

# *Deciphering Mixed Signals*

How to Cut Through the Noise to  
Elevate Your Marketing Strategy

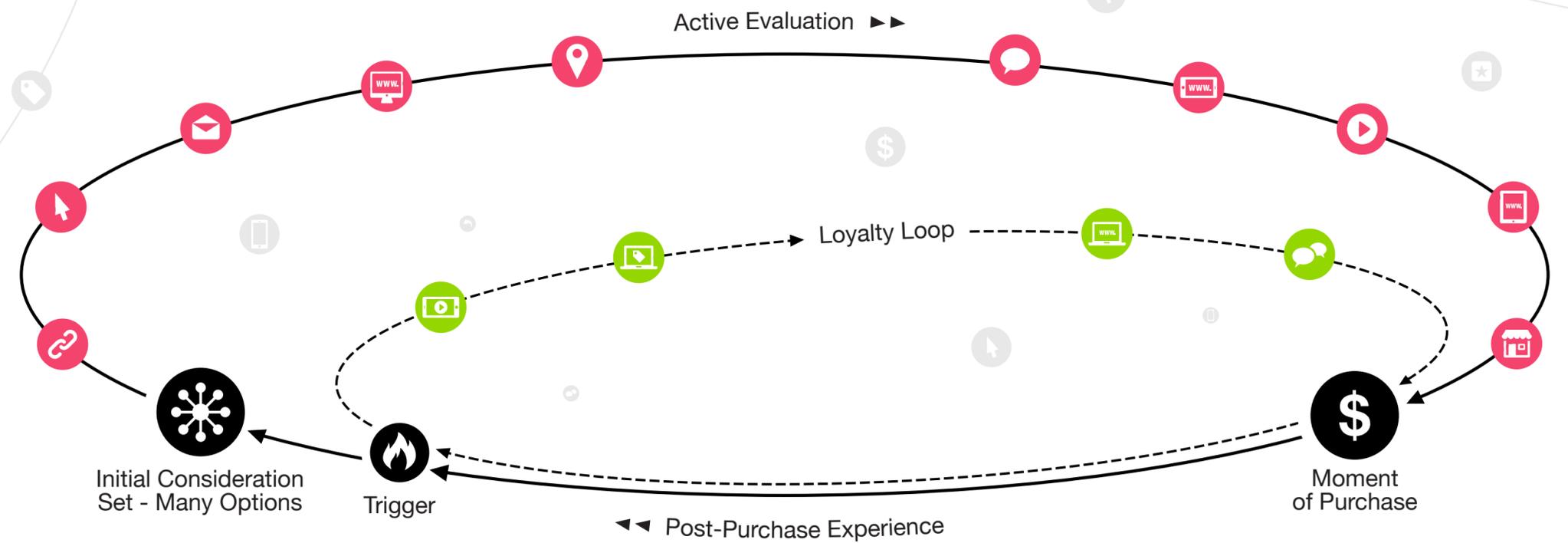
By **RADIUMONE™**



# Today's consumer journey

Today, the consumer journey is more complex than ever before. With the constant introduction and rise of new technologies like mobile and the sharing economy, consumers are exponentially generating billions of data points every day, and understandably, it's a challenge for marketers to study them all and take appropriate action to improve marketing campaigns.

The traditional sales funnel fails to capture the new customer journey, which no longer follows a linear path to a sale. Consulting company McKinsey discovered that the consumer's journey is more of a circular process with four primary phases that give off multiple consumer signals, which makes it tough for marketers to not only track them, but also reach them effectively.





# *Finding the consumer signals that matter*

With the rise in mobile, combined with the enormous amount of online content, digital ads, and social media, consumers are giving off billions of different signals every day. To understand who those consumers are, where they are along the buyer's journey, and what they want out of a brand, it is imperative for marketers to identify the most important signals.

Here, we look at different elements that can provide rich data about your customers, their behaviors, and how you can shape marketing campaigns to lead them down the purchase path.

# Mobile Engagement

There's no denying it: mobile is a critical component of your marketing strategy. According to the RadiumOne and the Mobile Marketing Association (MMA) report, **94% of marketers surveyed** >> say that mobile is an increasingly important consumer touch point.

Mobile engagement encompasses all site and app interactions on mobile or tablet devices, including:

-  **Number of app installs**
-  **App signups and logins**
-  **App feature usage**
-  **Time spent on app**
-  **Number of app sessions**
-  **Mobile website engagement**
-  **Purchase amount**
-  **Purchase frequency**
-  **In-app ad clicks**
-  **Acknowledgment or clicking of app notification on device**
-  **Number of drop-offs in days or weeks after installation**

Not only do these data points help in your marketing strategy, but they help improve functionality and usability of the app itself, which, in turn, will help with downloads and sales.



## Capture Mobile Engagement with RadiumOne Mobile Analytics & RadiumOne In-App Attribution Partners

**Mobile Analytics** >> is a complete solution for understanding the full user experience of your mobile app, from installation and engagement to conversion and retention. All collected data can be immediately activated in cross-channel digital marketing campaigns. Mobile attribution can also be utilized from various **3rd party vendors** >> such as AppsFlyer, adjust, Kochava, Tune, mParticle and Segment.io who are integrated into the RadiumOne platform.

# Sharing Behavior

These days, it didn't happen if it wasn't shared on social media. However, most sharing is done via dark social and accounts for 75% of consumer sharing online. Sharing behavior, which includes brand content sharing and engagement across desktop and mobile web, can point you to your high-value customers, as well as brand evangelists who are happy to tell others about your products.

An engaged social media audience can work wonders for your marketing campaign. In fact, according to the [RadiumOne Sharing Data Report](#), sharers are 9x more likely to convert than non-sharers. And then, of course, there is the added benefit of getting more exposure of your branded content, social updates, or ad when consumers share it with their network.

There are great social sharing signals to pay attention to:



**Sharing content from your brand website via social tools**



**Viewing shared content on your or your publisher pages**



**Copying and sharing brand text and URLs (aka, *Dark Social*)**



**Clicking on your shared branded content**

As you monitor these signals, pay attention to the popular, as well as the unpopular, shares and content that you're creating.



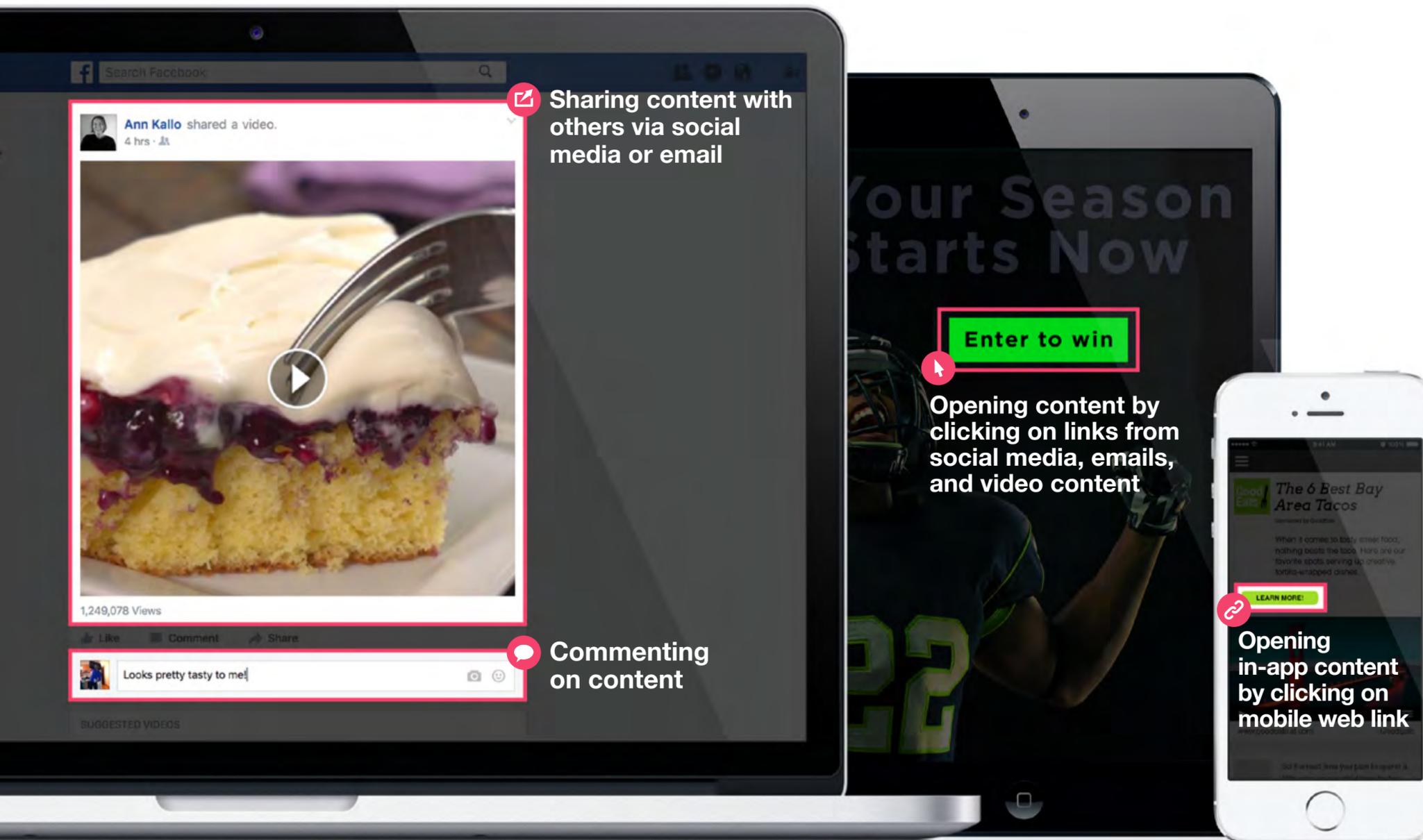
**Capture Sharing Behavior with RadiumOne Sharing Analytics**

*Sharing Analytics* captures 100% of the content sharing activity on marketers' owned and shared channels, including "dark social" activity.

# Content Engagement

Well-written and relevant content is essential for any marketing campaign, and it's great because it's easy to track what's resonating with your audience. Content engagement includes any interaction with your content across your website, social media, and mobile platforms.

Signals can include:



## Capture Content Engagement with Smart Links

**Smart Links** >> customizes the path a user takes to your web site or app, as well as the content you show them once they arrive. Gain extensive data on users who click on shortened links.

# Customer Data

Customer data can be crucial for marketers because it can provide them with insights about browsing, purchasing, or duration of time spent on a site.

The most established ways to gather consumer signals from owned channels include pixels, snippets of code that capture website engagement, as well as lead generation platforms, such as Marketo, to gather account and transaction history.

Here are some of the signals to pay attention to:



**Page visits**



**Purchase frequency**



**Time spent on site**



**Unique IDs**  
(browser, device)



**Purchase amount**

# Campaign Data

Each marketing campaign will have different results from the last. Measuring campaigns separately, and then looking at results collectively, can be useful in garnering better results with future campaigns.

Campaign engagement signals, like the following, provide useful information about your leads:



**Cross-Device Impressions**



**Clicks**



**Viewable impressions**

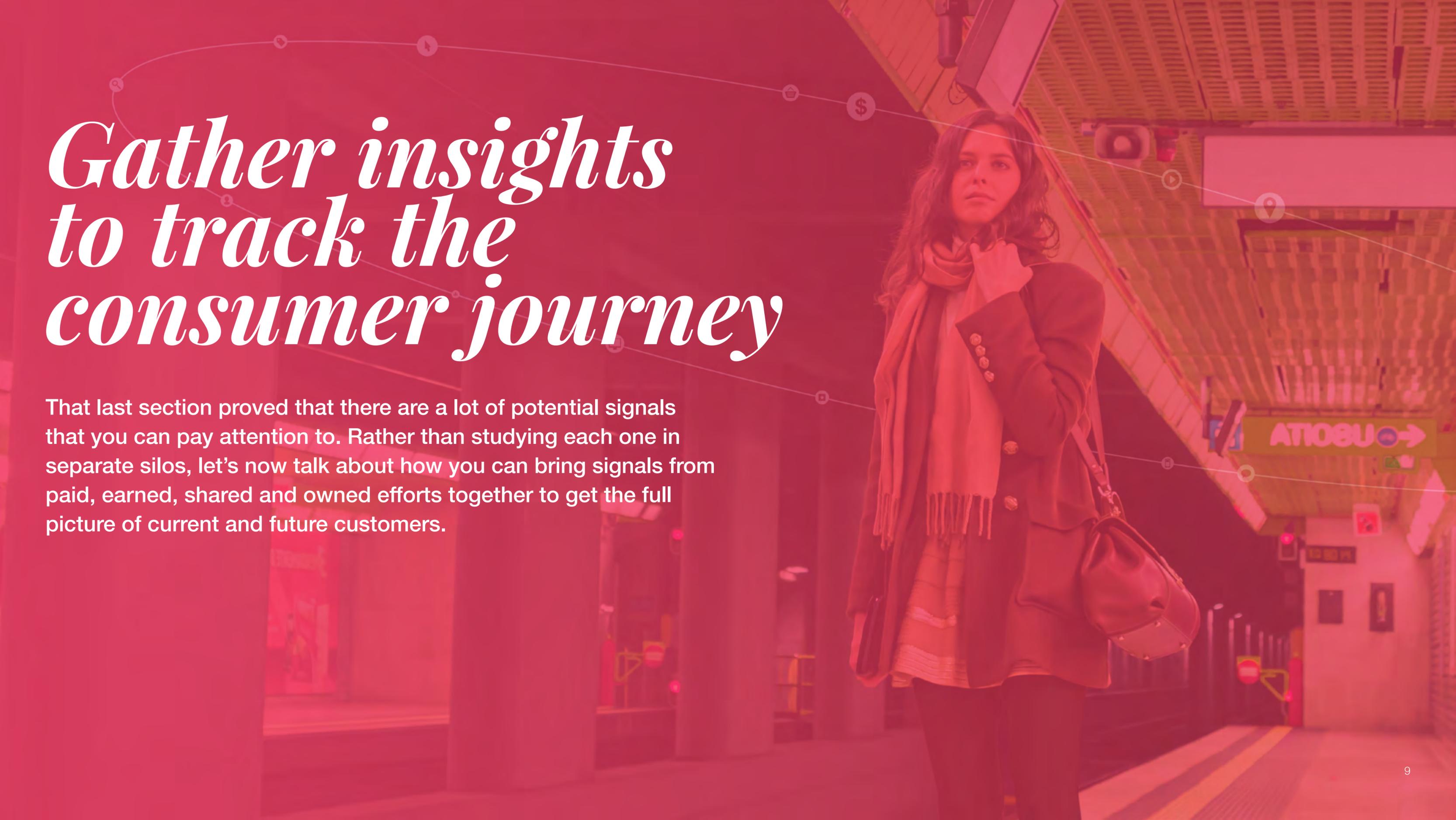


**Video completions**



**In-demo impressions**

It's possible you won't need all of these signals to help you shape your marketing campaigns and strategy, but **being aware of some of the key signals to look out for can be tremendously helpful.**

A woman with long dark hair, wearing a dark coat and a light-colored scarf, stands in a subway station. She is looking slightly to the side. The scene is overlaid with a semi-transparent red filter. A white line with circular icons (a magnifying glass, a shopping cart, a dollar sign, a location pin, and a play button) winds across the top of the image. The background shows subway tracks, a platform, and a sign that says 'ATIOBU' with an arrow pointing right.

# *Gather insights to track the consumer journey*

That last section proved that there are a lot of potential signals that you can pay attention to. Rather than studying each one in separate silos, let's now talk about how you can bring signals from paid, earned, shared and owned efforts together to get the full picture of current and future customers.

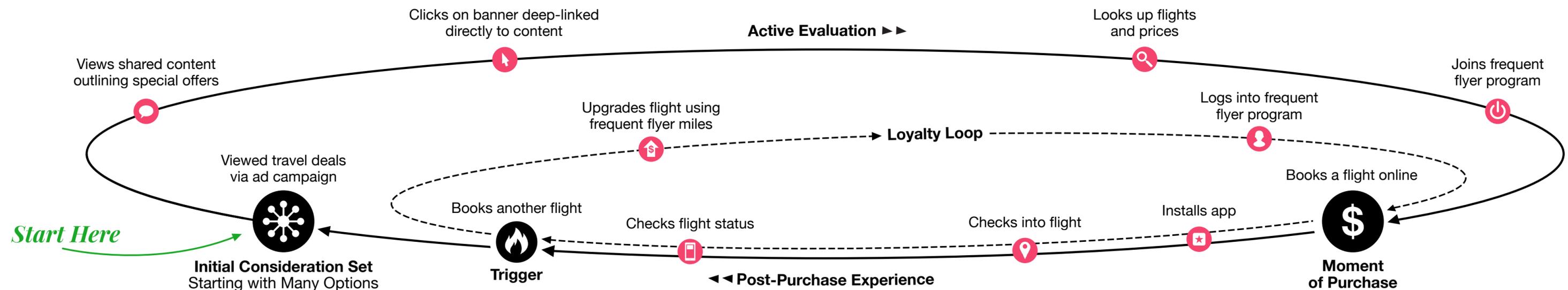
# Signals Across the Consumer Journey

One signal by itself has one meaning, but combined with every signal along the consumer journey, the story looks very different. Here's an example of the many signals a consumer can give off along the decision journey:

**Elizabeth's Journey:** Elizabeth is planning on visiting her parents in Boise, Idaho, and is shopping different airlines for the best price and flight schedule. She's narrowed down her decision to a few airlines, based on airline ad campaigns and shared special offers she's seen on Facebook.

As Elizabeth evaluates her options, she clicks on shared offers that are deep linked to search flights and prices on airline sites. She decides on an airline and books a flight, as well as signs up for its frequent flyer program.

After her purchase, Elizabeth downloads the airline's app so she can check into her flight. Later on, Elizabeth stays in the loyalty loop, using both the app and website to book future flights and check her frequent flyer status.



As you see, there were many touch points and many signals through her buyer's journey. All of these signals together are what are important to us as marketers. Looking at the signals, we can gain some powerful insights, such as:

**1** Campaign engagement signals can tell us that Elizabeth was more receptive to video ads earlier in her discovery process

**2** Mobile engagement signals show that she tends to browse for tickets on her phone in the evening during her subway commute

**3** Customer data signals demonstrate that she prefers to purchase airline tickets in the evening on a desktop device

# RadiumOne *Analytics Suite*

Marketers need an analytics suite that covers all devices and data platforms to take advantage of this data goldmine. Use the ***RadiumOne Analytics Suite*** ▶ to evaluate customers, understand their cross-channel behavior, and track their interactions across your paid, earned, shared, and owned channels to create personalized engagement campaigns to capture their attention.

[\*Learn More\*](#)

# Using Predictions for Media Investment

By assessing signals from your paid, earned, shared and owned channels together, marketers can score consumers and predict if they will be valuable to campaign goals, from finding new prospects to retaining your most profitable customers.

## Lifetime Value

Assign a **lifetime value** to leads based on when and how they engage with your site or app. Use consumer value signals across mobile web and app to determine users who drive the highest revenue on your app and mobile website.

## Customer Acquisition

According to a Salesforce report, customer acquisition is one of the top three measures of success for marketing leaders<sup>1</sup>.

Pay attention to the offers that are generating the best ROI and conversion, and do more of those.

Target visitors who look and act like your current customers by using web engagement and in-app signals. Additionally, identify likely converters using sharing and content engagement signals because, as mentioned in the **RadiumOne Sharing Data Report**, consumers who share and engage with your content are more likely to convert.

## Re-Engagement

Re-engagement campaigns can be hugely successful in driving subsequent sales as well as enticing those about to shop elsewhere to come back to your brand.



### Churn

Leverage online and in-app customer signals that indicate potential churn and pinpoint who is exhibiting behaviors that indicate they have left the loyalty loop. Once you have those behaviors, create marketing campaigns (including re-engagement) to draw them back in.



### Upsell

Encourage your most valuable customers to upgrade products or services by using online and in-app customer behavior to determine additional items they may be interested in. Leverage personalized offers to drive them to an online or offline experience.



# *Predict* with RadiumOne

RadiumOne captures data from our proprietary tools and partnerships to understand your customer, generate actionable insights, and formulate media strategy. We go further by helping you score consumers based on their anticipated value and build predictive models you can test in media and marketing channels, constantly refining to achieve your goals.

[\*Learn More\*](#)



# *Activate Campaigns*

Once you zero in on the signals to pay attention to, you will then need to “activate” all of those findings through engaging digital campaigns across multi-platform. Since cross-device usage is prevalent these days, it’s important to fully utilize video, native and mobile creative at various points along the consumer journey, so that you reach the right consumer at the right time and on the right device.

# *RadiumOne Mobile Advertising*

RadiumOne's mobile solution makes it easy to identify the most important mobile-related consumer signals, figure out how they'll drive measurable marketing outcomes, and use them for an impactful mobile campaign.

RadiumOne utilizes a deeper view of consumer behavior — looking at how people find their way to mobile websites and apps (and what they do once they're there) to:

**1**

**Get a better idea of what they like**

**2**

**Learn where they are in the buyer's journey**

**3**

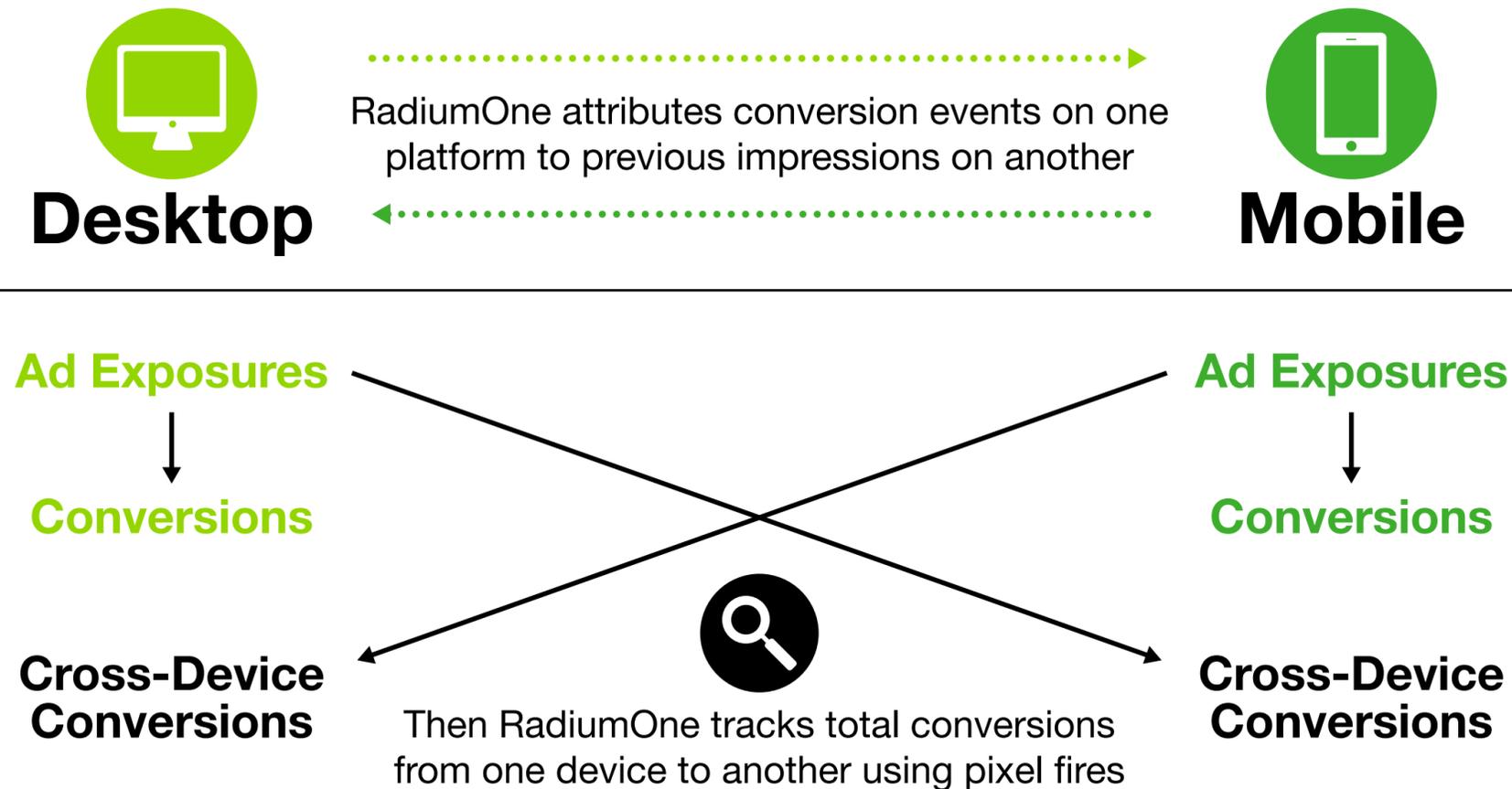
**Better communicate with them**

With deeper consumer insights, RadiumOne can help build and execute thoughtful marketing strategies to find new customers, keep existing ones, or bring back the most valuable ones.



# RadiumOne *Cross-Device Marketing*

RadiumOne Cross-Device Marketing helps marketers match people to devices by connecting consumer engagement signals across paid, earned, shared and owned channels. RadiumOne provides deterministic matching (through the use of Smart Links and Mobile Analytics tools), which collect information through user interactions of deep linked ads or content via web or social channels.



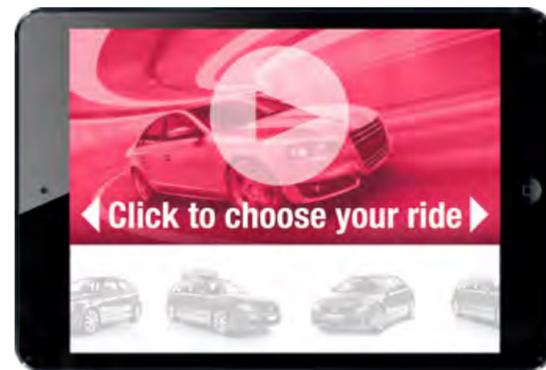
# RadiumOne Video Advertising

To truly drive branding objectives with digital video, marketers must start with engaging creative, then develop deep audience insights and find the right users on sites and apps best suited to complement the message — all with measurable results. **RadiumOne** supports these needs by delivering video campaigns that users watch on all their digital screens, including desktop, mobile, and connected TV. With a 70.7% average video completion rate (18% higher lift than the market average), RadiumOne provides measurable engagement and results for video advertisers by ensuring humans are watching the creative.

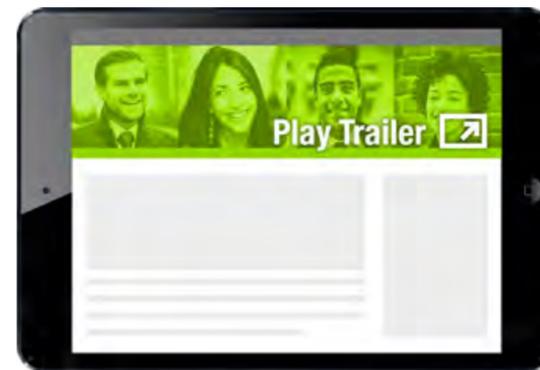
## Innovative ad formats



Pre-roll



Interactive



Click to Play  
(and many more)

# RadiumOne *Native Advertising*

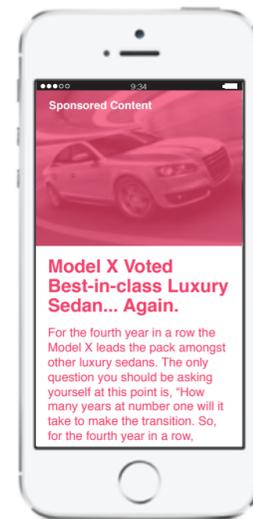
RadiumOne can deliver **native advertising** by accessing thousands of publishers globally that have mobilized to improve the user experience of their apps.

Native campaigns are built into media strategies tailored to predictive models to drive the most value. They are useful throughout the consumer journey; from attention grabbing branding opportunities, to engaging direct response ads, and loyalty driven re-engagement strategies.

## Types of native ads



Desktop Web



Sponsored Content



Mobile In-App

# *Key Takeaways*

As technologies continue to evolve, marketers need to rethink how they track and engage with customers. Consumer signals are instrumental in helping you deliver exactly what your audience wants, when and where they want it.

**Below are some takeaways to help you power your marketing strategies:**

**1** Capture your customers' paths to purchase by tracking signals across mobile, sharing, content, and web channels. Third party data can fill in any gaps in the consumer journey.

**2** Reduce paid media and improve campaign efficiency by intelligently valuing and targeting customers most likely to drive business outcomes.

**3** Maximize the impact of your ad campaigns by running them across devices and channels. Align campaign channels with the campaign goals they best support.

**Remember: consumer-powered marketing begins with you listening to what your customers are telling you through your paid, earned, shared and owned channels.**

*About*

# RADIUMONE™

RadiumOne is the only data-driven marketing company that connects the dots between brands' paid, earned, shared and owned assets to find and connect with high-value consumers. Through our ability to see the strongest signals of consumer intent and predict where consumers are on their journeys, we can build customized campaign strategies specific to your brand. RadiumOne delivers digital campaigns that are measured against real business outcomes.

Headquartered in San Francisco, with offices across North America, Europe and Asia-Pacific.

For more information please visit us at:

*[RadiumOne.com](http://RadiumOne.com)*

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