

static header: 612x37 px

data margins: 18px

widget margin: 9px

3x8 (mindset /screenshot area)

widget margin: 9px

WIDGET 01

WIDGET 02

WIDGET 03

9px
widget
block area:
54x54 px
9px

xd6

1x2

1x4

1x2

1x4

1x4

2x8

2x4

2x4

data margins: 18px

data margins: 18px

widget margin: 9px

widget margin: 9px

data margins: 18px


The background is a green-tinted collage of financial data visualizations. It includes a pie chart with segments labeled 14%, 18%, 6%, and 13%; a line graph showing an upward trend; a bar chart with three bars of increasing height; and several tables of numbers. One table has columns labeled 'Date', 'Sales', and 'Profit'. Another table shows a list of numbers: 17, 99.83, 51, 67, 7.84, 33, 16.64, 15.65, 0.323044069, 0.283720087, 0.825218477, 0.142935278, 0.180, 184709, 2,000.0, 1,500.0, 1,000.0, 500.0, 0.0. The text 'iStock by Getty Images' is repeated diagonally across the background.


INSIGHT REPORT

AT&T SOUTHEAST SAMSUNG BACK TO SCHOOL 2016

DATA COLLECTED AND PRESENTED BY  mobilefuse

FLIGHT DATES

 Start
JANUARY 4, 2016

 End
DECEMBER 28, 2016


TARGETING


Millennials, primarily women who are mobile and digital first,m and who may also be the primary house-hold decision maker.


CAMPAIGN GOALS


Reinvigorate brand perception, becoming a destination for Style - lift brand love, drive engagement and drive traffic.


MINDSETS


 Sunday Funday


 Social Sports Fans


 Residential Relaxers


 Millennial Music Lovers


 Errand Runners


 Working Professionals

 Commuters

 Entertainment Enthusiasts

 Fly Fashionistas

 Moms On The Go

 Families Out And About

OVERALL PERFORMANCE



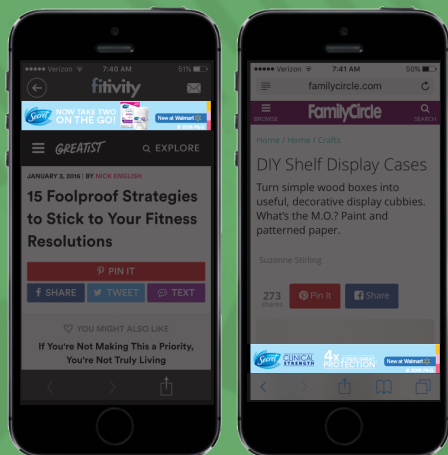
KEY FINDINGS

Finding #1:
Young adults aged 13 to 17 performed best on Smartphone with a 15.92% lift.

Finding #2:
Household incomes between 100K-250K showed the best performance. 150-200k performed best on both placements - Tablet with a .95% CTR.

Finding #3:
Evenings outperformed Mornings and Afternoons on Smartphone and Tablet by 15%.





TOP 10 PERFORMING GEOS

Atlanta, GA	0.68%
Dallas, TX	0.65%
Los Angeles, CA	0.65%
Tampa, FL	0.63%
New Orleans, LA	0.62%
Milwaukee, WI	0.60%
Chicago, IL	0.60%
Birmingham, AL	0.58%
Denver, CO	0.57%
Houston, TX	0.57%

OPERATING SYSTEM



Android
0.61%



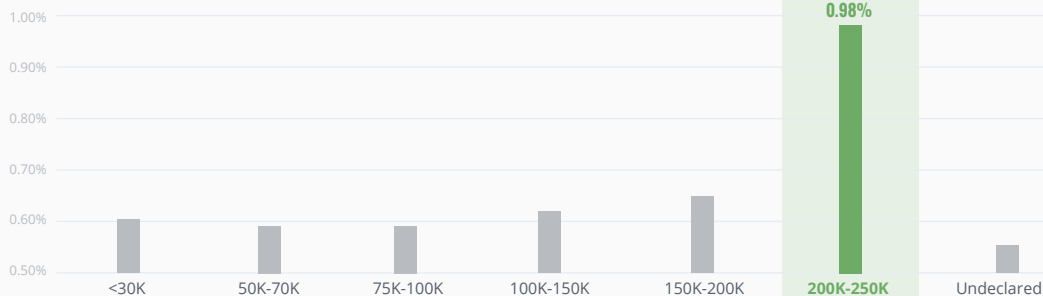
iPhone OS
0.61%

RETARGETING VS. REAL TIME

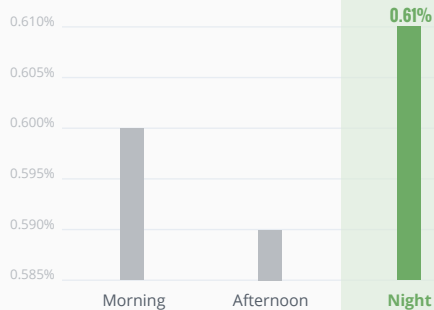
Targeting users currently at Walmart locations 0.72%

Retargeting users who previously visited Walmart locations 0.54%

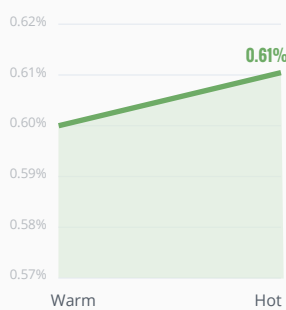
HOUSEHOLD INCOME (\$)



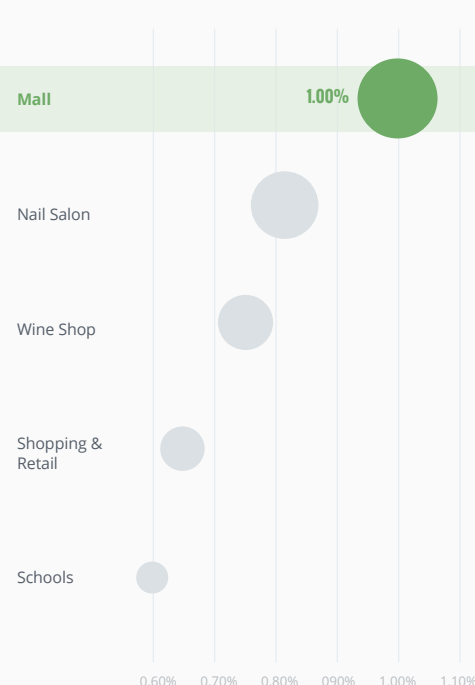
TIME OF DAY



TEMPERATURE



LOCATION



WEATHER CONDITION



Sunny
0.64%

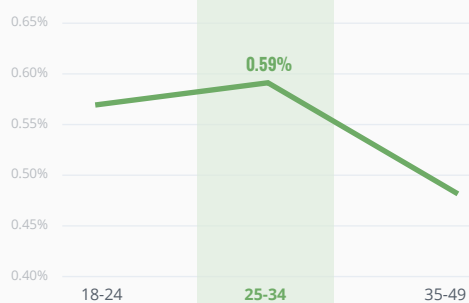


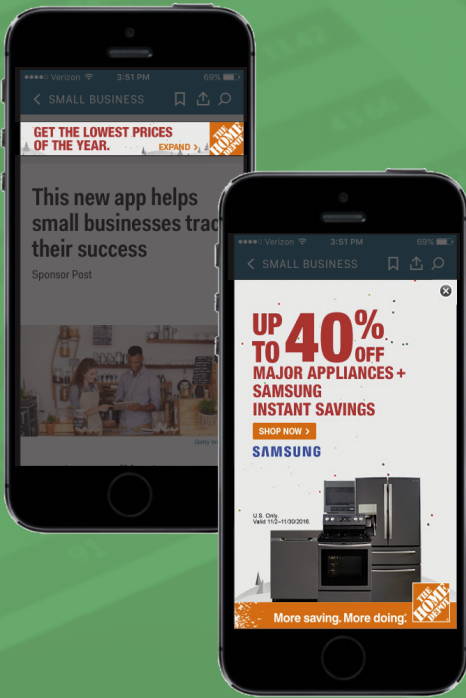
Rainy
0.58%



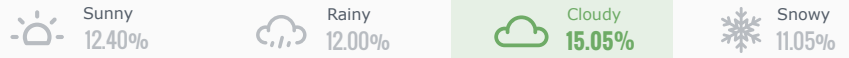
Cloudy
0.61%

AGE

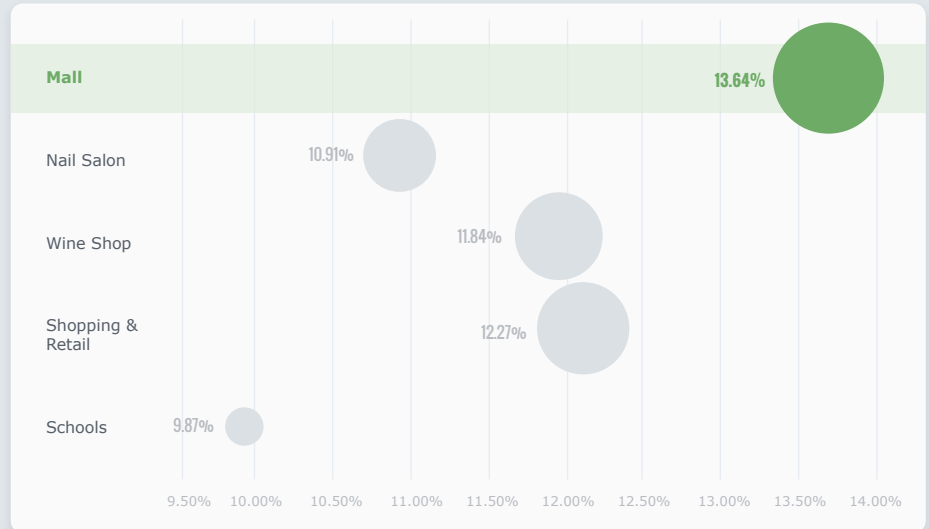




WEATHER CONDITION



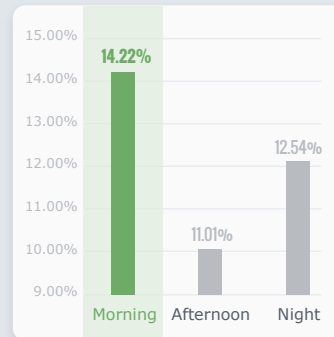
LOCATION



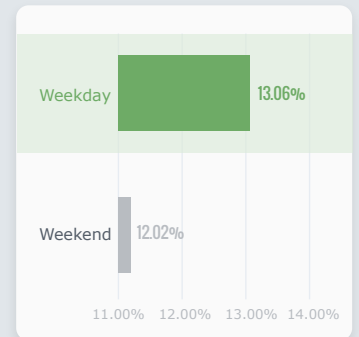
TOP 10 PERFORMING GEOS

Massachusetts	13.08%	Louisiana	14.00%
Kentucky	12.04%	Maine	11.06%
Maryland	12.31%	Delaware	13.10%
Mississippi	11.02%	New Jersey	12.02%
North Carolina	12.00%	Georgia	10.52%

TIME OF DAY



TIME OF WEEK



RETARGETING VS. REALTIME

Home Depot Competitors	14.20%
Home Depot	10.04%

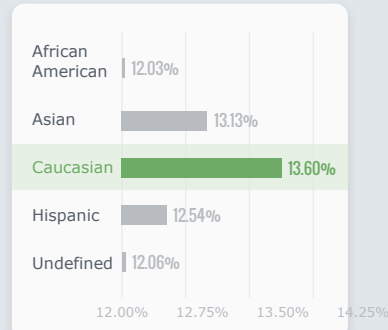
OPERATING SYSTEM



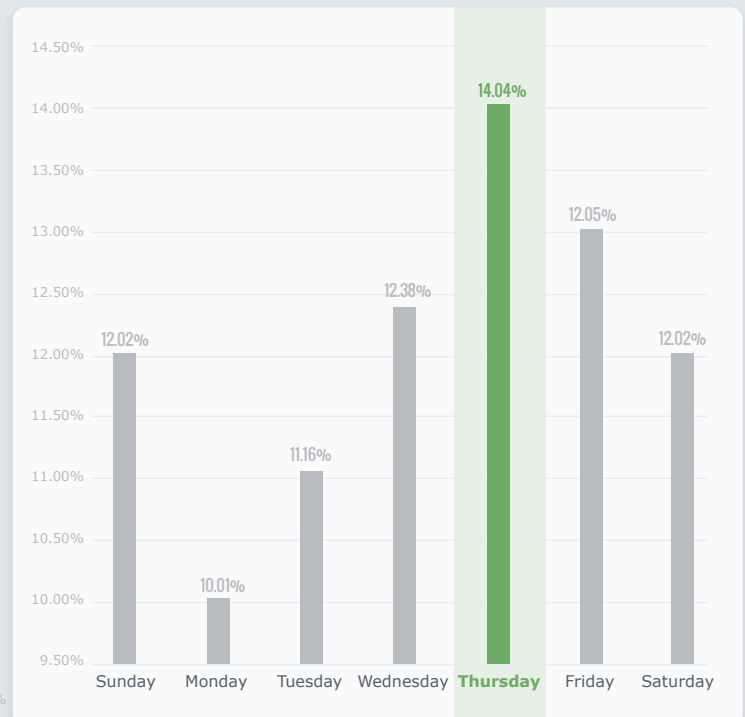
CARRIER

Boost	11.01%
Verizon Wireless	13.13%
AT&T Wireless	12.02%
T-Mobile	13.41%
Sprint	13.08%

ETHNICITY

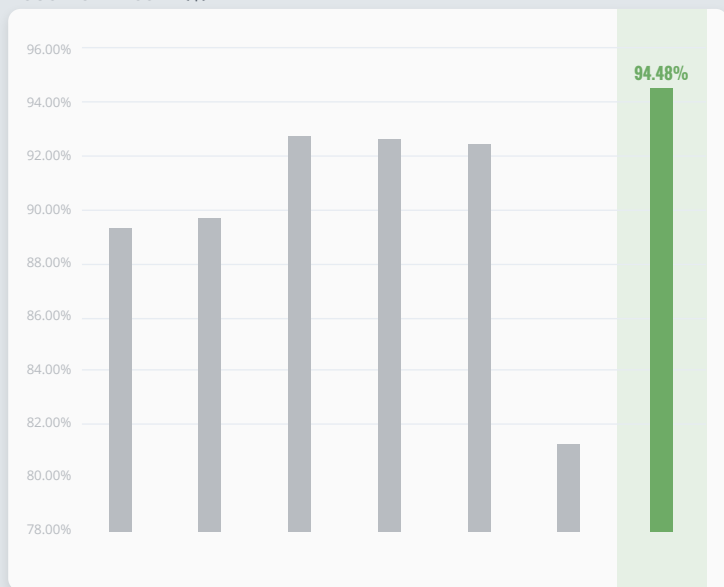


DAY OF WEEK

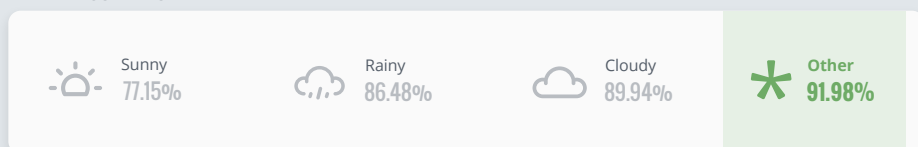




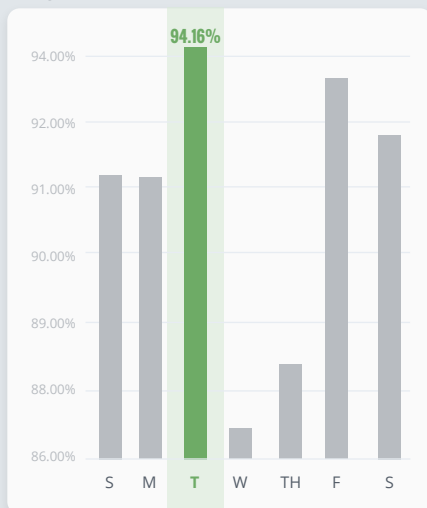
HOUSEHOLD INCOME (\$)



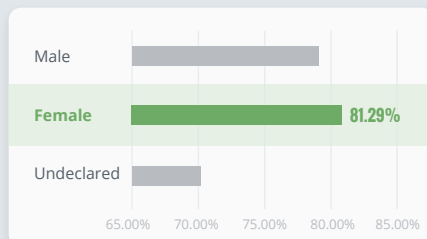
WEATHER CONDITION



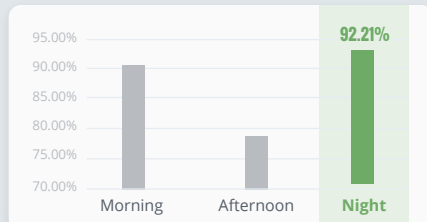
DAY OF WEEK



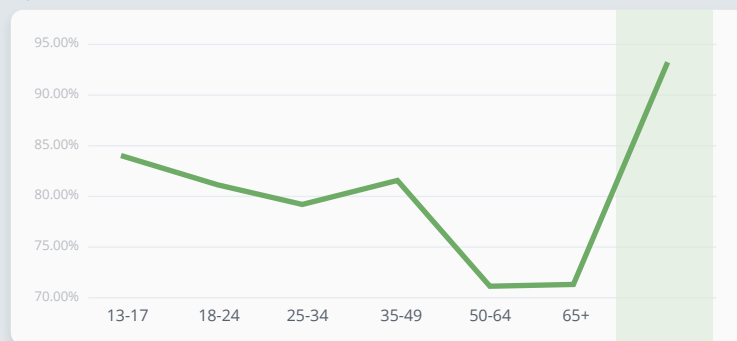
GENDER



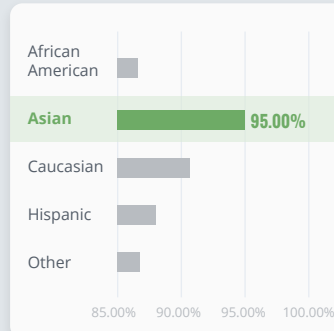
TIME OF DAY



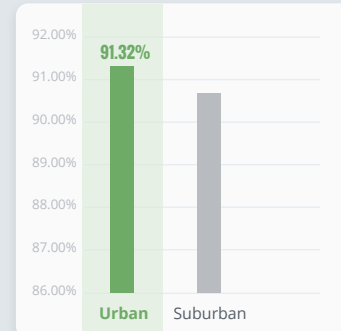
AGE



ETHNICITY



POPULATION



TOP 10 PERFORMING GEOS

Wisconsin	94.80%
Minnesota	94.64%
Colorado	93.17%
Texas	93.16%
Florida	93.06%
Tennessee	92.75%
Washington	92.49%
Ohio	92.29%
Alabama	92.04%
Idaho	92.03%

TEMPERATURE

