

BURBANK, CA, August 22, 2014 /**24-7PressRelease**/ -- Marketing Evolution CEO, Rex Briggs presented new findings and new analytic capabilities at the Association of National Advertisers (ANA) Innovation Day hosted by Disney. Briggs' presentation, entitled ACCELERATING THE TRANSFORMATION AND INNOVATION OF MARKETING focused on new research that shows how mobile fits into the broader marketing mix.

The research, initiated by the Mobile Marketing Association in collaboration with The ANA, the American Association of Advertising Agencies (4As), and the Advertising Research Foundation (ARF), includes brands such as AT&T, Coca-Cola, and more. Tom Daly, Group Director, Global Connections, The Coca-Cola Company noted, "As we integrate mobile into our marketing mix, it is critical for a brand like Coca-Cola to gain global insights on our ROI across our worldwide spend." Marketing Evolution was selected as the global ROI expert to lead the research based on its software, patented analytic techniques, and change management consulting support.

Briggs presentation argued that most marketers see Mobile as "a second screen" or a "hybrid of local and digital" and these views are wrong. Mobile, he argued, is a catalyst for: 1. A new relationship with customers 2. Hyper-local, context aware marketing 3. Big Data powered, one-to-one marketing 4. Real-Time, agile marketing

Briggs showed the meaning behind the buzzwords by demonstrating the ROI Brain software. Marketing Evolution's ROI Brain is a cloud computer algorithm that analyzes billions of data points from consumer confidence trends, gas prices, weather, housing starts, Twitter, Facebook, Google search trends and more. In addition, Marketing Evolution incorporates a proprietary methodology of surveys to tens of thousands of consumers, who give double opt-in permission for all their sales, media patterns, ad exposures, social media likes, demographics, and other profile data to be recorded along with their brand perceptions and purchase intentions. Marketing Evolution combines all of these macro and micro level data points in real-time to make ROI predictions on when, where and what someone will buy. Beyond monitoring weather patterns, social media, search, and hundreds of other Big Data feeds, Marketing Evolution has a proprietary measurement of how each offer and message is working right now, in real-time. Marketing Evolution monitors every advertisement delivered, in every media and examines over 5,000 profile variables to find exactly who is responding best to each message, and who isn't. Within days of a new advertisement airing, The ROI Brain recommends adjustment to reduce the likelihood that the message will end up in front of someone that isn't interested, and increasing the placement in front of the people that are likely to be influenced. This, combined with weather forecasts, media viewing trends and other data allows Marketing Evolution's ROI Brain to recommend precisely which messages should be delivered in which cities, to which people, in which media, and at what price to result in profitable marketing.

Mobile is a Catalyst to Increase Marketing ROI

Written by Australian Business

Briggs showed attendees how they can upgrade all their marketing activities, online and offline. He demonstrated case studies, and showed how any major marketer can feed their marketing budget into the software and gain directional prediction of how much their sales, profit and ROI would increase by changing their media mix and approach to be more real-time and hyper-local. A four minute video summary can be found at <http://www.marketingevolution.com/mobile>