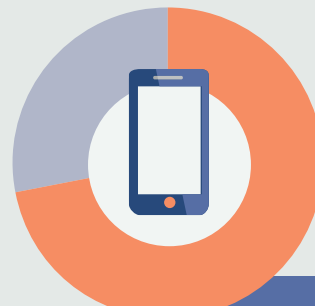




# The influence of location on cross-screen advertising

The UK advertising industry is at an important crossroads as changing consumer habits redefine the way advertising is created, targeted and consumed. The UK's spend on digital advertising accounts for half of all advertising - £8.1 bn of the £16.2bn forecast for 2015. It has never been a more important time for advertisers to learn how to reach their target audience in real world locations.

UK's spend on digital advertising accounts for **50%** of all advertising

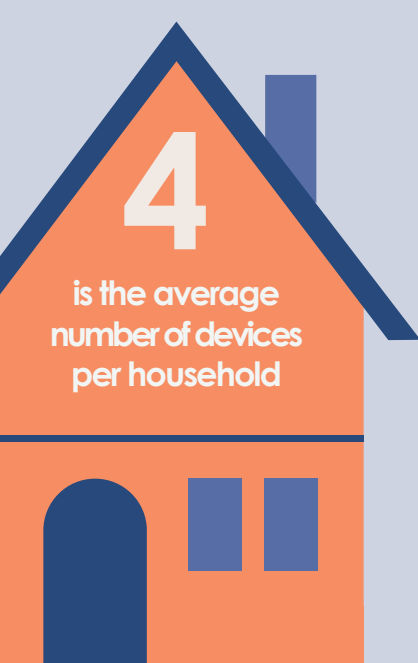


**72%** of the population in UK own a smartphone.

digital advertising

mobile owners

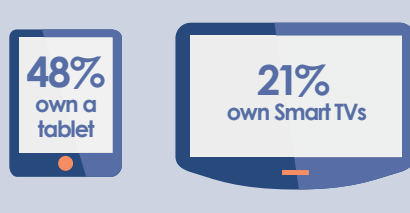
## We live in a Connected World



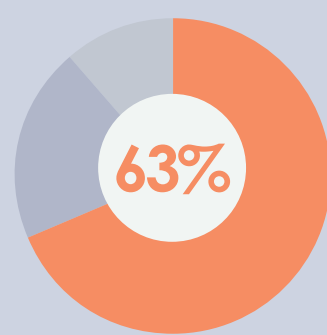
**18-24 year-olds** are the most connected demographic and the most likely to own:



**Over 50s** are a less connected demographic but still tech savvy:

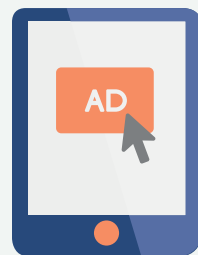


## Our preferred device



smartphone is described as their most important device.

## Device type influences engagement



with an impressive **38.3%** clicking through



Compared to **34%** of smartphone users

&



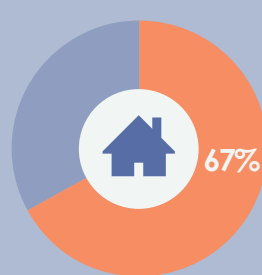
**33.6%** of laptop users

## Connectivity affects context



Device connectivity is an essential piece of the contextual puzzle.

### wifi

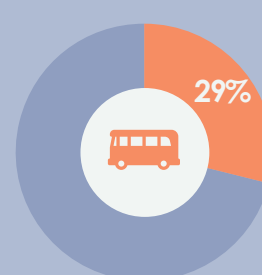


Home usage is hugely biased towards wifi

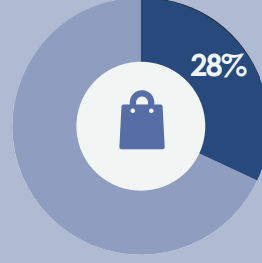


Users are taking advantage of Wifi spots at bars/cafe's

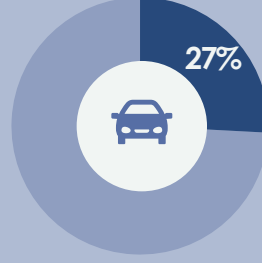
### mobile data (3G/4G)



Mobile data connectivity was most prevalent whilst commuting



Followed by shopping



And traveling in the car



Smartphone users are:

## Location, location, location

For many brand engagement starts at home



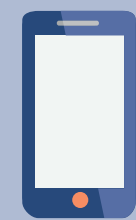
more engaged with mobile advertising whilst at home

vs

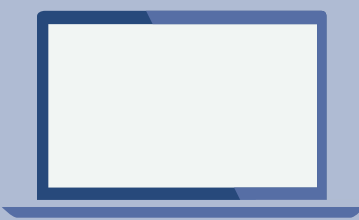


other locations

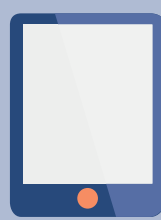
## Top 3 click through locations for:



mobile



laptop



tablet



## Conversions and conclusions

**14%**

of the UK population is engaging with a brand as a direct result of location-aware advertising that accounts for more than

**9,000,000 consumers!**



**74%**

of transactions started from clicking on a mobile ad are completed outside of home.



**58%**

of all transactions originating from a mobile ad involve at least one other mobile device in order to complete the process.

Brands must capitalise on the opportunity that this cross-device behaviour presents - it's time to acknowledge the influence location plays on how, where and when consumers engage with digital advertising.