



# Let's Get **Physical**

A **Real-World Approach** to Marketing's  
**Identity and Privacy** Challenges



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## Introductions **Elias and Harry**

**Elias**

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# Your geo-powered omni-channel tech stack

## What do we do?

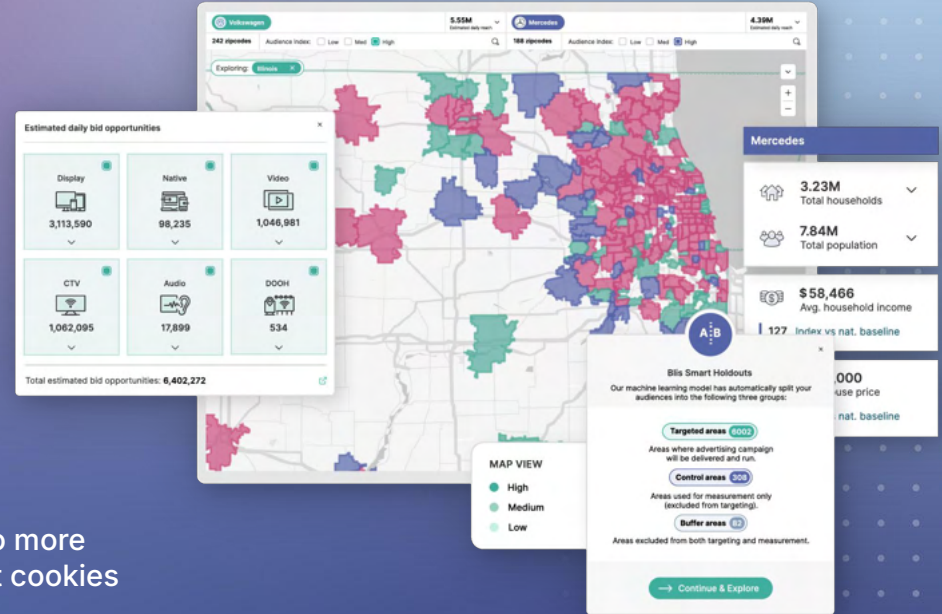
We're a fully integrated planning, buying & measurement platform. Activate a unified audience across all channels, with performance at scale.

## Why are we unique?

**We plan** audiences using geo-based location, spend, sales, demographic and psychographic data

**We buy** audiences across all channels, ensuring access to more addressable, category entry moments - efficiently, without cookies

**We measure** the audience, not *just* the channel, with a suite of cookieless measurement solutions



# T Mobile

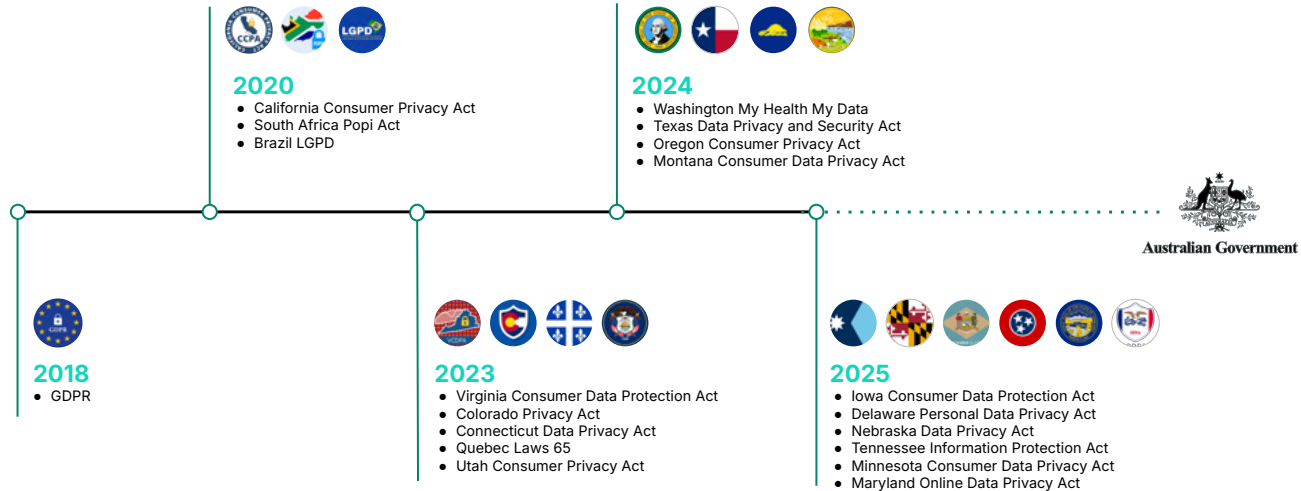
 ADVERTISING  
SOLUTIONS

|  blis

|  vistar  
media

**Unlocking next-level advertising**

# A decade navigating global **Privacy and Data Reform**



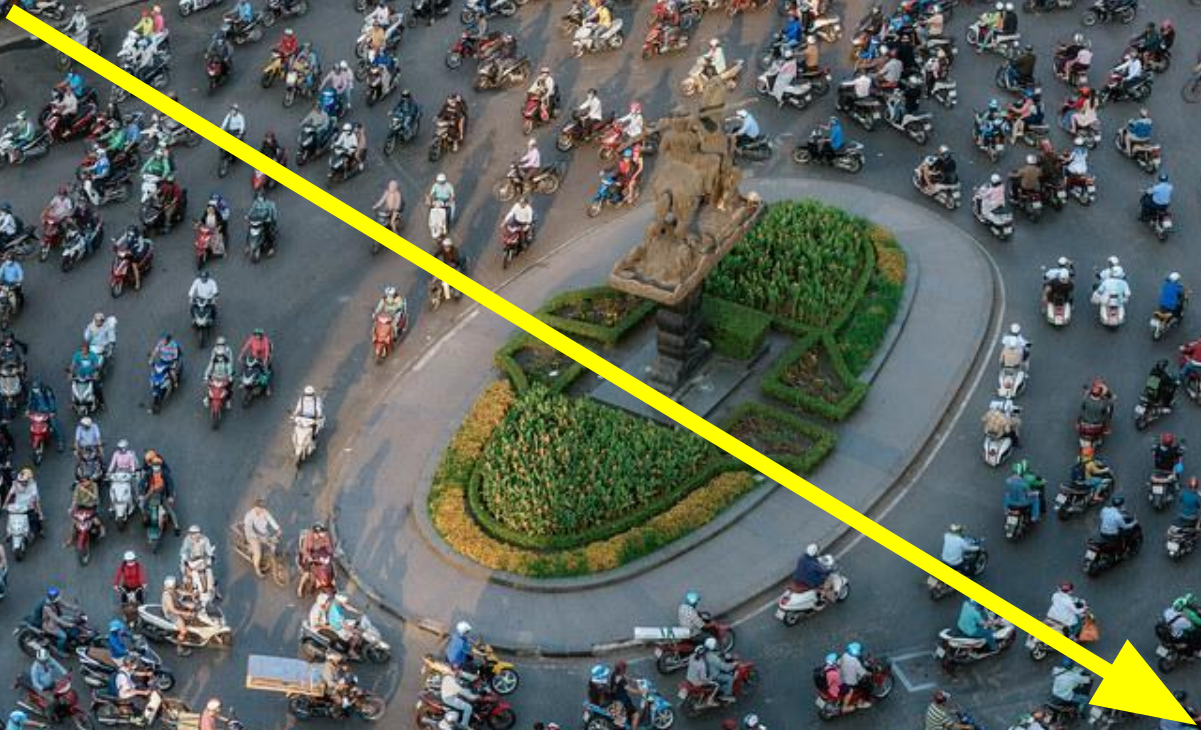
A young woman with long dark hair, wearing large black headphones and a teal and white plaid jacket, is smiling and looking down at her smartphone. The background is a blurred city street. A stylized, glowing teal soundwave graphic is overlaid on the right side of the image, extending from the top right towards the center.

Let's **Get Physical**

An **Universal,**  
**Agnostic,** and **Practical**  
**approach** to **media**



How do I get from *here*?



To *here*????

## A rough translation



"Hey little foreigner, your Mum's not here..."

When they said **"that Banh Mi was to die for"**, they **didn't** mean it **literally**...

There's **3 more of these crossings**...

Just order a **Green SM cab** and **get there in one piece**, and no one has to know ..."

# Are we ready **to cross that road?** Not quite...

A **Blis/Sapio survey of marketers** in over **200 US Agencies** found:



**Over 98% are concerned about their reliance on identifiers**



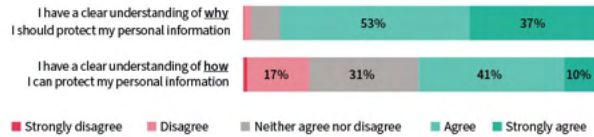
**Just 51% are have a plan to substitute them**



**Only 31% who plan to do so, will implement in the next 6 months**

# Not only are Australians **increasingly savvy** about their **Data and Privacy rights...**

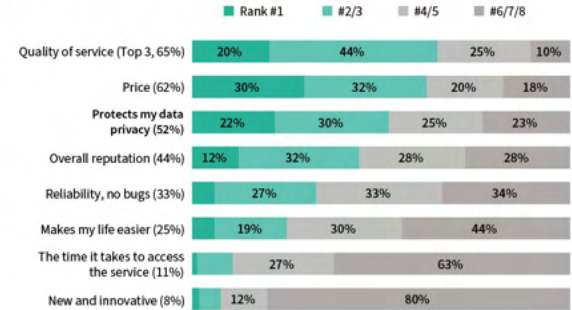
Figure 3: Beliefs about protecting personal information



G4. Thinking about data privacy, to what extent do you agree or disagree with the following? Base: Australians 18+ years (n=1,916)

[Figure 3 long text description](#)

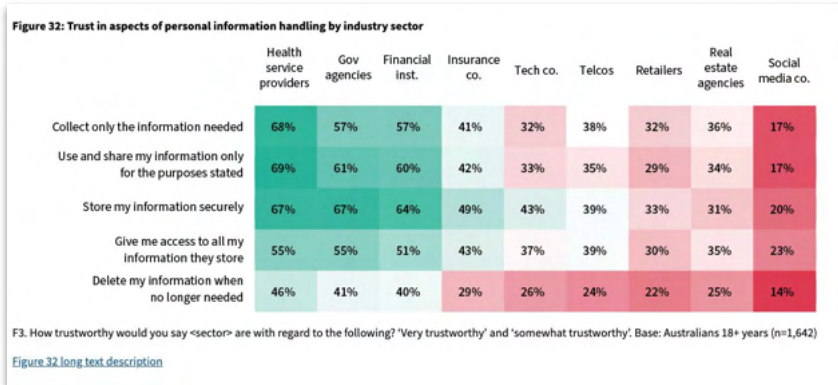
Figure 14: Important factors when choosing a product or service



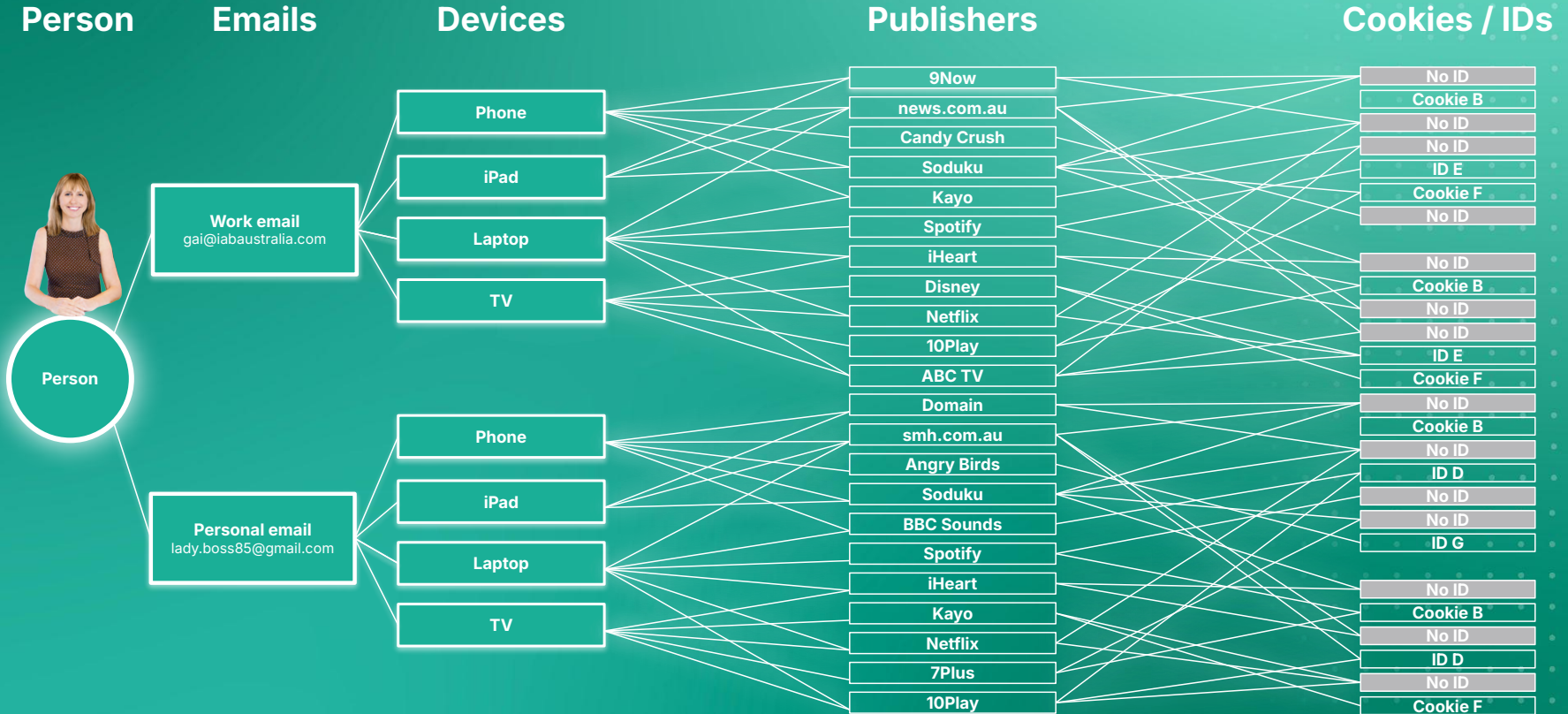
F8. Please rank each of the following in order of importance when choosing a product or service. Base: Australians 18+ years (n=1,642)

[Figure 14 long text description](#)

## ...Marketers are down there with Real Estate agents as the **least trusted professions** to handle data

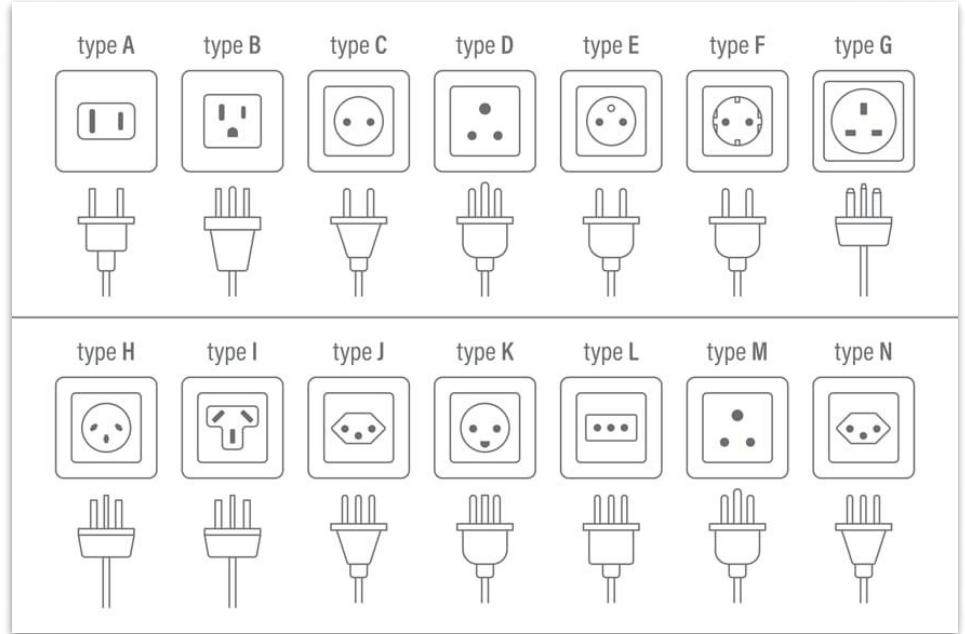


# The ID landscape of a normal person



If you **don't** have the right  
"connector", **you're out**

If you can't connect, you're **out**





And even if you get in, **are you fencing yourself in?**

Up to 95% of potential customers are not in the market right now

- John Dawes



## The actual translation



**GREEN SM**

**MỘT ỨNG DỤNG  
MỘT TRẢI NGHIỆM  
MỌI HÀNH TRÌNH**

BOOK NOW  
1555

TÀI GREEN SM NGAY!

TRẢI NGHIỆM TRẢI NGHIỆM TRẢI NGHIỆM TRẢI NGHIỆM TRẢI NGHIỆM

The advertisement features a dark green background with a yellow path leading to a light blue car. The path is surrounded by various global landmarks and scenes, including the Statue of Liberty, the Eiffel Tower, the Taj Mahal, and a windmill. The text is in Vietnamese, promoting the Green SM app and its benefits.

“One Experience  
**One App**  
Every Journey...”

How they **know?**

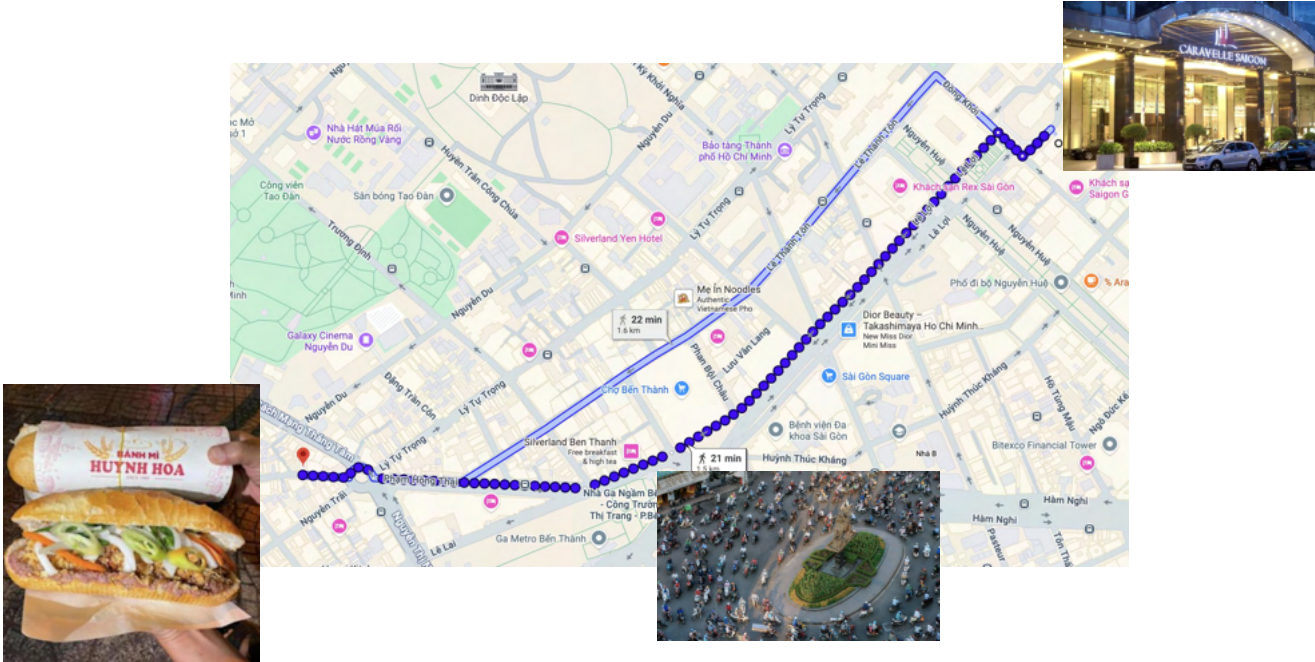


**This campaign didn't need:**

- My email
- Websites I visited
- Content I read
- What I bought recently
- My hobbies or interests

**No identifiers required**

# The physical **context** was the key datapoint



Two different **campaigns**. Two **different audiences**  
**No identifiers required**



**Message:**  
**Get where you need to go**

**Physical Context:** Ben Thanh, tourist area, out of towners likely only ones looking at phones or billboards



**Message:**  
**Recruitment for new drivers**

**Physical Context:** Binh Tan District  
**Overindex:** Young working families, recent migrants to HCM

**In an ID world** – you try to attribute  
an ID to every action

**In a geographic world** – you attribute  
an action to a **geography**

Everyone is **somewhere**  
Everything happens **somewhere**

A man with short dark hair and a beard, wearing a light-colored button-down shirt, is sitting in a dark chair. He is looking out a window to his left. The background is a bright, slightly blurred view of a city or landscape. The overall lighting is dim, with the light from the window illuminating the man's face and shirt.

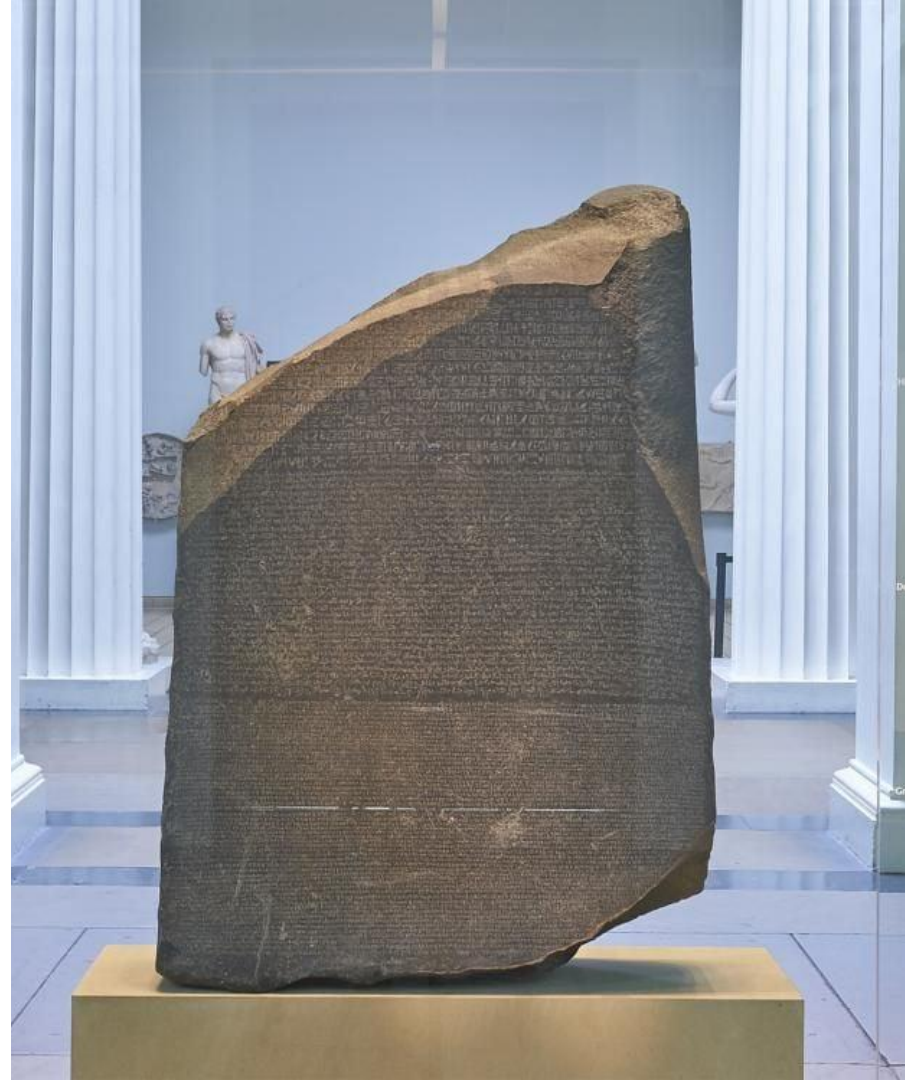
People don't just live in the digital world,  
**they *live* in the physical world.**

By integrating... (the) physical-world with our marketing,  
we are changing the way the marketing industry thinks  
about consumer journeys.

– Stephen Pretorius CTO, WPP

# The **Postcode**

Marketing's **Rosetta Stone**  
for the **Physical World**



## Unlocking the **universal strengths** of **the Postcode**

### **The Universal Strengths of the Postcode:**

- **Universal & Future-Proof:** Beyond media.
- **Ubiquitous Scale:** Reach (potentially) everyone
- **Accessible and Activatable:** No tech friction
- **Agnostic:** Open and inclusive
- **Insight-Rich:** A sponge for data and information
- **Privacy-First:** From the individual to the collective
- **Zero Scale Loss:** No matching required
- **Unified measurement:** Incrementality measurement across entire campaigns

## **Example Campaign:** Home DIY Retailer, **Brand A**

### **Objective:**

Increase awareness and sales

### **Target Audience**

Home DIYers and Tradies

### **Channels**

Display, CTV, Youtube, DOOH

### **Duration**

3 months



## Audience Definition

Uncovering *who we need to target*

### Target Audience

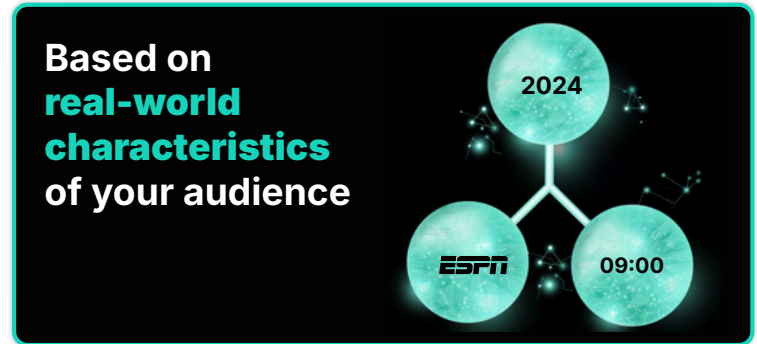
Home DIY and Tradies

- **Movement:** These audiences likely go to Hardware, Home and DIY retailers
- **Spend:** These audiences are likely to spend more and more frequently than average on Home and DIY purchases
- **Occupation:** This will distinguish between a tradesperson and a DIYer



# The physical world is **Insight Rich:**

Combining **place, time** and **context** opens up real-world audience insight

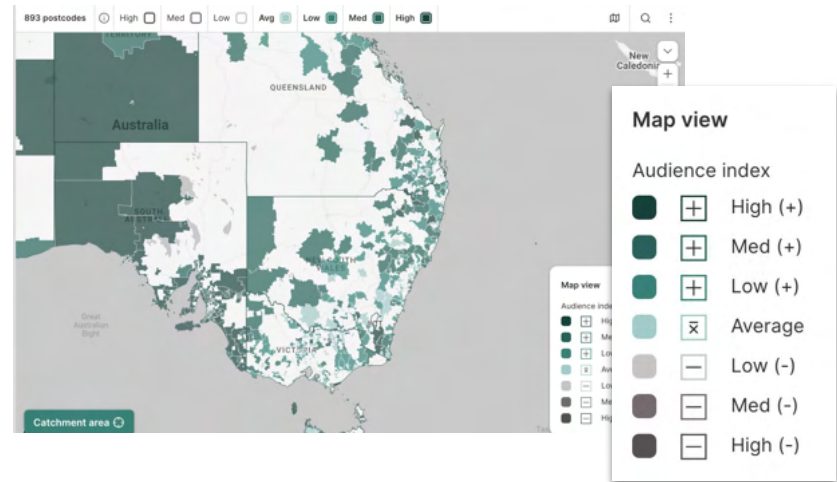
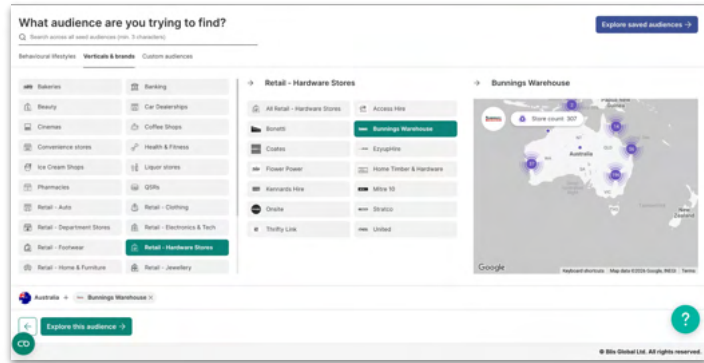


# The physical world is **Insight Rich:** Where you are, says a lot about **who you are**

If you are into Home and DIY, chances are you go to Home and DIY locations

Take **visitation to Home and DIY retailers nationwide...**

...map this visitation against residential postcodes to **produce a national index**



After producing a Home DIY postcode index, there's no further need for identifiers for rest of the process

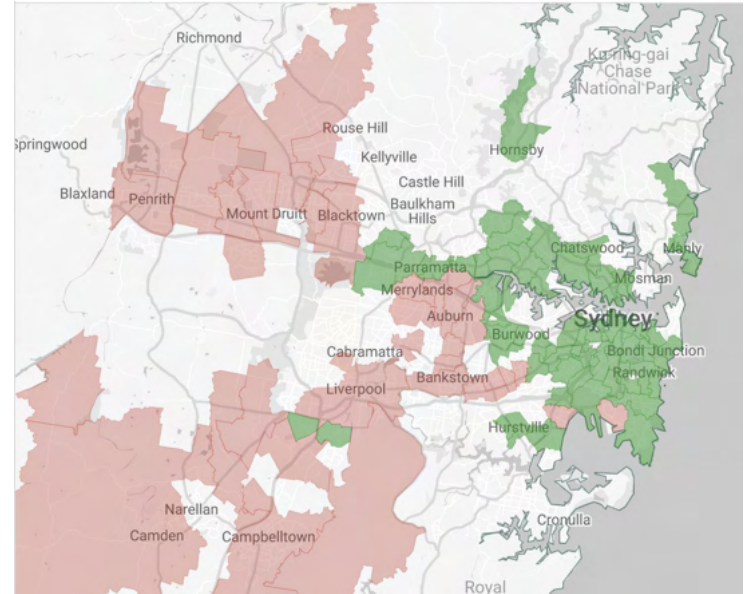
## Truly **Agnostic:**

The postcode is the **only ticket required**

If it maps to a postcode, **it's IN**

In a traditional ID world, **data is a bottleneck**

Because the postcode is **universal, any** partner, dataset, publisher, vendor that uses it can be **immediately connected and plugged in**



# Truly **Agnostic**: Postcode ready? *You're In*

Postcode universality means you can **layer in disparate datasets seamlessly**



## Sales (Circana)

Sales data tracking the purchase of thousands of products, brands and categories



## Lifestyle

Audience segmentation based on demographics, behaviour, and lifestyle factors.



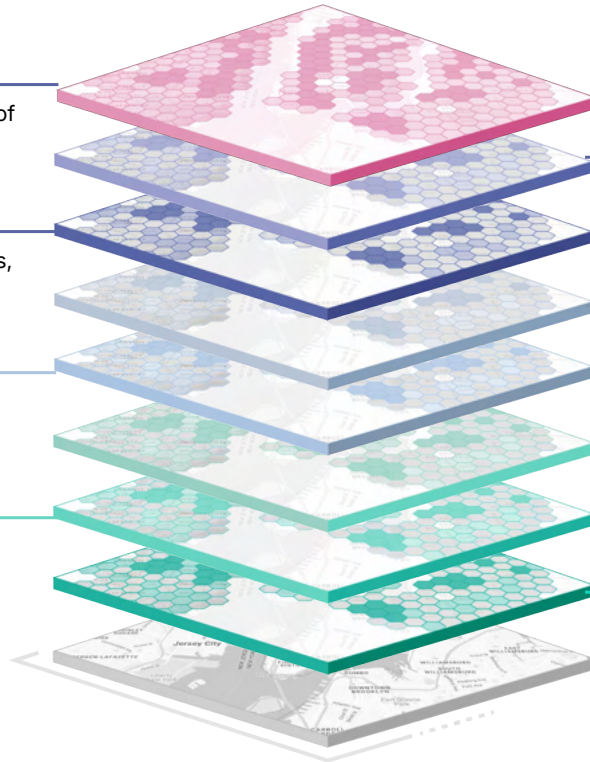
## Spend

Aggregated and anonymised spend data from billions of Mastercard transactions.



## 1<sup>st</sup> party advertiser

Onboard and activate your 1st party data on the Blis platform at no extra cost.



## Demographic



Data on people's wealth, car & home ownership, inhabitants per household & many other factors.

## Property Data



National listings of For Sale and For Rent properties reaching Home Buyers & Movers.

## Places



Location intelligence on millions of shops, restaurants, airports and other places of interest.

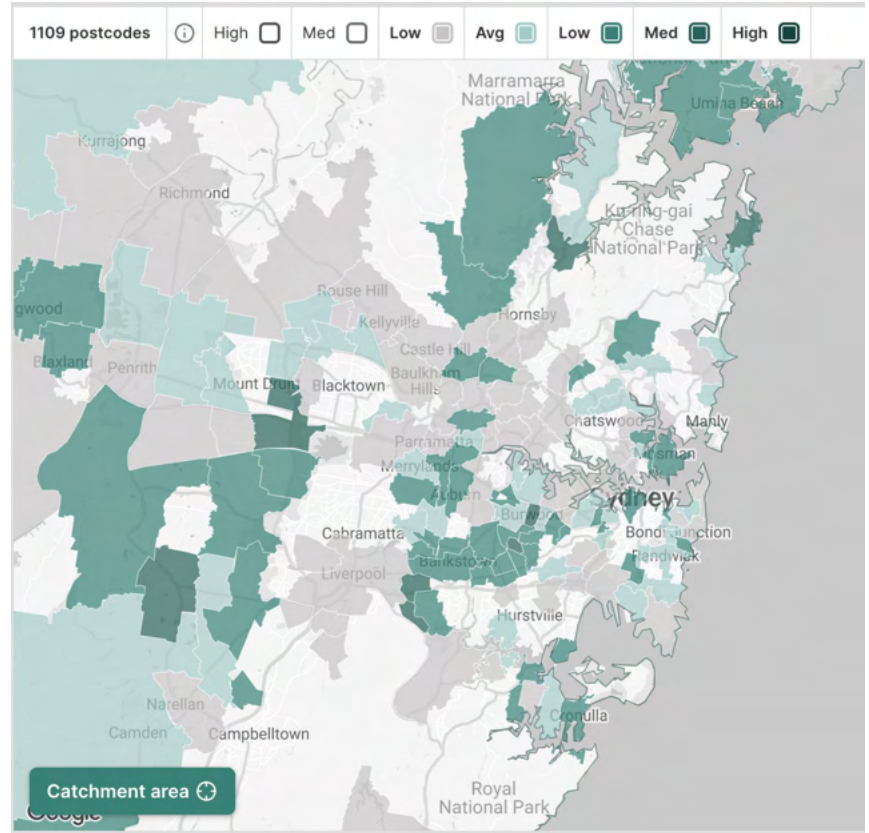
## Geo data



A proprietary data set consisting of real-world movement data.

# Combined **Movement Data** With **Spend Data (Mastercard)**

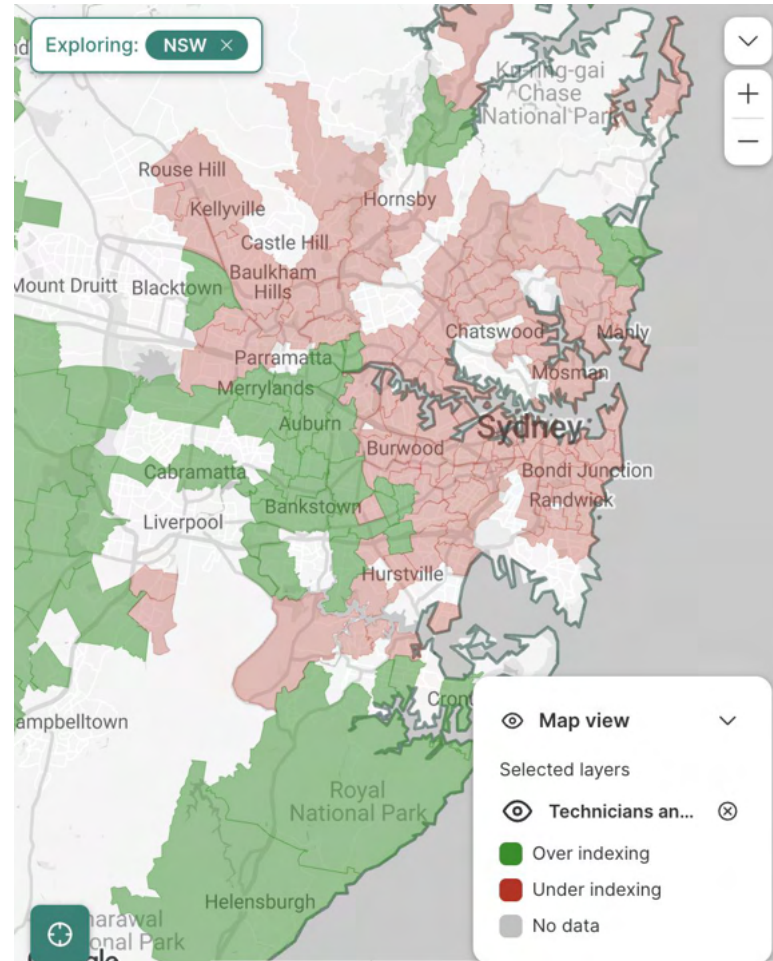
Overindexing **postcodes** for on  
Home DIY **visitation AND spend**



## Further segment by occupation and industry

Occupation: Trades  
over-indexing postcodes

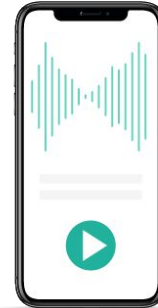
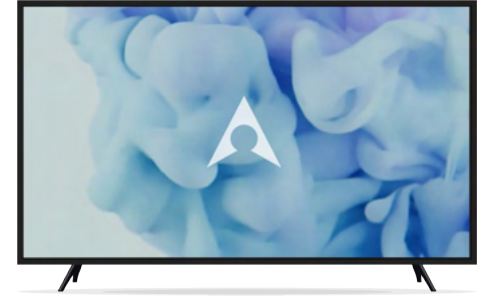
Using **ABS Census Data**



## Accessible and Activatable with Zero Scale Loss

The universality of the postcode means that **any DSP, media owner can join the plan** if they can follow the same postcode rules

And because there's **no matching of IDs required** (a postcode = a postcode), **there is zero scale loss**



# A framework for true omnichannel **marketing effectiveness**

Geography is a natural fit for **omnichannel A/B incrementality testing**

## What is it?

## Pros

## Cons

### MMM

*Marketing Mix Modelling*

Uses historical data to quantify the impact of marketing (and non-marketing) factors on sales

Considers macro factors (seasonality, promotions, weather etc.), good for budget planning

Slow, and relies on the completeness and quality of input data

### MTA

*Multi-Touch Attribution*

Tracking exposure (by channel/vendor) to outcome, to allocate credit

Fast and granular, useful for in-flight optimisation

Biased towards metrics that fit the model, assumes all that matters is what is measurable, requires IDs

### A/B

*Incrementality*

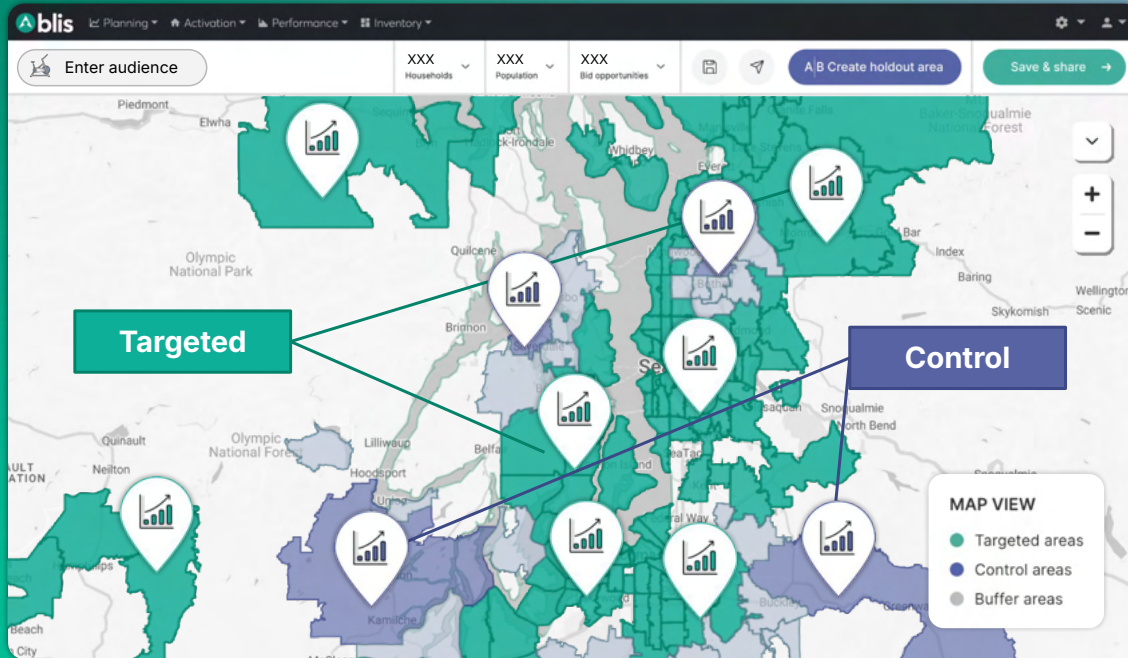
**Controlled experiments to measure causal lift**

Measures lift, not just credit, and works in omnichannel

Sacrifice some reach for control, isolated tests (not continuous)



# Geography is the natural fit for an incrementality measurement framework



✓ **Target audience**

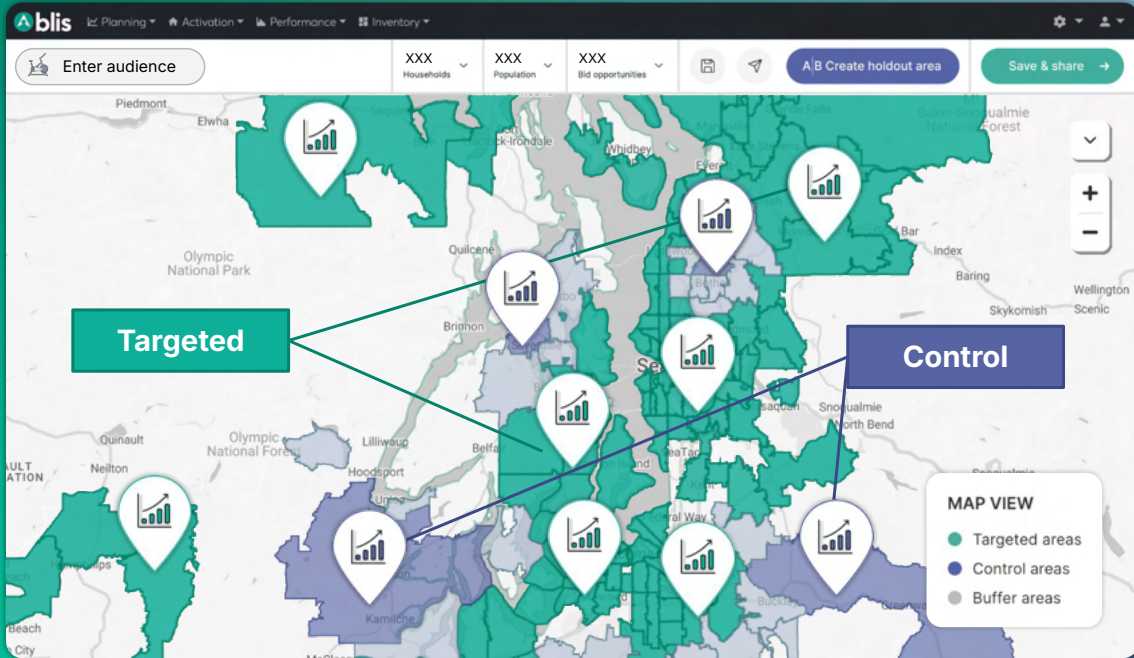
✓ **Intelligent control selection**

**Like-for-like:** Control must have same target audience attributes as the Target

**Quarantined:** Control areas must not minimal footfall crossover with Target areas

**Unintrusive:** Large enough to be viable, but small enough to preserve campaign scale

# Geography is the perfect foundation for an **incrementality measurement framework**














✓ **Target audience**

✓ **Intelligent control selection**

✓ **Activate campaign**

✓ **Measure Incrementality**

Geo is **agnostic** for measurement  
So you can  
**measure omnichannel**  
**real-world outcomes**

-  **Brand lift**  
The change in brand sentiment and awareness with surveys. | Verified by 
-  **Footfall lift**  
The change in footfall to stores, venues or locations. | Verified by 
-  **Sales lift**  
The change in sales of specific product or brand. | Verified by 
-  **Retailer spend lift**  
The change in spend at specific retailers, shops, restaurants or apps. | Verified by 
-  **App usage lift**  
The change in usage and activity on specific apps. | Verified by 
-  **Custom lift**  
The change in any sales metric you can provide to Blis. | Verified by **You**

This **real-world geo-powered campaign** activated across 4 channels achieved:

Real campaign  
Real-world results

**+54%** % Lift  
Prompted  
Awareness

**+19%** % Lift  
Purchase  
Intent  
(Very Likely)

**+26.7%** % Lift  
Retail  
Sales Lift

**+6.7%** % Lift  
Transaction  
Count





**THANK YOU**



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