Beyond Location. Precise Audience.

MATTHIAS & ASSOCIATES

WHY IS LOCATION RELEVANT?

46% of all Google searches are looking for **local information.**

87% of smartphone owners use a search engine daily. And more than **90%** of mobile searchers don't look beyond the first few businesses they find.

Searches for "local" and "business(es)" have grown **80% YoY** on Google. When users search for products or services "near me," they signal instant **readiness to buy.**

Source: Google and adespresso

THE CHALLENGES

1. O2O Omni-channel Marketing

- Difficulty anticipating consumer behaviours post-Covid
- Inability to track and optimise O2O campaigns
- Increased focus on Data Privacy

2. Customer Engagement

- Disconnected Data System
- Disconnected Customer Journeys
- Lack of personalisation
- Inability to support Global Markets

THE CHALLENGES

3. Imminent risk of Ad Fraud

- Impact on campaign KPIs
- Wasted advertising budget

4. Brand Safety

- Extremist sites
- Harmful contexts
- Potential damage to consumer trust

HOW WE DO IT?

Get your location data right:

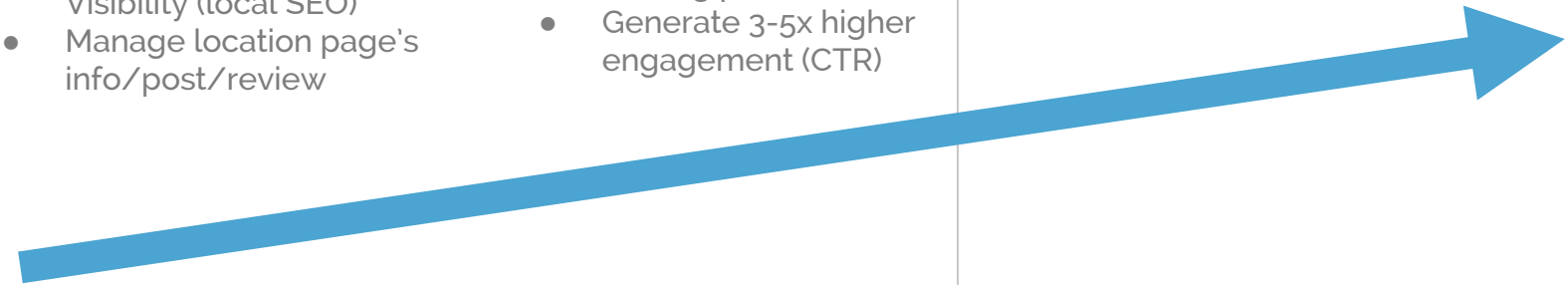
- Central location data storage
- Sync location data through APIs with relevant directories
- Improve Location Visibility (local SEO)
- Manage location page's info/post/review

Drive customers to your stores:

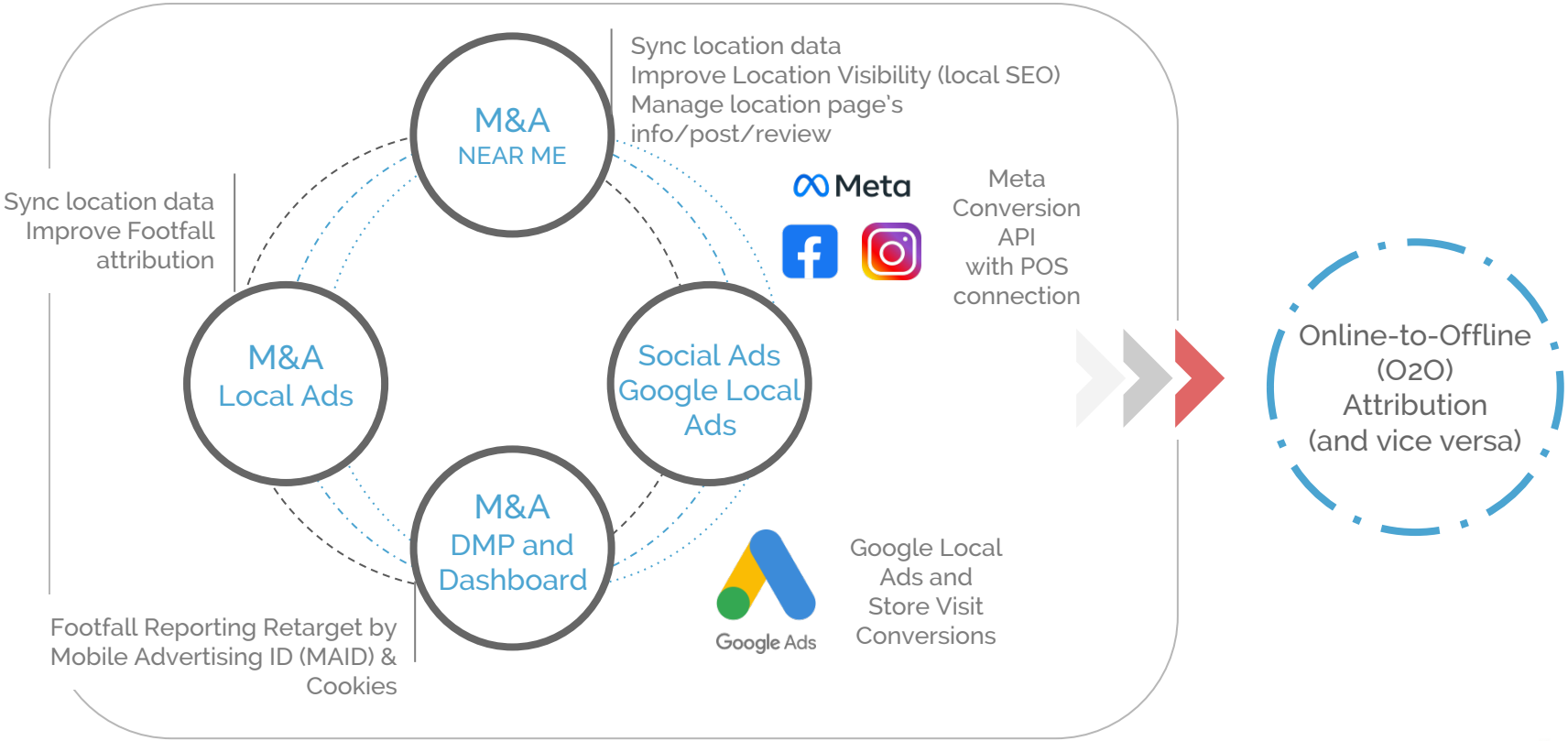
- Pinpoint real-time location and precision target mobile audiences
- Highly relevant ads which show exact distance & guide to point of sale
- Engage at key decision-making points
- Generate 3-5x higher engagement (CTR)

Measure location-driven results:

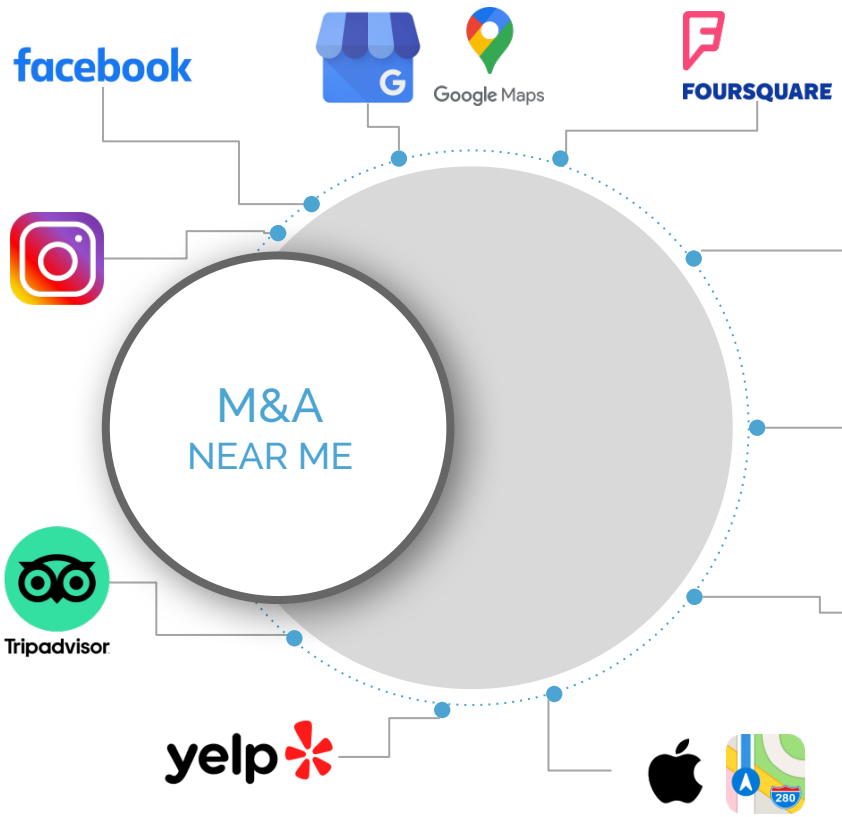
- Drive footfall
- Geo-conquest competitor locations
- Activate sales
- Build loyalty
- Develop insights
- Retarget later across devices



OUR INTEGRATED TECHNOLOGY STACK



LOCATION MANAGEMENT WITH M&A NEAR ME



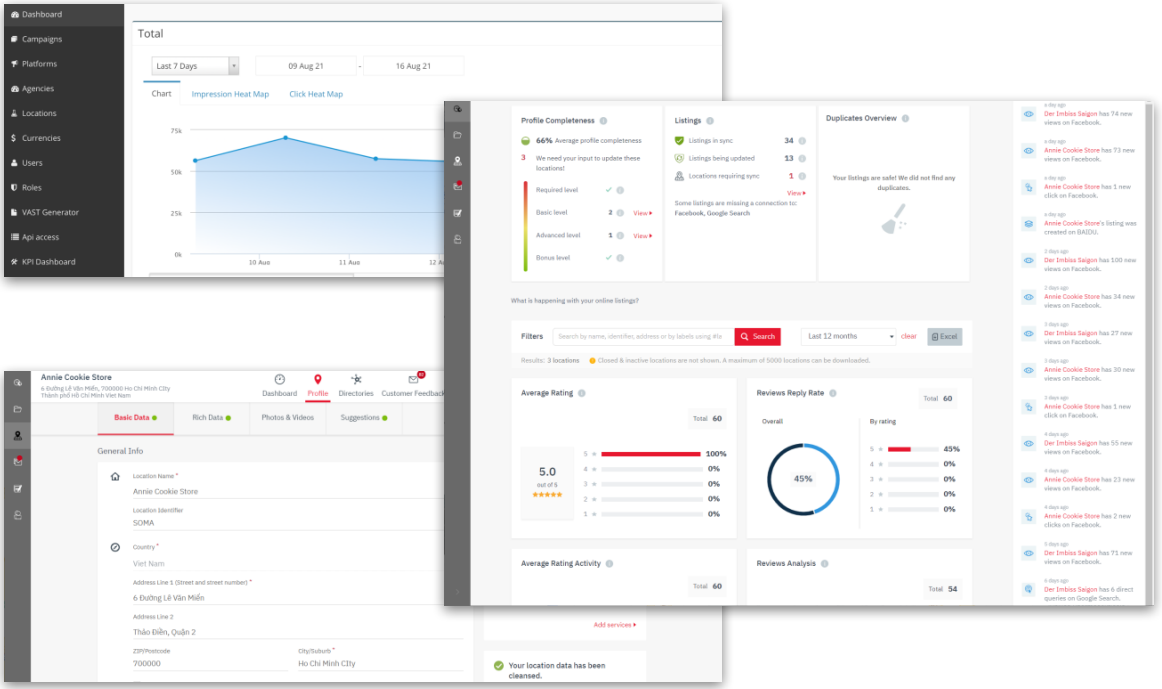
One central platform for multi-location management of **Location Data, Listings, Local Page Reviews, Social Posts** and **Insights.**

Enhance customer experience with API connection to 125+ publishers, including leading search engines, navigation systems, social networks, review sites, and directories.

Reduce manual workload with bulk updates and editing and high precision SEO recommendations.

NEAR ME - MULTI LOCATION DASHBOARD

One central platform to manage your location data, content and customer interactions



Dashboard

Central location data storage

Single and Multi-Location

Data Normalisation

Data Cleansing

Bulk Import & Export

Insights Dashboard

Detailed User Management

Unlimited Users

API connection

Ecosystem/3rd-Party Apps

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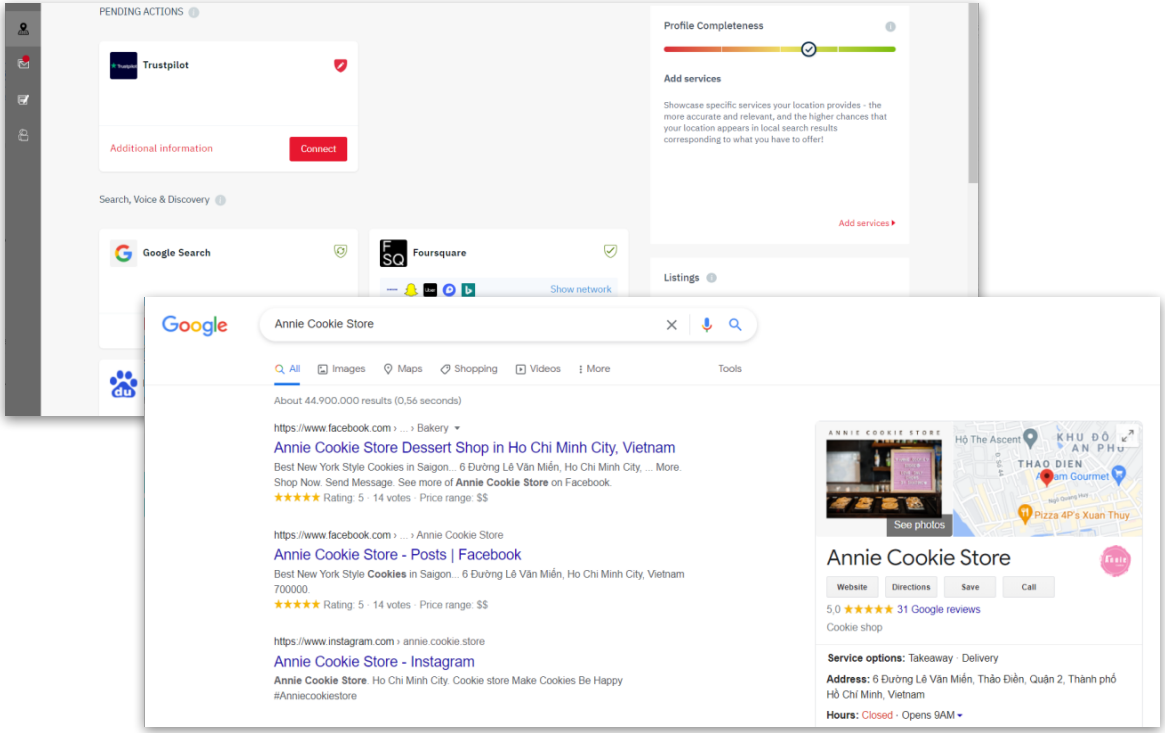
NEAR ME - LOCAL LISTINGS

Increase visibility and conversion on all relevant channel where your customers search online



Local Listings

Listings Network

Status Check (Single & Bulk)

Publisher API

2-Way Synchronisation

Real-Time Submission

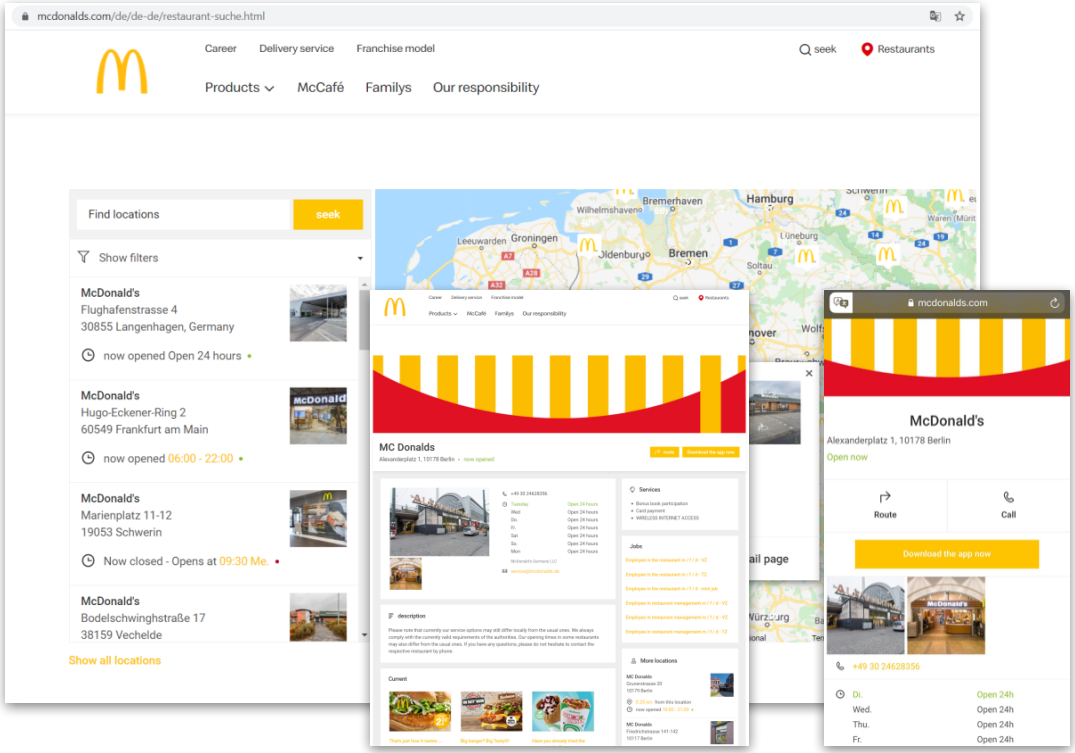
Automated Listing Protection

Duplicate Detection Suppression

Citation Building

NEAR ME - LOCAL PAGES

Software-as-a-Service to manage your local pages at scale



Local Pages

Store Locator with search functionality

Filters for: Accessibility, Services, Inventory, Brands Custom fields, etc.

Individual Local Pages per Outlet

Each Page Separately Indexed in Google

SEO optimised

Machine Readable

Conversion Optimised

Mobile First & Desktop Version

Easy Website-Integration via code snippet

Tracking via Google or Adobe

Ideal to combine with Local Ads Campaigns

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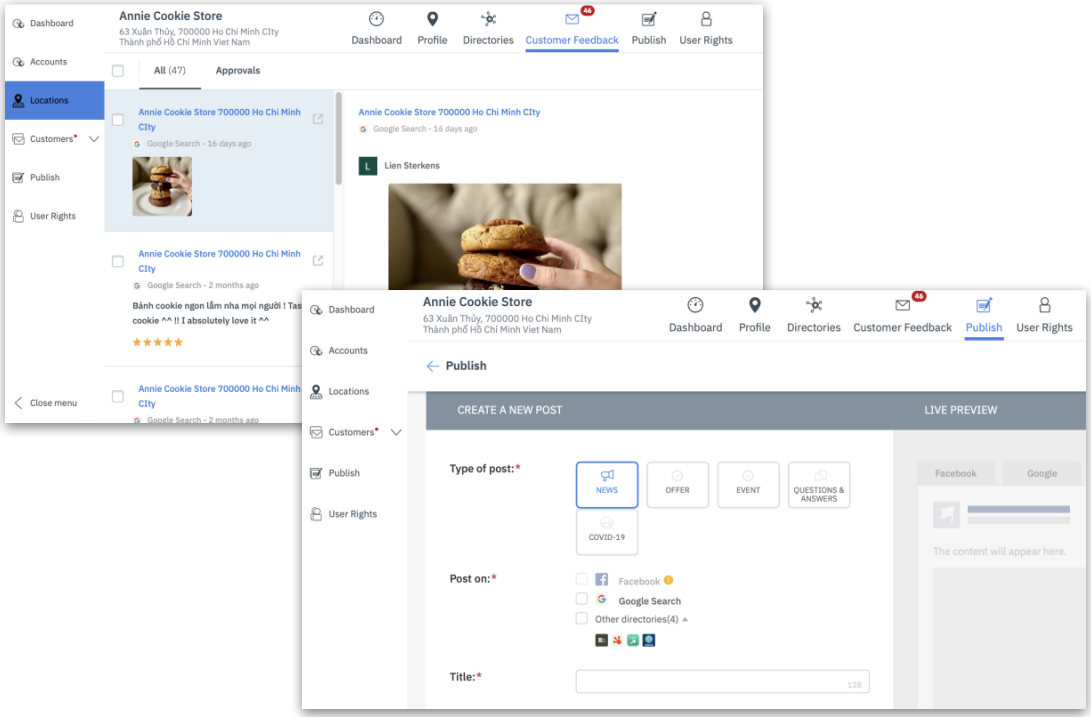
NEAR ME - REVIEWS AND POSTINGS

One stop dashboard to engage with your customers



Reviews

Monitor Reputation

Manage Reputation

Analytics & Filter

Answer Approval Function

Postings

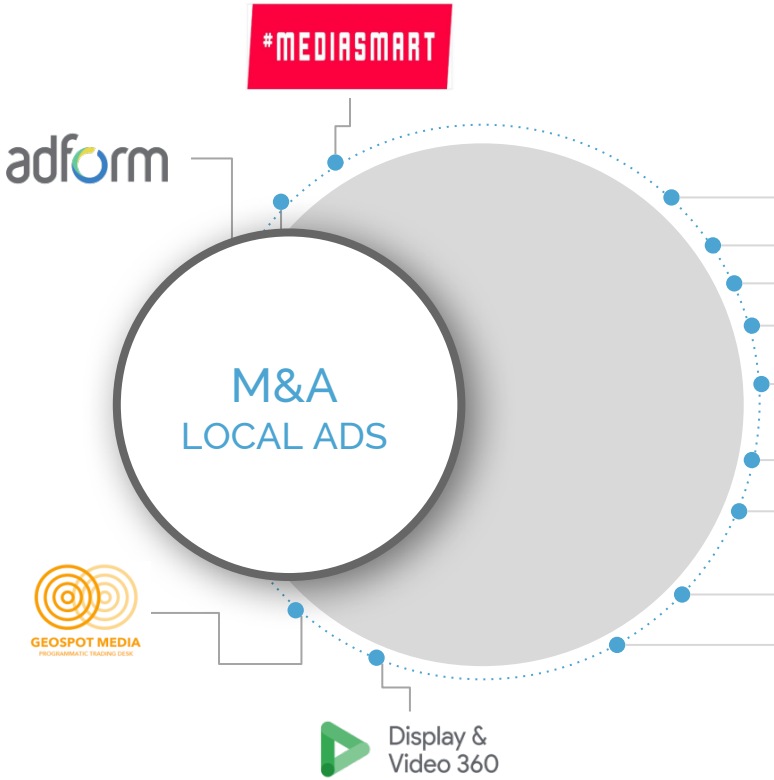
Scheduled Posting

News & Offer Posts

Questions & Answers (GMB)

Analytics

DRIVE TRAFFIC WITH M&A LOCAL ADS



High quality programmatic display ads inventories sources

3rd-party audience (Adsquare, Oracle, etc.)

Option to collect / retarget by Mobile Advertising ID, Cookie ID

Opt for vCPM (60% viewability), more economical than headers/persistent ad bookings

Dynamic bidding strategies

Target locations by Point of Interest and Ping Pong fence

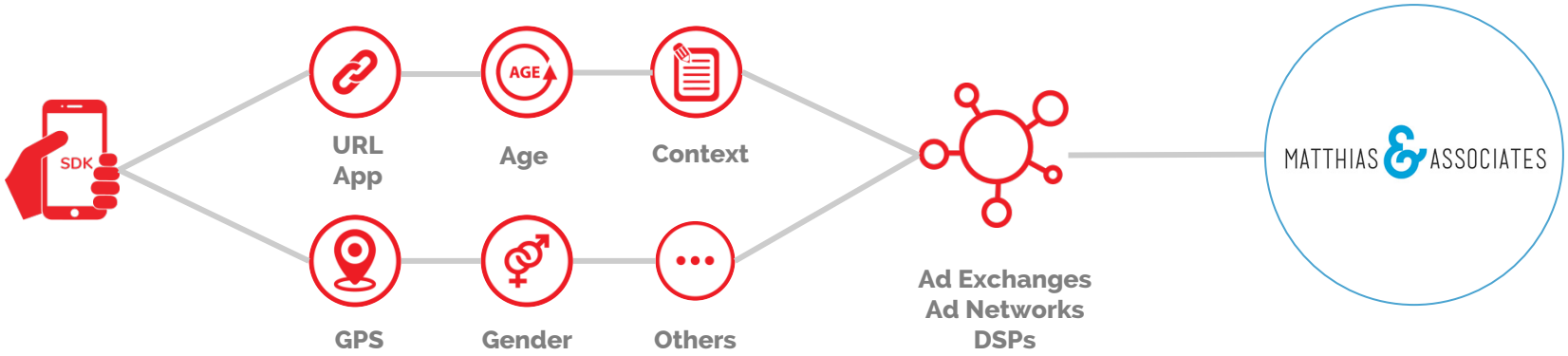
Dynamic Elements on Banner to deliver personalisation and boost engagement

Footfall measurement to track visitation

Granularly report by date, banner, location, OS
Visual Heat Map reporting by impressions, click, footfall

LOCAL ADS - HOW IT WORKS

Mobile Ad Inventory Selection - We aggregate inventory of mobile ads from a multitude of Ad Exchanges, Ad Networks and DSPs, and verify them with our proprietary Hyperlocal Targeting Technology before we decide to buy them for our clients.



Targeting options - Geolocation. Age. Gender. App and Site Contextual. Mobile OS and Language Settings. Integration of data platforms (e.g. Oracle Data Cloud, Adsquare, etc.) is possible.

Measurement - Primary KPI: Impressions/ Views, Clicks and CTR; Secondary KPI: Footfall Attribution.

LOCAL ADS - HOW IT WORKS

Location Activation

Precise Targeting

Deep dive into Point of Interest level to target more relevant consumers.

Drive strategic awareness for mobile users at key locations.

Footfall Tracking

Measuring Performance

Key metric for visitation-driven campaigns.

Retargeting

Dynamic Retargeting

Retarget users when they have been exposed to the ads.

Strategically retarget based on user's engagement level.

Social Re-Engagement

After visit top-of-mind

Retarget audience profiles from Hyperlocal Targeting campaigns on social platforms such as Google and Facebook.

Boost brand recall to reinforce engagement and purchase on social channels.

Audience Insights & Analytics

Profiling & Segmentation

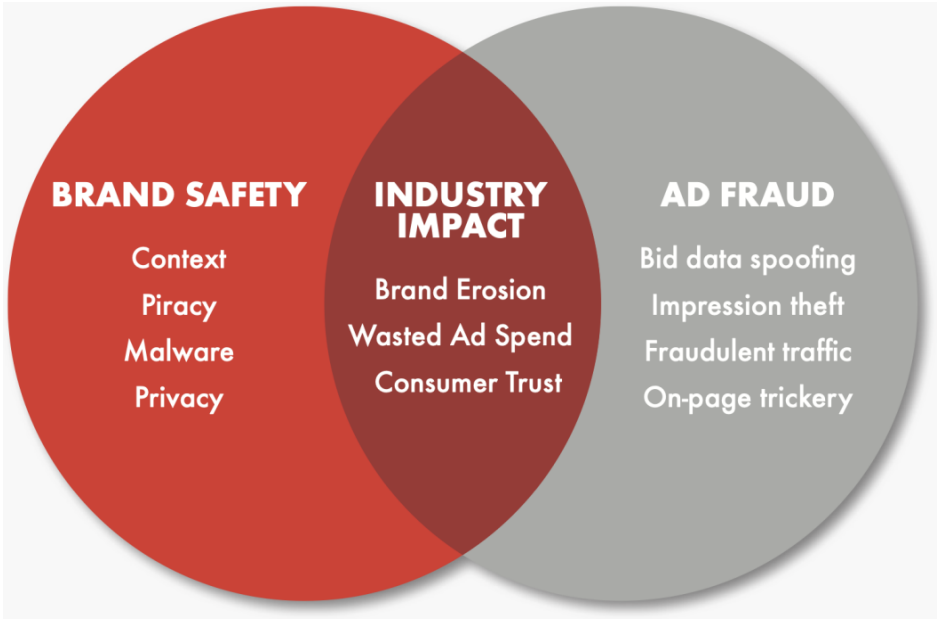
Advanced contextual, behaviours, interests, and semantic segmentations.

In-house DMP to analyse post campaign performance.

BRAND SAFETY & FRAUD DATA

Brand safety and ad fraud constitute different issues in the digital advertising ecosystem but intersect when ad fraud impacts the reputation of a brand.

We partner with reputable and trustworthy programmatic marketing platforms (PMP) such as AdForm, MediaSmart, GeoSpot Media, etc. These platforms have great inventories as well as third-party data verification. Third-party data verification offers checking sites and pages before publishing, ensuring your ads aren't showing up on sites, pages that contain unsafe content.



Source: IAB Tech Lab

HIGH PERFORMING INTERACTIVE BANNER

47%
lift in view time

90%
completion rate

9X
more impactful on driving buying decision

300%
higher CTR

Interactive content has proven to be the best creative way to deliver personalised marketing message. **88% of marketers** find that incorporating this format of display ad is helpful in setting their brand apart from competitors.

M&A offers **interactive banners** using HTML5 script to convey multiple key messages to the customers to give them the best possible experience. The more personalised your ad is, the more interactions you'll get in return.

Source: thebannermen.com

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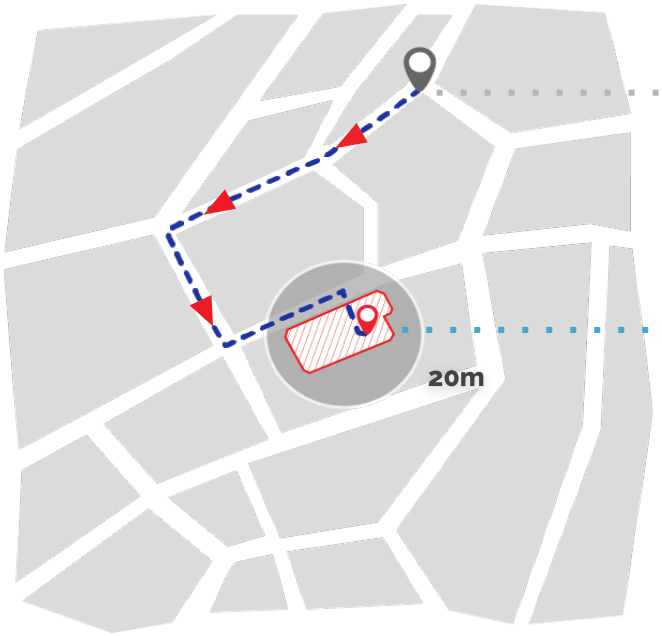
FOOTFALL ATTRIBUTION



Footfall Tracking Zone

Footfall, also known as customer counting, is an important indicator of a brand's success in bringing people into their brick-and-mortar stores. Although it is an important indicator of a retailer's reach, the crucial link is the conversion to in-store visits, thus improve sales.

First Ad Exposure

Serve **Ad Banner** for 1st ad exposure or to be directed to Google Maps.
MAIDs and cookies captured by M&A.

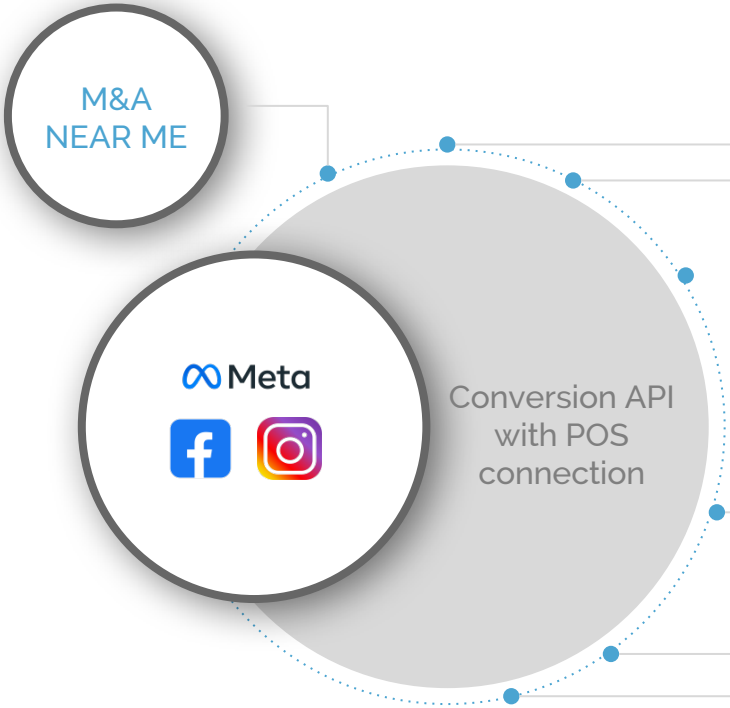
Second Ad Exposure

Serve **Ad Banner** for the 2nd time
Footfall tracking will be implemented within **a desired radius** from the activation point.
MAIDs matched by YOOSE (from 1st exposure)

Activation Point

Users come to the physical store. Footfalls allow retailers to increase sales (with the use of on-site activation activities) or gain insights on the performance of their campaign

FACEBOOK OFFLINE CONVERSIONS



Fuel your campaigns with real-world insights

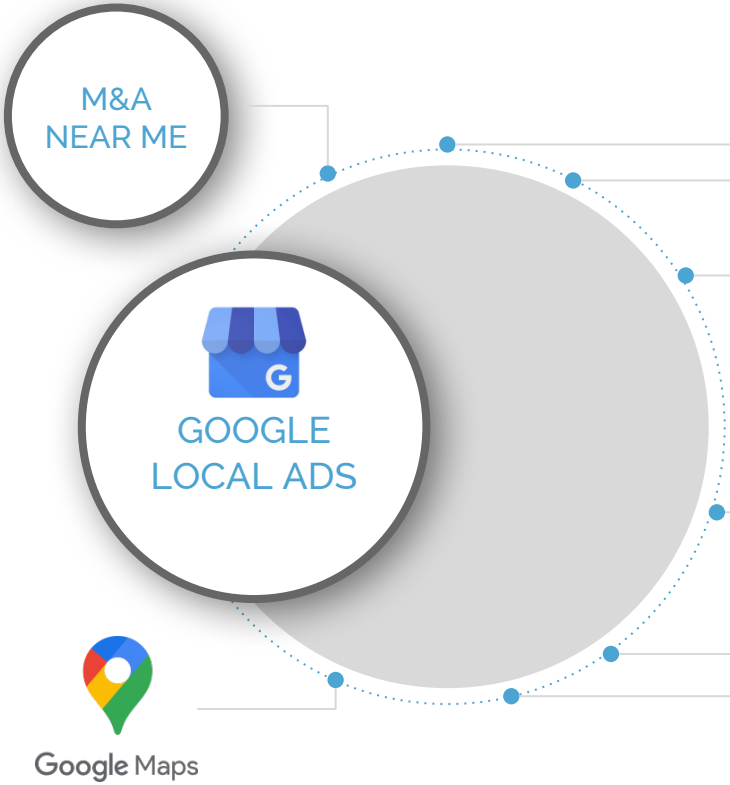
Leverage offline events data – such as in-store purchases, over-the-phone bookings and qualified leads

Connect your CRM databases or POS systems to your Facebook Ads account in order to track offline events

Create Custom Audiences from offline events

Deliver ads to people who are likely to take action

LOCAL ADS ON GOOGLE MAPS



- Present your best offer(s) to nearby customers
- Not only focus on website traffic but also on calls and direction
- Impression on Google Search & Google Maps
- Target locations by category keyword themes
- Optimise towards store visit conversions
- API Connection with M&A NEAR ME

CASE STUDY

Starbucks Merry Sips, Get Rewarded 2018

The Challenge

Starbucks Singapore wanted to give extra exposure to their seasonal drink to push sales volumes across **139 store locations** during Promotion Weeks. The goals was to show users nearby the promotions on their smartphone.

The Solution

Countrywide hyperlocal targeting campaign generated valuable ad engagement, store traffic and drive on-site conversions.

With the use of **GIF banner**, we were able to increase the engagement from target audience and drive further offline conversions for Starbuck membership. We managed the technical integration across all involved agencies.

106,889
impressions

1,110
clicks

1.04%
CTR

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CASE STUDY
Mazda CX5 B2B 2019

The Challenge

From June to December 2018, **Mazda Austria** wanted to achieve maximum impact and exposure towards business and enterprise target audience for their **CX5** model.

The Solution

Countrywide hyperlocal campaign with 156 co-working spaces and event venues, in combination with certain dates (e.g. expositions). Different banner sets for locations and events.

Innovative Contextual targeting on automotive publishers like "AutoScout24" (App and Site) to combine location with buying interest, enhance the brand awareness to the desired target audience.

>1,118,000
impressions

3,347
clicks

>369,000
unique users

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CASE STUDY

OPPO F11 & F11 PRO Launch 2019

The Challenge

With a highly elastic market for smartphones, **OPPO Vietnam** wanted to compete with other brands not just for designs, functions, or pricing, but also for impeccable user experience. They were hoping to boost both top-of-mind brand awareness and sales performance for the launch of **F11 & F11 PRO**.

The Solution

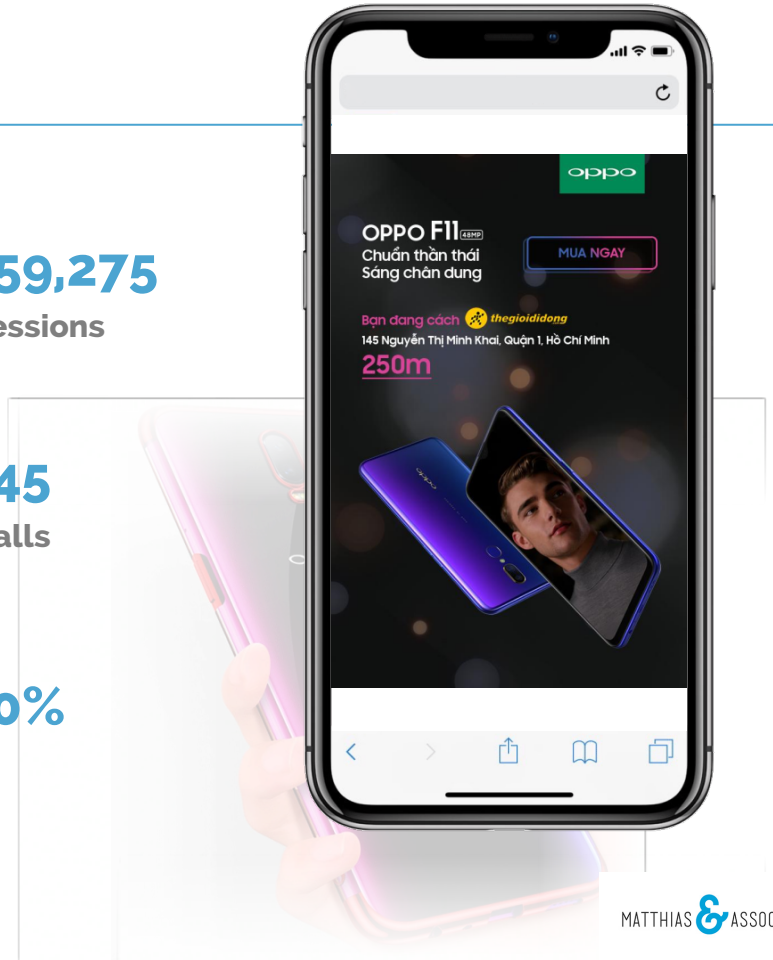
Citywide hyperlocal targeting strategy for each of 2,015 retail stores across HCMC. Targeted Geofence: 500m around each store location.

Using **Dynamic Ads**, we were able to generates great engagement, build up relevance and empower customers with valuable content, thus drive greater conversions.

2,959,275
impressions

3,445
footfalls

1.80%
CTR



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CASE STUDY

OCB 24th Anniversary 2020

The Challenge

On their 24th anniversary, **OCB Vietnam** wanted to advertise their promotion and drive traffic to their landing page.

The Solution

The campaign was a combination between **hyperlocal targeting** and **Facebook retargeting**. Traffic allocation for hyperlocal targeting accounted by **97%** in total in terms of delivering the messages to approached target audiences.

M&A technology allowed for **social re-engagement** through Facebook, with the goal being that ads would be re-delivered to potential customers utilising MAID data collected from Hyperlocal campaign. Traffic from social retargeting was approx. **3% of the total traffic** of the entire campaign.

1,896,867
impressions

8,524
clicks

0.45%
CTR

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CASE STUDY

Budweiser Tet 2019

The Challenge

Budweiser Vietnam wanted to generate awareness of their promotion and push sales volumes across Ha Noi, Da Nang, Ho Chi Minh prior to Tet holiday. The goals was to show users nearby the promotions and drive them to the activation locations.

The Solution

Hyperlocal targeting campaign targeting 10 activation points in Ha Noi, Da Nang and Ho Chi Minh with footfall tracking.

We were able to generate valuable ad engagement using **dynamic element,** showing real-time distance to the physical store; thus, driving store visits and potential on-site conversions.

6,208,569
impressions

60,494
clicks

0.97%
CTR

6,116
footfalls

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CASE STUDY

Adidas - Archivo Launch 2019

The Challenge

Adidas Vietnam wanted to maximise brand exposure with the launch of their new product, **Adidas Archivo** targeting young audiences.

The Solution

Hyperlocal strategy targeting 17 brick-and-mortar stores across 6 biggest cities in Vietnam.
Targeted Geofence: 200m around each location.

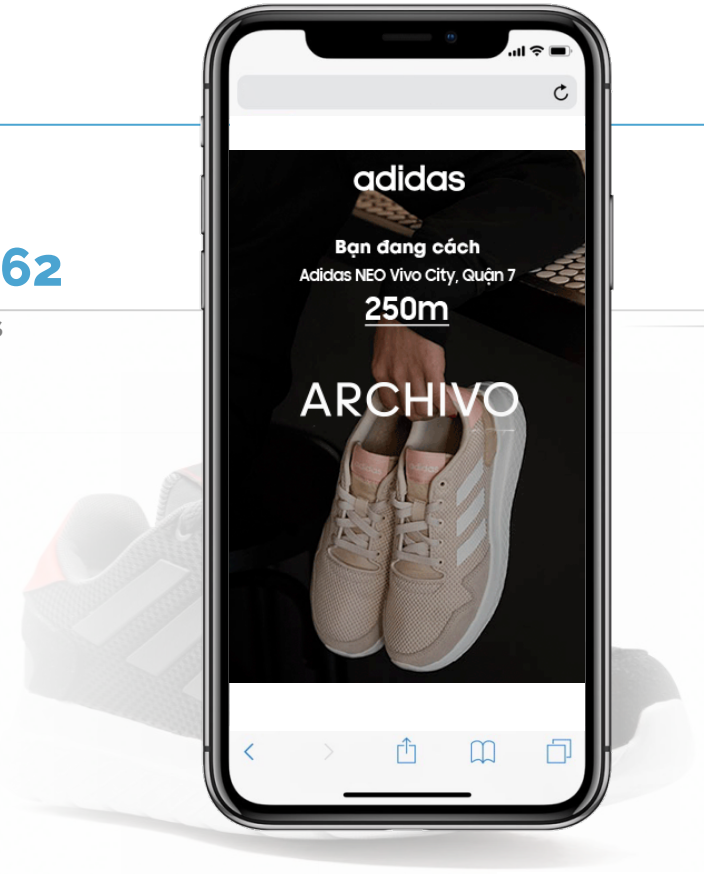
We were able to generate valuable ad engagement using **dynamic element,** showing real-time distance to the physical store; thus, driving store visits and potential on-site conversions.

2,009,762
impressions

24,582
clicks

1.22%
CTR

1,720
footfalls



OUR CLIENTS

NESPRESSO
SWAROVSKI
KIA
Ford
SONY
ACCOR HOTELS
Feel Welcome
NIKE
KFC
Canon
Delighting You Always
TELKOMSEL
GIVENCHY
CHEVROLET
HUAWEI
Emirates
Dove
PHILIPS
Dior
HONDA
SHISEIDO
NIVEA
Red Bull
Microsoft
KIA
Coca-Cola
YvesSaintLaurent
SAMSUNG
adidas

ABOUT US

M&A is one of the leading experts in location marketing services for brands across Asia Pacific and Europe since 2008. Evolving beyond our original location-based advertising solutions, our team understands how a combination of location and audience profiling is changing the way brands interact with their consumers. Driven by our passion and expertise in marketing technology, we've helped global and major local brands and advertisers succeed in the fast-paced and ever-changing world of mobile marketing by connecting consumers from online to offline.

WHY M&A?

Our **Hyperlocal Strategy** helps Marketers improve their Online to Offline (O2O) experience.

Based on correct location data, achieved by the **NEAR ME** platform, our **Hyperlocal strategy** aims to target potential customers when they are within the **geofencing zones** and are using an app or a website on their phones. This strategy helps brands to focus on improving exposure to **nearby** mobile users to drive them to a **point of interest.** Our technology allows you to optimise your campaigns for omnichannel performance and maximise total return on ad spend (ROAS) across online and offline channels..

Book your next campaign with us!

Matthias & Associates

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