

Destination-based Marketing

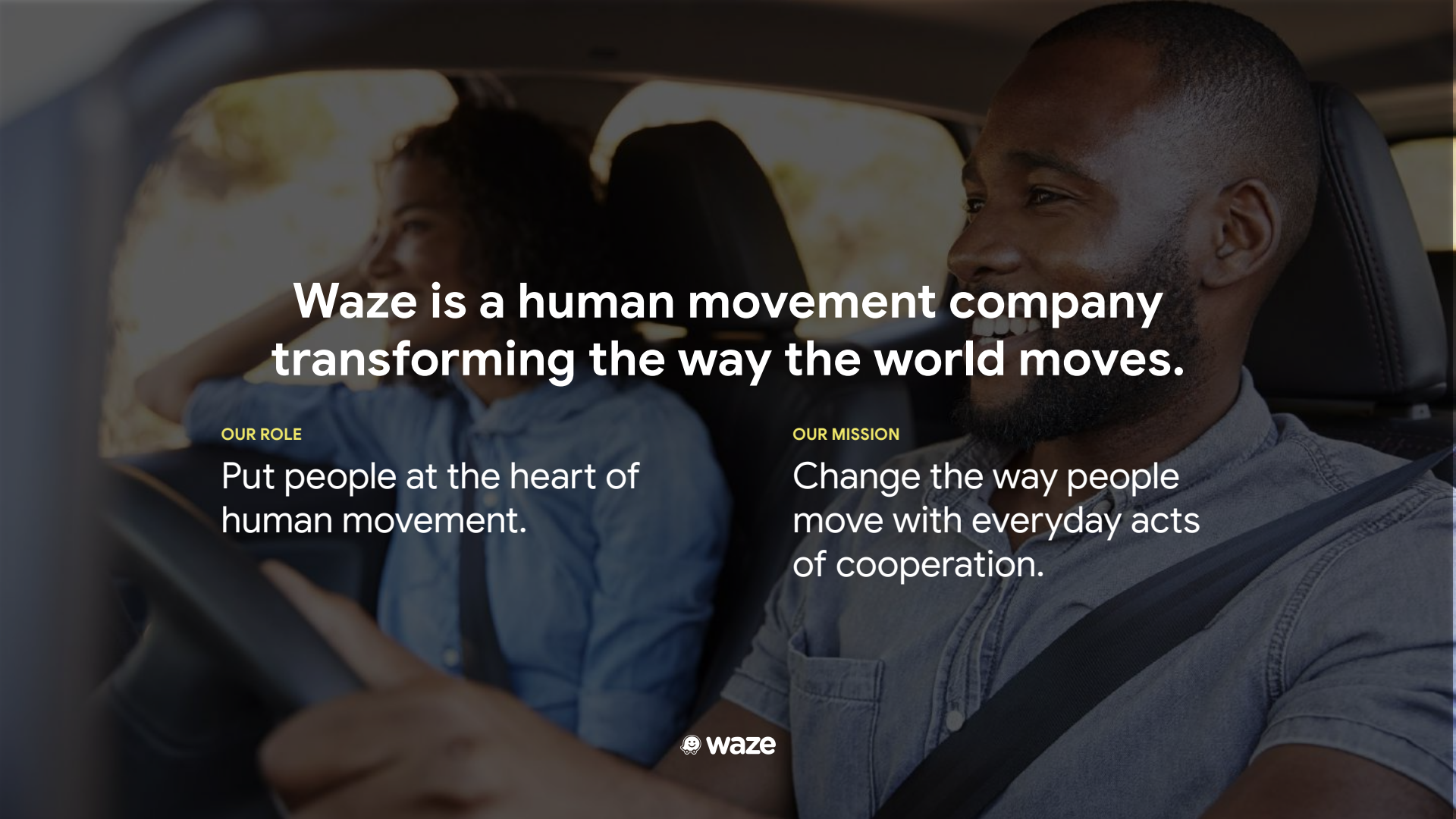
Reaching consumers on-the-move

Sarah Rodriguez
Country Manager, Philippines



waze

A Google COMPANY



Waze is a human movement company transforming the way the world moves.

OUR ROLE

Put people at the heart of
human movement.

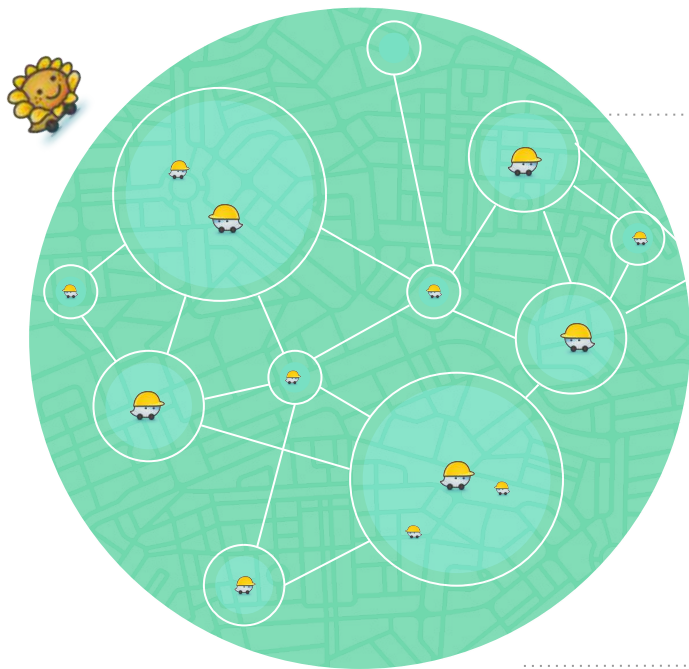
OUR MISSION

Change the way people
move with everyday acts
of cooperation.



1. The Magic of Community

The Waze Ecosystem



DRIVERS

115M+ MONTHLY ACTIVE USERS



MAP EDITORS

500K+ VOLUNTEERS

CONNECTED CITIZENS

500+ PARTNERS

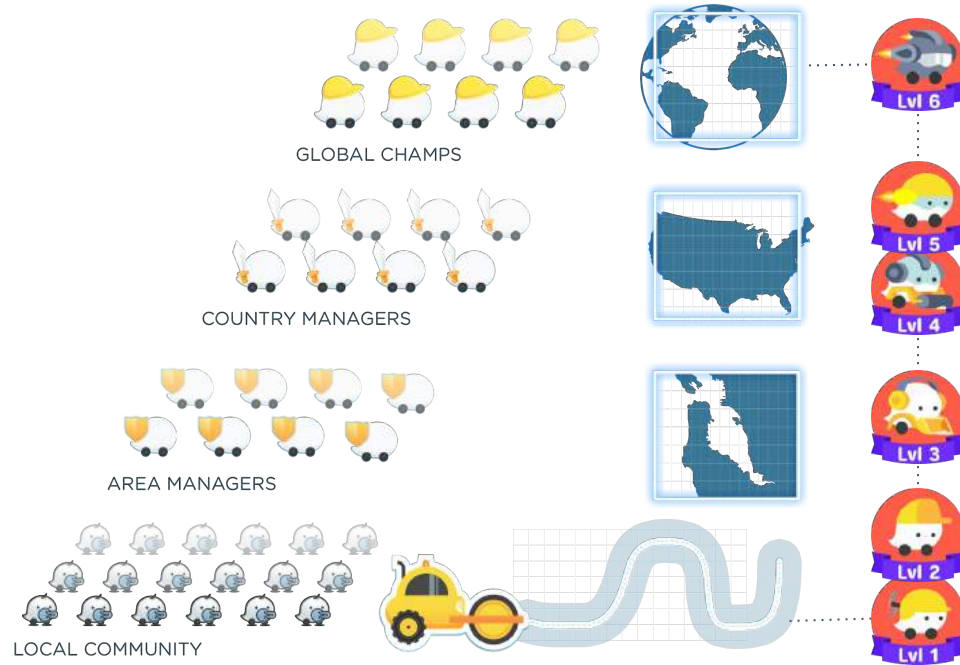
GLOBAL EVENT PARTNERS

100+ PARTNERS

TRANSPORT SDK

100K+ DRIVERS

Waze Map Editor Structure

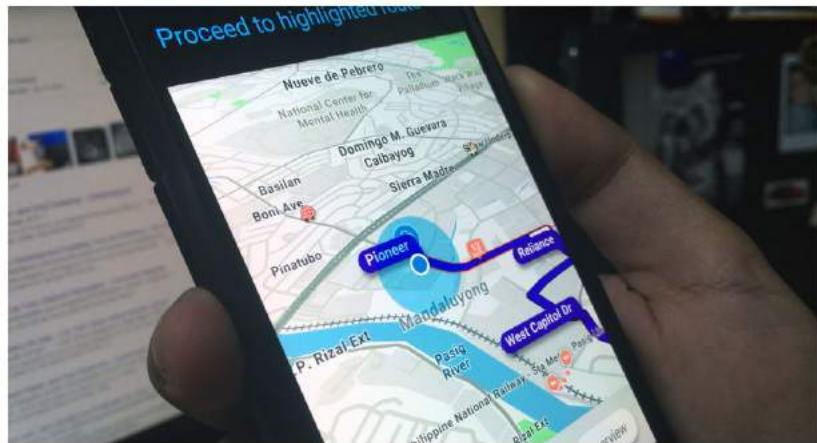


Waze Map Editors Are the Unsung Heroes of PH Traffic

They're in the front lines in this war against traffic jams.



By DREI LAUREL FOR TOPGUNS.COM/PH | Mar 3, 2019



Waze: Modern Bayanihan on our roads

By Gerard • February 28, 2019

We Filipinos have this term known as Bayanihan. More than just something out of Filipino culture, it is the essence of the community spirit as it practically sums it up.



The Difference of a Navigation App From a Map: Waze's Success Boils Down to the Individual and the Community Spirit

2. Applying Data to Solve Problems

ACTIVE REPORTING

50M+ REPORTS PER MONTH

Hidden
Visible

Light
Heavy
Standstill

On Road
On Shoulder
Weather



Major
Minor

Roadside
Help

Connected Citizens Program



Free, 2 Way Data Exchange

Waze

Anonymous, real-time, Waze-generated
incident and slow-down information

Partner

Real-time road closures,
construction, major traffic events
and incidents





PH CCP Partners

- MMDA
- DOTr
- Metro North Tollways Corp
- SM Mall of Asia
- City of Rizal
- Bonifacio Estates Services
- MACEA (Makati)
- Pasig City
- SEA games organizers
- Maynilad



Emergency response

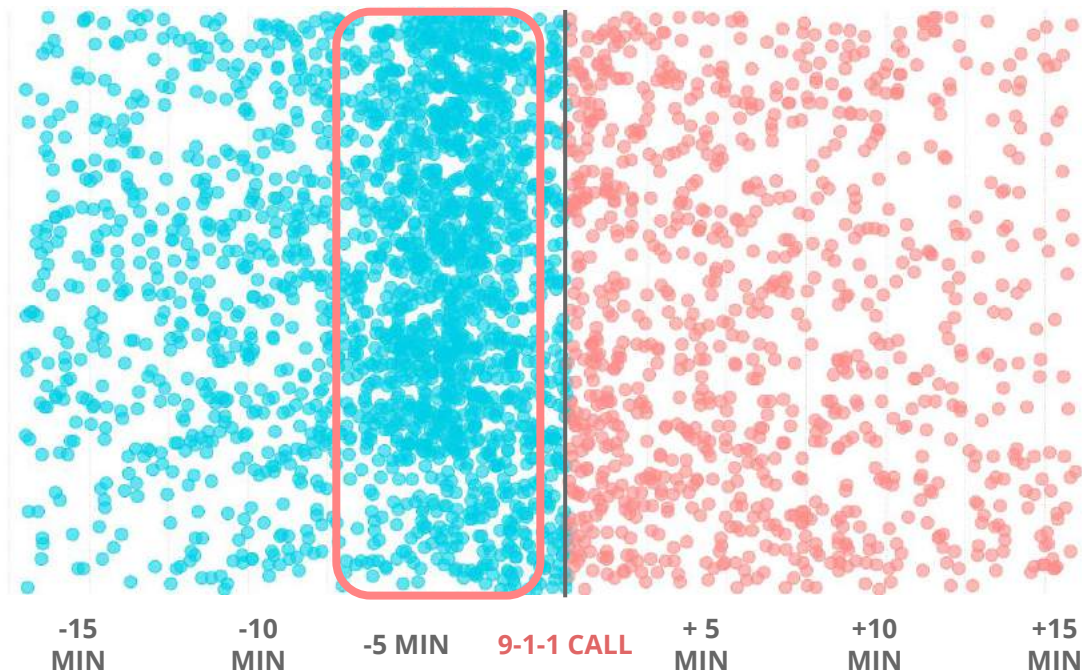
63%

911 callers don't
know their location



Location data saves lives

WAZE ACCIDENT REPORTS IN OAKLAND, CA



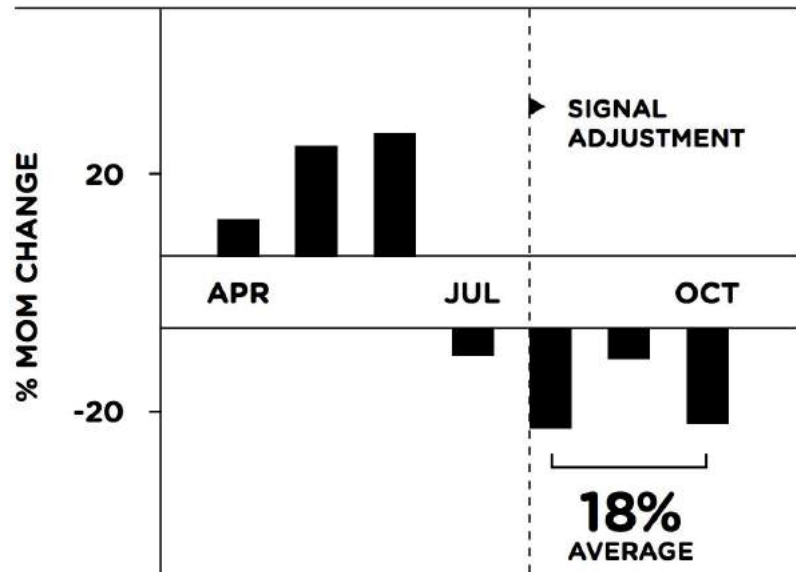
Emergency response

4mins

ave. reduction in emergency
response time

BOSTON

SEAPORT BLVD WAZE JAMS



Reducing Congestion

18%
month-over-month

City of Boston

A high-angle, wide shot of a massive traffic jam in a city, likely Jakarta, Indonesia. The road is completely filled with a sea of vehicles, primarily motorcycles with riders wearing helmets, and cars. The vehicles are packed closely together, filling the entire frame from the foreground to the background. The lighting is somewhat dim, suggesting an overcast day or late afternoon. The overall scene conveys a sense of extreme congestion and the scale of urban traffic in the region.

INDONESIA

Improving Traffic Flow

20% increase in average traffic speeds

15% reduction in traffic volume

19% reduction in travel time

Poblacion, Makati - Traffic Analysis

Friday night traffic in Poblacion (6pm - 12mn)



Poblacion, Makati - Traffic Analysis

Friday night traffic in Poblacion (6pm - 12mn)

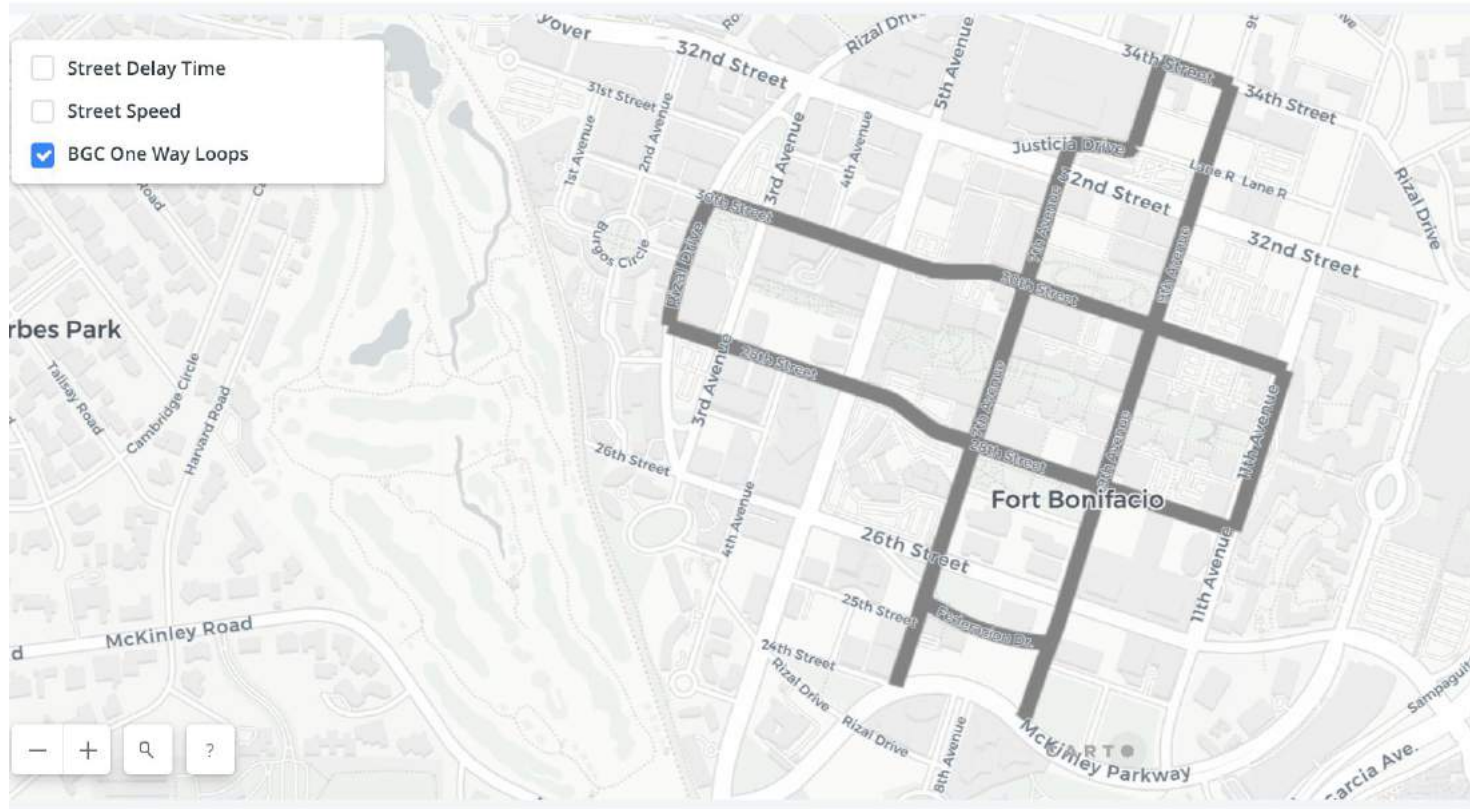


	Mon	Tue	Wed	Thu	Fri	Sat	Sun
12 AM	12	31	40	83	137	443	135
1 AM	9	9	12	20	41	218	59
2 AM	3	4	3	14	17	60	41
3 AM	2	1	8	4		15	11
4 AM	1	2	5	3	4	8	6
5 AM	10	11	10	10	5	5	3
6 AM	65	62	66	44	68	10	1
7 AM	111	152	160	177	123	39	3
8 AM	322	319	392	367	341	59	8
9 AM	331	432	415	383	411	79	6
10 AM	231	288	351	354	343	116	15
11 AM	124	200	225	252	321	179	29
12 PM	94	165	186	147	232	262	49
1 PM	104	166	215	200	260	363	50
2 PM	195	232	308	313	390	449	96
3 PM	222	326	318	291	457	633	123
4 PM	296	525	603	482	684	620	144
5 PM	531	835	928	850	1,209	593	111
6 PM	1,095	1,388	1,637	1,595	1,443	449	158
7 PM	1,123	1,468	1,511	1,602	1,659	306	130
8 PM	691	941	958	1,119	1,049	191	98
9 PM	303	510	671	673	833	231	187
10 PM	168	353	521	667	870	376	107
11 PM	59	121	256	391	841	326	67

Tips:

- Go later in the work week.
- Monday nights - go after 9pm
- Friday nights - eases 2am on Sat.

BGC Rerouting Scheme - Impact to Traffic



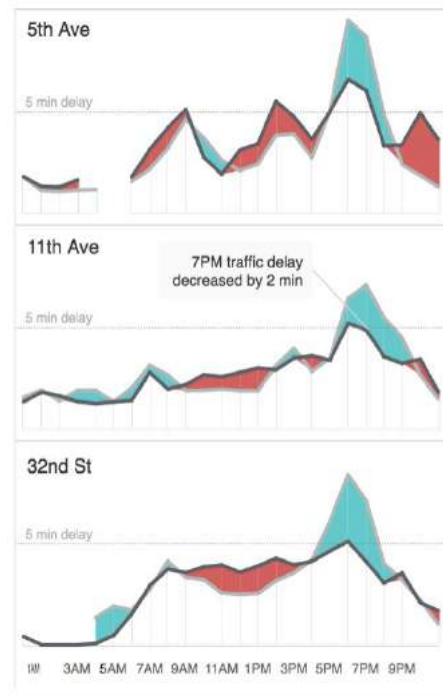
BGC Rerouting Scheme - Impact to Traffic



BGC Rerouting Scheme - Impact to Traffic

On some streets, traffic delays **improved** during rush hour, but **worsened** during other times of the day

— Before One-Way Scheme (Sept. 1-16, 2018)
— During One-Way Scheme (Sept. 17-30, 2018)



	Before	After	Difference
Number of Jams	131,277	131,618	+0.26%
Average Speed	1.16 km/h	1.17 km/h	+0.86%
Average Delay	261.43 sec	255.74 sec	-2.18%
Percentage of Jammed Roads	71.16%	69.98%	-1.18%

3. Data Potential for Brands

WAZE IS PEOPLE POWERED

**Waze is the Philippines' most powerful,
crowdsourced navigation app.**

3.1M+

Drivers

70%

Penetration of Pvt. cars

1h23min

Spend on Waze each day

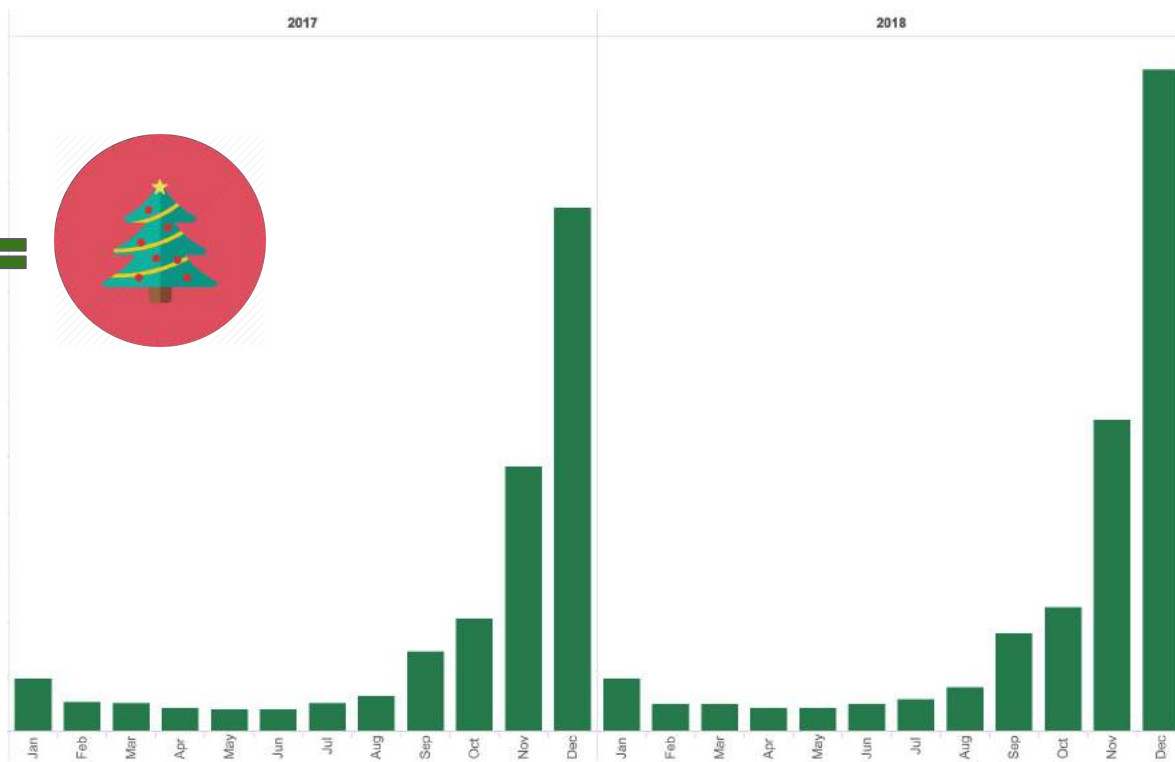
Source: Waze Internal Data, 2019



For Pinoys, Christmas starts as early as September



=

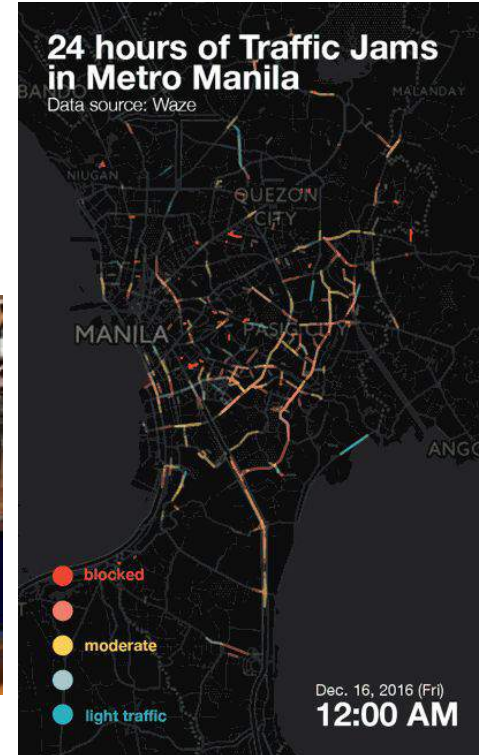


It's time of the year when Pinoys travel on the road most

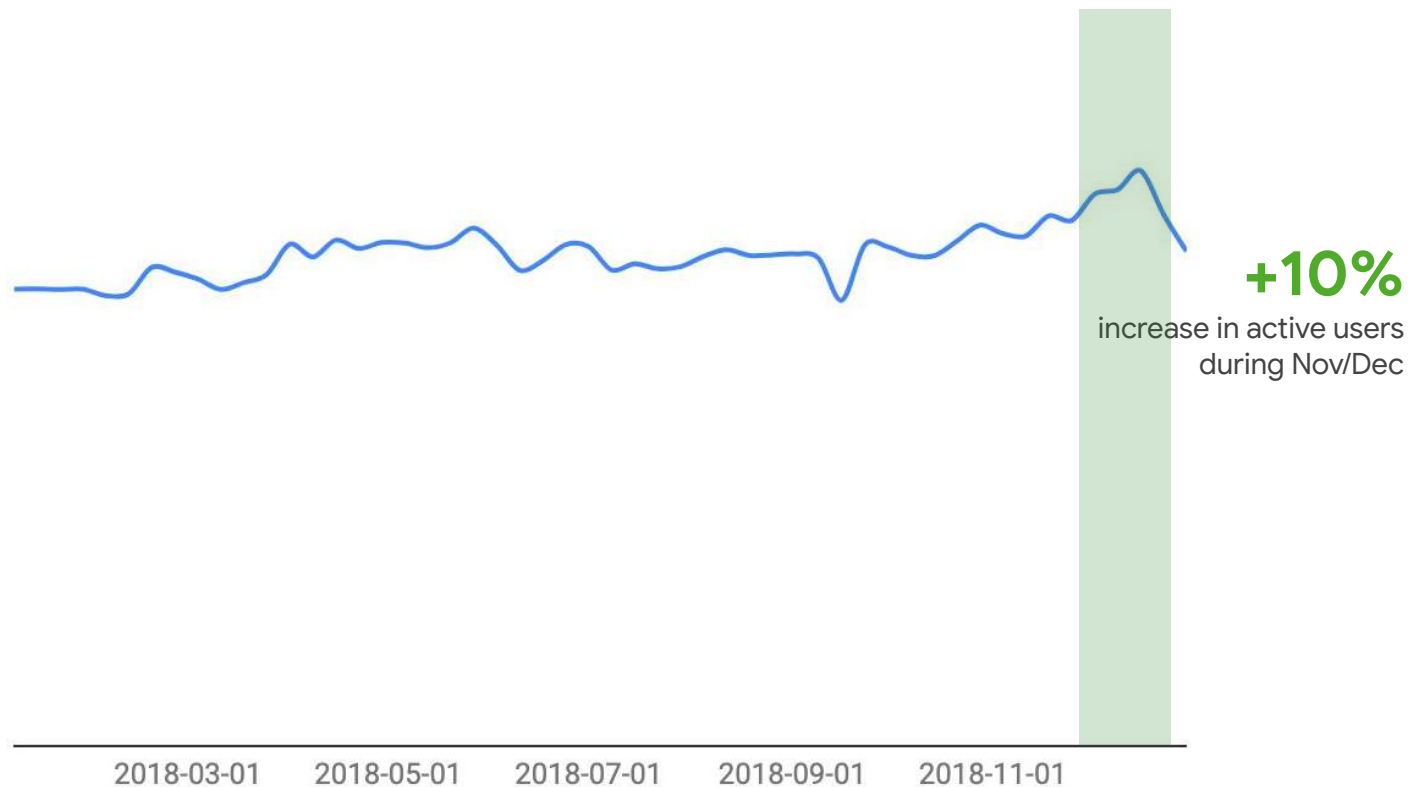
FRONT PAGE / NEWS

Metro Manila authorities preparing for holiday rush

By Regine Cabato, CNN Philippines



More people are on the road

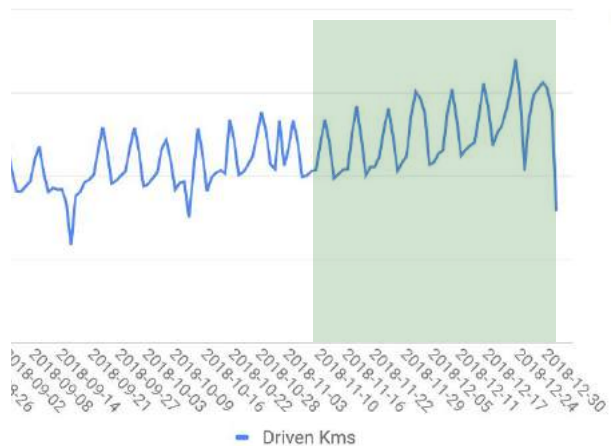


* vs Nov/Oct'18 average

Traveling longer distances,

+16%

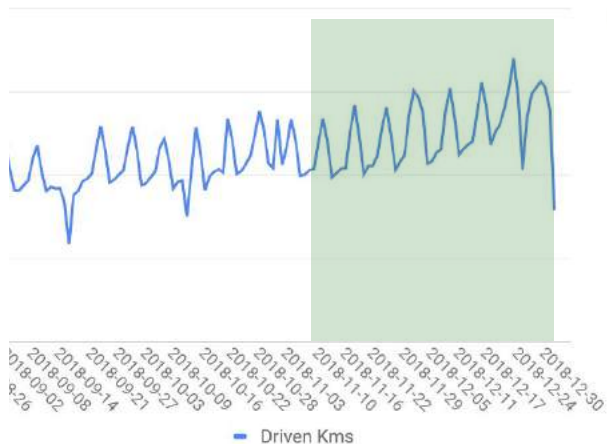
increase in total Driven KMs
during Nov/Dec



Traveling longer distances,

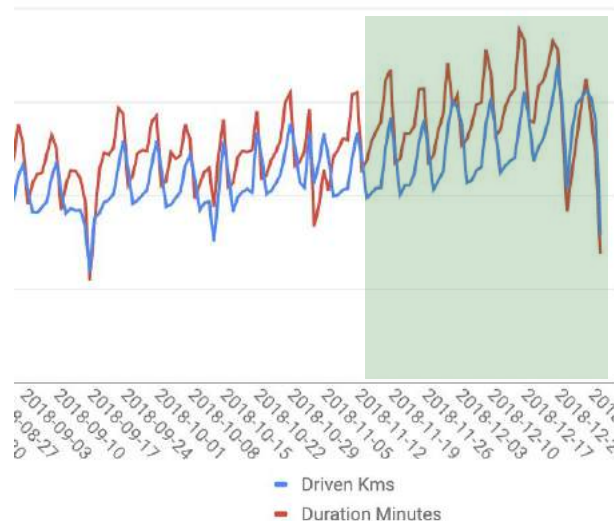
+16%

increase in total Driven KMs
during Nov/Dec

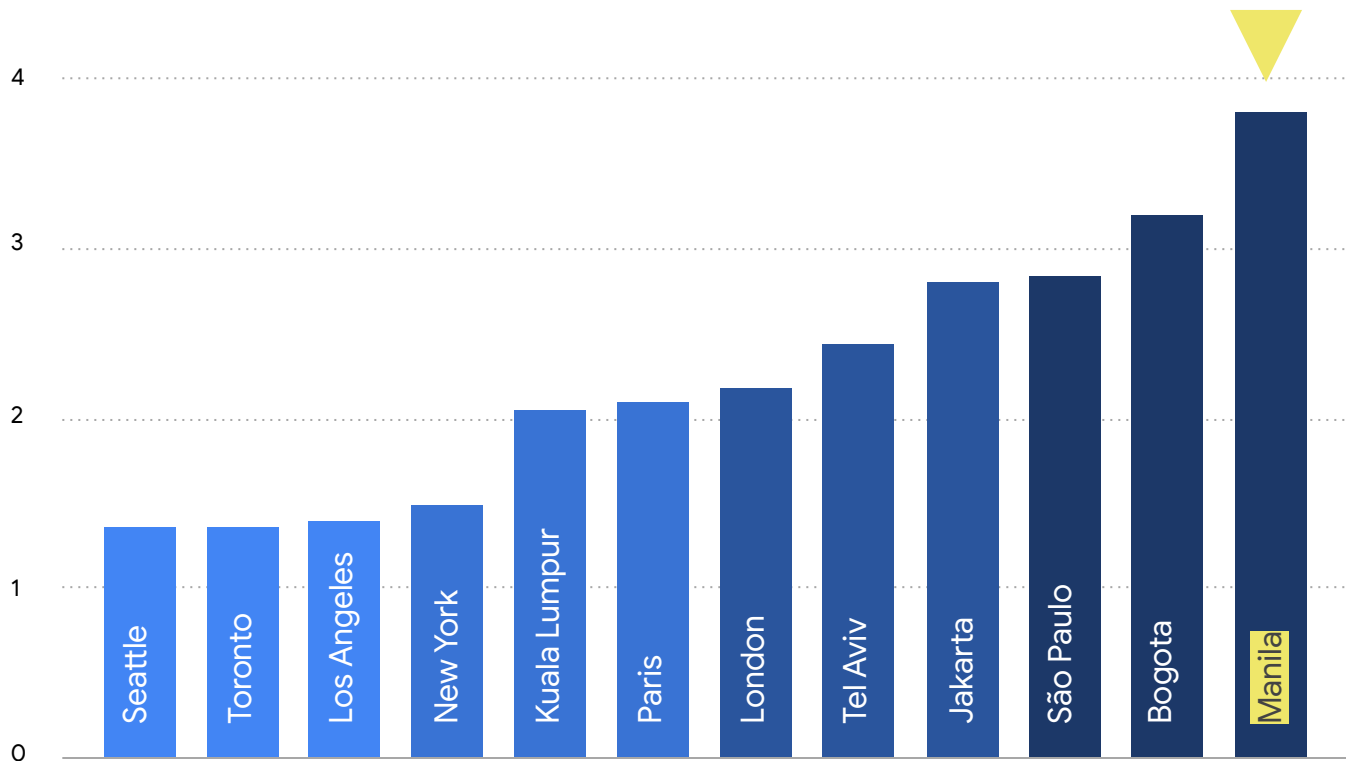


spending more time per drive

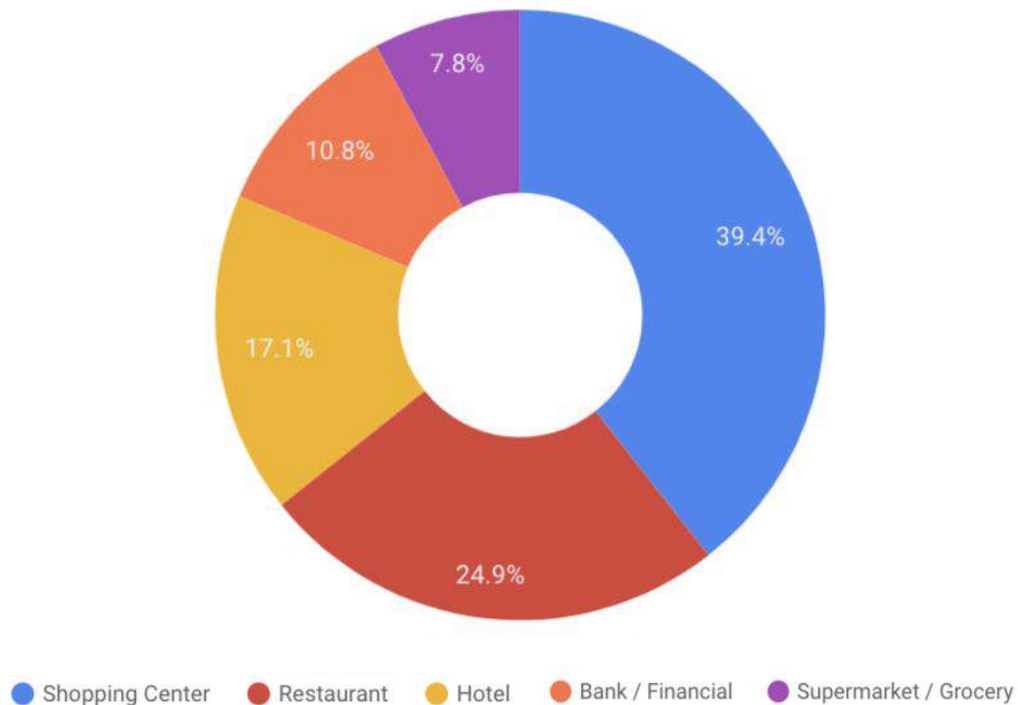
5 mins/km ave.



Worse than the global average



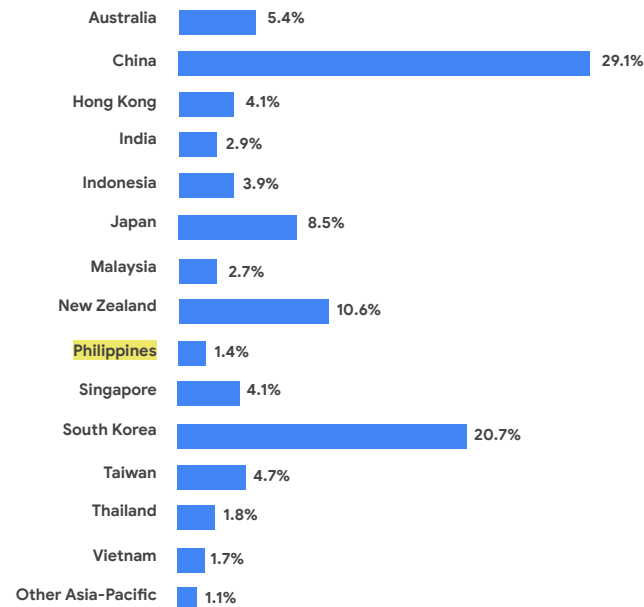
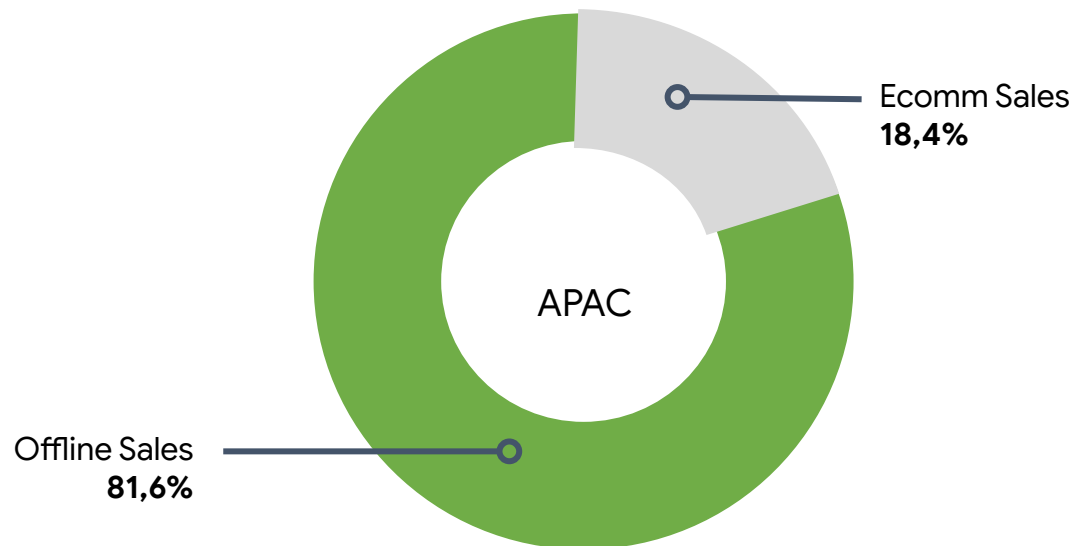
... going to shopping centers, restaurants, hotels and **banks**



*Top 5 navigated categories in PH

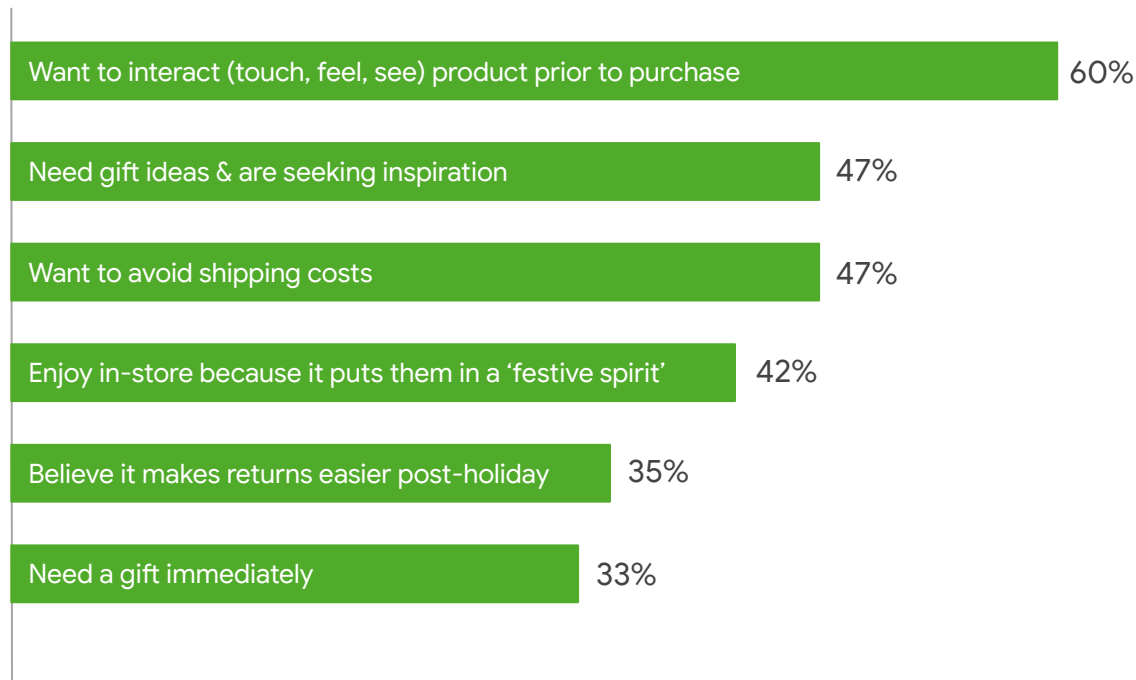
While online shopping is growing, Pinoys still go to brick and mortar stores

Offline sales accounts for more than 98%



88% of consumers shopped in-store for Holiday 2018

SHOPPERS PREFER SHOPPING IN-STORE FOR A VARIETY OF REASONS



Navigations to Banks

During Nov & Dec 2018, on average, each month

628K

Drives were made to Financial Locations

These navigations including

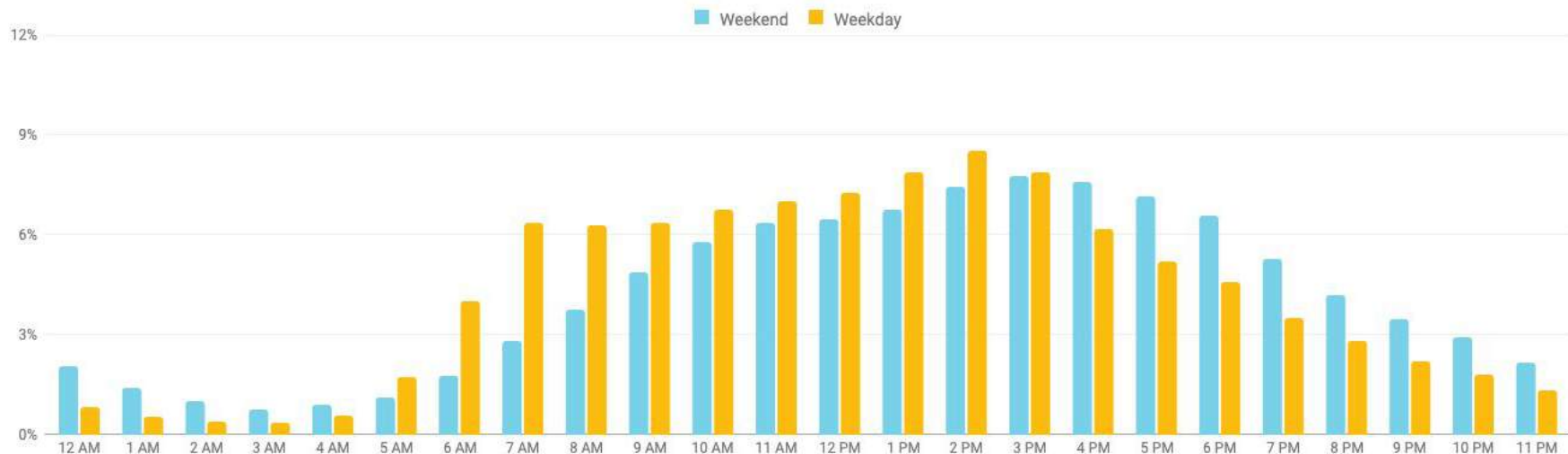
588K

To banks and financial locations

and

40K

To ATMs



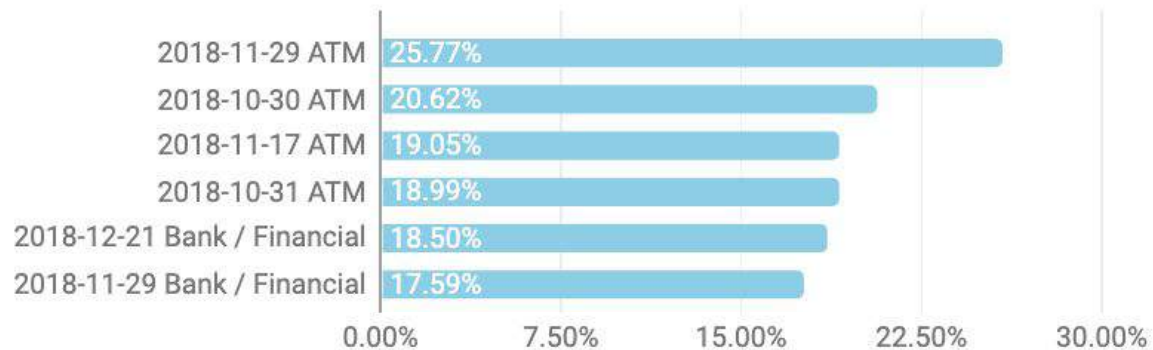
**On weekdays, drives to banks start early in the morning and spike at 2pm
while on weekends, drives happen later in the afternoon**

Pinoy Wazers visit their banks often during the holiday period



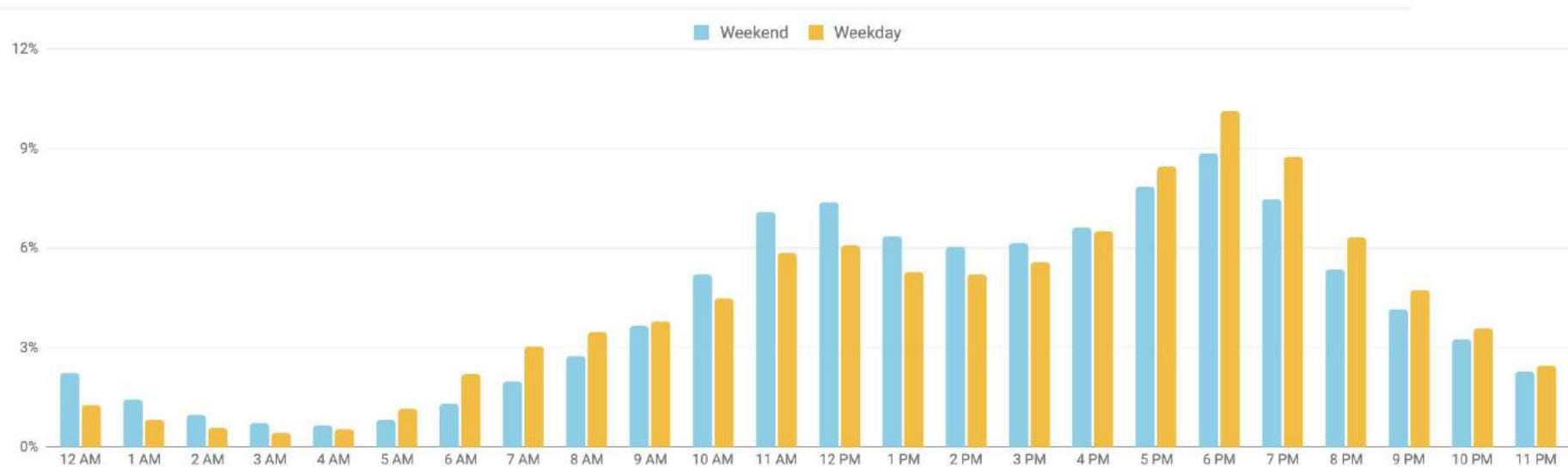
Navigations to Banks

Key Spikes in Q4 2018

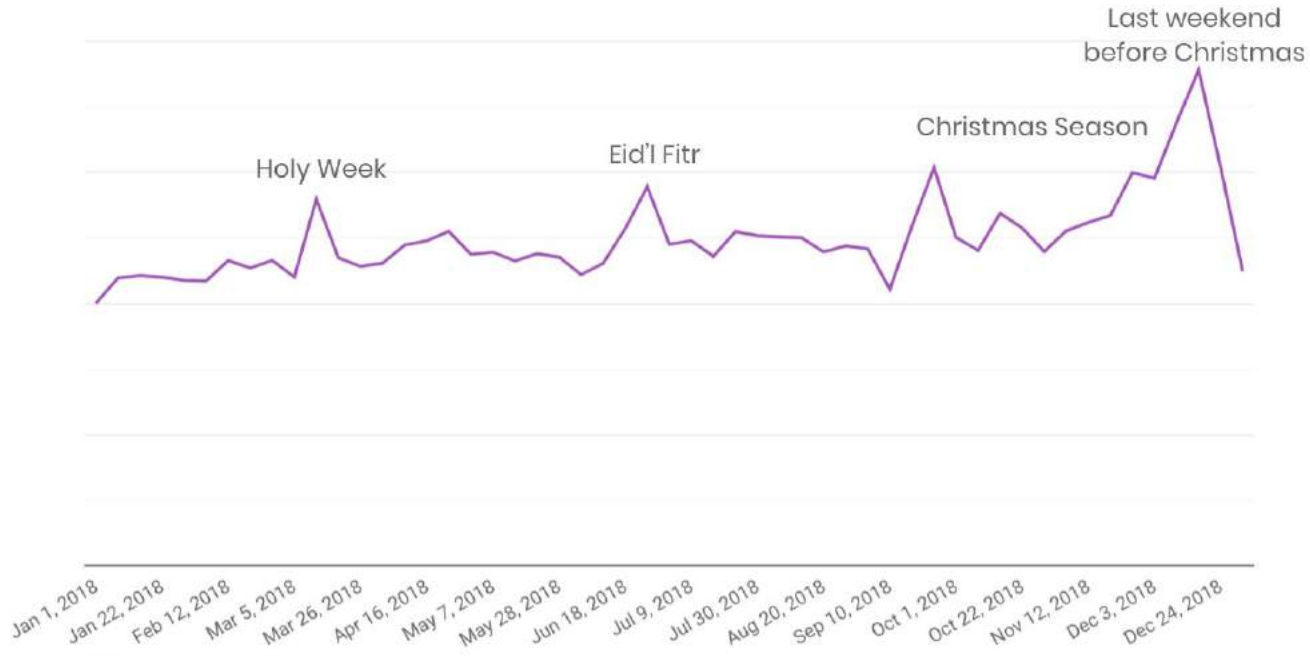


Navigations to Restaurants

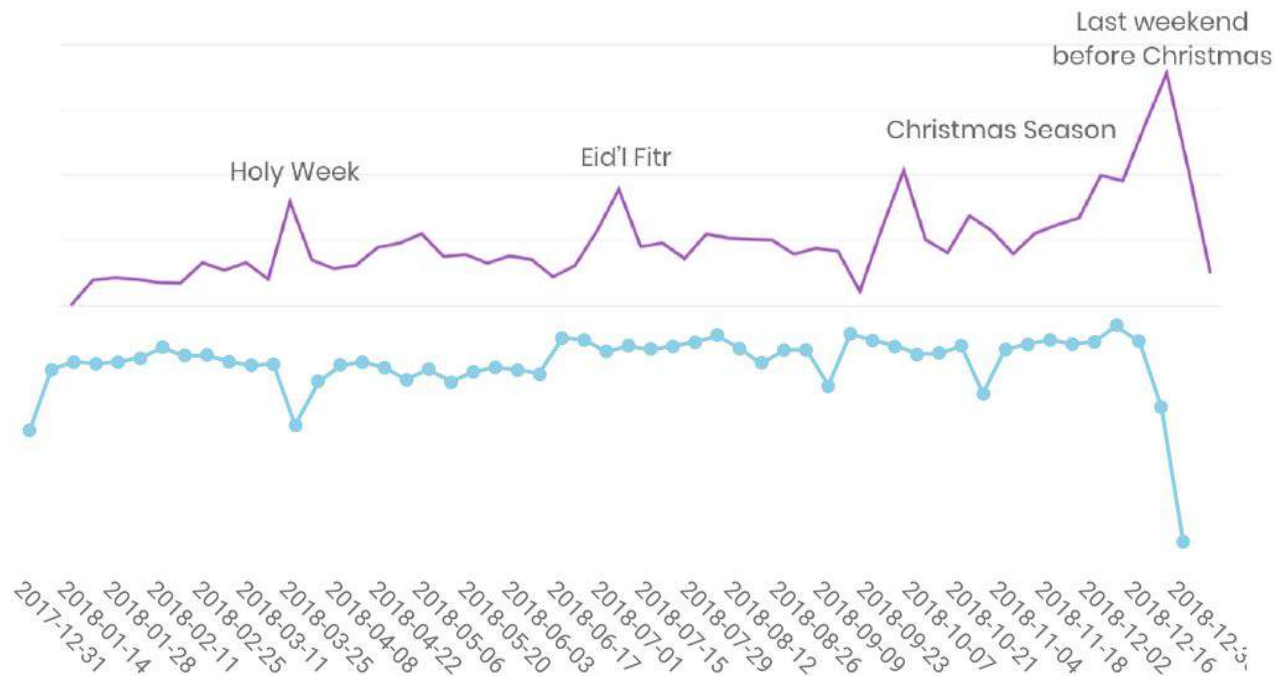
Navigations by Hour of Day



Navigations to Supermarkets



Navigations to Supermarkets and Gyms



Waze helps complete the advertising ecosystem providing access to an in-car channel ...



... to turn your location into a **destination**

LOCATION AWARENESS

CONSIDERATION

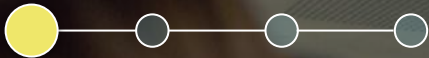
DECISION

NAVIGATION



Destination-based Marketing

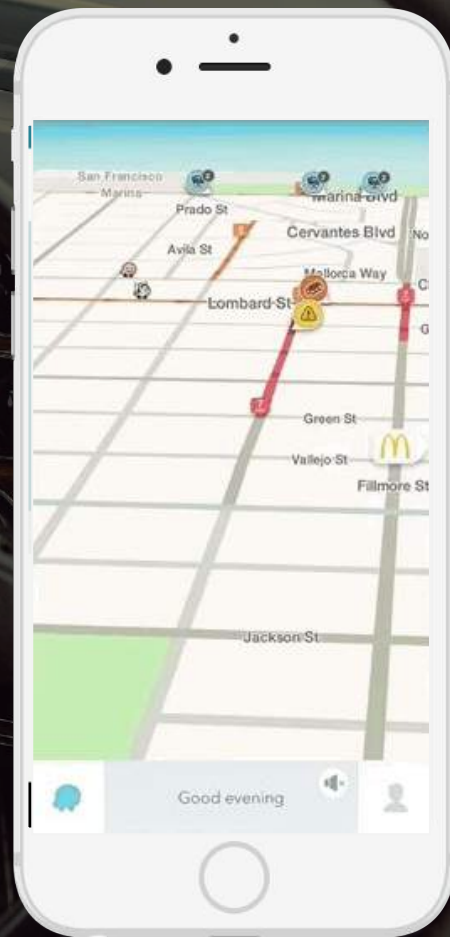
The power to
turn your location into a destination.

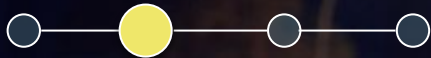


Spontaneous

Prompting in-the-moment, unplanned re-routes to businesses nearby

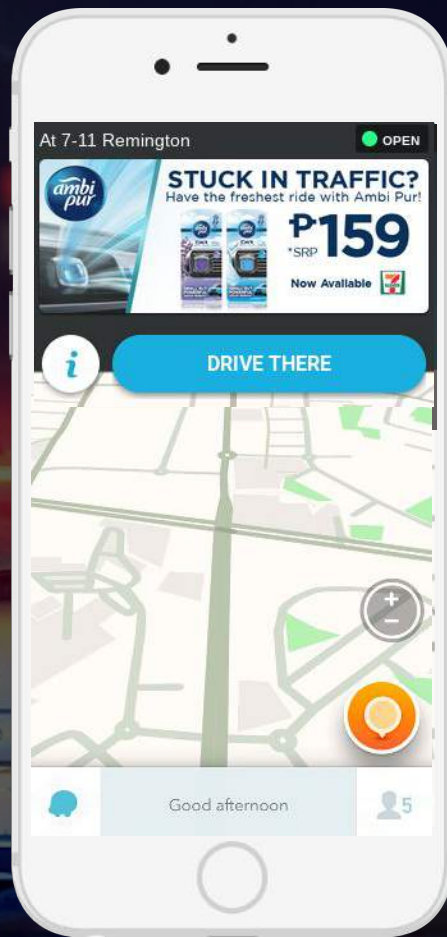
"I am feeling hungry. Ah, perfect, this
is right along my route"

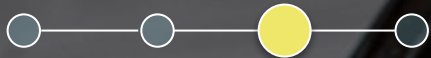




Influenced

Enabling action from contextually relevant messaging.

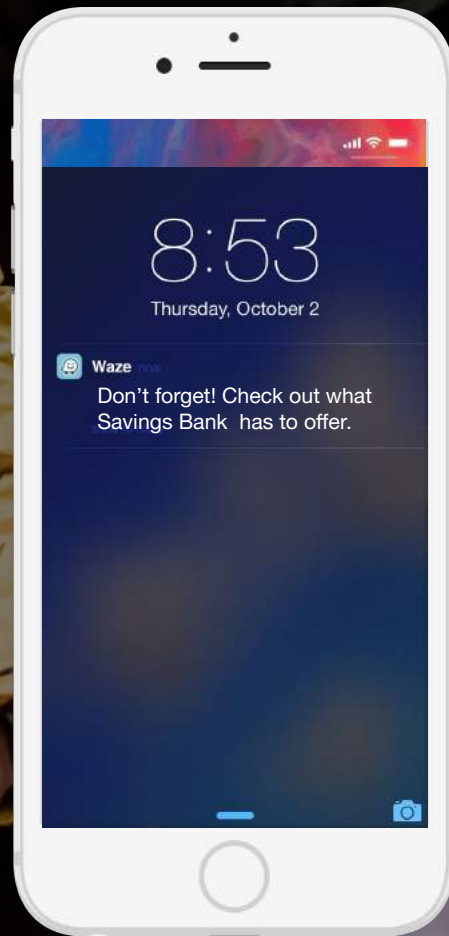


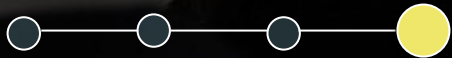


Assisted

Nudging drivers from intent to action

Saves information, usually in the form of a coupon image or offer code, via Waze Inbox Message.

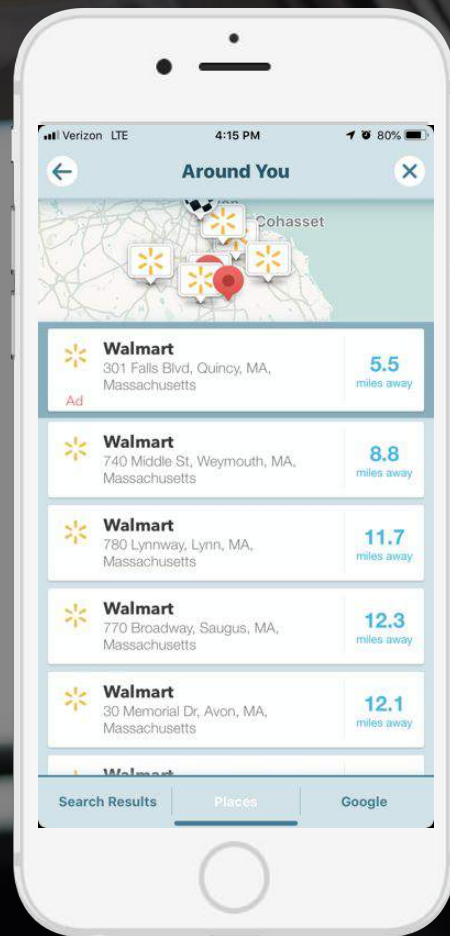




Planned

Serving a recognized need

"I need pasalubong for my family. Let me find a grocery store that's right on my way home."




PNB

Card, Accounts, ATM, Home Loans

Circumferential, Antipolo City

OPEN



FLY AT 5% OFF WITH
PNB NOW MASTERCARD

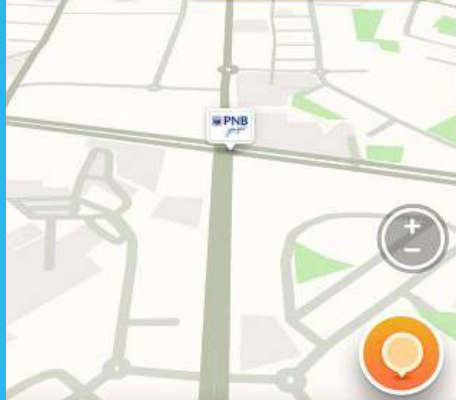
APPLY FOR A CREDIT CARD TODAY

Terms and conditions apply.

i

▶

SAVE FOR LATER




Good afternoon

5

Filinvest Ave, Muntinlupa City

OPEN



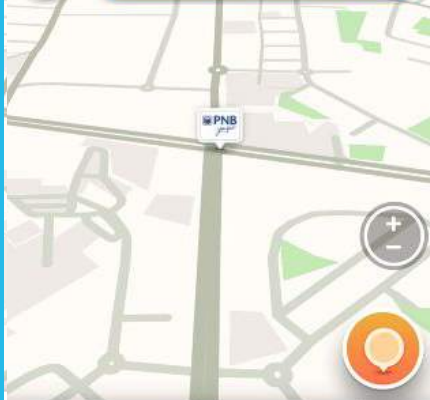
GUSTONG SIMULAN
ANG PAG-IIPON?

Magbukas na ng PNB Savings Account ngayon.

CLICK HERE

i

DRIVE THERE




Good afternoon

5

Pg Philam Homes Qc, Quezon City

OPEN

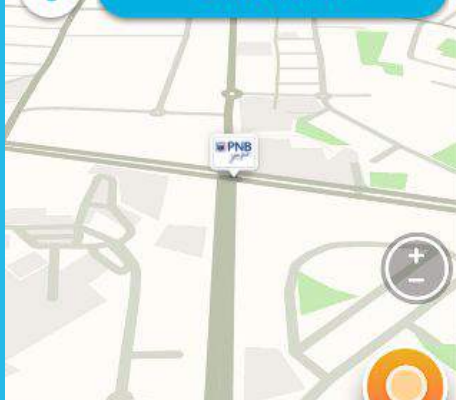


Keep your savings safe
with PNB ATMSafe

Click here to learn more

i

DRIVE THERE




Good afternoon

5

133 M. Almeda cor. Morcilla Sts.,...

OPEN



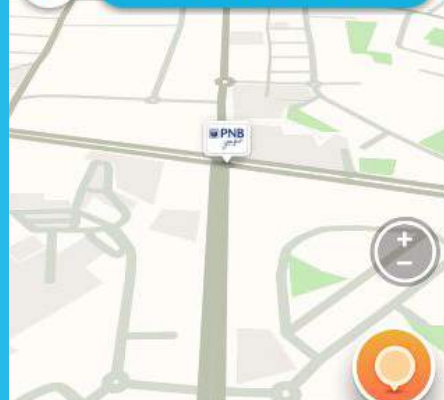
KAILANGAN NA NG
HOME RENOVATION?

Mag-apply na ng PNB Housing Loan ngayon!

CLICK HERE

i

DRIVE THERE

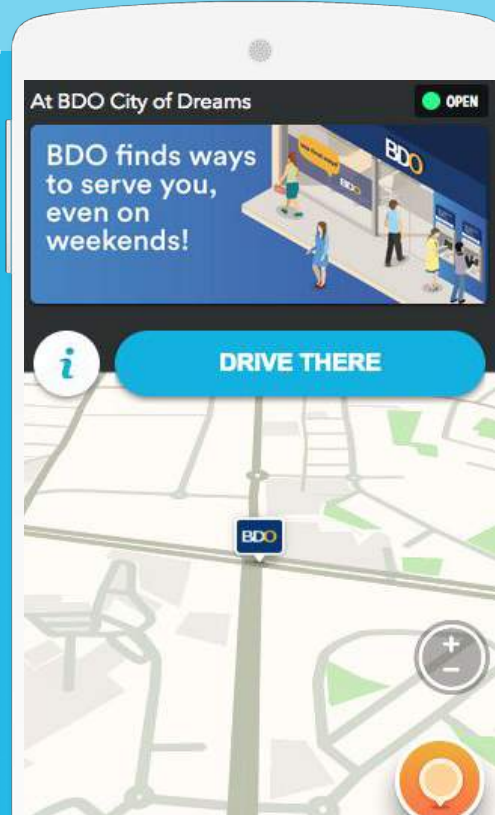
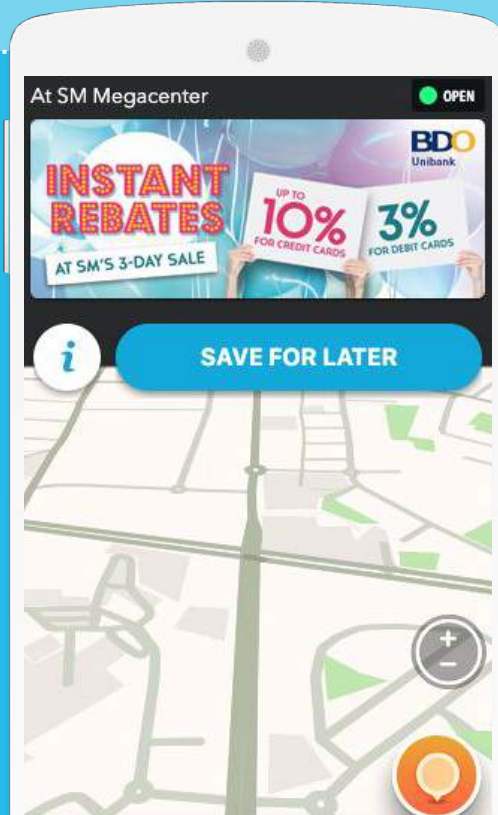


Good afternoon

5

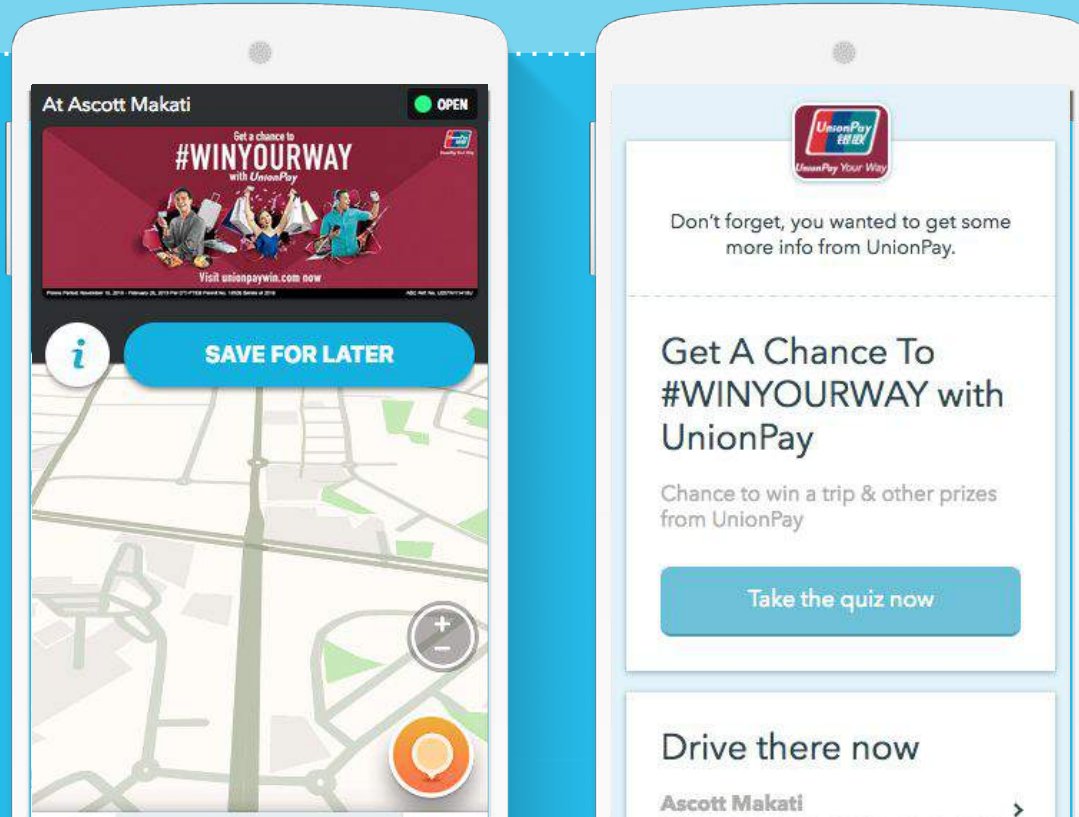
BDO

Drive Cards Usage during Mall Sales
Communicate longer banking hours



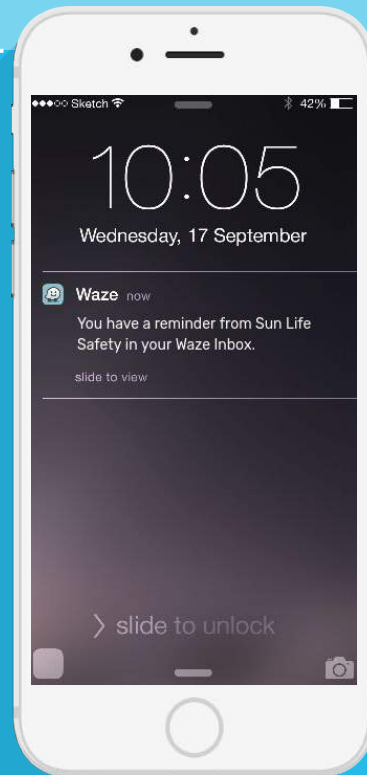
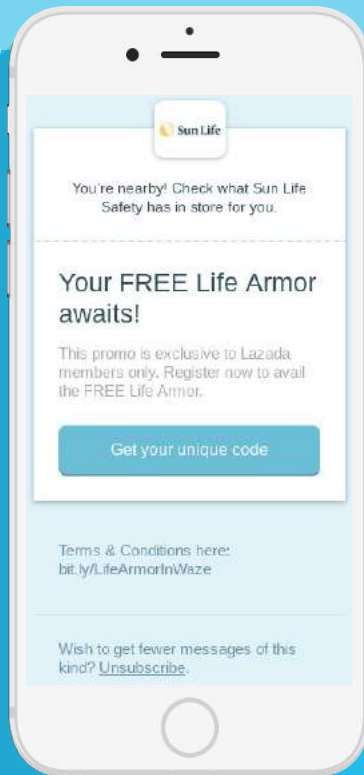
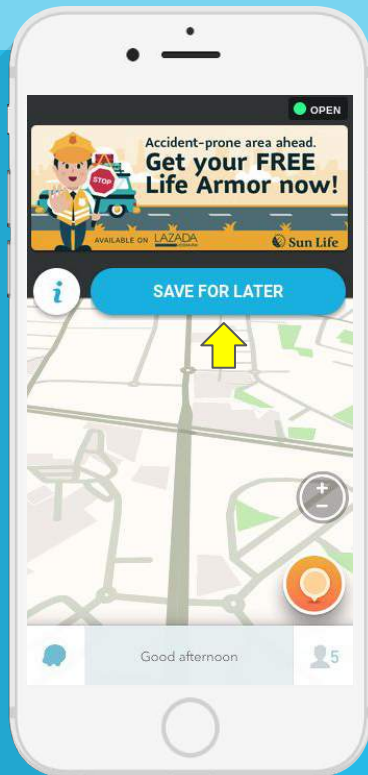
UNION PAY

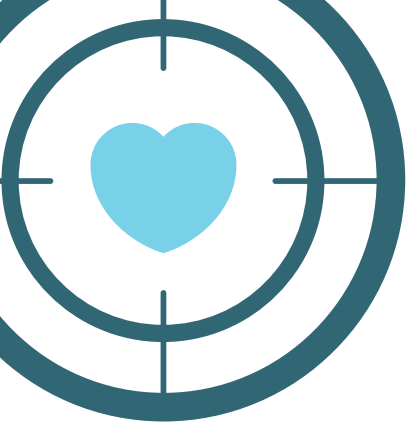
Merchant Marketing



SUN LIFE

Accident Prone Areas

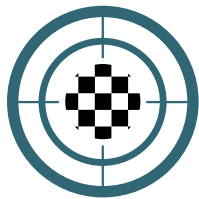




Loyalty Targeting



Navigation
History



Destination



Category
Presence



Navigation Frequency Breakdown



At most 5x.

In between 0-5x

At least 1x

Never

Example

Reach drivers who went
to your store at most 5x
in the past 14 days.

Targeting Options



HOME & WORK

Reach drivers during their daily commutes



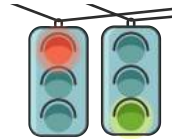
DAY PARTING

Time of day and day of week



DRIVE BEHAVIOR

Reach drivers based on their inputted destination



TRAFFIC TYPE

Make the most out of traffic jams



ROUTE LENGTH

Target based on range of distances (+/- certain miles)



GEO FENCING

Identify strategic locations and drive incremental reach

Cross Media Complementing - W/OOH



PEUGEOT

Peugeot drove more dealership visits by coupling traditional outdoor media with Waze ads

+ 10%

Incremental Navigation

The double-exposed drivers did +10% more navigations to Peugeot dealerships

13%

Incremental Reach

Takeovers offered the opportunity to reach additional drivers driving in "non-OOH-exposed" route direction

3.5x

Ad Recall

Thanks to complementarity Waze x OOH, the double exposition increased Ad Recall by 3.5

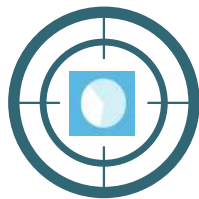




Measurement



Location Analysis



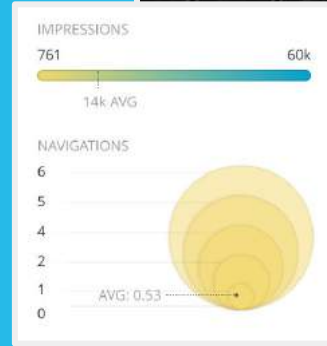
Market Share Lift



Navigation Trends

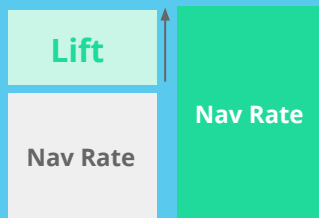
Location Analysis

Understand how and where users are engaging with your ads. Learn what resonates in different markets and optimize accordingly!



Navigation Lift

Assess the lift in navigations to your partner-retailers amongst the exposed group vs. the control group.



Lift = % Delta between

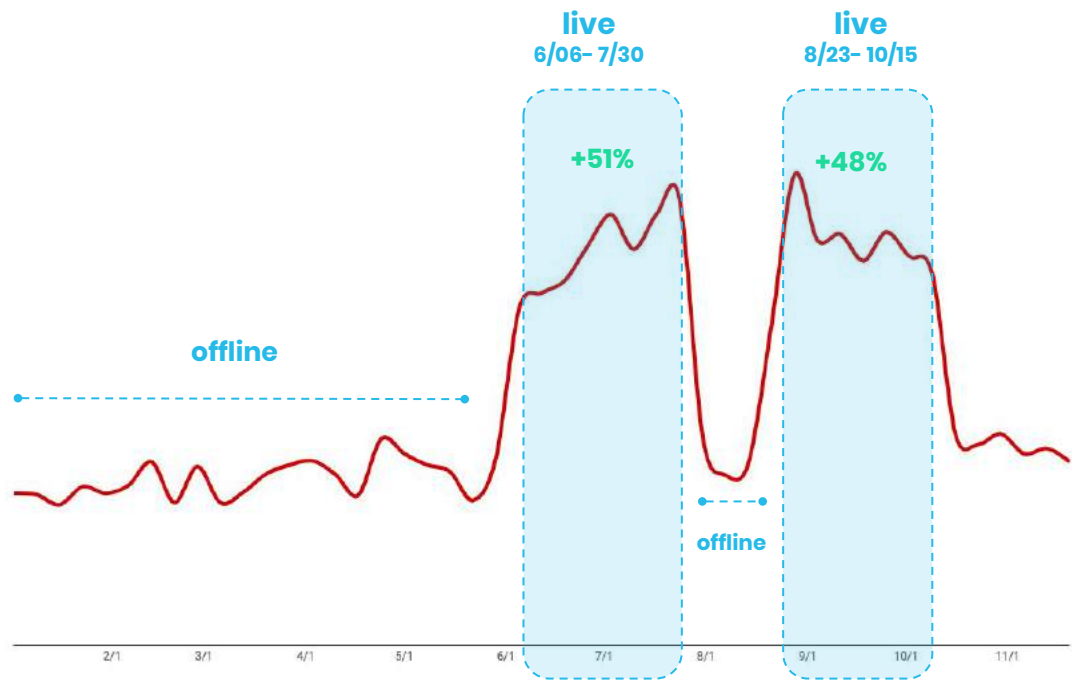
(Sum of all search navs in each group)

DIVIDED BY

of users in each group

Navigation Patterns

Drives to a bank's locations, 2018



VIDEO: Sul America, Brazil



Key Takeaways



The Magic of the Community



Applying Data to Solve Real-world Problems



Mobility-based Data for Brands

Thank you

Sarah Rodriguez
SRRodriguez@google.com



waze

A Google COMPANY