

# ┌ How Lucid's API Helped On Device Research Double Its Quarterly Programmatic Revenue



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*Lucid*



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*Founder & CEO*

*On Device Research*



# On Device Research

## We use mobile to help brands and their agencies measure marketing effectiveness

- 9 years old
- Office in London, Singapore and Dubai, plus tech team in Brighton
- Developed proprietary mobile survey app, Curious Cat. 500k downloads
- First to measure in-app advertising using device IDs
- Clients include:



2018 Winner  
Brand  
Effectiveness



2018 Winner  
Footfall  
Attribution



2018 Winner  
Research  
Innovation



2018 Winner  
Research  
Team



2019 Winner  
Media  
Effectiveness

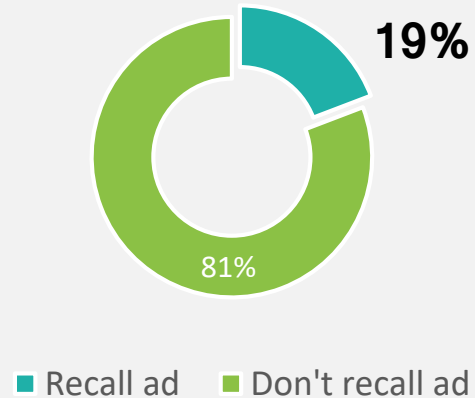


# We believe that advertising works passively.

Consumers don't know which advertising they are exposed to (the human memory isn't perfect)

## OVER-REPORTING AD EXPOSURE

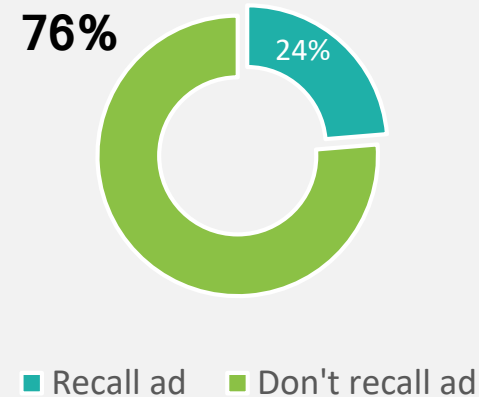
Ad recall in **control** group



*19% of people who we know **haven't** been exposed to test ads, claim that they **have** seen them*

## UNDER-REPORTING AD EXPOSURE

Ad recall in **exposed** group



*76% of people who we know **have** been exposed to test ads, claim that they **haven't** seen them*

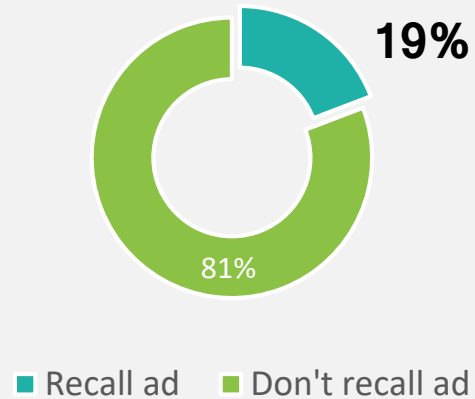


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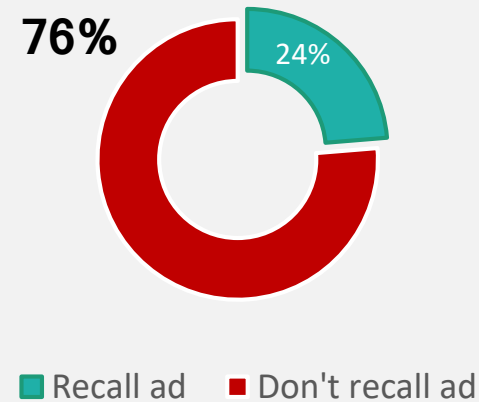
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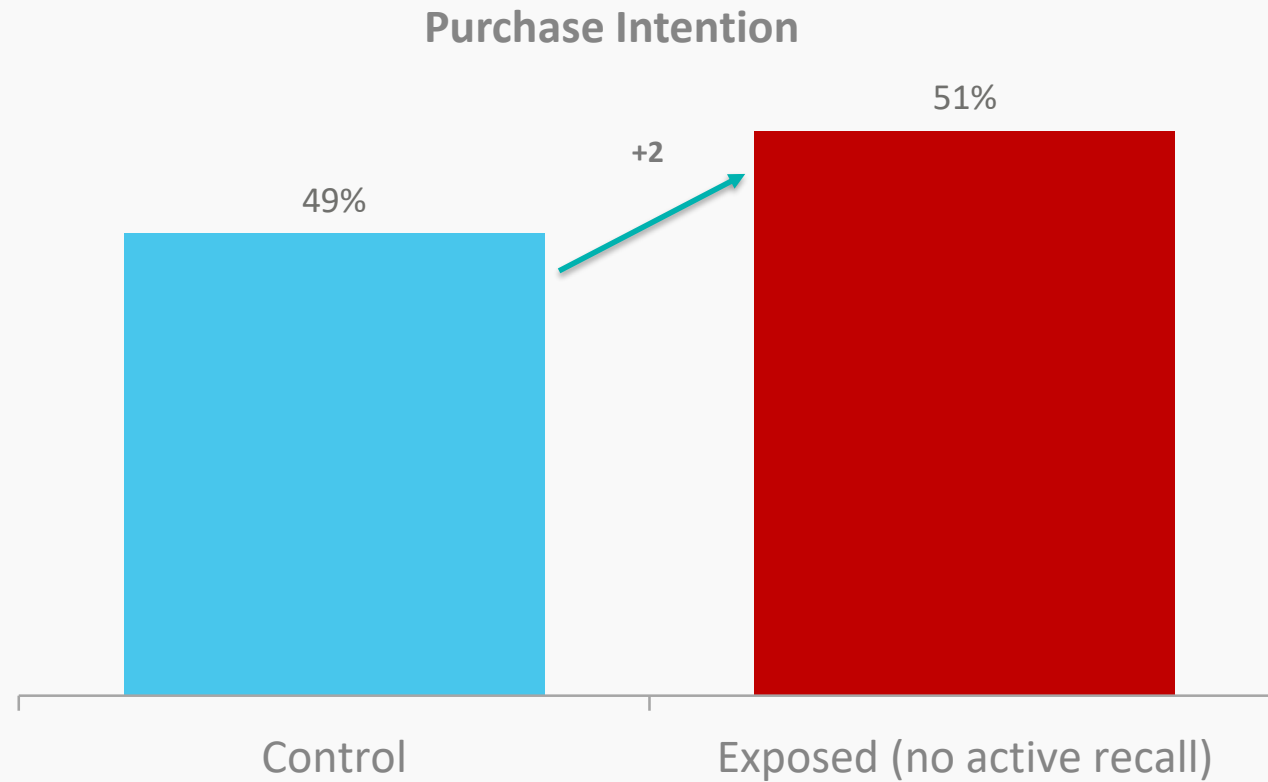
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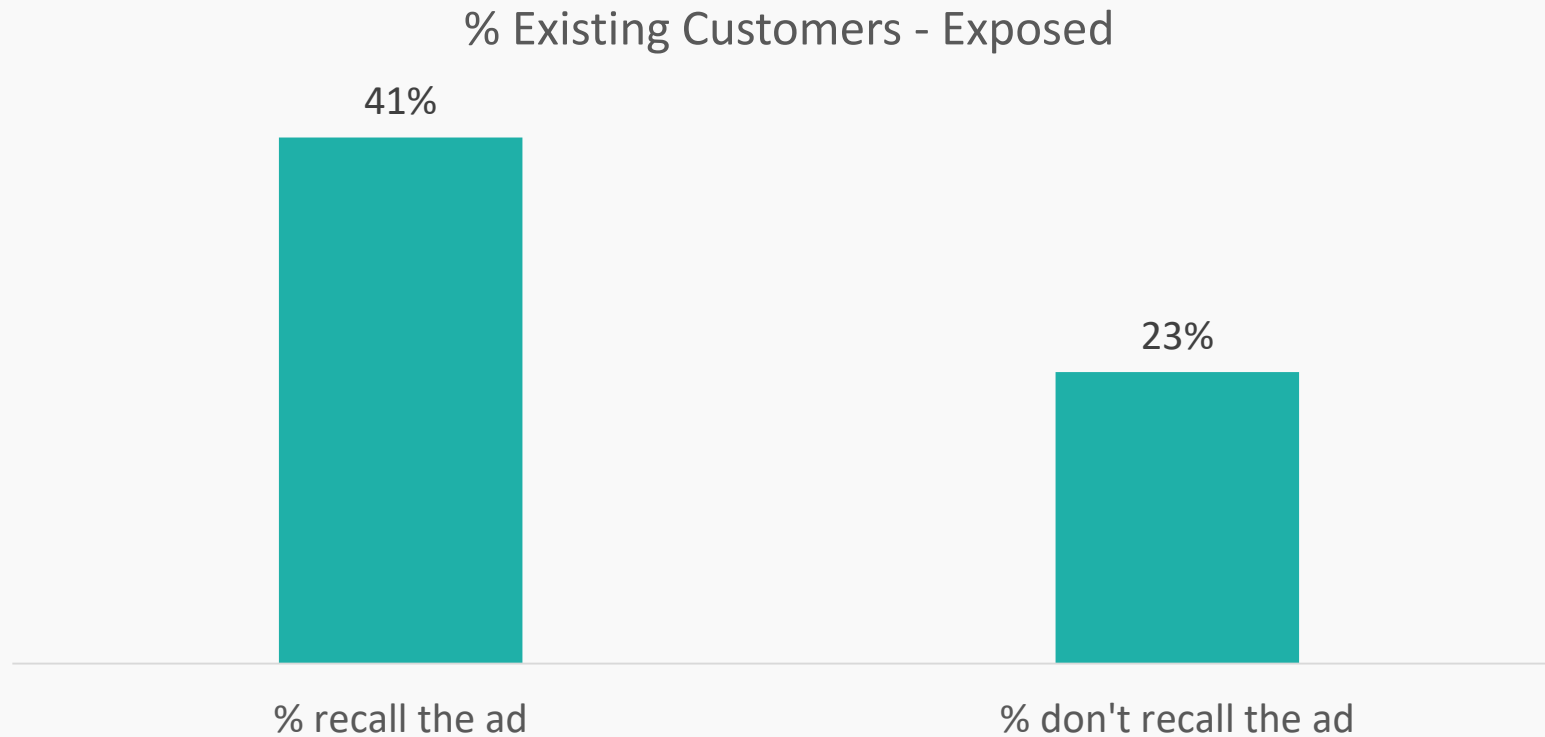
. . . . advertising influences those that don't know they were exposed



Source: Meta analysis of ten ad effectiveness studies across seven categories

# Those who are exposed and recall the ad are almost twice as likely to be existing customers

Recent insurance brand case study



# Therefore advertising effectiveness methodology has to work passively

Mobile In App



Mobile Ad ID's

Mobile Web



Desktop Web



First Party Cookies

Out Of Home



Location Data

Radio



TV



ACR (Audio Content Recognition)

All Data collected from our single source panel



# Methodology . . . .

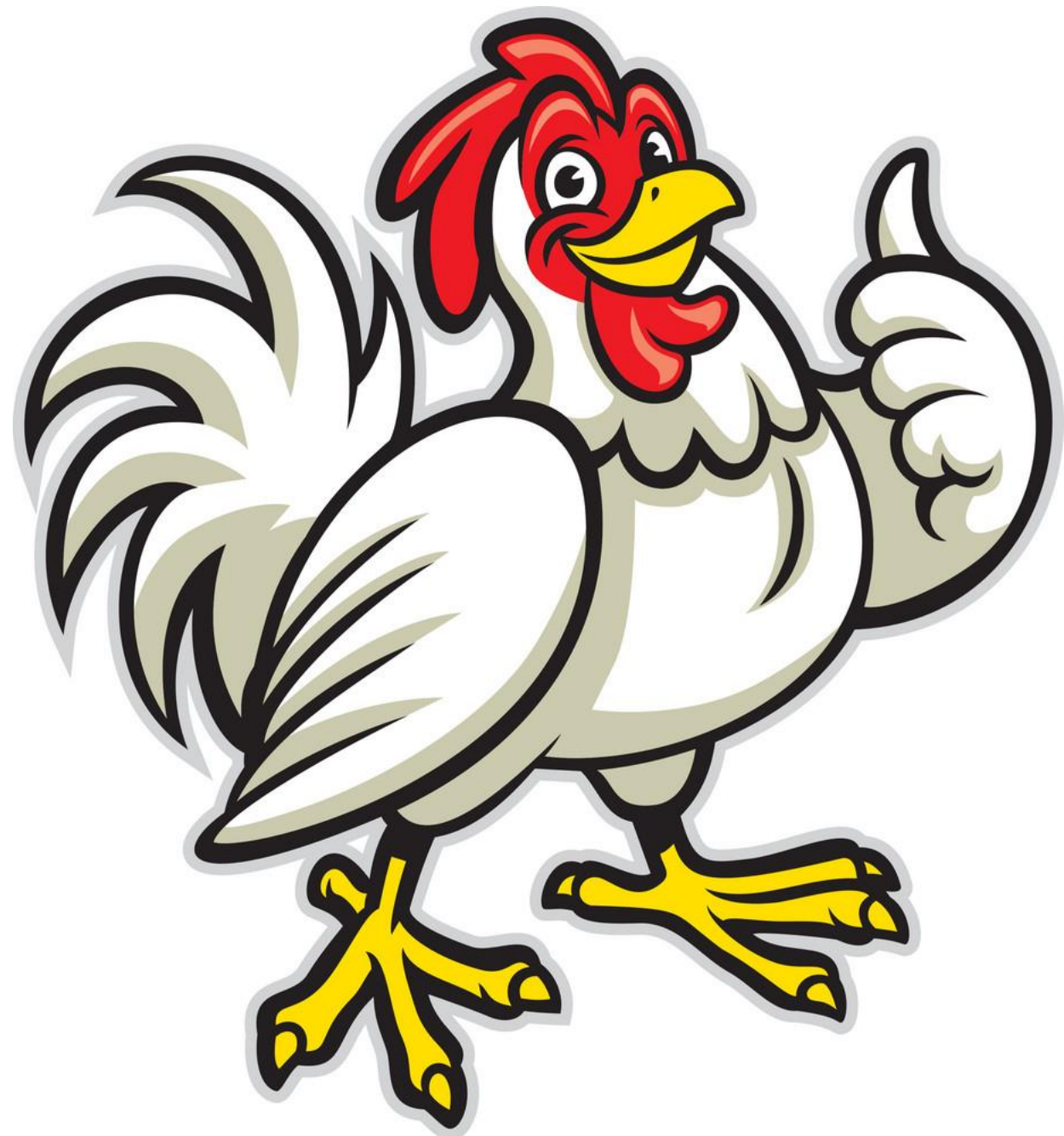


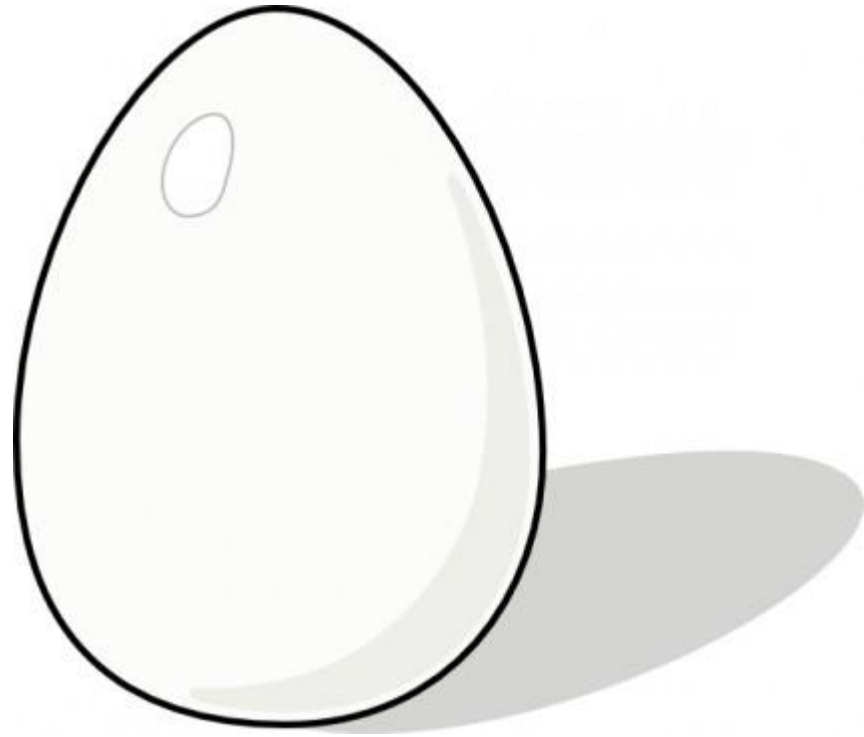
1) Collect ad exposure from passive technologies

2) We match ad exposure to consumers on our app panel

3) Consumers are then asked to complete a survey 24-48 hours after exposure

4) Test & control survey groups to isolate the brand lift





## Our challenge

Larger app user base = better service to our clients.

We needed more surveys to keep our app user base engaged

We needed more users to get more client work

### **Answer**

Using Lucid we had a chance to do this



# Rise of the Marketplace

Buy

LUCID

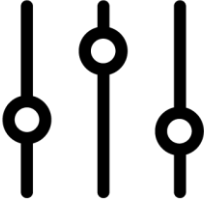


Supply



**Transparency**

Buyers know exactly which suppliers are providing their sample



**Control**

Buyers can select preferred suppliers, based on their specific surveying needs



**Equal Access**

Suppliers all have equal access to sample buyers



**Brand Recognition**

With transparency, suppliers gain valuable brand recognition





**Marriott**



TM

**Hilton**





The world's largest taxi company, owns no vehicles.



The world's most popular media owner, creates no content



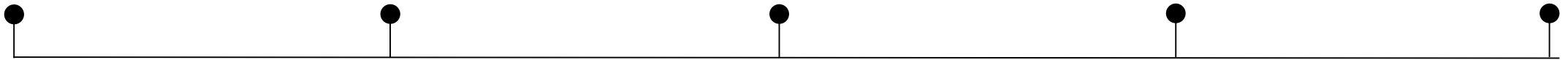
The world's most valuable retailer, has no inventory.



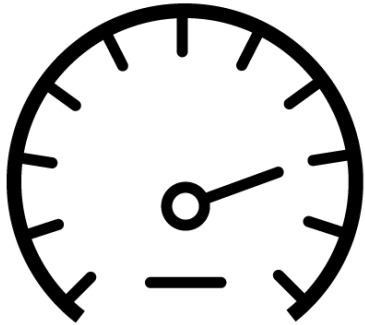
The world's largest accommodation provider, owns no real estate



The world's largest sample provider, owns no panel.

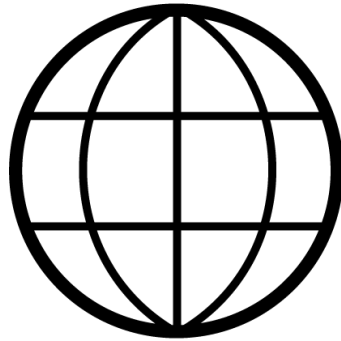


## What makes a marketplace successful?



### **Speed**

Accomplish more  
in less time



### **Global Scale**

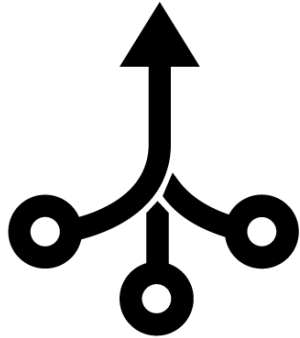
Reach more with  
fewer resources.



### **Transparency**

Gauge a good product  
from a good source.

## Why is that important?



### **Industry Consolidation**

Providers need to strengthen their offerings  
i.e. max feasibility



### **Changing Recruitment**

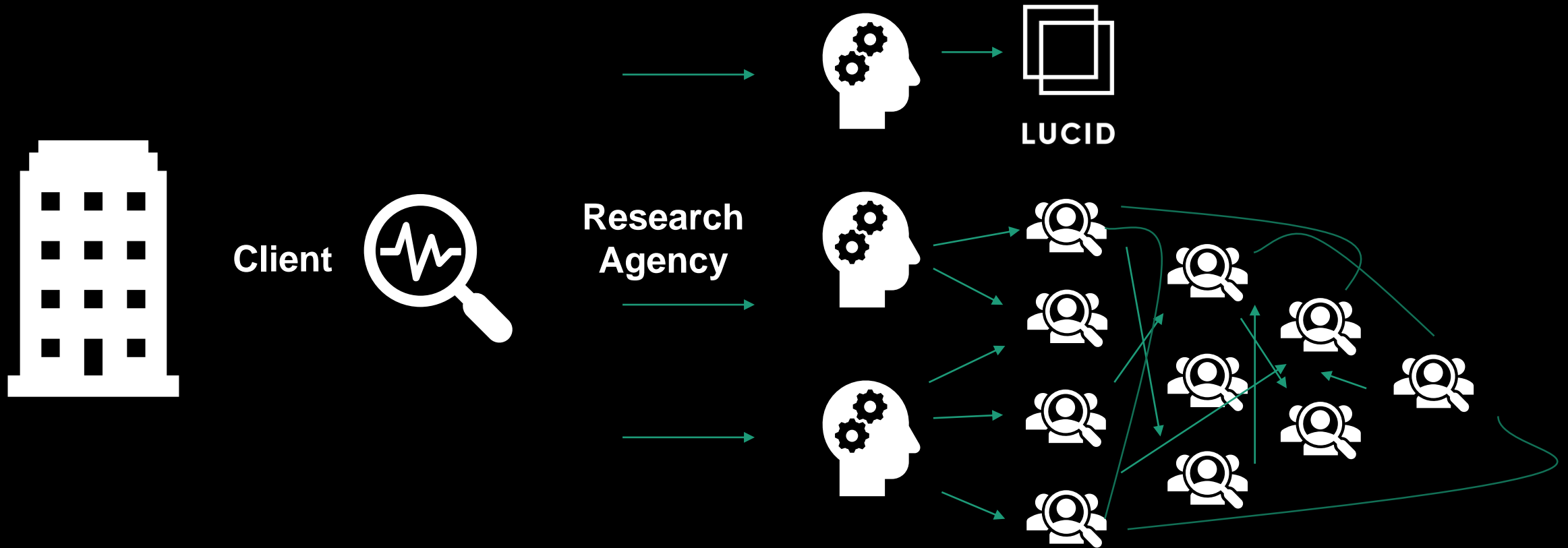
Suppliers trying to change their recruitment process, but the number of people ready to take surveys is limited



### **Panel Broker**

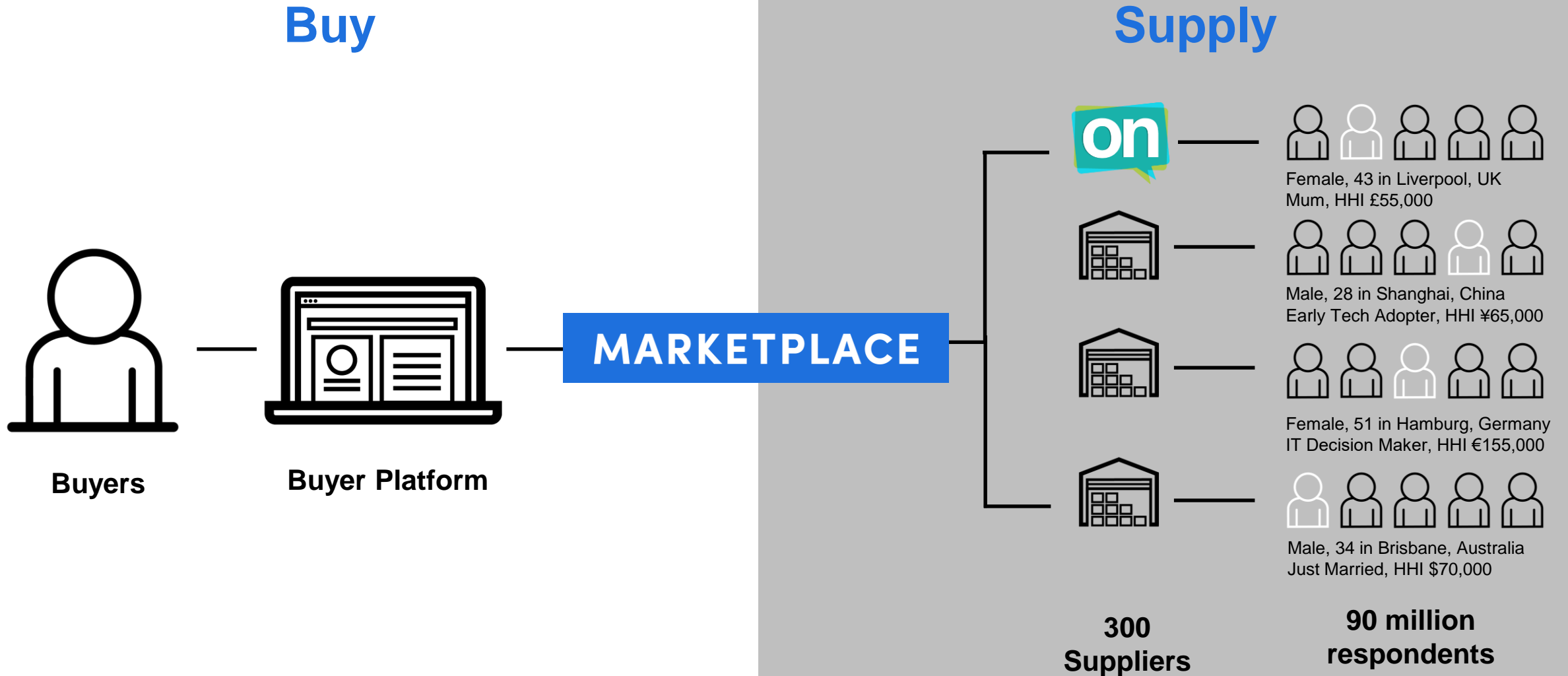
The easiest and cheapest solution is to broker from each other

# Where does your sample come from?

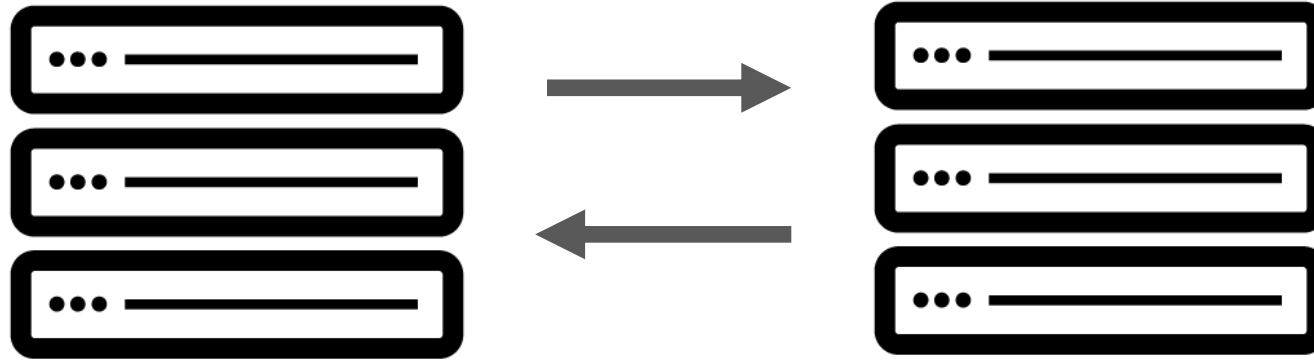




# In a programmatic Marketplace



**Everybody Wins**



APIs allow different types of software to communicate over the Internet **without human intervention.**

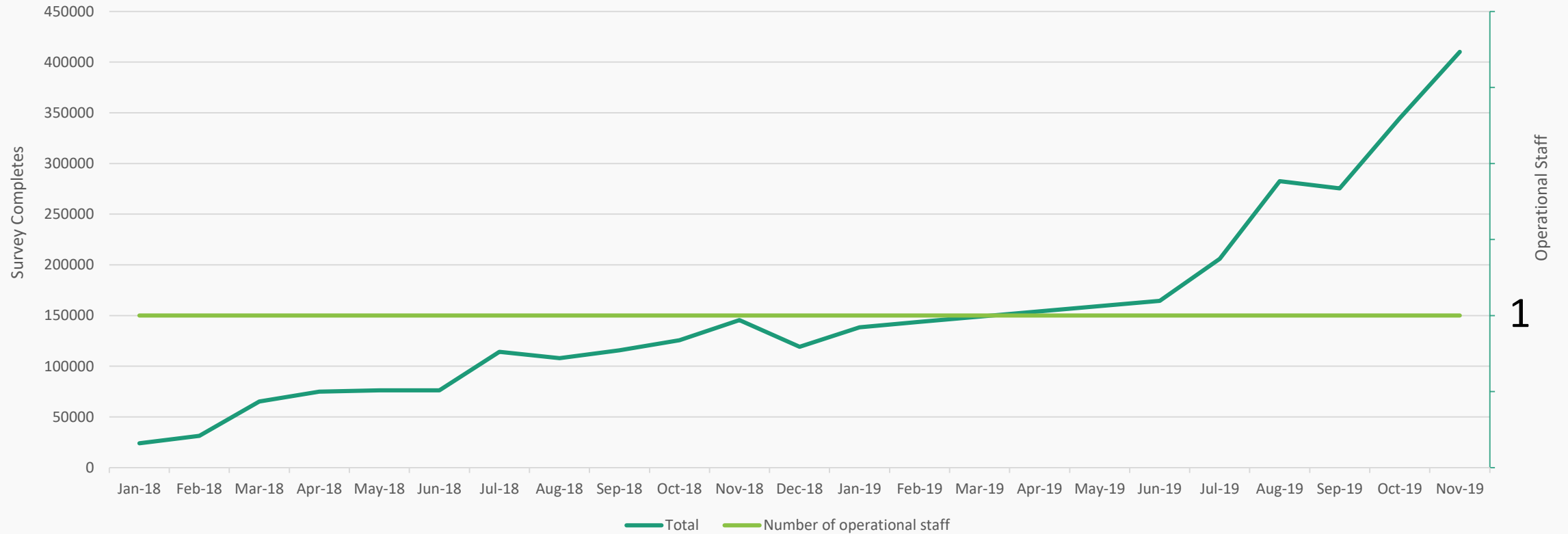
Increase **accuracy** and **efficiency** by reducing errors from duplicate data entry

**Streamline** survey management (buy and sell side)

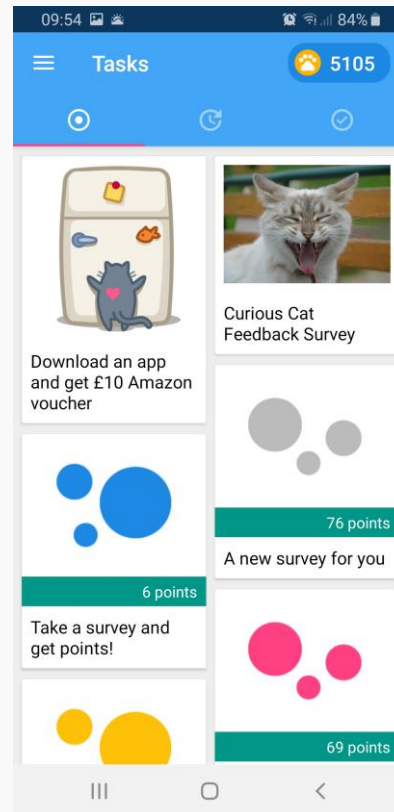
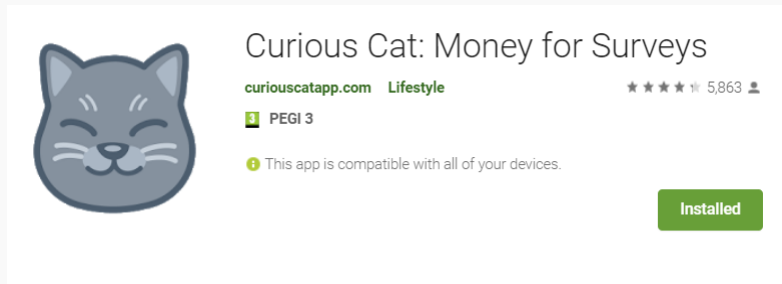
Control in real-time

# The results

Number of survey completes and operational staff



# The results



Curious Cat is the UK's number 1 survey app

# The results



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**MORE OPPORTUNITY.  
EVERYWHERE.**



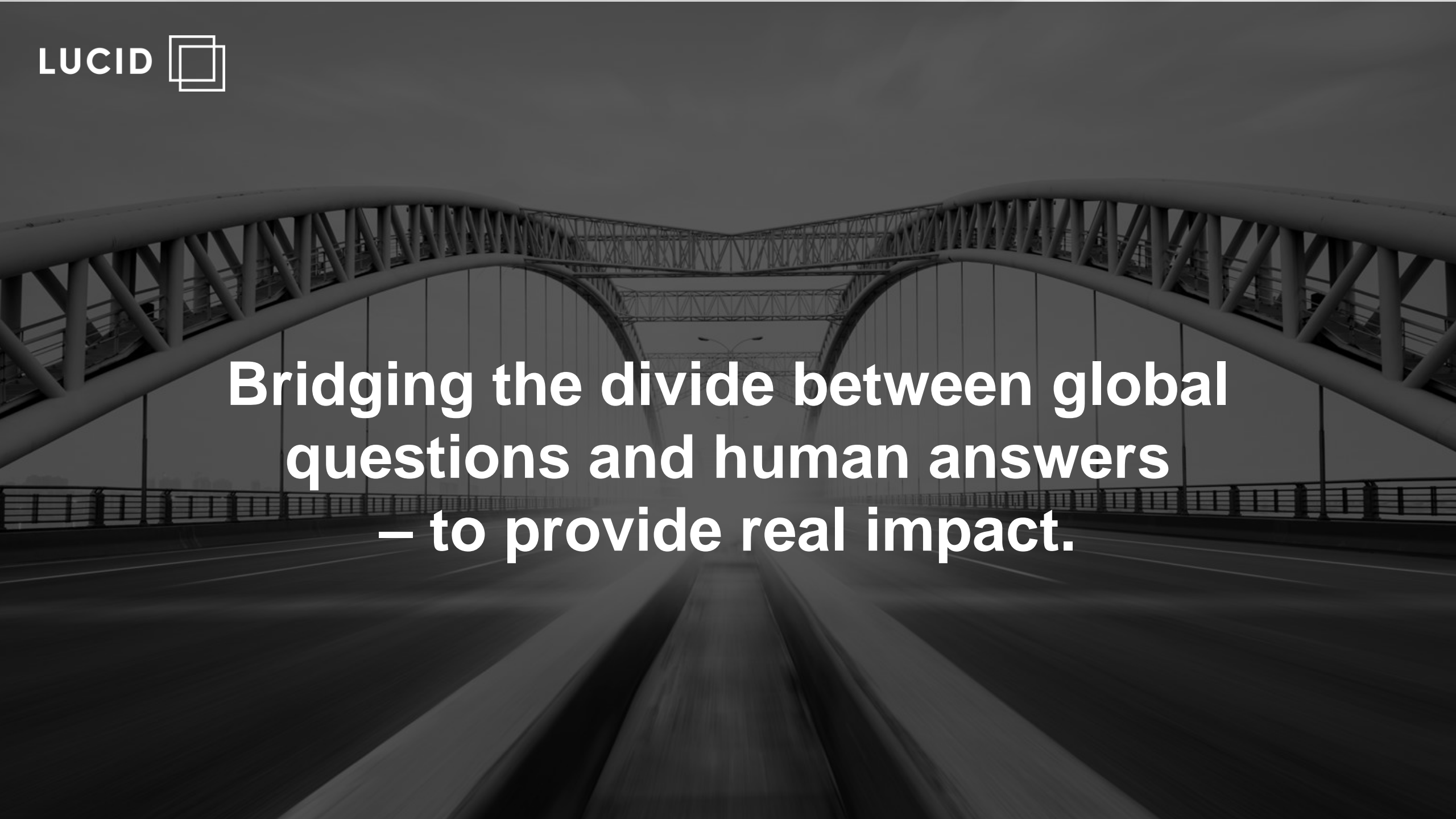
LUCID 



LUCID 







**Bridging the divide between global  
questions and human answers  
– to provide real impact.**





# SURVEYS

