



"If the pandemic taught marketers anything, it is that you can't predict the future, but you can make choices that are more immune to uncertainty."

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Spotlight US

Four ways to reach out-and-about US consumers in a pandemic and privacy-changed world

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As U.S. consumers return to brick-and-mortar shopping following the COVID-19 lockdown, they're re-emerging into a world of heightened digital privacy and reaching them "in the moment" is now more difficult. Apple's decision to make its IDFA (Identity for Advertisers) opt-in is shaking up traditional methods of location targeting; only 14% of consumers are opting into allowing apps to track them. This is no small issue for brands – mobile is now the king of media and location targeting has been hugely beneficial to marketers.

But all – including the consumer – is not lost. Here are four uses of location targeting that become more relevant in this "new normal":

- **Geo-contextual targeting:** Nearly 50% of U.S. smartphone users do not own Apple devices and many mobile users, even Apple, have Location Services enabled on their smartphone. Geo-contextual targeting applies contextual strategies to the physical world using location coordinates as a targeting proxy for specific behaviors (e.g., visiting a gym as a proxy for fitness interest).
- **IP Addresses as a locational anchor:** This approach uses a Connected TV or streaming device as an anchor for targeting at the household level. Devices in the HH can be retargeted based on association with the same IP address and marketers can reverse match IP addresses from site visits to retarget in email or direct mail.

- **Real-time trigger-based notifications:** 80% of shoppers use a mobile phone inside a store. Real-time, trigger-based tactics, such as push notifications, leverage a user's permission to use location data, and don't rely on IDFA. They require less granularity in accuracy since they don't need to know the specific location of a device ID – only that it's near it when the ad is served - yet still drive high engagement rates.
- **Digital OOH:** No media was more impacted by Covid than billboards and many advertisers attempted to pivot into more fluid digital media. Programmatic OOH offers the same benefits as billboards, but with the advantages of significantly shorter lead times, more efficiency, increased measurement, and enabling quick creative changes.

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