

Dynamic Change of Performance Marketing

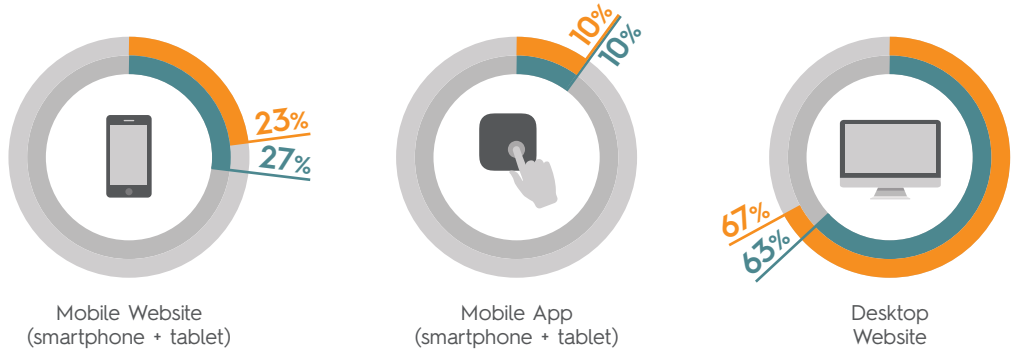


WBR DIGITAL

South East Asia/Australia
& New Zealand/India

Smartphones, now with larger screens, fast wireless broadband and seamless synchronisation, will push mobile devices' share of online sales to parity with desktops.

■ Traffic Share ■ % of Sales



The industry is shifting from increasing CTR/app installs to continuous engagement with customers.

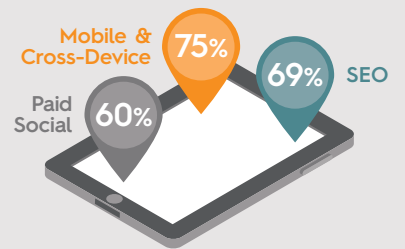


TOP 3 GOALS

of retail marketers in online advertising

- 5.4 Increase brand awareness
- 5.3 Deliver product ads to reflect your customer data & relationships
- 4.5 Increase customer lifetime value and loyalty

Ranked as an average by order of popularity between 0 (lowest) and 7 (highest)



Channels expected to have the biggest growth in the next 12 to 18 months (Percentage of respondents)

Key challenges to effectively execute multichannel campaigns at scale



Identifying the best technology partner



Difficulty managing for the latest privacy standards or best practices



Lack of internal knowledge / skills to run the programme

Key takeaways for retailers in Asia/Pacific



Prioritise mobile and in-app advertising



Embrace new technologies like personalised ads based on customer data



Adopt singular view of customers' browsing behavior across different devices & channels



Work with partners that have high privacy standards