

Didgebridge Introduces the Marketing Internet of Everything



John F. McNulty
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Didgebridge Mission

“The mission of Didgebridge is to bring a new level of ROI effectiveness to the sector of consumer marketing, with our Intellismart™ platform. We call this “*The Marketing Internet of Everything*.” With Intellismart, all marketing touchpoints are now; non-intrusive, mobile video interactive, shoppable & ROI measurable. That includes in-store, in-mall, out of home, print—even TV.” If a marketer spends money on it. We expect it to both build brand equity. And to sell.”

CEOCFO: *Mr. McNulty, would you tell us the concept behind Didgebridge and what you refer to as your “Marketing Internet of Everything Platform.”*

Mr. McNulty: We position ourselves as a marketing Internet of Everything company. That is a phrase which is being more commonly used each week. But I am not sure that a lot of people really know what this means. Let me explain. The mission of Didgebridge is to assist marketers with growth acceleration, by bringing a new level of ROI effectiveness to the sector of advertising. We are doing this, by pioneering a new medium. We call this “The Marketing Internet of Everything.” With retail environments, print, and out of home, being the key segments. The advertising sector in the USA is approximately \$175B. Globally, it’s about \$600B. And it’s badly in need of transformation. When it comes to ROI-analytics, the sector is actually broken. This glaring shortcoming has become a huge frustration point for the shareholders of so many major companies including the companies that we focus primarily upon, which are consumer marketing companies, who are seeing their growth stalled, on multiple fronts. Our mission is to help these companies re-accelerate growth, within this new era of mobile marketing.

CEOCFO: *Why has change been so difficult for this advertising sector?*

Mr. McNulty: There are a lot of protected interests when you are dealing with a number this large, back to the \$175 billion USA ad sector. The financial incentives are significant to not change--to not evolve into new, more ROI effective mediums, supported by next-gen ROI analytics. Far too many within this sector, avoid what we refer to as Boardroom level ROI-accountability. There are powerful protected interests, with Billions of dollars at stake. There are parties that work together, not only technology companies, but an entire ecosystem which often collaborates to avoid hard-metric accountability. And there is some slight-of-hand going on, as well. This is a highly flawed business model, which is in the process of being exposed. Economically challenging times, such as these, have a way of doing that.

CEOCFO: *What is your “Intellismart”™ solution?*

Mr. McNulty: Let’s talk about the Current State of the advertising industry for a moment.

Within this \$175 billion US advertising sector, we focus primarily on mobile video, which is the most important component within our Intellismart platform. Why do we focus so much on mobile video? Of the \$175 billion ad sector, video is about \$75 billion. And mobile is the current and future driver. Mobile video is not going to get smaller and the reason for that is

the hardwiring of the human brain. Most marketers and behavioral scientists understand that the human brain is hard-wired magnificently, as an audio-visual camera. Our brains thus processes sight, sound and motion very efficiently which drives us to self-protective action. How does that pertain to the consumer advertising companies that control the bulk of the USA's \$75B video ad sector? They know video works very well as an influencer of behavior. In my 20+ years within the consumer sector, we knew that if we could succeed in getting the consumer to engage in helpful educational content-rich video---this will correlate strongly into purchase. Up until today, it has worked nicely. However, the game has now changed.

Today's challenge for marketers is quite daunting. Today less than 14% of all television ads are being watched. And no one seems quite sure how to even define the word "watched". As a result, marketers began moving video to Web-ads & pre-rolls. Well, that hasn't worked too well either. And experts are now suggesting that as much as 54% of all on-line ad clicks may actually be fraud. And what about the reported page views, for which advertisers are paying? Guess what. More bad news. Many of these are actually invisible ghost ads & mini-pixels. How financially damaging to brand shareholders is this? Very bad. Over \$10B annually in the USA alone in digital ad fraud. Think about that for a minute. Over \$10B annually in known financial fraud. And nobody goes to jail. When we speak at Universities, we often joke that; "If organized crime was smart, they wouldn't mess around with drugs, and gambling anymore. They would just focus on digital advertising. Lots of money to be made. And no penalties, if you get caught." Isn't that amazing? Another example of fact being stranger than fiction.

To help address these challenges, our mission here at Didgebridge, is to provide advertisers with a logical solution. That's our Marketing Internet of Everything (MIE)™ platform, which has as its technology cornerstone—our proprietary Intellismart™ microsites. These extraordinary Intellismart microsites, developed by our Purdue University educated software team, allows consumers to engage with purchase helpful mobile video content, non-intrusively, at a time of their choosing. While they are in the real world. As a statement of the totally obvious, the ideal time to reach the consumer is actually when they are in shopping-mode. We know from client campaigns, if we can get the shopper to engage with purchase helpful, video content, while in the store, there is a very strong correlation to purchase action. While in that store. As stated earlier, we know that our brains process video very quickly, and will directly influence our actions. Such as buying a product.

... "Those who fail to prepare for the future, may be amazed at how soon it arrives..." - John F. McNulty

CEOCFO: *If a shopper is looking at a pair of running shoes, or new computer, or mobile phone in a store—how would they engage that video?*

Mr. McNulty: How do we do this? Our Intellismart platform, primarily uses the communication medium of choice, for most of the 84 million millennial shoppers. That is texting. Our Intellismart retail environments, utilize our proprietary TEXT-based means of non-intrusively engaging with shoppers. Each Intellismart enabled retail touchpoint allows the consumer to opt-in, to access purchase helpful mobile video content, and other PDF information—all contained within our flexible Intellismart microsites. Creative, engaging retail environments are therefore very important to us. As a result, we work with our progression agency partners, retailers, and brands, to design compelling, engaging, traffic-stopping retail touchpoints. *For a real world example of this, I invite the readers of this article to learn more via: TEXT: into TO: 28748.*

CEOCFO: *Is it interactive? What triggers the information?*

Mr. McNulty: Here's an example, of how we help shoppers, brands, and retailers. We call this our "3-wins" approach. It's a Saturday morning, around 11am. I'm a typical shopper, and I'm maybe looking for running shoes, golf clubs, computers, smart phones. Possibly health foods, or new OTC products as well. Its busy on this Saturday morning. I'm in the store. I'd like some information to help me make more informed purchases. Purchases that are truly best for my needs. But there is minimal service assistance. And those to whom I do ask my questions, are not much help, or maybe under-trained. And with retailer wages going up, there may have been some staffing cut backs as well. A few years back, I used to obtain purchase helpful information by watching TV ads. Or maybe, by actually paying attention to the first generations of Internet ads. But, not anymore. Like I stated earlier, I now avoid all forms of intrusive advertising. And that also includes any technologies, such as Beacons, which stalk me around the store, while annoying me, with unrequested alerts. But I'd like some information, while I'm in this store. And, to my frustration, there is NO information to be found. Thus, I'd don't understand why the \$149 pair of running shoes is any better than the \$89 pair. Same of the \$800 set of golf clubs vs the \$500 set. And the \$1800 computer vs the \$1300 one. Not to mention the health foods, or OTC products. You get the picture. So what's my response? In the absence of feature-benefit-reasons to buy, being a typical consumer—I default to

price. Price thus becomes the driver. And I have likely made the wrong choice, in terms of what's best for me. This is bad for brands & retailers too. The end result is "3 losses." (Consumer, brand, and retailer). To address this need, Didgebridge offers a "3-wins" solution instead. We thus enable the shopper, to non-intrusively access purchase helpful information, from our Intellismart displays, signs, etc--- using opt-in TEXTING, via the privacy of their smart phone, while they are in the store, poised to purchase. These Intellismart displays & signs, will be present, to allow shoppers to TEXT engage, thus receiving purchase helpful, mobile video content. The Intellismart mobile video engagements, often also include our IP protected Vidcentives™, which present themselves as bar-coded, "purchase-now-incentives." (Can be programmed; "good for 1 hour only"). Thus, in summary, our Intellismart platform has helped the shopper make more informed purchase decisions. We have helped the brand provide feature-benefit based reasons to buy, with less dependency on price. And we have helped the retailer elevate cash-register rings, by converting that shopper, while in the store---instead of just being used as a "show-room" by that shopper. This is why we call Intellismart a "3 wins" solution. The consumer wins. The brand wins. And the retailer wins.

CEOFCO: *How do you structure your ads?*

Mr. McNulty: We strive to help brands & retailers, non-intrusively, provide their consumers with mobile video, purchase helpful, reasons to buy their products, when they are in shopping mode psychologically. When are they most in shopping mode psychologically? When they are in the store or mall, or the shopping district. We encourage brands & retailers to thus produce more video content for retail environment consumption, thereby helping the consumer make more informed, right-choice purchase decisions. To accommodate this, our marketing tech expertise lies within the production, delivery, and measurement of mobile video content. We are very good at this rapidly accelerating medium. Unlike YouTube, our platform has been designed from inception for one purpose. That is to enhance the shopping experience. Even though our Intellismart platform provides our clients with unrivaled INSTANT campaign analytics. Unlike our Social Media competitors, we don't share data. We don't repurpose data. The data belongs to our clients. We don't stalk. We don't intrude. We don't use cookies. We have utmost respect for consumer privacy. We don't rely upon cumbersome Beacons either. We don't even require an APP to be downloaded. (Although we can API integrate into loyalty apps). Any consumer carrying a smartphone, can easily use our Intellismart system to assist their retail purchase decisions.

CEOFCO: *When you are working with a client are they able to understand it should be more informational that just hype to buy the product?*

Mr. McNulty: This is another great, and very important question. We always advise clients, when constructing video content, to treat their consumers with respect. Assume they are intelligent. Because they are. Assume that most consumers would like to make information-based purchases, not whimsical purchases. And very importantly, remember that the consumer, in the absence of an information-based reason to buy, will generally default to price. And that is not always good for the consumer. And almost always, not financially good for the brand or retailer.

CEOFCO: *Who are you speaking with that will understand the concept?*

Mr. McNulty: This is a key question. We have three primary categories of clients.

1. Our progressive agency partners. 2. Our direct brand clients. 3. Our retailer partners. Within these clients, decision makers exist within a matrix, as marketing has now become technology dependent. Thus, our decision makers often include the following: Within agencies, these decision makers begin with the all-important content creation/creative teams, and probably the analytics team. Within the brand clients, its often the rapidly expanding shopper-marketing teams, which are increasingly important. And they work closely with their HQ based brand-marketing counterparts. In our opinion, these two departments simply must work together more efficiently as we move forward. In too many cases, we see that these functional areas still are walled gardens. For retailers, those who are most progressive, are investing heavily in retail-environment teams, which must then work in synergy with the e-commerce teams. This is a challenge—an unresolved conundrum for many retailers. The e-com team wants the consumer on-line. The retail environments team wants them in-store. And with over 70% of consumer retail sales being impulse & unplanned, we generally advise clients to focus more on in-store foot traffic & shopper experience, which we see as the retailer's life blood. As TV advertising continues to decline in effectiveness with the 84 million millennials, many experts believe that the Retail Environment will soon emerge as the most important consumer influencer medium of all. And Didgebridge is committed to being on the forefront of this transformation.

CEOFCO: *How is your Intellismart Platform so transformative?*

Mr. McNulty: Our Intellismart platform is transformative, for the following reasons:

1. We believe that all marketing touchpoints, should be non-intrusive & respectful.
(Lots of friction here. The VC world has invested tens of billions in intrusion).
2. The human brain likes video. Thus, we transform all touchpoints via mobile video.
(Mobile video integration is very hard to master. Thus, many marketers ignore its power).
3. We believe all touchpoints should be; Actionable. Shoppable. ROI measureable.
(This is a logic shift for most within the industry. Some embrace. Others do not).

We believe that the consumer marketing game will change more in the next 5 years than it has in the past 35. Change resistant current leaders will fall. New change embracing leaders will emerge. Those who will be most successful, will be those who both embrace, and lead this change. And as we like to say here at Didgebridge.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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**For more information visit:
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