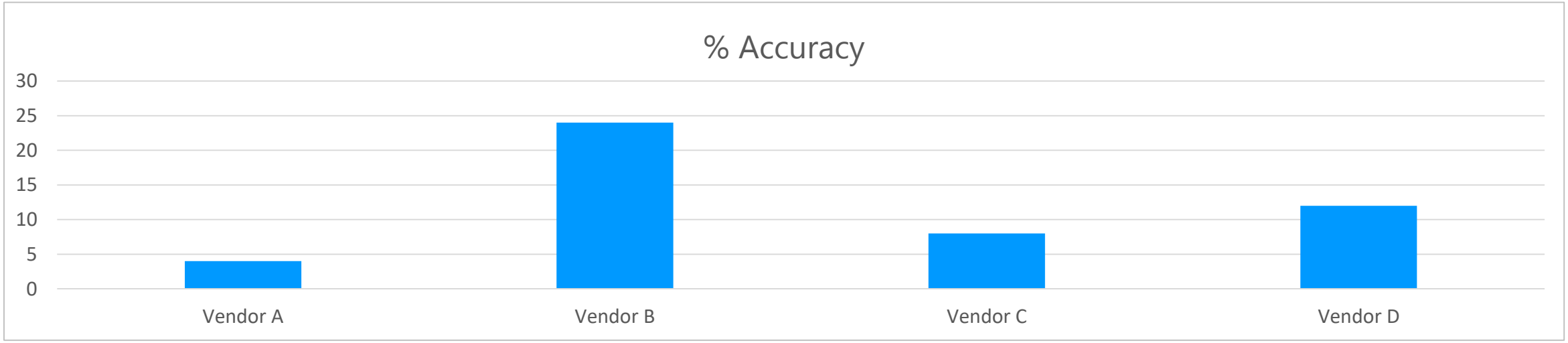




Foreign Students

Measurement of the accuracy of Handsets that visited any University on 20 separate days and flew to Asia twice the last 12 months. Key learning is that most Vendors couldn't look back long enough in their data set to catch trips abroad.

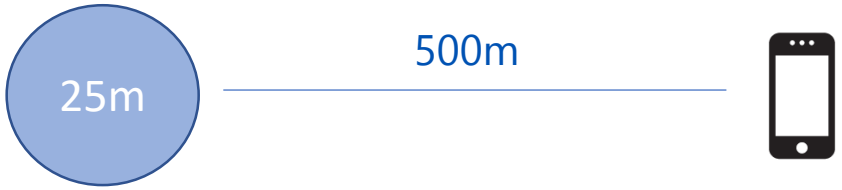




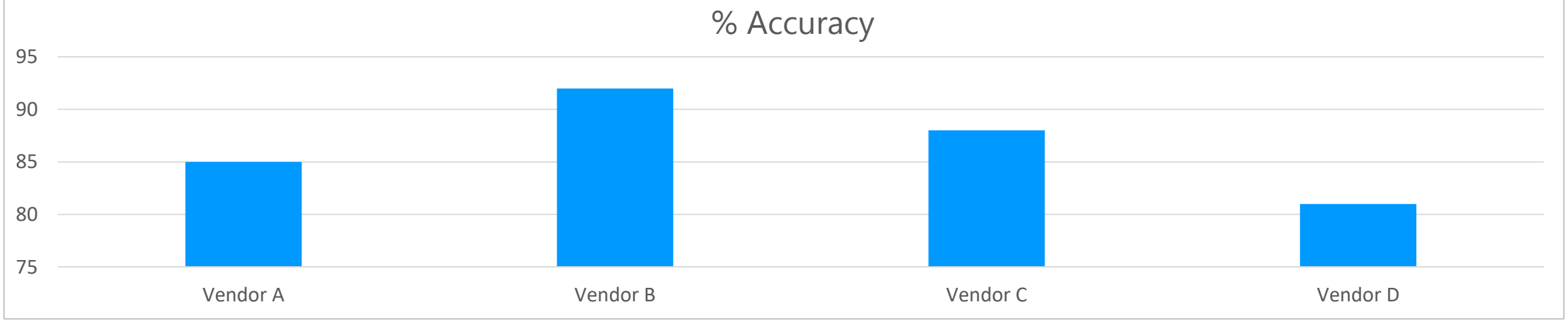
Location Delivery of Ads

Rippll measured the accuracy of the location at which “proximity” ads were served by checking that the handsets we actually close enough to the target location at the timestamp of the ad served.

Sample ‘miss’



Handset was > 500m away from 10:30 to 11:00, so couldn’t have been inside the geofence at 10:45 when the ad was served



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Location Based Marketing Intelligence

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