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—REPORT

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A Short Guide to Mobile Marketing

This report examines the current mobile environment and provides an overview of the various channels available to mobile marketers.

A Short Guide to Mobile Marketing



in association with:



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Econsultancy London

4th Floor, Wells Point
79 Wells Street
London W1T 3QN

United Kingdom

Telephone:
+44 207 269 1450

<http://econsultancy.com>
help@econsultancy.com

Econsultancy New York

7th Floor, 205 Hudson Street
New York
NY 10013
United States

Telephone:
+1 212 971 0630

Econsultancy Singapore

10 Anson Road
International Plaza.
#36-01,
Singapore
079903

Telephone:
+65 6909 9150

Introduction

This guide highlights three key themes which will help marketers deliver better mobile experiences for their customers and improve the performance of their mobile marketing activity.

These three themes are: **personalising the customer experience**, **mapping the customer journey** and **planning for the age of assistance**.

The guide draws from Econsultancy's [Mobile Marketing](#) report which was produced using a framework of ten topics including mobile first UX, mobile apps, mobile search, content marketing, loyalty programs, mobile commerce and mobile performance optimisation. For each topic, the full report outlines the strategic approaches, use cases, considerations and guidelines that marketers must consider when devising a mobile strategy.

In addition to performing secondary research, authors Rob Thurner and Caitlin Attal conducted interviews with key opinion leaders in the mobile marketing world. Econsultancy would like to thank the following people for their contributions:

- **Pilar Barrio**, Founder and Managing Director, Barrio Digital
- **Adam Croxen**, Managing Director, Future Platforms
- **Tobin Ireland**, Partner, Mobile Value Partners
- **Kevin Kapota**, Digital Acceleration Manager, L'Oreal
- **Anke Kuik**, Head of Programmatic & Digital Transformation, Zenith Optimedia Netherlands
- **Chris Lundquist**, Senior Vice President of Data and Analysis, DigitasLBi
- **Jon Mew**, CEO, IAB UK
- **Alvaro Ramis**, Former CMO, Car2go, Daimler
- **Natasha Tamiru**, Head of Mobile Programmes, Google Digital Academy

The report has been edited by Econsultancy's research team. For queries, please contact Laurence Bird (laurence.bird@econsultancy.com).

Executive Summary

Our short guide includes the following highlights:

- Customer-centricity should be embedded in the heart of every company's digital strategy. Decisions should be made based on customer needs, identified through feedback or customer behaviour data.
- Personalisation will help cut through the noise to engage directly with each individual customer, increasing the likelihood of conversion.
- A typical customer journey involves both online and offline touchpoints, making omnichannel marketing essential to customer conversions.
- Mobile users expect immediacy and convenience at their fingertips, so speed is fundamental to their satisfaction with the customer experience.
- Voice technology will play a key role in the future of search. Brands need to integrate voice capabilities into their digital strategy as voice search grows exponentially.
- Data is essential to digital marketing strategies and personalisation. However, in the age of GDPR, consumer data is harder to access. Businesses must be GDPR compliant and collect data transparently.
- Data-based decisions should be made by companies to improve efficiency, conversions, personalisation and ROI.
- Availability of data will continue to have an impact on the uptake of machine learning tools and technology, meaning that some marketing activities will become increasingly automated.
- It is wise to start small and progress incrementally to de-risk investment and build buy-in to the digital transformation process.

About Econsultancy

Econsultancy's mission is to help its customers achieve excellence in digital business, marketing and ecommerce through research, training and events.

Founded in 1999, Econsultancy has offices in New York, London and Singapore.

Econsultancy is used by over 600,000 professionals every month. Subscribers get access to research, market data, best practice guides, case studies and elearning – all focused on helping individuals and enterprises get better at digital.

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Theme 1:

Personalising the Customer Experience



How Data-Driven Personalisation Increases ROI

A customer's mobile phone is likely to be the most personalised device they own and use. Mobile is also the most personalised communication channel available to marketers. Customers never share their handsets, which allows businesses to develop immediate and intimate relationships with customers. There are two main themes to focus on when creating a mobile experience that works:

1. Develop a forensic fascination with the customer. Your customer should be your North Star. The mobile pioneers – Google, Apple, Facebook, Amazon, Netflix, Uber, Domino's – have all demonstrated the art of designing personalised, immediate and intuitive mobile user experiences. These brands are all explored in our [full guide](#). Lesser known enterprises in the beauty, travel and B2B worlds have also won hearts, minds and wallets with modest budgets by putting the customer first.

2. Capture, process and share real-time data. Do so with others in your business as well as your partners, to improve the performance of your mobile

investment. The exponential growth of machine learning, driven by an explosion of available data, better algorithms and cloud computing could save you time and money while supporting revenue growth.

Personalisation enhances the customer experience and increases engagement and loyalty by delivering relevant, geo-targeted and time-sensitive messages to the right customer at the right time. When managed effectively, **personalisation can reduce acquisition costs by as much as 50%, lift revenues by 5% to 15% and in turn increase efficiency of marketing spend by 10% to 30%.¹**

Figure 1 demonstrates the impact of good personalisation on ROI across several industries. In some instances, the investment required to personalise marketing communication activities can lead to a return of three times the investment.

The benefits of personalisation are further explored in Econsultancy's '[Harnessing the Power of Personalisation](#)' report.

Figure 1: ROI based on personalisation efforts

What is the approximate ROI you currently get from your personalisation efforts?



Source: Monetate²

¹ <https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/marketing-holy-grail-digital-personalization-at-scale>
² <https://info.monetate.com/personalization-development-study2.html>

Data-Driven Decision-Making

Marketers, analysts and ecommerce professionals have more data to work with to build insights and improve performance and ROI. Especially with mobile – just consider the volume of browsing, searching, social, payment and location data generated.

The underlying challenge for businesses is managing the data tsunami flowing from the ever-growing number of marketing channels and technology platforms that they operate.

Advances in **machine learning tools** and technology will allow ever more marketing activities to

become automated, which will improve efficiency, reduce cost, and free up management time for value-creating activities. It is wise to **start small and progress incrementally** to avoid being overwhelmed by the digital transformation process.

A 2018 study by International Institute for Analytics found that companies with higher analytics maturity are more likely to generate more revenue, build better brand value, maintain a higher market cap and generate higher shareholder returns, demonstrating the importance analytics should play in every company's digital strategy.³

Personalisation and GDPR

Enacted across the EU in May 2018, the General Data Protection Regulation (GDPR) is designed to grant consumers more control over their personal data. GDPR requires companies to **build privacy settings into their digital products and services**.

Under GDPR, marketers must be able to justify why they are holding personal data and the legal basis on which it is being used for marketing. For this reason, some brands have considered GDPR to be a huge barrier to their marketing efforts. As explained in [A Marketer's Guide to the General Data Protection Regulation \(GDPR\)](#), Econsultancy found that 80% of client-side marketers and 83% of agency-side

respondents agree that balancing organisational interests with the interests of consumers will be a challenge.

While brands may not be able to control who consents to sharing their data, they do **have control over their consent policy**, which is where their energy around GDPR should be focused. In order to comply with the UK's Information Commissioner's Office, companies should ensure that they ask people to positively opt-in, they should not use any default settings or pre-checked boxes for opting in, they should tell consumers that they can withdraw consent at any time, and they must specify why they want data and how they will use it.

³ <https://pages.dataiku.com/hubfs/IIA%20Report/ia-report-final.pdf>

Case Study: L'Occitane

L'Occitane is looking to merge brick-and-mortar retail with mobile ecommerce. According to Simon Jaffrey, Product Director at personalisation software provider Qubit, who worked with L'Occitane on the brand's personalisation strategy:

"In some ways, the mobile web is the closest thing you can have – from a digital point of view – to an in-store experience. We see this having a knock-on effect on other channels. People will use their mobile for the discovery part of their journey, and then they'll carry on and complete the purchase elsewhere. We've found that of all the transactions that are completed on desktop, 19% of them were influenced on mobile."

Personalised recommendations

L'Occitane rolled out an AI-powered personalised experience on its mobile site in 2018. The new feature recommends products based on the user's browsing history and previous site behaviour. With the recommendation feature, a text bubble with the label 'New suggestions for you' appears, to grab the user's attention.

Save to wishlist

Additionally, users can add products to their saved list by clicking on a heart button featured next to the product, allowing them to easily access their favourite products and allowing L'Occitane to gather data for further personalisation across the whole customer journey.

Suggestions

Once a visitor adds something to their basket, L'Occitane displays another product that complements what they have already chosen. This is similar to Amazon's 'Frequently Bought Together' feature, but rather than just drawing on purchasing decisions that other people have made, the site makes a recommendation about which products will go together well, in the manner of an in-store sales assistant helping a customer put together a skincare regimen.

This approach to mobile helps customers discover new products while helping them navigate L'Occitane's mobile website more easily, especially if they do not already know exactly what they want to buy.

Overall, machine learning coupled with data collection and personalisation on mobile has led to a **159% increase in mobile conversions**. In addition, mobile has an impact on other channels. Mobile may be used in the discovery phase of a customer journey, meaning that the journey may be completed elsewhere.

A key lesson here is that positive mobile experiences can have a dramatic impact on every other channel, regardless of whether transactions are completed in mobile or not.

Key Takeaways: Personalising the customer experience

- Your customer should be your North Star, directing all aspects of your marketing.
- Personalising the customer experience pays dividends: it is proven to reduce acquisition costs by 50%, and marketing efficiency by 30%.⁴
- Machine learning tools and technology allow more marketing activities to become targeted and automated, generating mobile conversions increases exceeding 150%, as shown by L'Occitane.



⁴ <https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/marketing-holy-grail-digital-personalization-at-scale>

Theme 2:

The Customer Journey



Reaching the Right Person at the Right Time

Customers demand speed, ease and convenience at every stage of the journey. A fast loading mobile experience, before and after the point where the customer is ready to buy, is key in mobile marketing. To accomplish this, consider what Google describes as the four key 'micro-moments' that represent the full range of needs your customers will share. Each moment will play a different role in influencing customer behaviour.

1. 'I want to know' moments:

Customers explore or research but are not yet in purchase mode. They seek useful information and possibly inspiration, not a hard sell. About two-thirds (66%) of smartphone users turn to their smartphone to look up something they saw in an advertisement.

2. 'I want to go' moments:

Potential customers look for local businesses or consider purchasing a product locally. This requires getting a physical business into that person's consideration set in that moment.

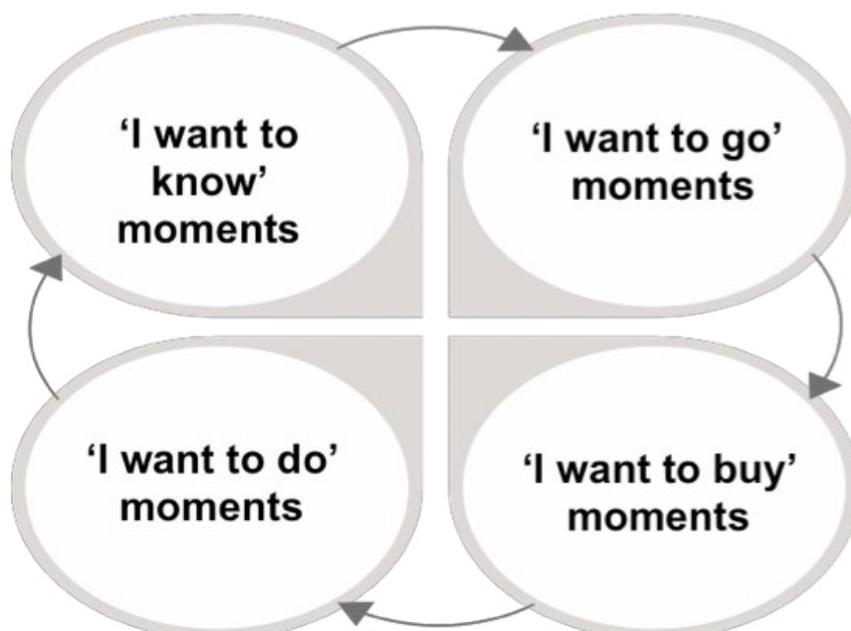
3. 'I want to do' moments:

Such moments may occur before or after purchase. These are moments when customers seek help with getting things done or trying something new. This requires relevant content.

4. 'I want to buy' moments:

Customers have intent to purchase and may need help deciding what or how to buy. This requires having the product and pricing information available to seal the deal.

Figure 2: Google's micro-moments



Source: Think with Google⁵

⁵ <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/>

The See-Think-Do-Care Framework

In today's digital world, the purchase mindset established in the traditional marketing funnel (awareness, consideration, purchase, loyalty), where the main focus of the strategy is to drive intention to purchase at the end of the funnel, no longer works.

Thanks to the omnipresent role of mobile in our lives, today's customer journey has become more complex, unpredictable and non-linear than ever. One poor product review may well delay the path to purchase.

It is important to consider the full range of opportunities and touchpoints where mobile plays a role. Today's customer journey is complex, unpredictable and non-linear: the traditional marketing

funnel is no longer fit for purpose.

Think about customer intentions throughout all stages of the consumer journey and try to create meaningful interactions and content for each 'micro-moment'.

Mobile allows you to deliver hypertargeting campaigns across the journey, driving conversion and sustained engagement post-purchase.

Consider the more customer-centric see-think-do-care framework to contextualise the marketing funnel and the content and interactions required at each stage.

Here are some ways to think about applying this framework:

Figure 3: The see-think-do-care framework

See	Think	Do	Care
Largest addressable qualified audience	Largest addressable qualified audience with some commercial intent	Largest addressable qualified audience with loads of commercial intent	Current customers with opportunities for renewal / upsell
Interested in and passionate about high level topics	Looking for information	Comparing products and prices	Using products
Open for brand interaction	Scoping out brands / market	Wanting to find products and services	Convinced I have made the right purchase decision
In relevant mindset	Looking for reviews	Looking for closest point of sales	Believe I should tell the world about it

Source: *Think with Google*⁶

⁶ <https://www.thinkwithgoogle.com/intl/en-145/perspectives/global-articles/kpis-essential-framework/>

Reaching the Right Person with the Right Content

Hypertargeting allows businesses to reach prospects using very specific data points, boost conversion and maximise the performance of marketing budgets. Hypertargeting and personalisation go hand in hand and can be planned into any marketing campaign, from SMS messaging to email marketing to SEO to video.

Case study: Maybelline

Econsultancy's interview with Kevin Kapota, Digital Acceleration Manager for Maybelline, reveals how L'Oréal has succeeded with hypertargeting in the beauty sector.

Kapota launched a programmatic ad campaign for its eyebrow range to hypertarget relevant customers at each micro-moment along the customer journey: He summarises a six-step approach:

Step 1: Building awareness with targeted video. They were able to reach different audiences with the Maybelline Brow commercial.

Step 2: Retargeting with banner ads. They remarketed to people who completed viewing the videos and identified three groups of people to target: functional users, trend users and makeup users.

Step 3: Visiting response landing pages. Landing pages included information such as how-to videos and other tips and tricks. The team identified product fit based on the clicking behaviour of the consumer.

Step 4: Targeting with relevant performance banners. The user is encouraged to buy the product. They are shown one or two banners with the message to buy direct with an online discount.

Step 5: Driving conversion. From the banner, the user will land on a website where they can buy the product online. The team used data to learn from the online purchasing behaviour of their consumer.

Step 6: Sustaining engagement after purchase. After a user buys a product, they are shown how to use it through a YouTube video with info cards. One card leads back to the brow studio and the second leads back to the product page which allows users to leave a review if they were satisfied with their purchase. The team were therefore able to engage consumers before purchase, lead them to a conversion and engage them post-purchase, through hypertargeting.

Programmatic Advertising

Programmatic advertising empowers advertisers to deliver hypertargeted, personalised and engaging advertisements at scale.

The benefits of programmatic include:

- **Transparency**

Programmatic advertising offers a layer of transparency that is not available from traditional advertising. Advertisers can choose what sites their ads are displaying on, which customers will look at their ad and any costs associated with the real-time bidding.

- **Real-time measurement**

Once a campaign is launched, advertisers have access to data in real-time, enabling them to make changes in real-time to better optimise their campaign.

- **Efficiency**

Because results are displayed in real-time, advertisers can run

more efficient campaigns since they can adjust and optimise campaigns much more quickly than they would be able to during a traditional campaign. Advertisers can be sure they are investing their budgets efficiently on relevant customers.

- **Targeting**

Programmatic advertising allows advertisers to hypertarget consumers by geolocation, category, or demographic so advertisers know exactly who will be looking at their ads. Additionally, through retargeting, advertisers can continue to reach out to the relevant customer segments to encourage conversion.

This topic is explored further in Econsultancy's 'A Marketer's Guide to Programmatic' report.

Key Takeaways: Mapping the customer journey

- Today's customer journey is complex, unpredictable and non-linear: the traditional marketing funnel is no longer fit for purpose.
- Think about customer intentions throughout all stages of the consumer journey and try to create meaningful interactions and content for each 'micro-moment'.
- Mobile allows you to deliver hypertargeting campaigns across the see, think, do and care phases of the journey, driving conversion and sustained engagement post-purchase.

Theme 3:

The Age of Assistance



How Voice is Changing the Game

Smartphones account for the largest proportion of mobile traffic but wireless technology extends beyond the smartphone to include an array of devices such as laptops, wearables and machine-to-machine connectivity – the so-called Internet of Things.

Our research uncovers how mobile serves as a gateway to the Internet of Things, and how voice activation is accelerating this trend for consumers and businesses.

The rise of voice search has been catalysed by the rise of smart speakers such as the Google Home and Amazon Echo. There will be an estimated 21.4 million smart speakers in the US by 2020.⁷

This will drastically change the types of queries people use and should influence businesses to think differently about SERPs as searches become increasingly less text-based.

Through voice search, spoken language connects people to what they are searching in an immediate, convenient and personalised manner that text-based search cannot provide. The artificial intelligence which powers voice search grows smarter with every interaction and has a better

understanding of user intent as the search becomes more conversational in nature over time.

Natasha Tamiru, Head of Mobile Programmes, Google Digital Academy, comments: *“Voice marks a new era for what we at Google keep thinking about in terms of the age of assistance.*

“From our data, 75% say they use voice search. In the short-term businesses need to think about how voice impacts search for their business. At Google, we’ve embraced voice via the Google Assistant – you’re able to play your favourite music, check the weather, check your flights, control the lights in your house from a simple voice command.

“It’s important that other businesses start thinking about the implications that this will have. For example, how will they get across the tonality of their brands when it comes to voice? You won’t be able to use animation or images to support somebody’s searches, so how will you be able to support the search? There are many questions businesses need to start answering in this age of assistance as behavioural trends are changing.”

⁷ <https://www.slideshare.net/ActivateInc/think-again-tech-media-outlook-2017-67604099>

The Future of Voice Search and Commerce

Voice is still a niche and complex opportunity, but this will change as more businesses react to the trend and as monetisation models are built. According to OC&C Strategy Consultants, voice commerce sales in the US reached \$2bn in 2017. They are predicted to reach \$40bn in the US⁸ and £3.5bn in the UK.⁹

In the long run, purchase intent will naturally favour products that are integrated with voice technology. Here are some suggestions for what your business can do to optimise for voice searches.

• Optimise long-tail keywords

Amazon identifies products based on keyword relevancy, so adopting long-tail keywords will help you optimise for voice search by helping them rank higher in voice SERPs. Since voice searches are more conversational in tone and longer than text searches, ensure that your long-tail keywords include natural-sounding, conversational phrases that are relevant to your product. Long-tail search terms should average six to seven words per query.

• Pay attention to your product description

Voice shoppers may ask their connected device to read a product description for them. Alexa typically selects and reads the featured product bullet points that can typically be read in a given timeframe, usually 16 to 20 seconds. Make sure that your product content and descriptions are short and conversational to capture and hold the customer's attention.

• Location, location, location

Mobile voice-related searches are three times more likely to be local-based than text-related searches,¹⁰ so ensuring that basic information about your business – such as name, address and phone number – is present and accurate on listings like Google My Business and Bing Places for Business, is crucial for returning relevant search results.

This topic is further explored on the [Econsultancy blog](#) and in Econsultancy's report 'Getting to Grips with Voice Search'.

⁸ <https://www.prnewswire.com/news-releases/voice-shopping-set-to-jump-to-40-billion-by-2022-rising-from-2-billion-today-300605596.html>

⁹ <https://www.retailtimes.co.uk/voice-shopping-uk-worth-3-5bn-2022-occ-strategy-consultants-find/>

¹⁰ <https://searchenginewatch.com/sew/opinion/2296905/how-will-voice-search-change-seo-for-local-stores-global-enterprises>

Key Takeaways: Planning for the age of assistance

- Voice search is growing fast, driven by the rise of Google Home and Amazon Echo smart speakers.
- Purchase intent will naturally favour products that are integrated with voice technology.
- Ensure your search strategy keeps pace with this trend, through long-tail keywords, conversational product descriptions and location-based results.



Conclusion

Mobile has rewritten the marketing playbook. Businesses need to transform their marketing strategies to match.

Focus on personalisation at every stage of the customer journey to deliver timely, relevant mobile experiences in the moment. Deliver a customer-centric experience, using the right technologies as support, rather than starting with them.

Today's empowered consumers act in unexpected, non-linear ways on the path to purchase. Plan for the age of assistance, where mobile provides a quick, convenient and intuitive concierge service.

Machine learning and marketing automation: improve targeting, increase mobile conversion and save time, freeing marketers' time up for value-creating activities. This can truly empower marketing teams, offering them much-needed support and helping them to better understand the customer's mobile journey.

Further Reading

Mobile Marketing

<https://econsultancy.com/reports/mobile-marketing-best-practice-guide/>

Achieving Omnichannel Excellence

<https://econsultancy.com/reports/achieving-omnichannel-excellence/>

User Experience and Interaction Design for Mobile and Web

<https://econsultancy.com/reports/user-experience-and-interaction-design-for-mobile-and-web/>

Marketing Automation

<https://econsultancy.com/reports/marketing-automation-best-practice-guide/>

Maximising the ROI of Digital Marketing

<https://econsultancy.com/reports/maximising-the-roi-of-digital-marketing/>

A Guide to Customer Experience Management (CXM)

<https://econsultancy.com/reports/a-guide-to-customer-experience-management-cxm/>

A Guide to the Modern Marketing Model (M3) and Organisational Structures

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