

Where I'm from..

Mobile5

Mobile first digital agency

Founded in 2011

48 full-time specialists, based in Soho London

Acquired by Omnicom in February 2014

# What we think about

**Mobile first  
brand  
strategy  
& insights**

**Connected  
Creativity**

**Digital  
experience  
& service  
design**

**Data  
analytics**

**mCRM  
and  
loyalty**

# THE 8 BIGGEST LIES IN MOBILE TODAY

LIE #8



“WOW, What a  
Great app idea...”

"Wow, what a  
great idea..."









ANGRY BEANS!



**facebook**

f c o o k



**Hey, Did you get my Friend Request?!**



D'OH!



**IT'S ALL ABOUT**

**ME**





HELP ME TO  
HAVE FUN



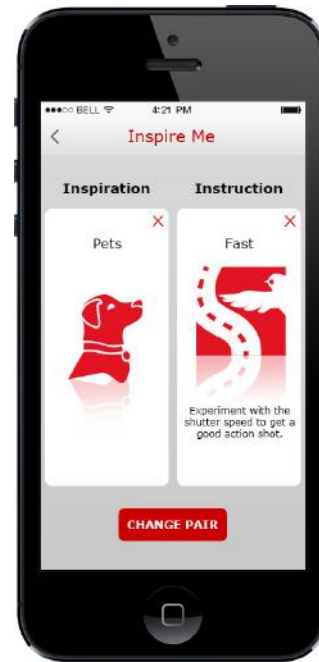
BE HELPFUL



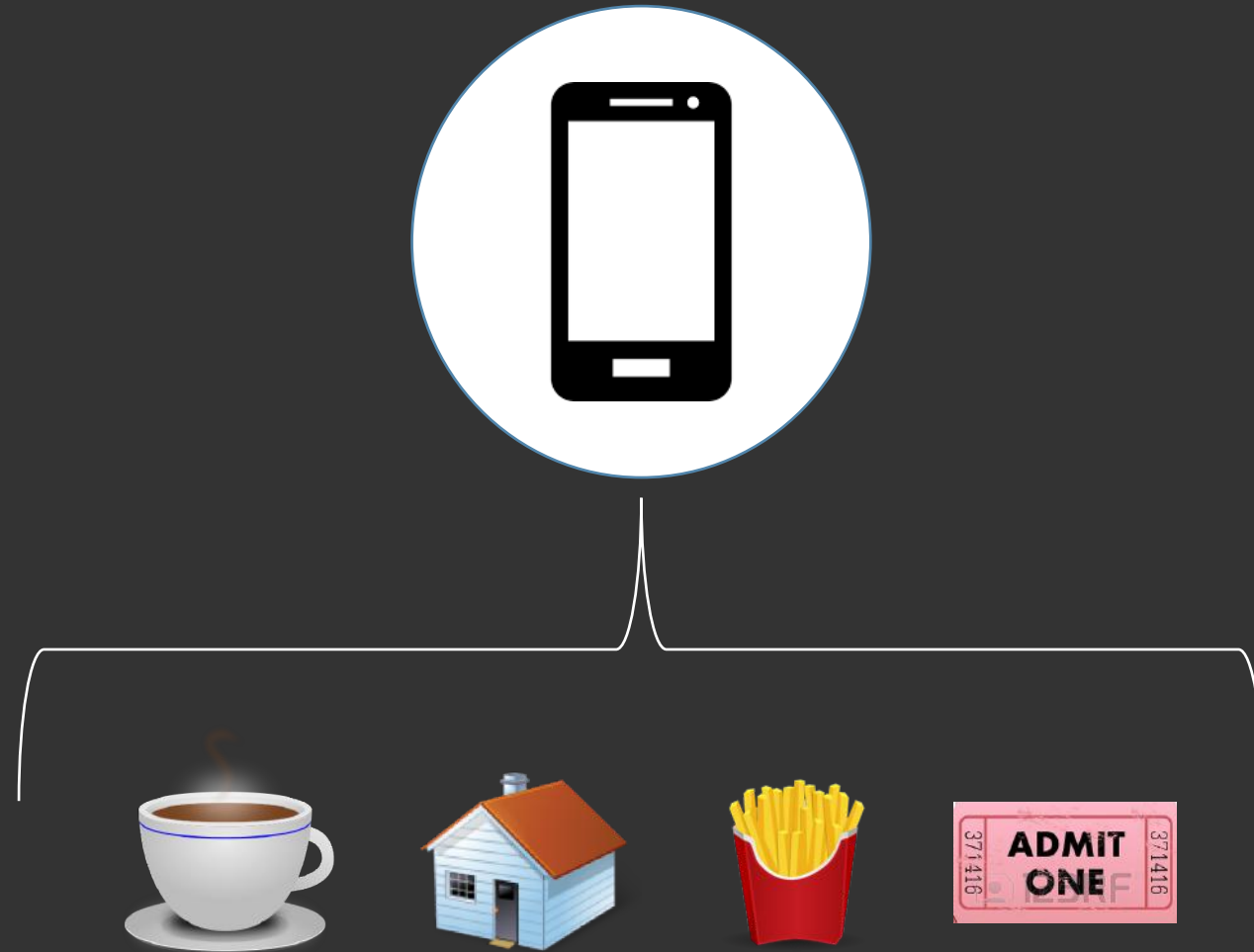
Canon



# Canon



# Mobile as a service layer



The on-demand economy

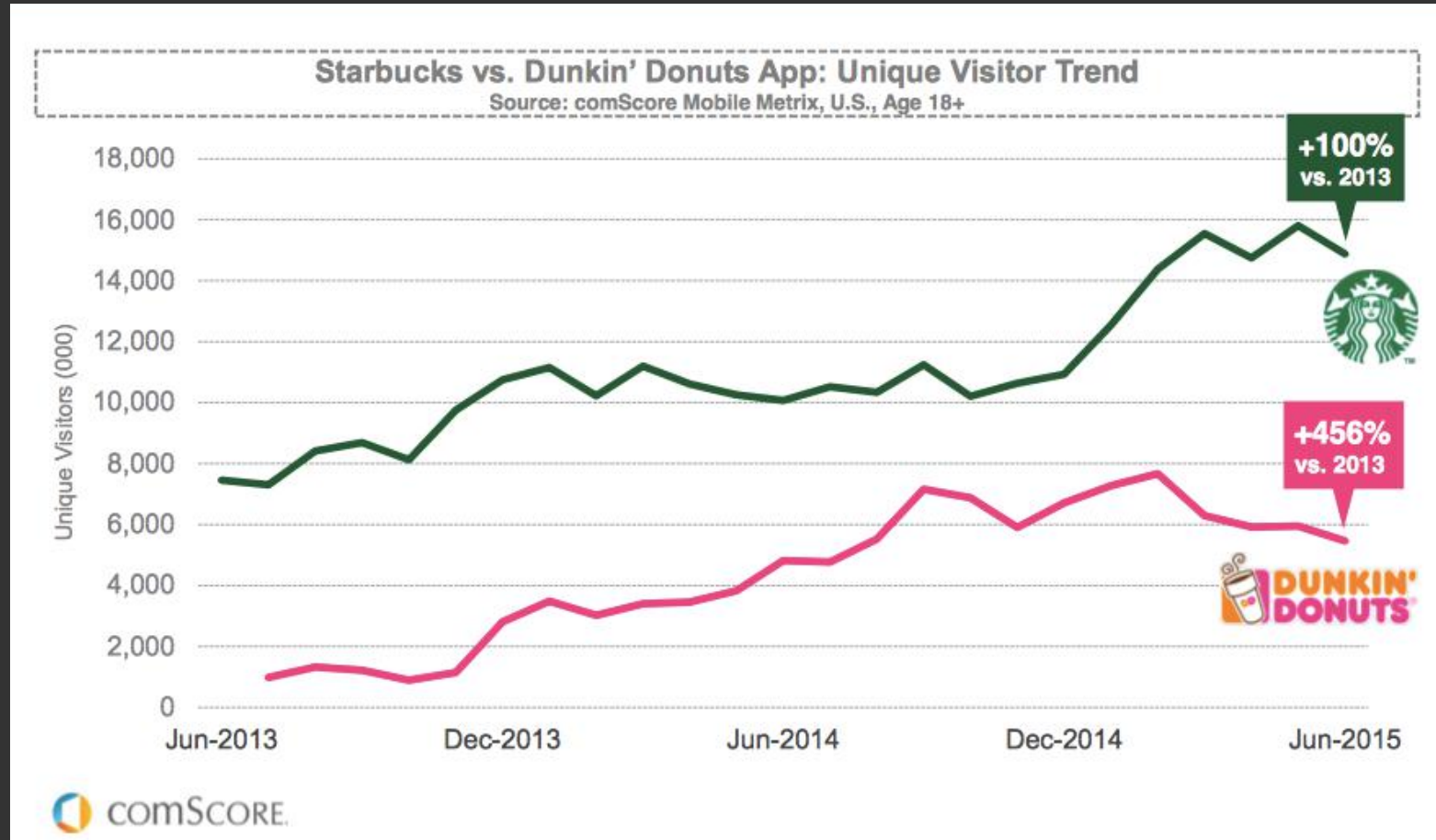
# When you get it really right...

Starbucks' mobile transactions now account for 20 percent of all in-store sales — more than 9 million mobile transactions a week — and a 4 percent increase in foot traffic





# Apps for context and utility



An app can fundamentally  
change your business, but  
when coming up with an  
app concept..  
it's not just about YOU

LIE #7

KEVIN COSTNER  
HAS THE BEST  
APPROACH  
TO APP PROMOTION

# FIELD OF DREAMS



**IF YOU BUILD IT,  
THEY WILL COME.**





IF YOU BUILD IT,  
THEY WILL COME



As of July 2015:



Around 1,600,000 apps



Around 1,500,000 apps

# Don't be a Zombie



Zombie app: An app that **DOESN'T RANK** in the top 300 organic results in any app store category

# Zombie invasion!!!



2014	Apps	Zombies	Zombie %
Jan	889,231	655,778	74.0 %
Feb	923,156	690,941	74.8 %
March	955,221	716,420	75.0 %
April	995,717	758,281	76.2 %
May	1,041,490	796,132	76.4 %
June	1,085,383	855,283	78.8 %
July	1,129,256	941,695	83.4 %
Aug	1,173,475	991,051	84.5 %
Sept	1,240,571	1,011,249	81.5 %
Oct	1,279,282	1,049,825	82.1 %
Nov	1,325,250	1,090,442	82.3 %
Dec	1,372,371	1,136,501	82.8 %





[Personalize](#)



[Finance](#)



[Shop](#)

# YAHOO!



[Email](#)



[Messenger](#)



[Help](#)

**hotjobs** - [Search Jobs](#), [Post a Resume](#), [Salary Wizard](#), [Post a Job](#), [Find Great Candidates](#)

Search

- [advanced search](#)
- [most popular](#)

**New!** Sign up for [Fantasy Football](#) - Play [Toki Toki Boom](#)

**Shop** [Auctions](#), [Autos](#), [Classifieds](#), [Real Estate](#), [Shopping](#), [Travel](#)

**Find** [Careers](#), [Maps](#), [People Search](#), [Personals](#), [Yellow Pages](#)

**Connect** [Chat](#), [GeoCities](#), [Greetings](#), [Groups](#), [Mail](#), [Messenger](#), [Mobile](#)

**Organize** [Addresses](#), [Briefcase](#), [Calendar](#), [My Yahoo!](#), [PayDirect](#), [Photos](#)

**Fun** [Games](#), [Horoscopes](#), [Kids](#), [Movies](#), [Music](#), [TV](#)

**Info** [Finance](#), [News](#), [Sports](#), [Weather](#) [More Yahoo!...](#)

## Yahoo! Personals

Meet millions of people: [Find a Match](#), [Post a Free Ad](#)



Personal Assistant

[Sign In](#)

[Sign up](#) to personalize Yahoo! - [learn more](#)

In The News

2:11am, Mon Jul 22

- [WorldCom in largest-ever U.S. bankruptcy](#)
- [Ridge: Terror threat may force government to use military for domestic law enforcement](#)
- [Review: U.S. air strategy flawed, killed hundreds of innocent Afghan civilians](#)
- [Turkey warns U.S. of lengthy Iraq war](#)
- [DA in Runnion case may seek death penalty](#)
- ['Stuart Little,' 'Perdition' share box office lead](#)
- [Els wins British Open](#) · [Tour de France](#) · [F1](#)

[News](#) - [Weather](#) - [Sports](#) - [Stock Quotes](#)

Shopping

- [DELL's Giving Away \\$50K/Day](#)



Automatic entry into \$50k-a-Day Giveaway when you buy a Dell Home System by July 31. No purchase necessary.

- [New Model from Sony](#) - 27" Trinitron WEGA TV, only \$22/month + Free Delivery

## Yahoo! Games - 71,558 people playing now!



**New!** Play the game [Toki Toki Boom!](#)

Other Free Games:

- [Pool](#)
- [Bridge](#)
- [Canasta](#)
- [Spades](#)
- [Literati](#)
- [Backgammon](#)
- [Dominoes](#)
- [Word Racer](#)
- [Cribbage](#)
- [Pinochle](#)
- [Checkers](#)
- [Pyramids](#)
- [MahJong](#)
- [Text Twist](#)
- [Collapse](#)
- [Chess](#)
- [Euchre](#)
- [Gin](#)
- [Hearts](#)
- [more...](#)

Be a Yahoo! Games All-Star - [Play in Tournaments & Leagues!](#)

Web Site Directory - Sites organized by subject

### [Business & Economy](#)

[B2B](#), [Finance](#), [Shopping](#), [Jobs...](#)

### [Computers & Internet](#)

[Internet](#), [WWW](#), [Software](#), [Games...](#)

### [News & Media](#)

[Newspapers](#), [TV](#), [Radio...](#)

### [Regional](#)

[Countries](#), [Regions](#), [US States...](#)

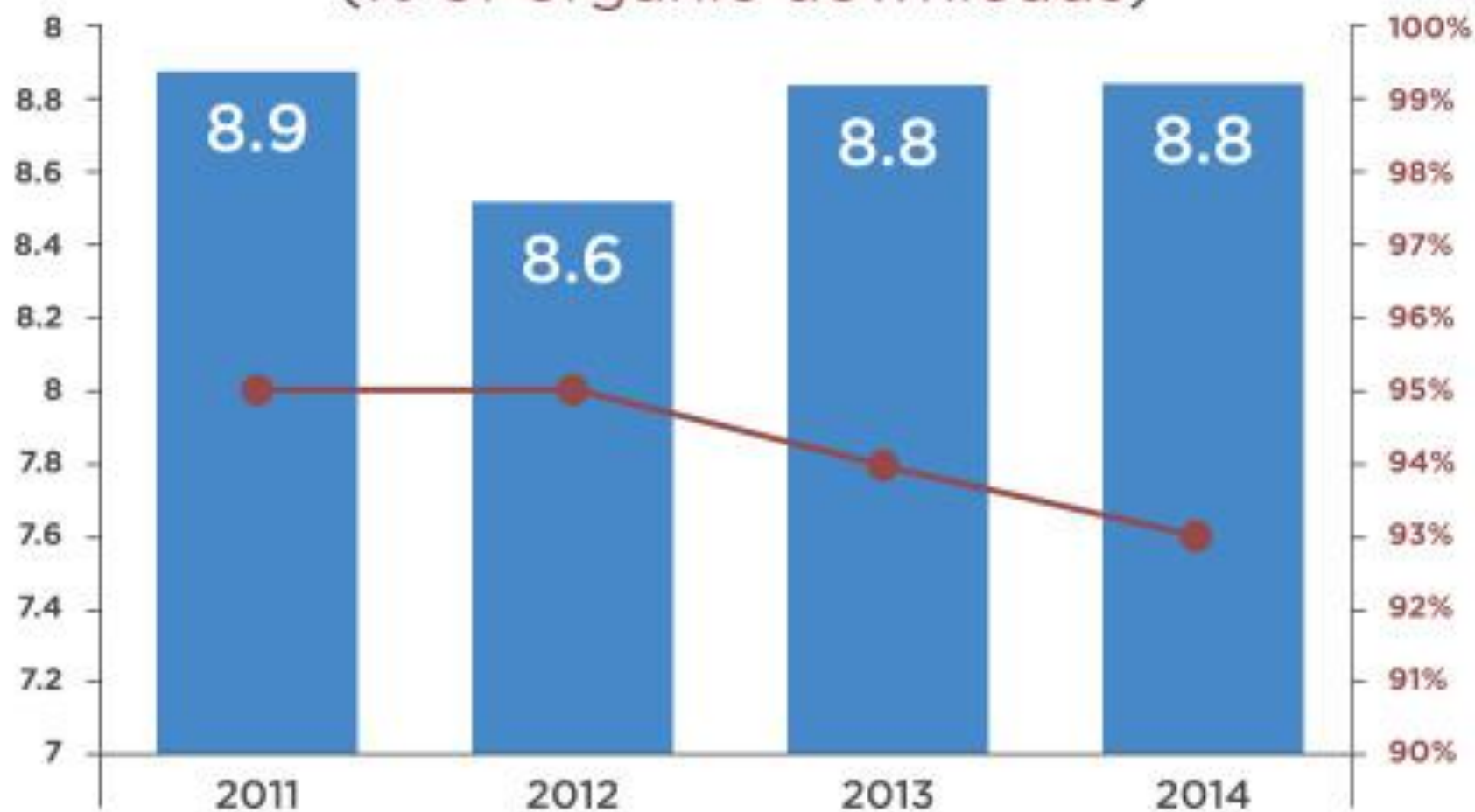
### [Society & Culture](#)

[People](#), [Environment](#), [Religion...](#)

### [Education](#)

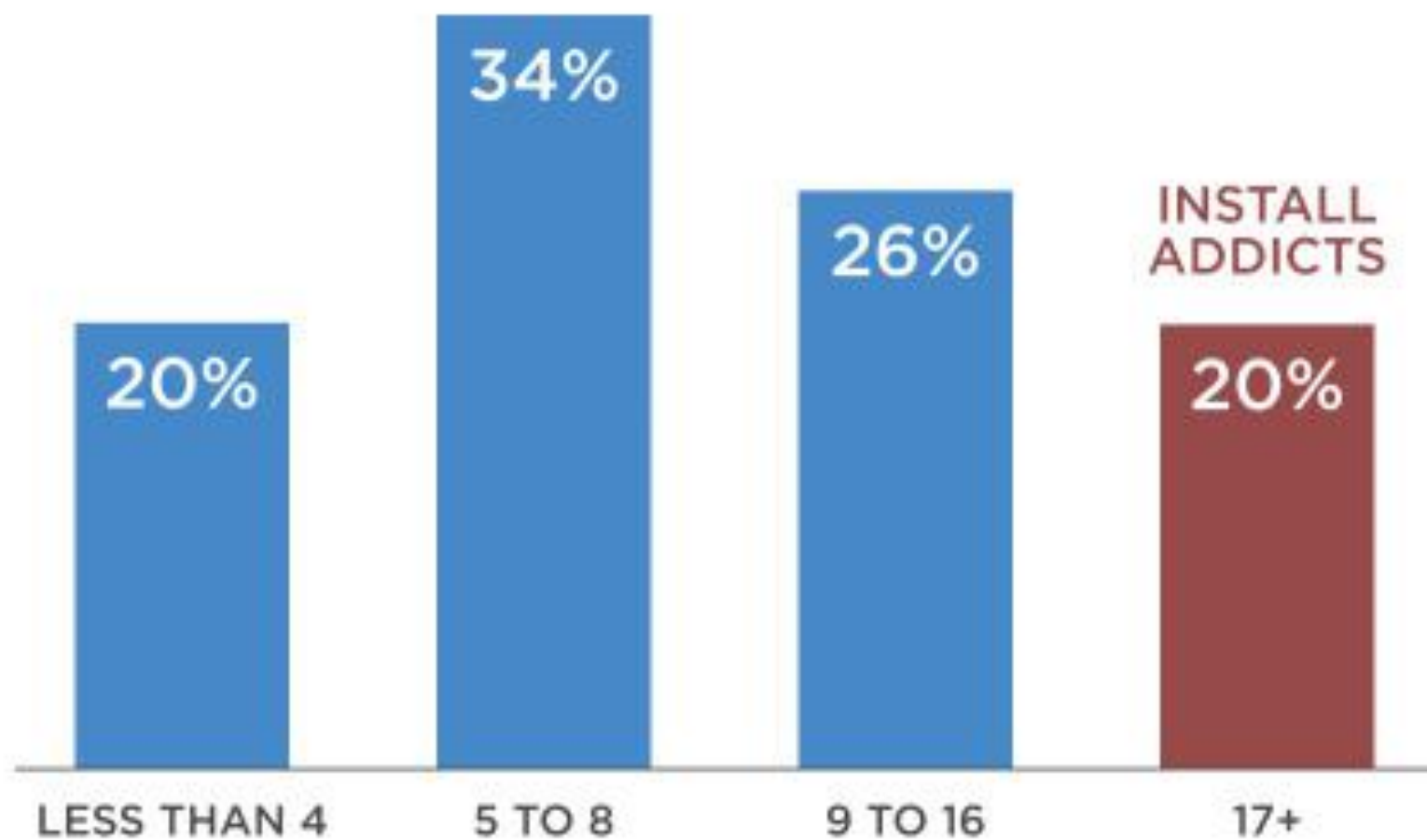
[College and University](#), [K-12...](#)

# Number of Apps Downloaded per Month by An Average US Consumer (% of organic downloads)

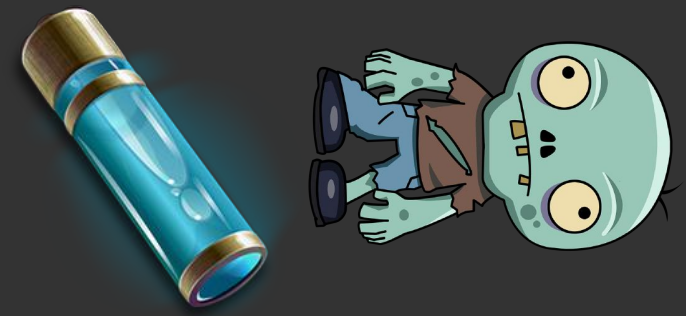




# US Monthly App Download Distribution



# The antidotes



- Increase your download volume
- Increase your quantity of Ratings / Reviews
- Improve your Rating / Review quality
- Increase your App engagement rates (How engaged are the people using your app? How frequently do they use your app?)
- Reduce your Uninstall rate (How much customer churn does your app experience?)
- Increase your download growth velocity (How have daily download counts increased over time?)
- Improve your keyword density of the app's homepage

A great app doesn't mean  
a successful app

Building a promotional plan  
into your app plans is key

LIE #6

**'Mobile' is the Second  
Screen**

'Mobile' is the Second  
Screen

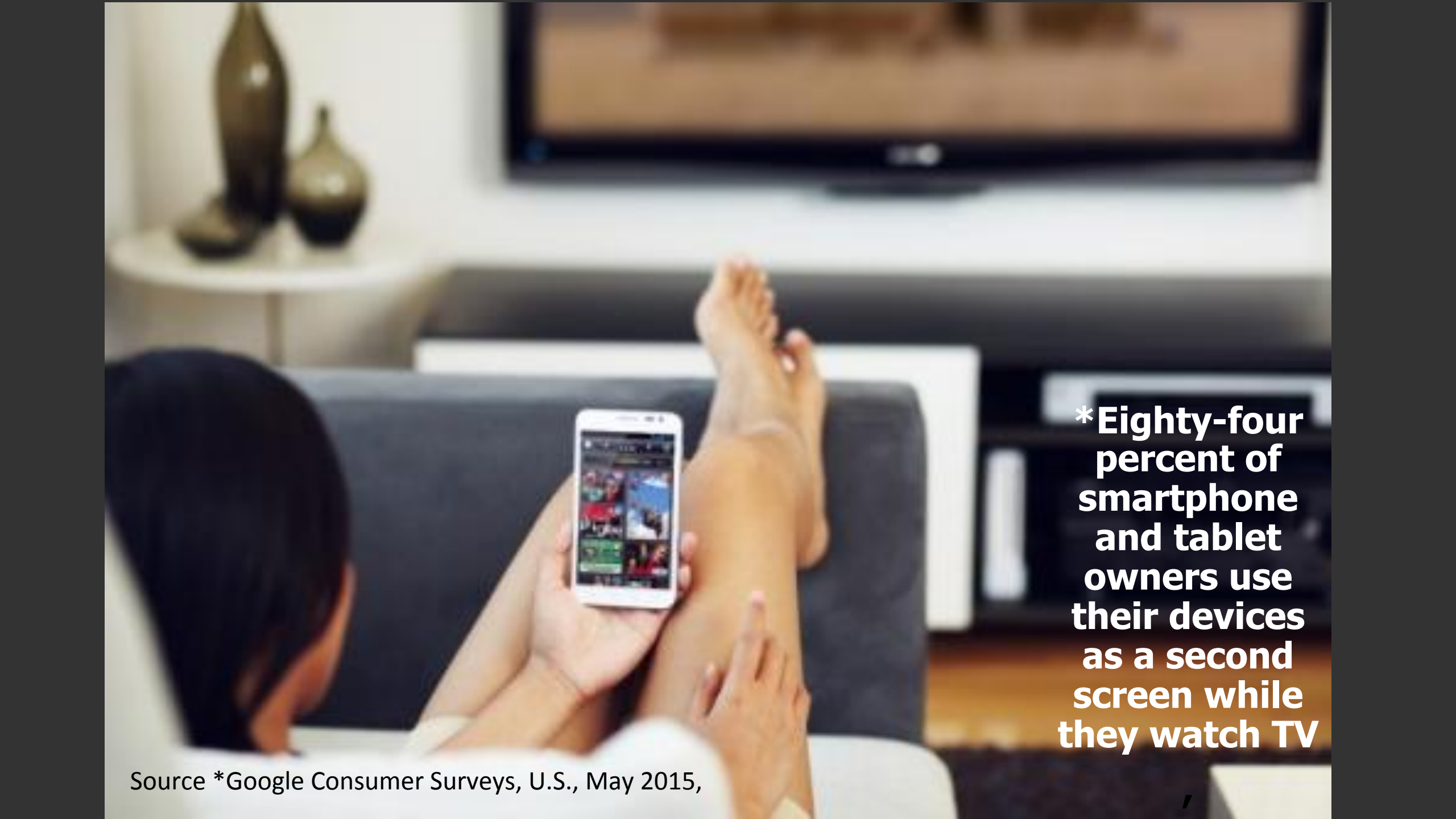




# The New Normal







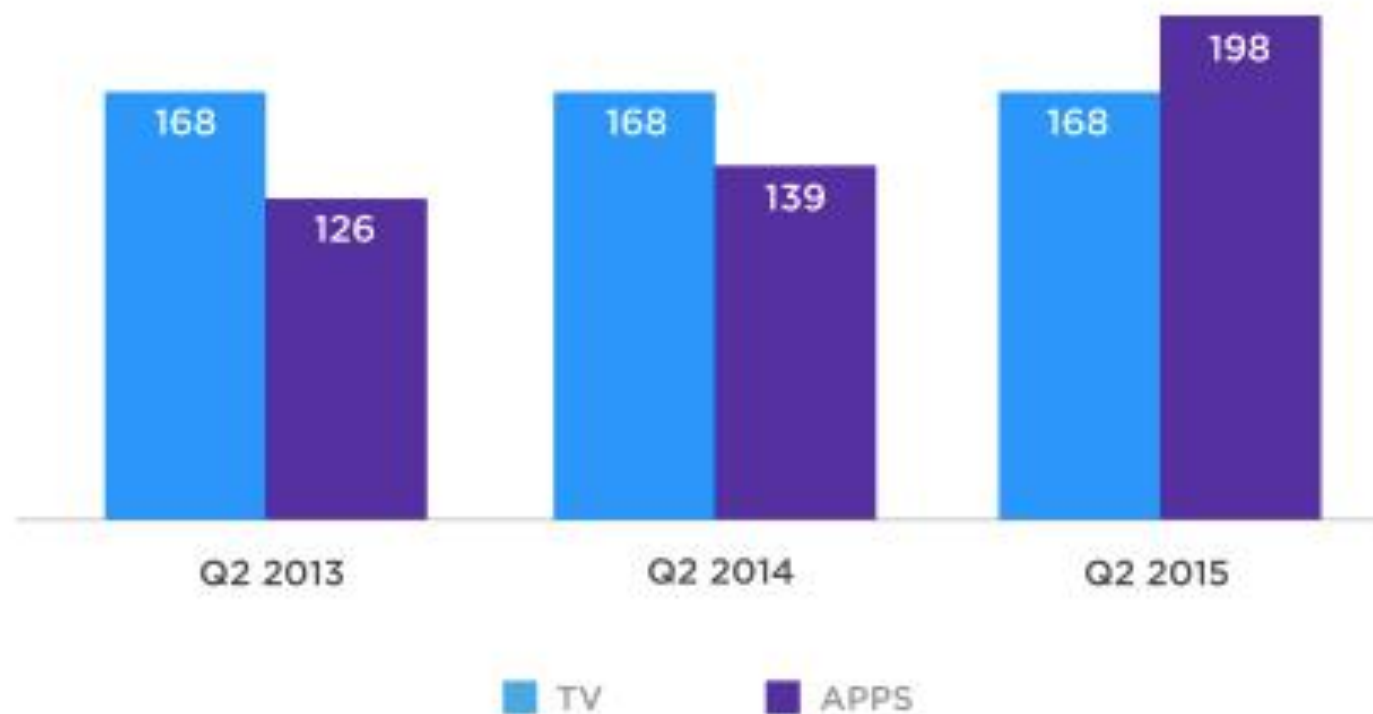
**\* Eighty-four percent of smartphone and tablet owners use their devices as a second screen while they watch TV**

Source \*Google Consumer Surveys, U.S., May 2015,



## Time Spent in Mobile Apps and on TV

US DAILY AVERAGE IN MINUTES

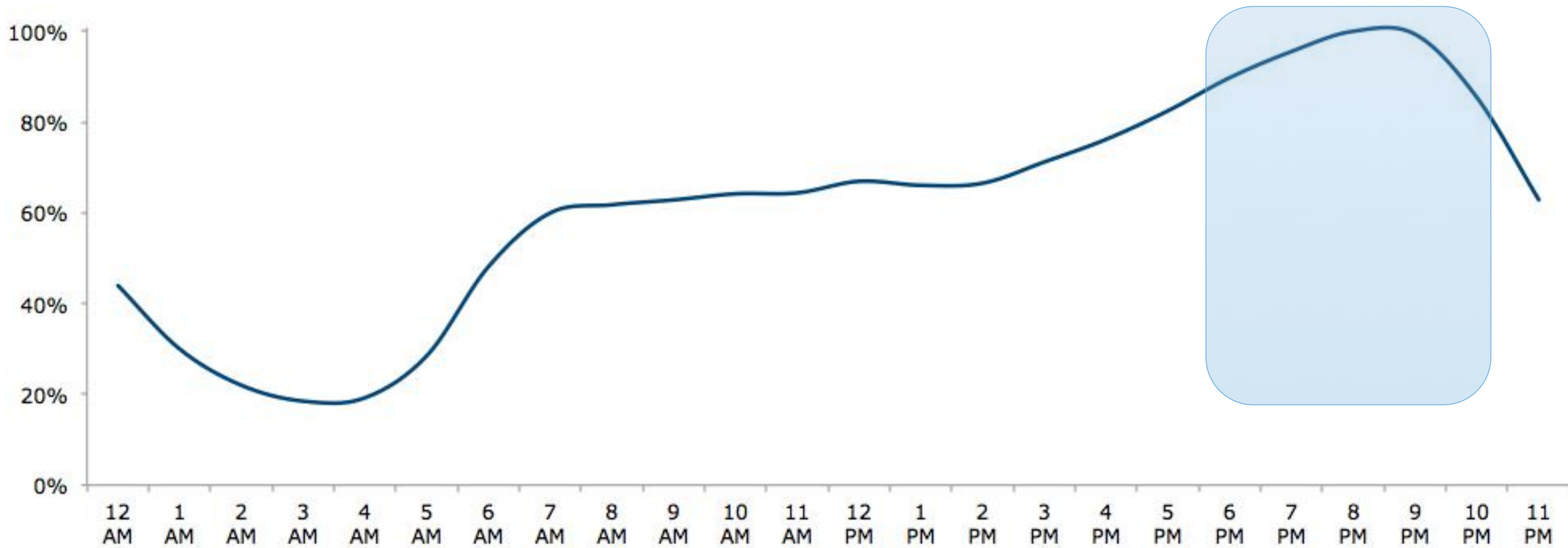




# US Mobile App Usage, by Time of Day

session volume indexed to peak hour (8PM) / all times offset to UTC

## in January 2015



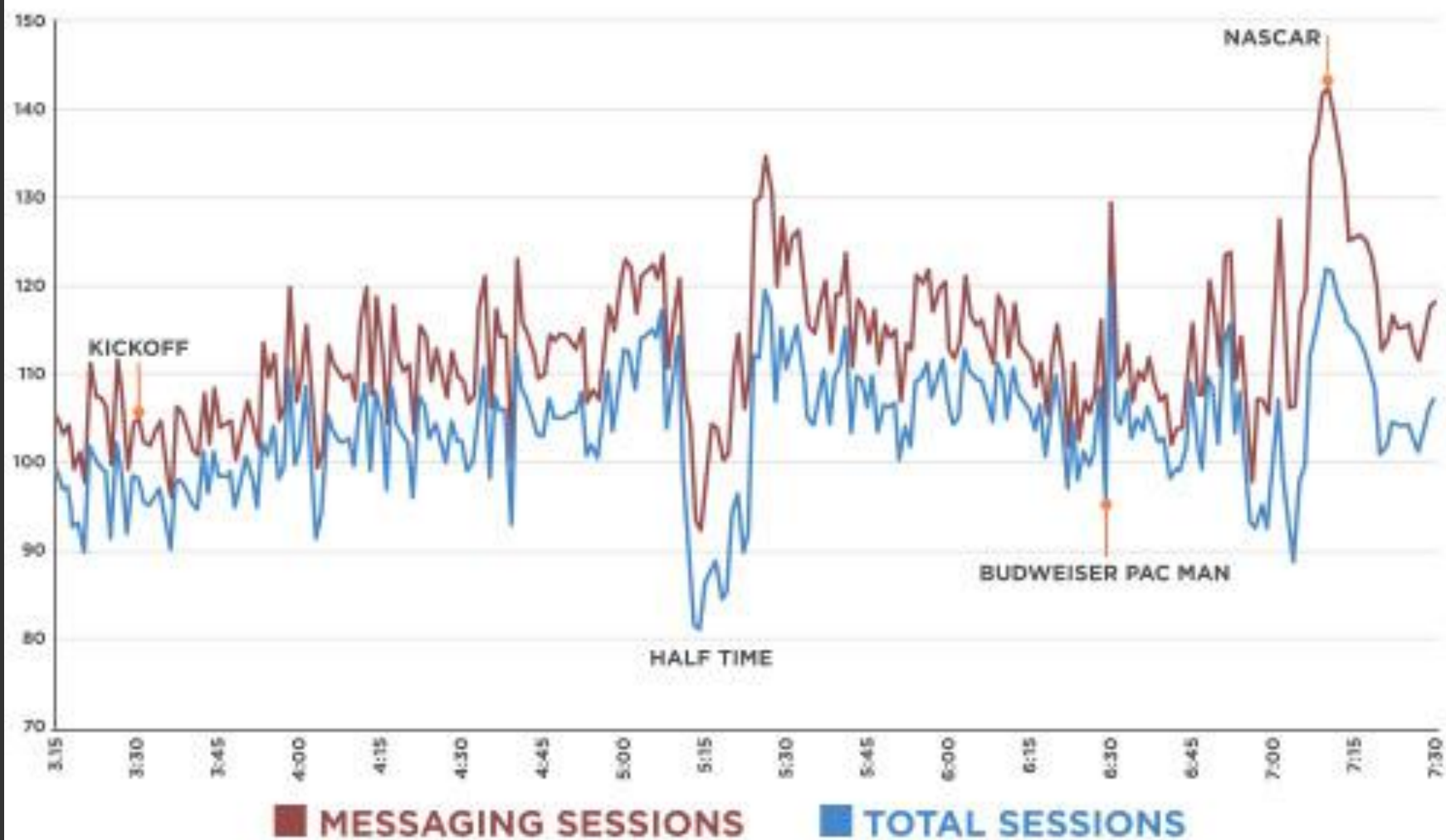




**We are all Meerkats**

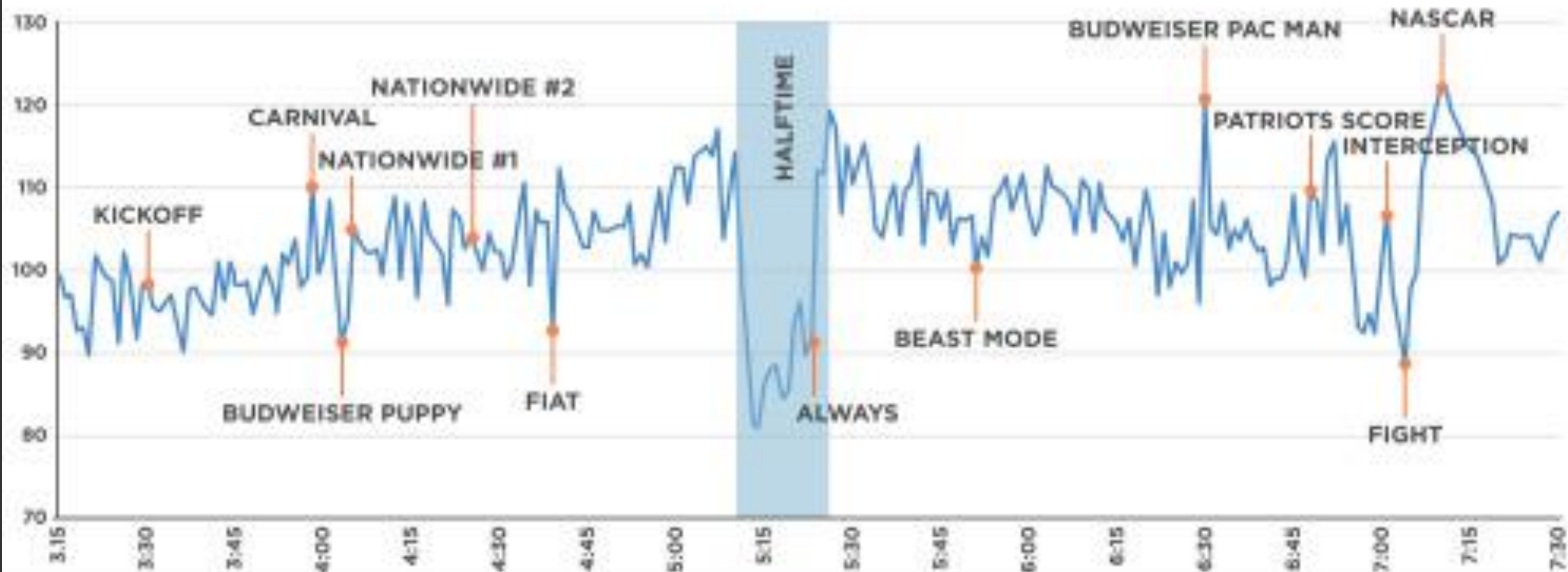


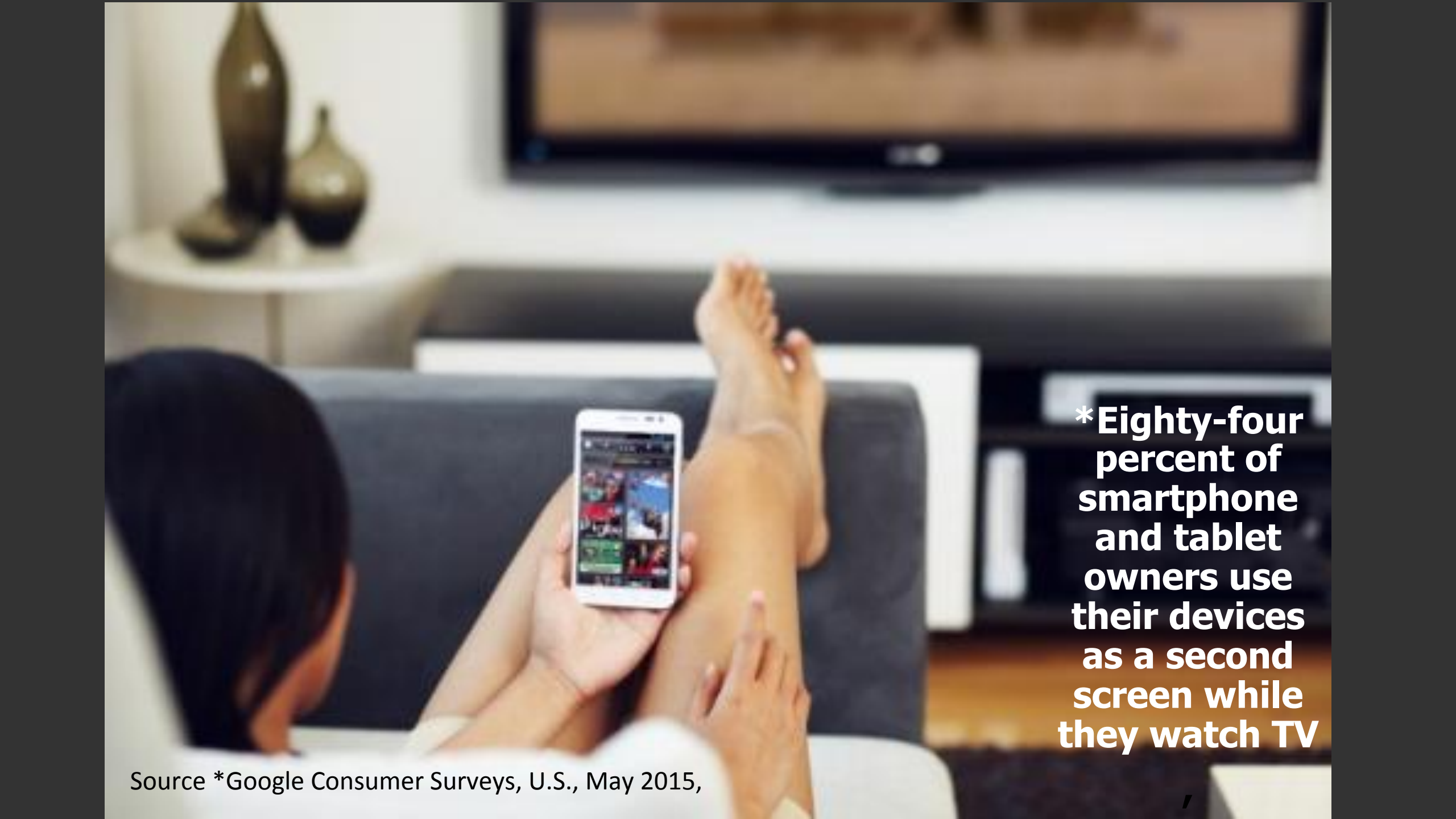
# U.S. Total and Messaging Session Starts During Super Bowl XLIX





# U.S. App Session Starts During Super Bowl XLIX





**\* Eighty-four percent of smartphone and tablet owners use their devices as a second screen while they watch TV**

Source \*Google Consumer Surveys, U.S., May 2015,

Eighty-four percent of TV owners use THEIR TV AS A SECOND SCREEN whilst they use their Smartphone or tablet

/

LIE #5

**We're going to install  
iBeacons across all our  
stores**



We're going to install  
IBM.com across all our  
servers



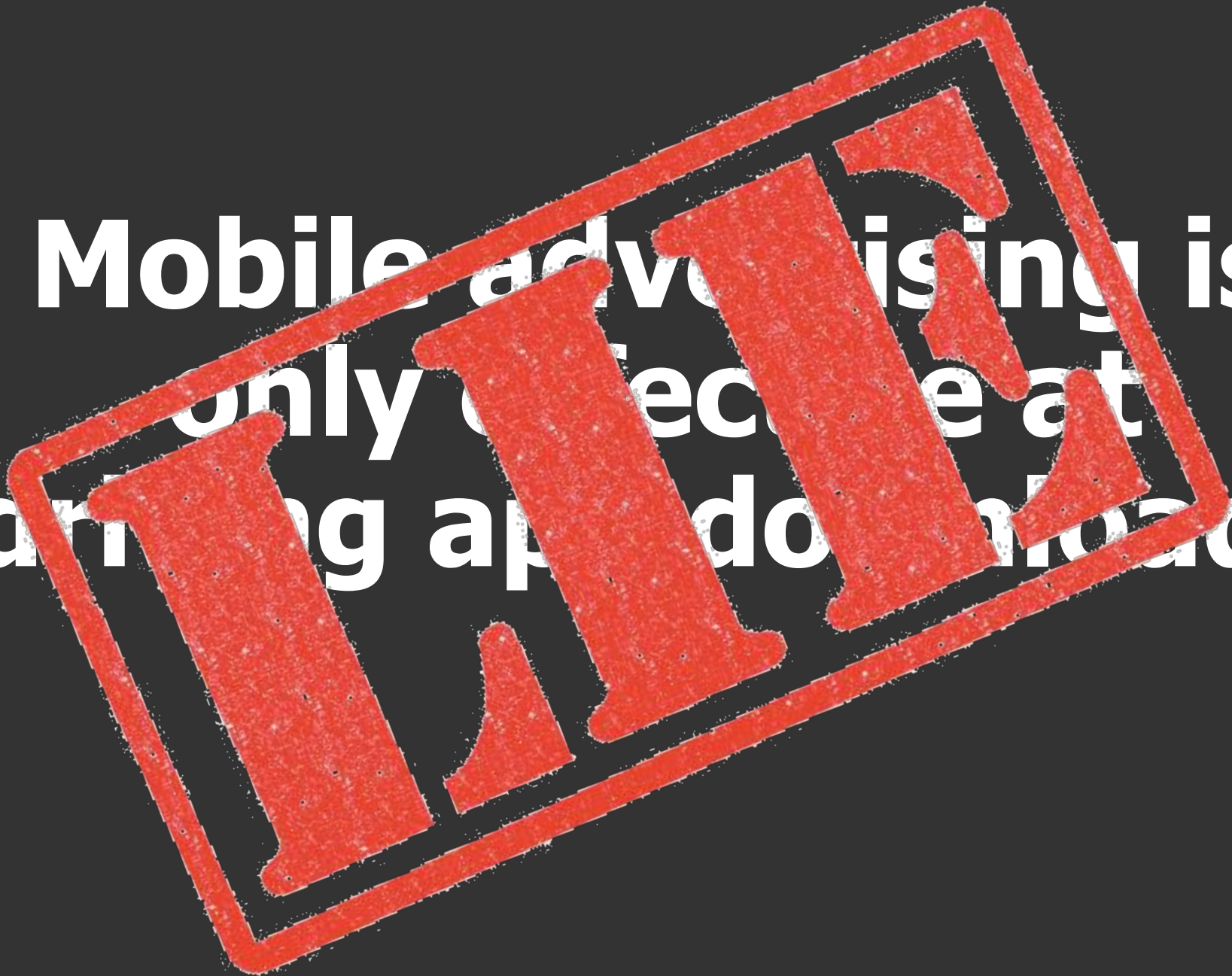


**You won't**

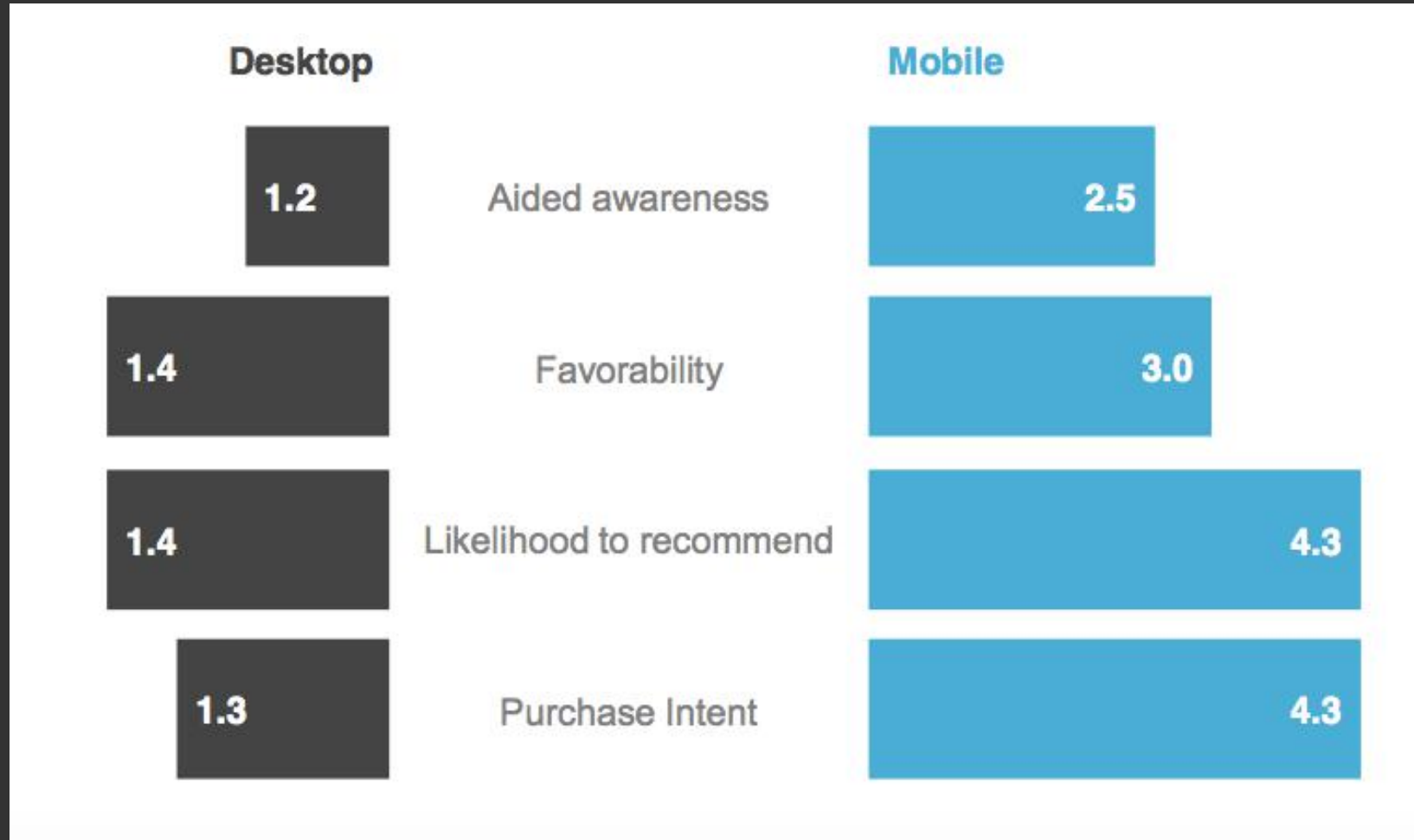
LIE #4

**Mobile advertising is  
only effective at  
driving app downloads**

**Mobile advertising is  
only effective at  
driving app downloads**



# \*Percentage point uplift in Brand Metrics for Desktop Vs Mobile Ads



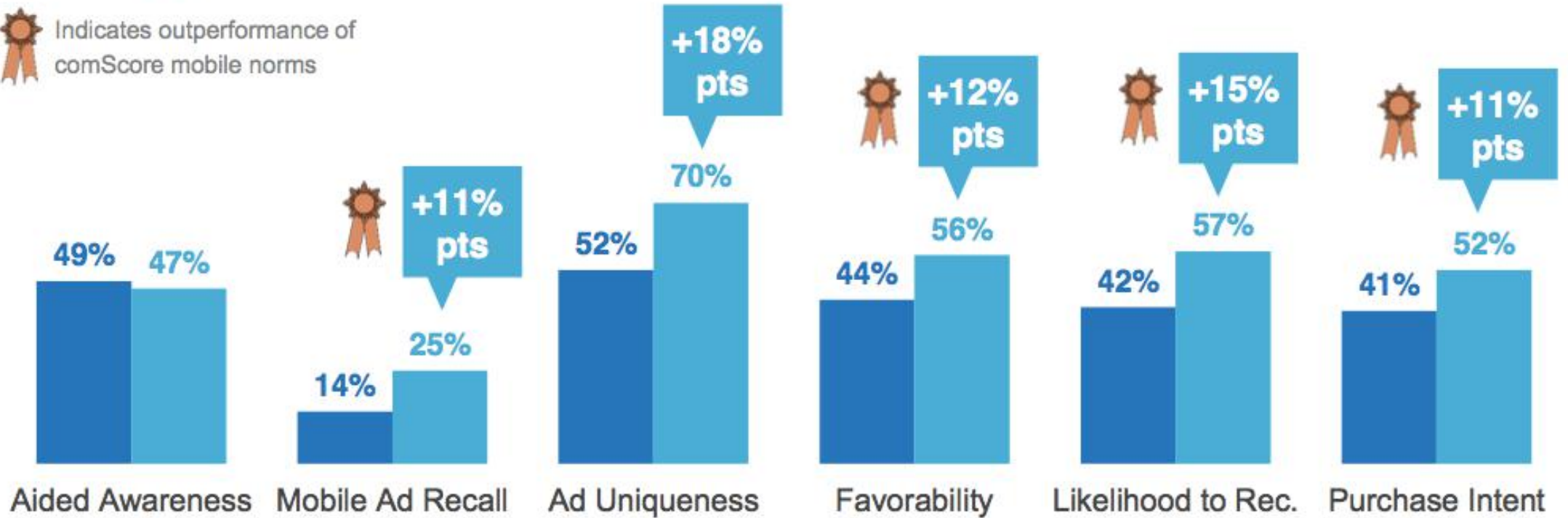


## Brand Lift of Native Mobile Video

Source: Aggregate of four top-performing brands that used all four of below best practices

■ Control ■ Test

 Indicates outperformance of comScore mobile norms



Hook User in First 2-3 secs



Quick Cuts & Close Ups



Oversized Text & Calls-to-Action



Make Sound Secondary

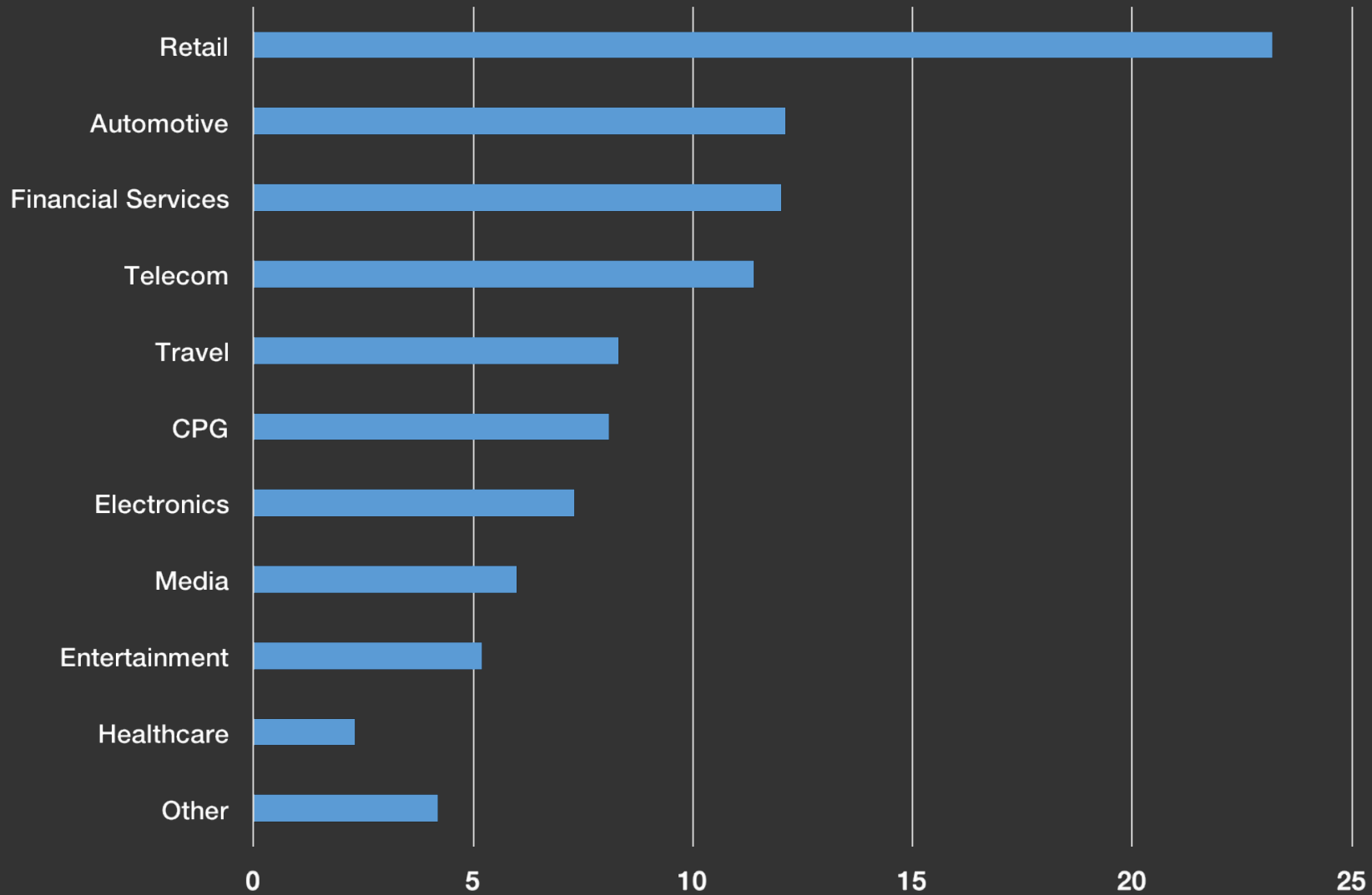
 **OPERA**  
MEDIWORKS

# \*UK H1 2015 Mobile Spend compared to H1 2014

**Mobile: £1.08 billion +51.2%**

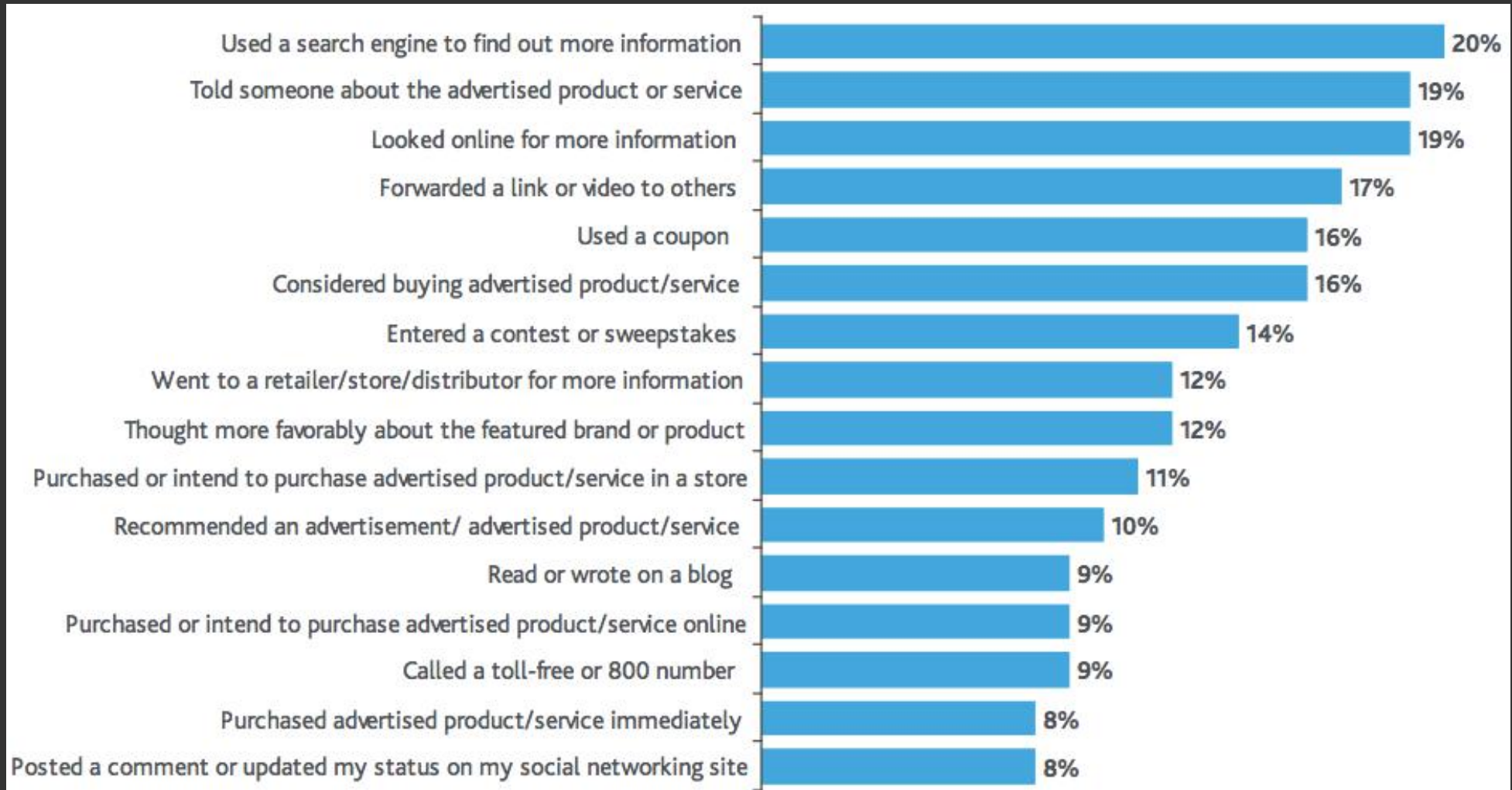
- Mobile display: £ 512.5 million + 62.7%
- Mobile search: £556.6 million + 62.7%
- Mobile standard display: £137.9 million + 31%
- Mobile content & native: £239.5 million + 67%
- Mobile video: £126.1 million + 107%

# \*US Share of Mobile Ad spend in 2015 by Vertical



Source: MarketingCharts.com / Data source: \*eMarketer

# \*Mobile views prompting action



Source: The Nielsen Company

# The lack of measurement is a HUGE issue



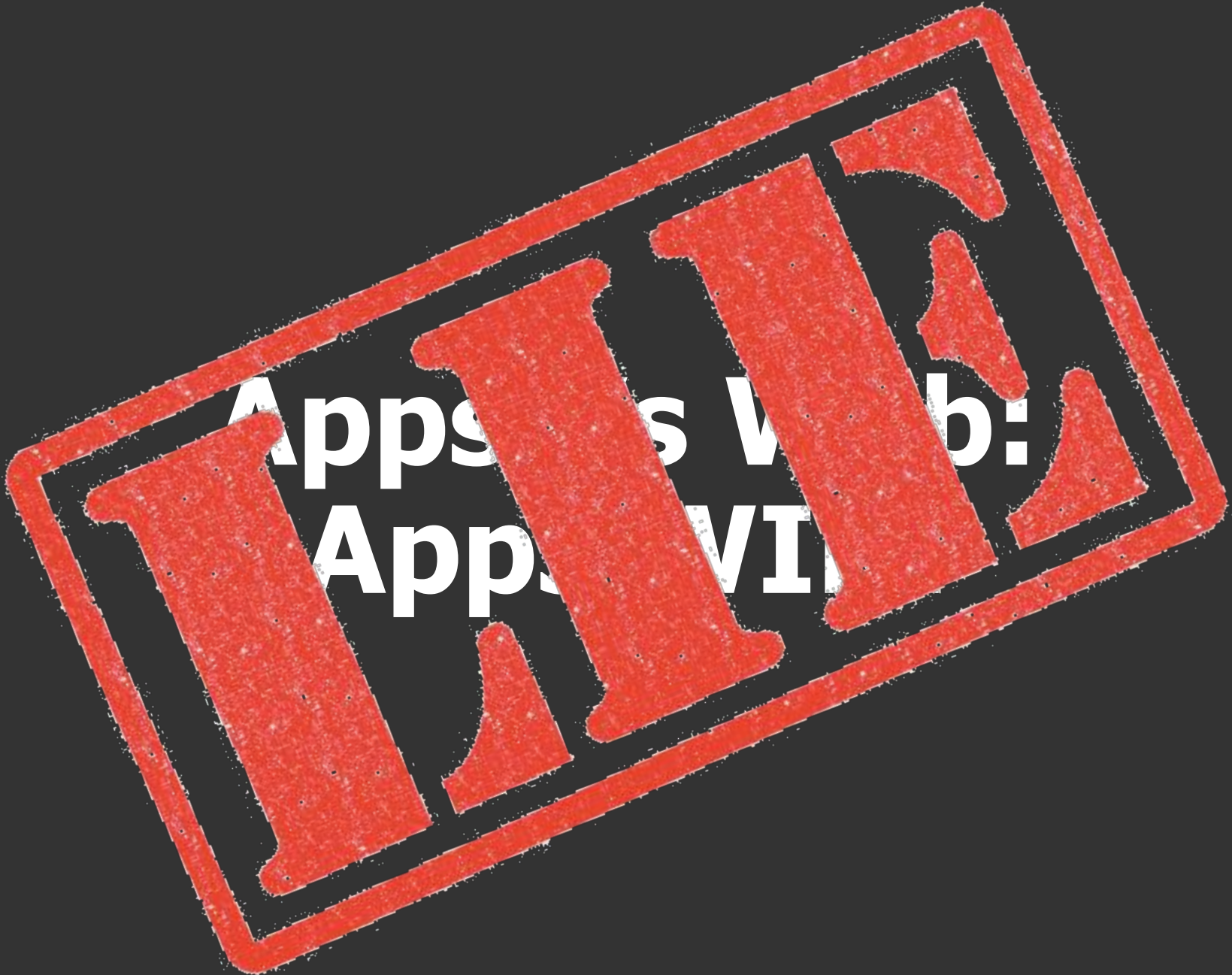
Mobile advertising works for brands, but  
creativity, appropriate investment levels  
and measurement is key

/



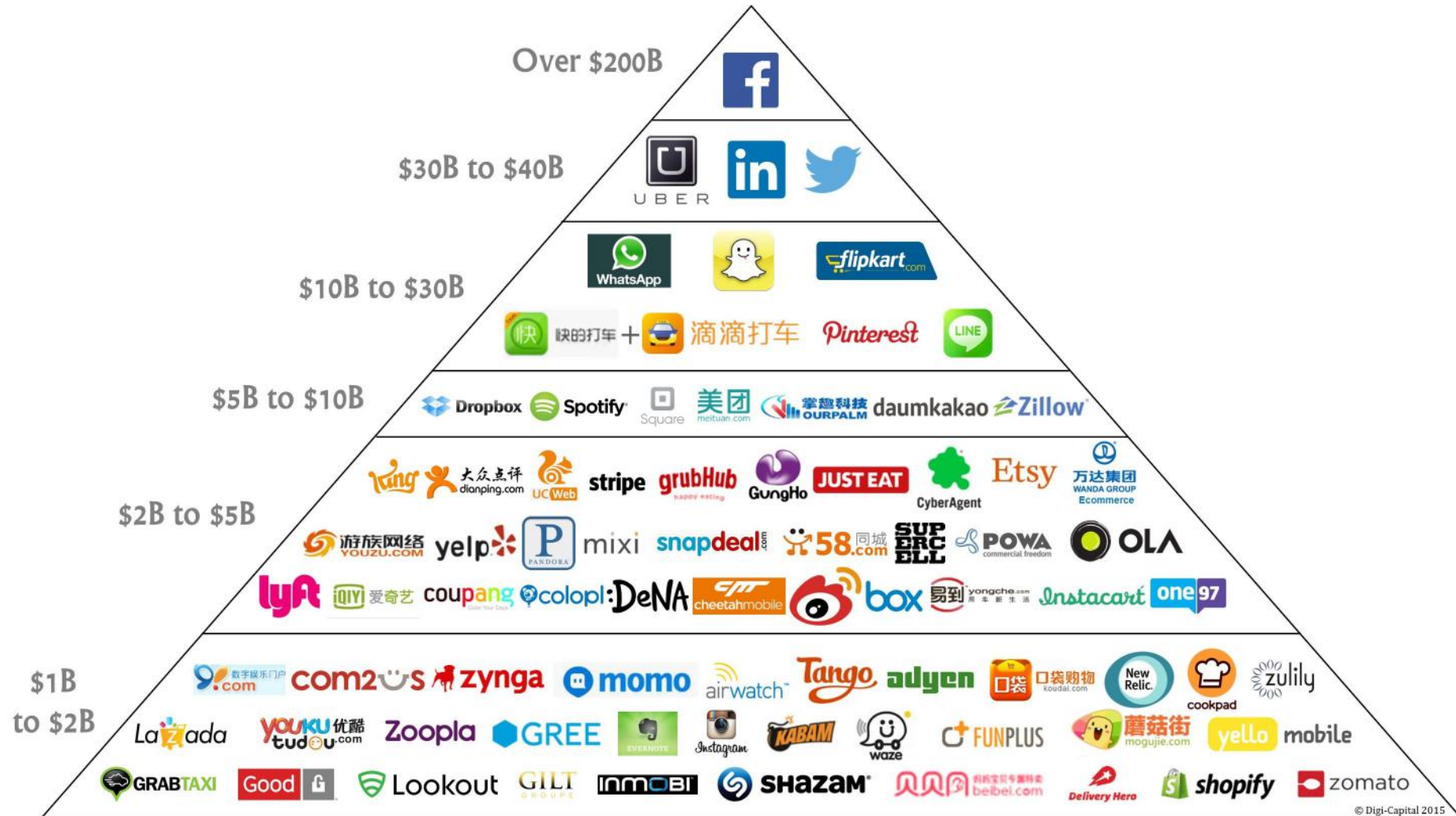
LIE #3

**Apps Vs Web:  
Apps WIN!**



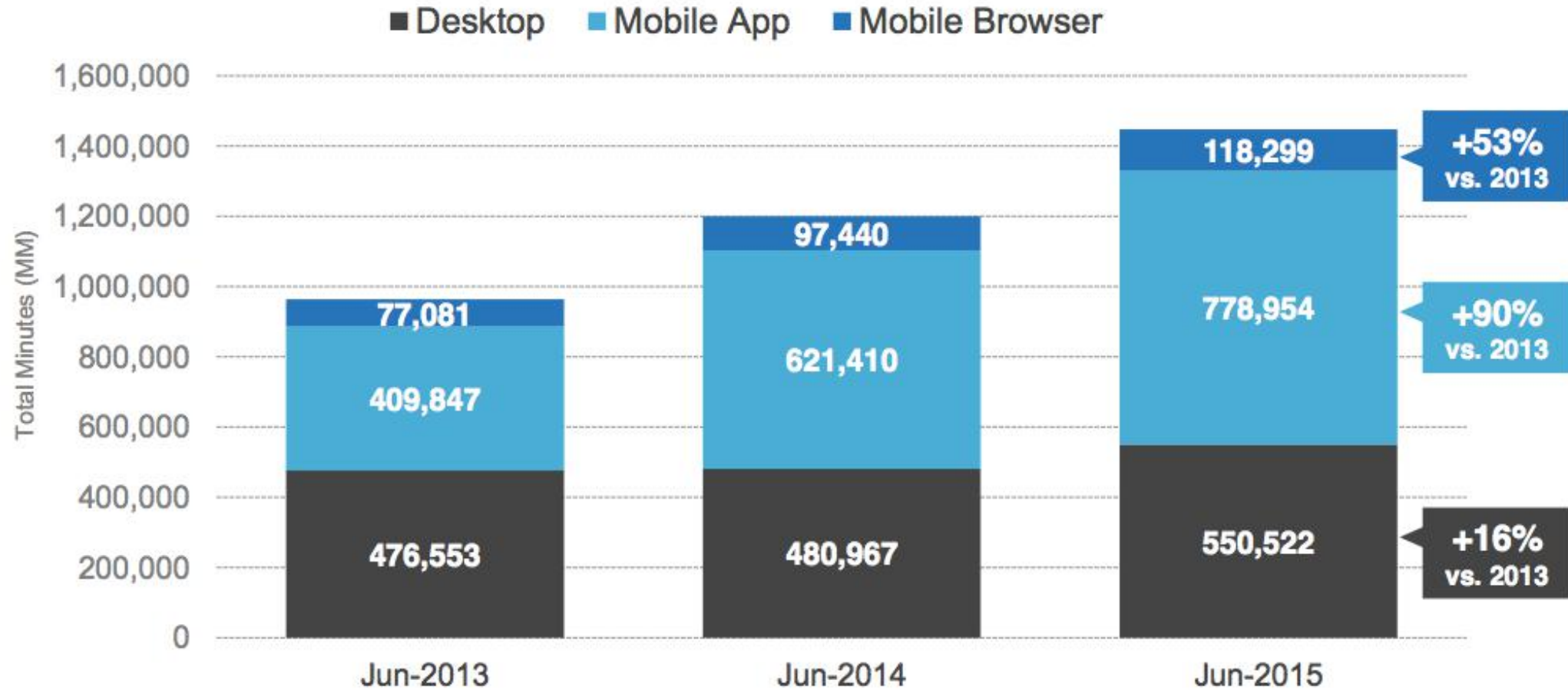
Apps Web:  
App VI

# Digi-Capital™ Mobile Internet Unicorns Q1 2015



## Growth in Digital Media Time Spent

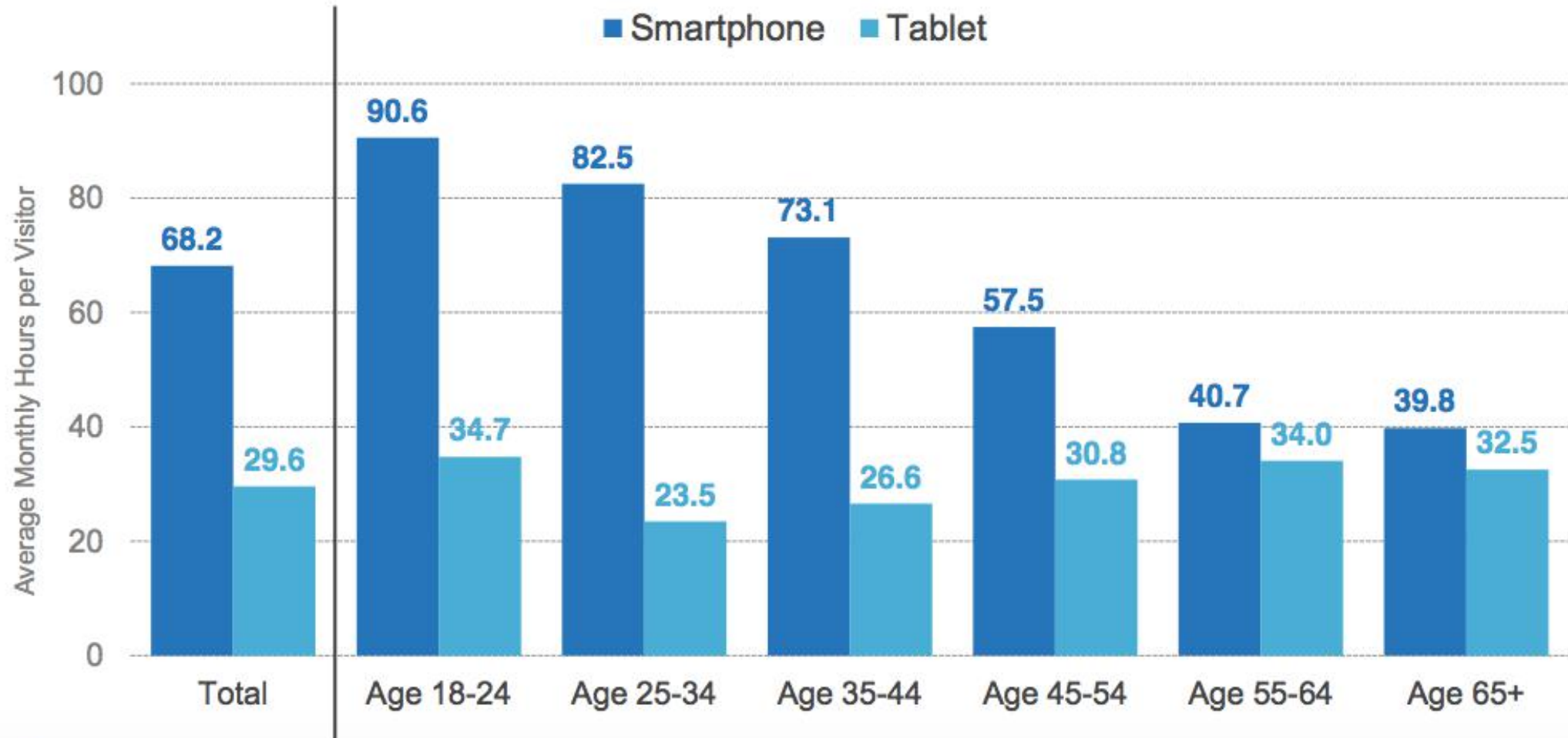
Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., Total Audience





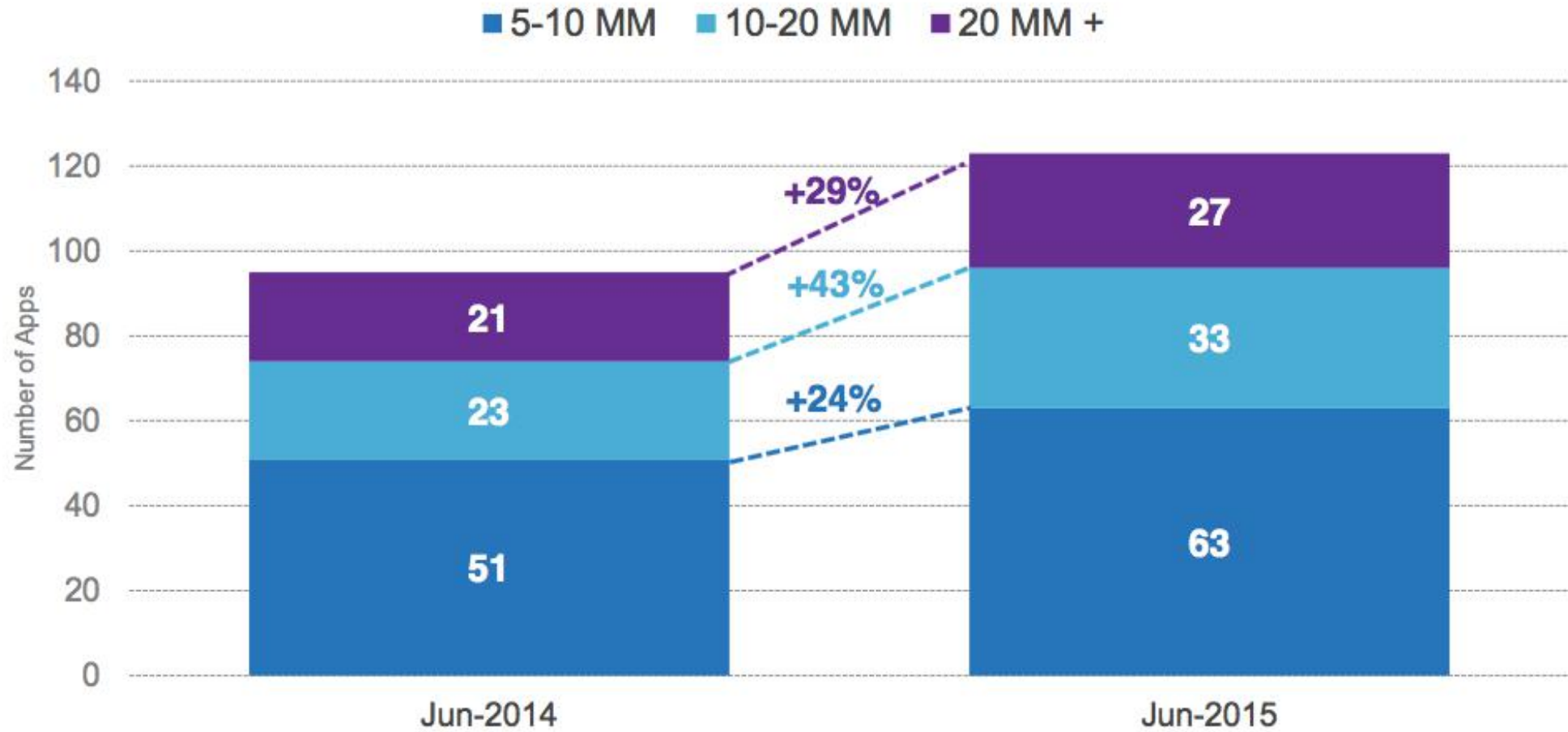
## Average Monthly Hours per App Visitor by Age

Source: comScore Mobile Metrix, U.S., Age 18+, June 2015



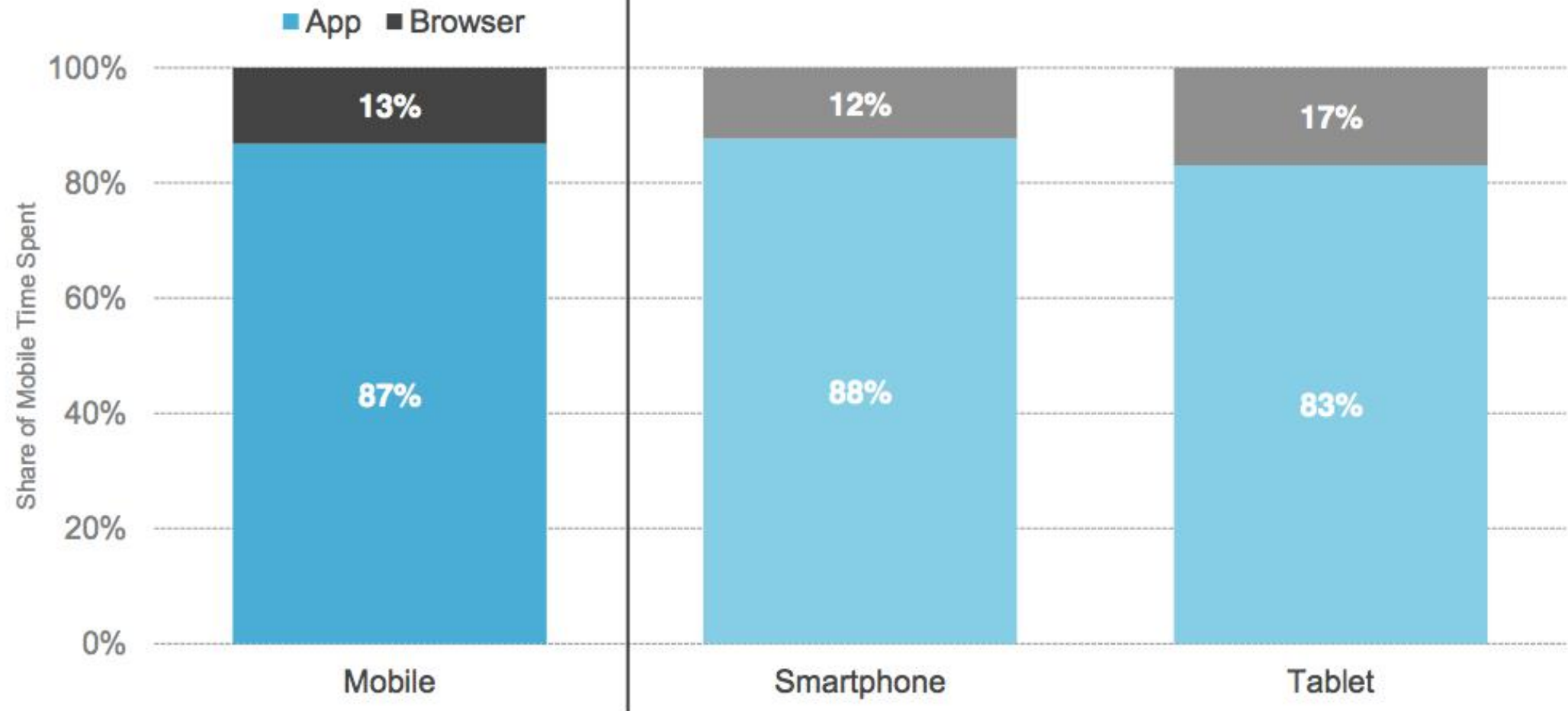
## Number of Mobile Apps That Reached Unique Visitor Milestones

Source: comScore Mobile Metrix, U.S., Age 18+



## Share of Time Spent on Mobile: App vs. Browser

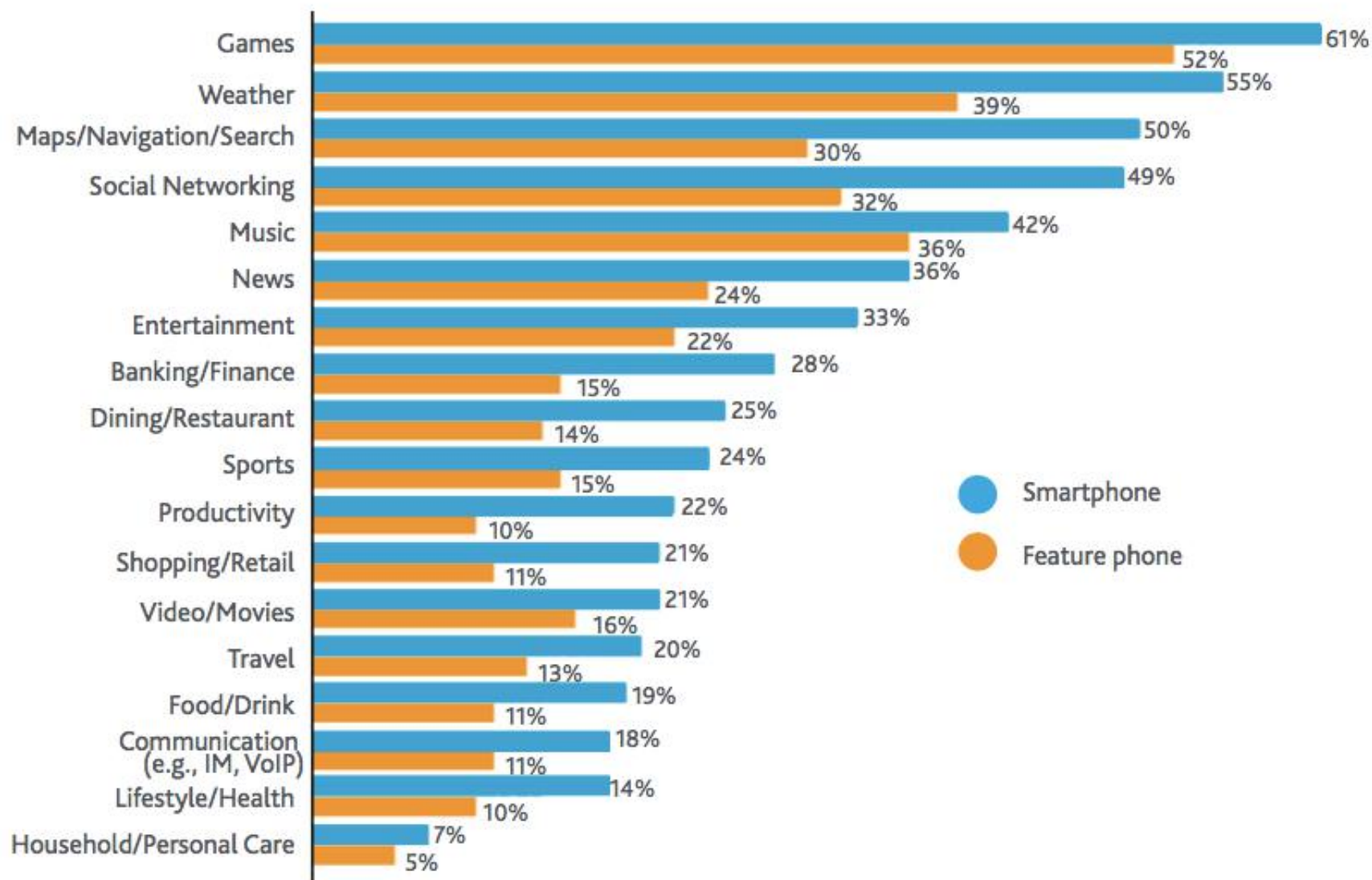
Source: comScore Mobile Metrix, U.S., Age 18+, June 2015



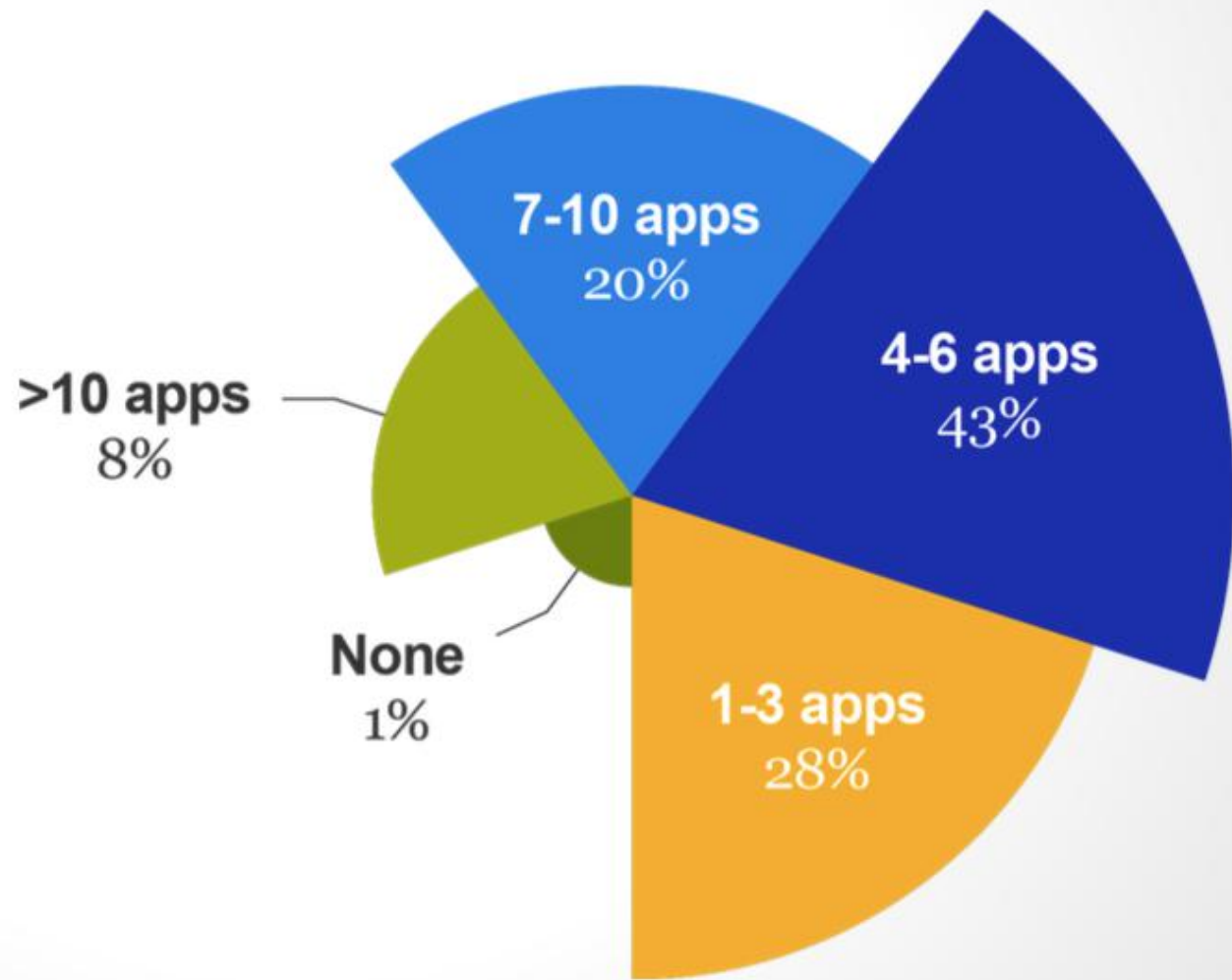
So Apps win, right?

Let's all make APPS!!!!!!

Figure 1: Category of apps used in the past 30 days



# Average Number of Apps Used per Day





# Social and gaming apps have the **most daily use**.

Types of smartphone apps used daily:



68% social and communication



33% media or entertainment related



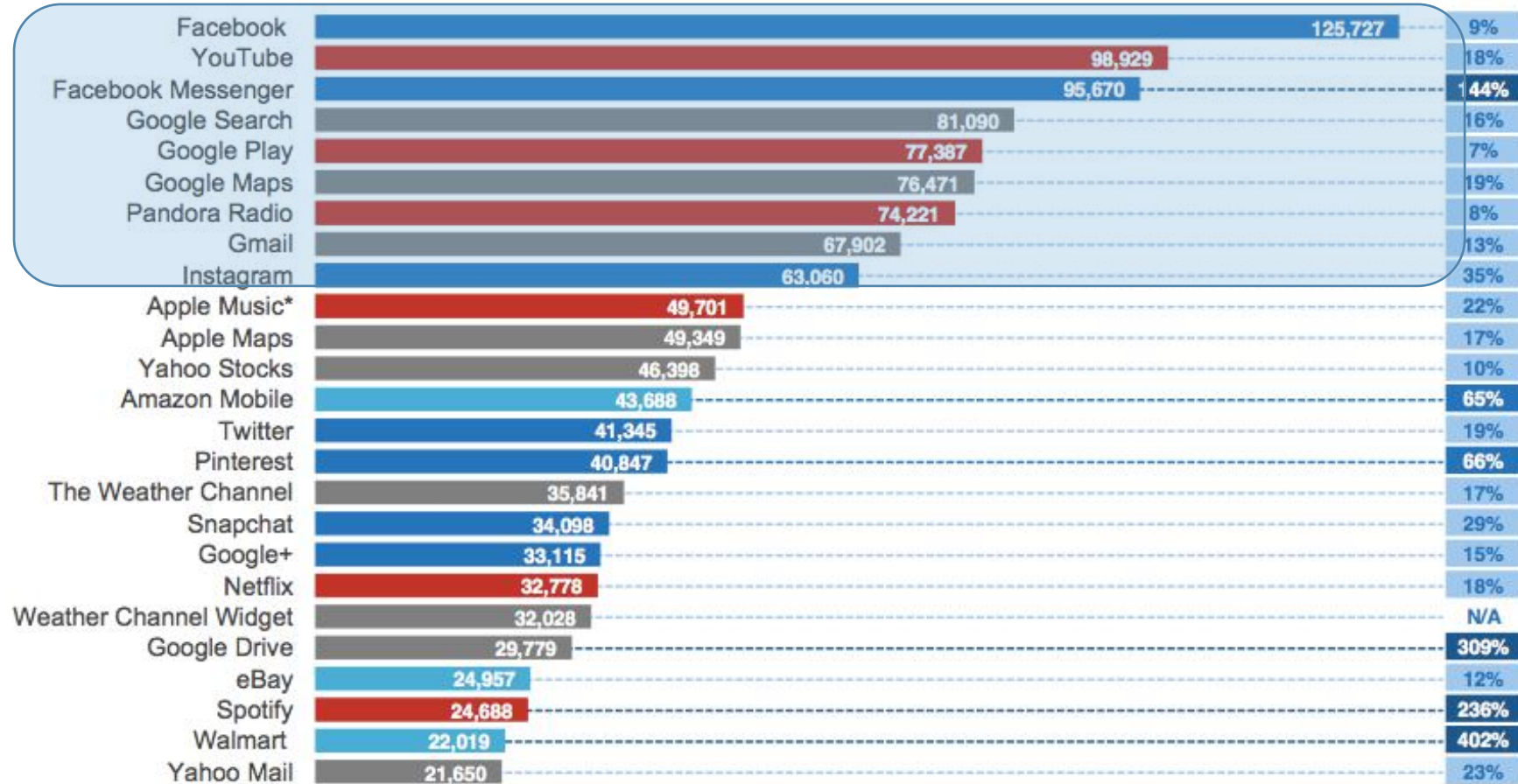
46% games or gaming related



19% retail stores or retail related

## Top 25 Mobile Apps by Unique Visitors with Y/Y Growth

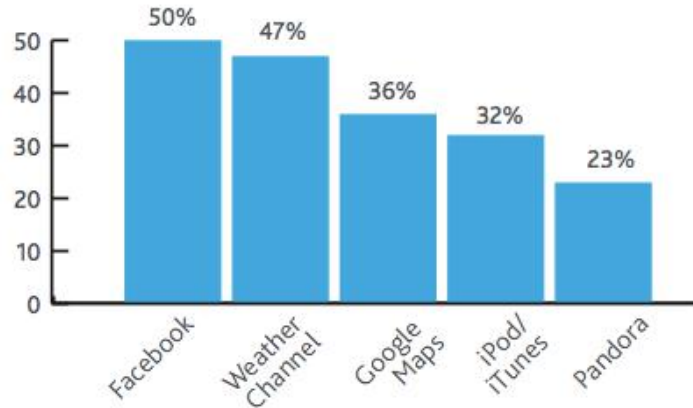
Source: comScore Mobile Metrix, U.S., Age 18+, June 2015 / June 2014



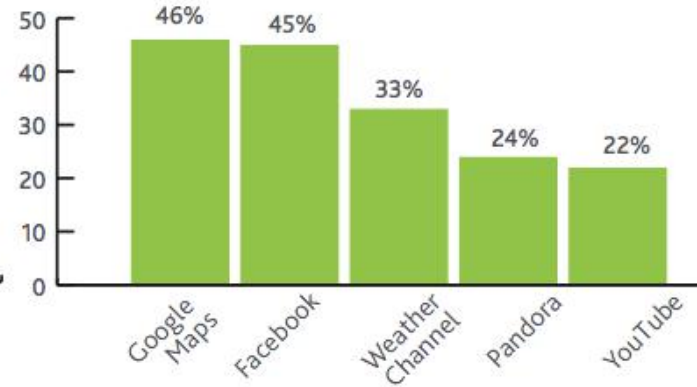
# Regardless of what phone you have

Figure 2: Most popular apps used in the past 30 days

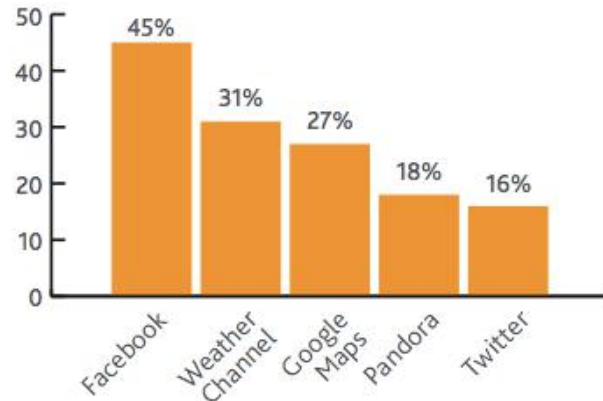
Most Popular Used Apps on the iPhone OS  
Past 30 Day App Downloaders (n=1,014)



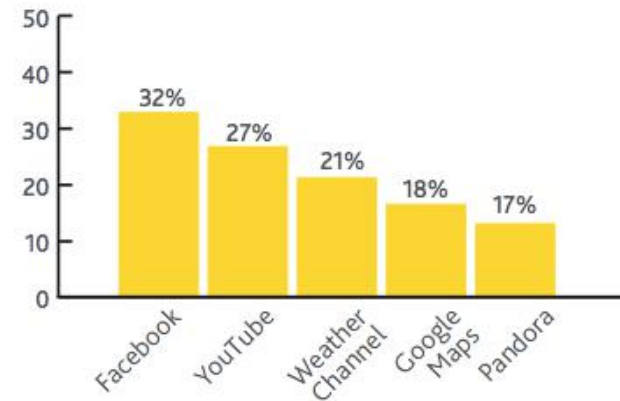
Most Popular Used Apps on the Android OS  
Past 30 Day App Downloaders (n=414)



Most Popular Used Apps on the BlackBerry OS  
Past 30 Day App Downloaders (n=715)

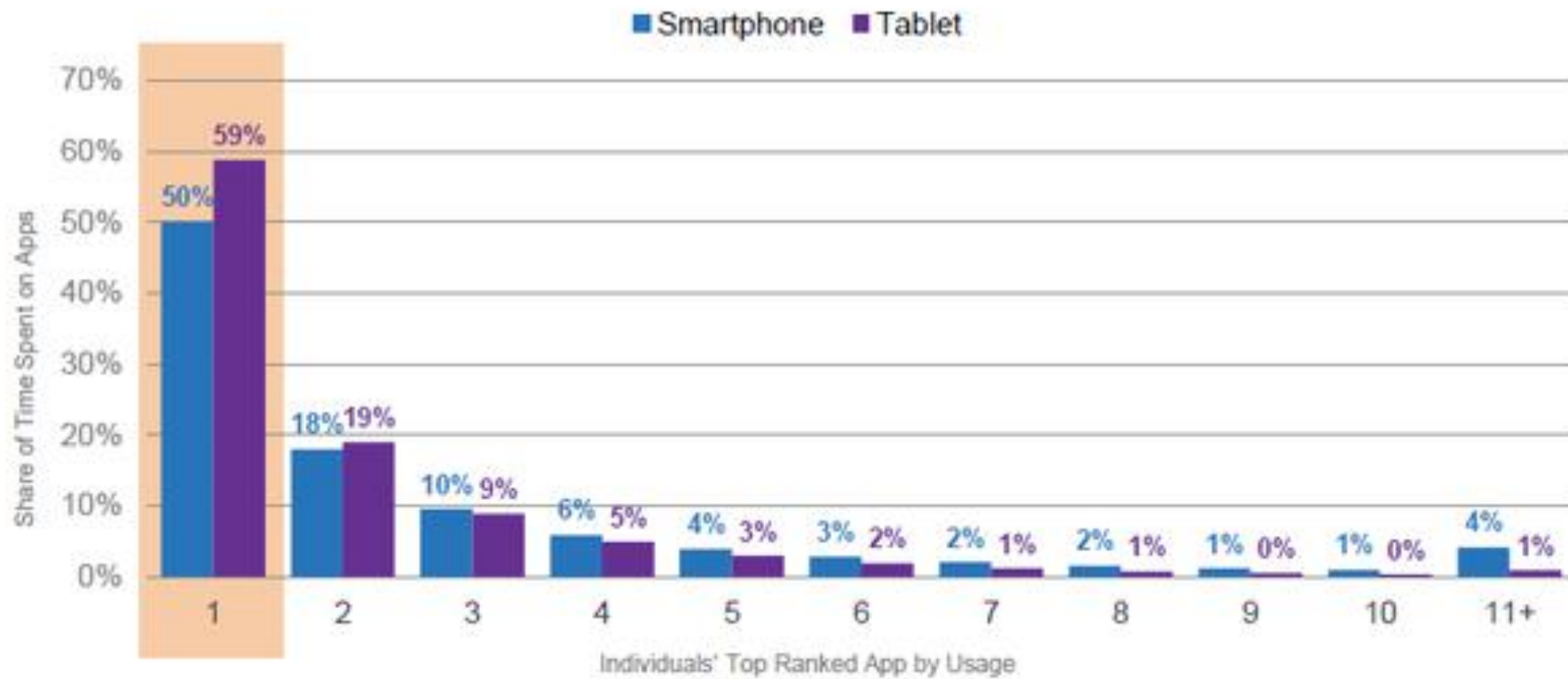


Most Popular Used Apps on the Windows Mobile OS  
Past 30 Day App Downloaders (n=449)



### Share of Time Spent on Apps Across Ranks

Source: comScore Custom Analytics, U.S., Age 18+, June 2015

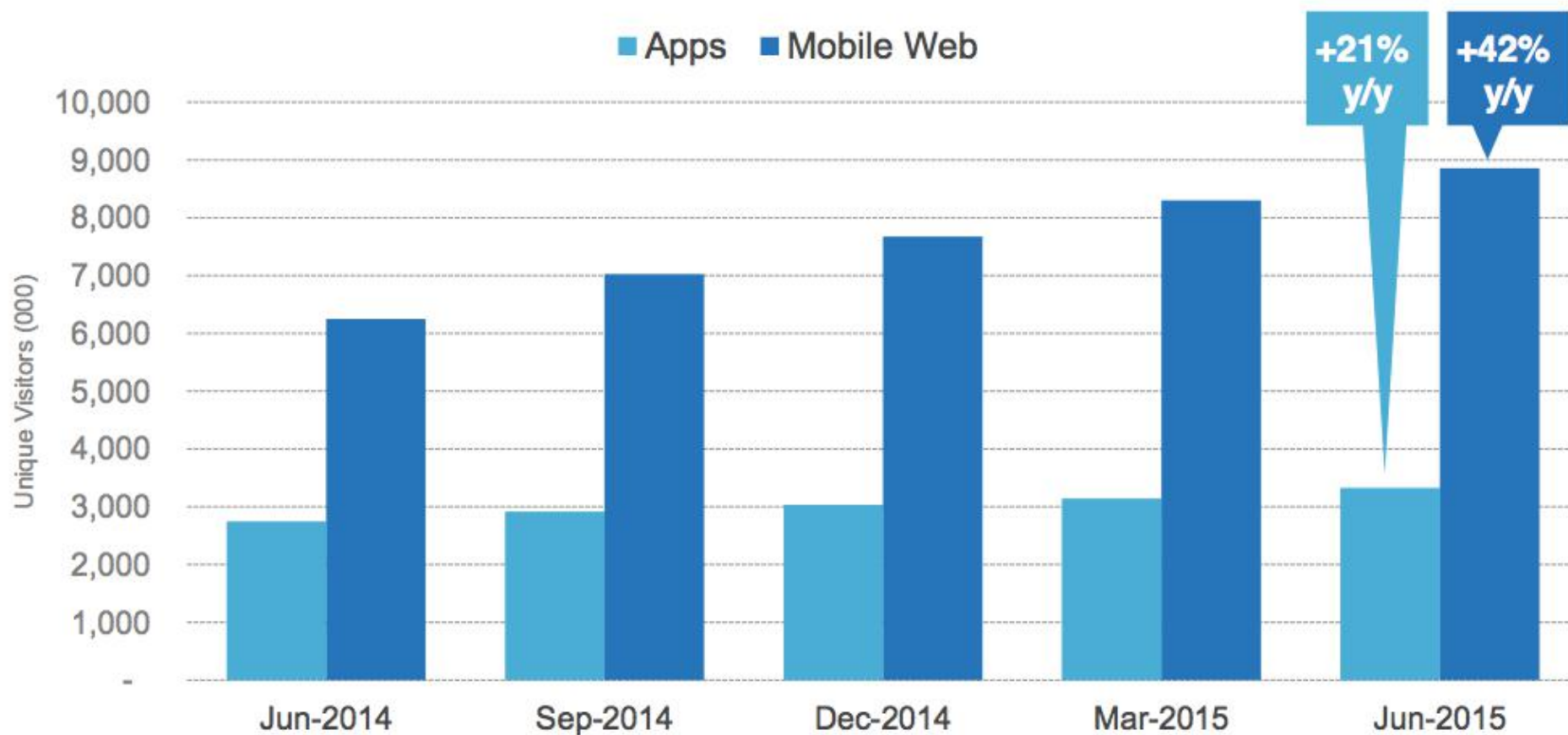


So what about Mobile web?



## Average Monthly Audience: Top 1000 Mobile Apps vs. Top 1000 Mobile Web Properties

Source: comScore Mobile Metrix, U.S., Age 18+



*insight*

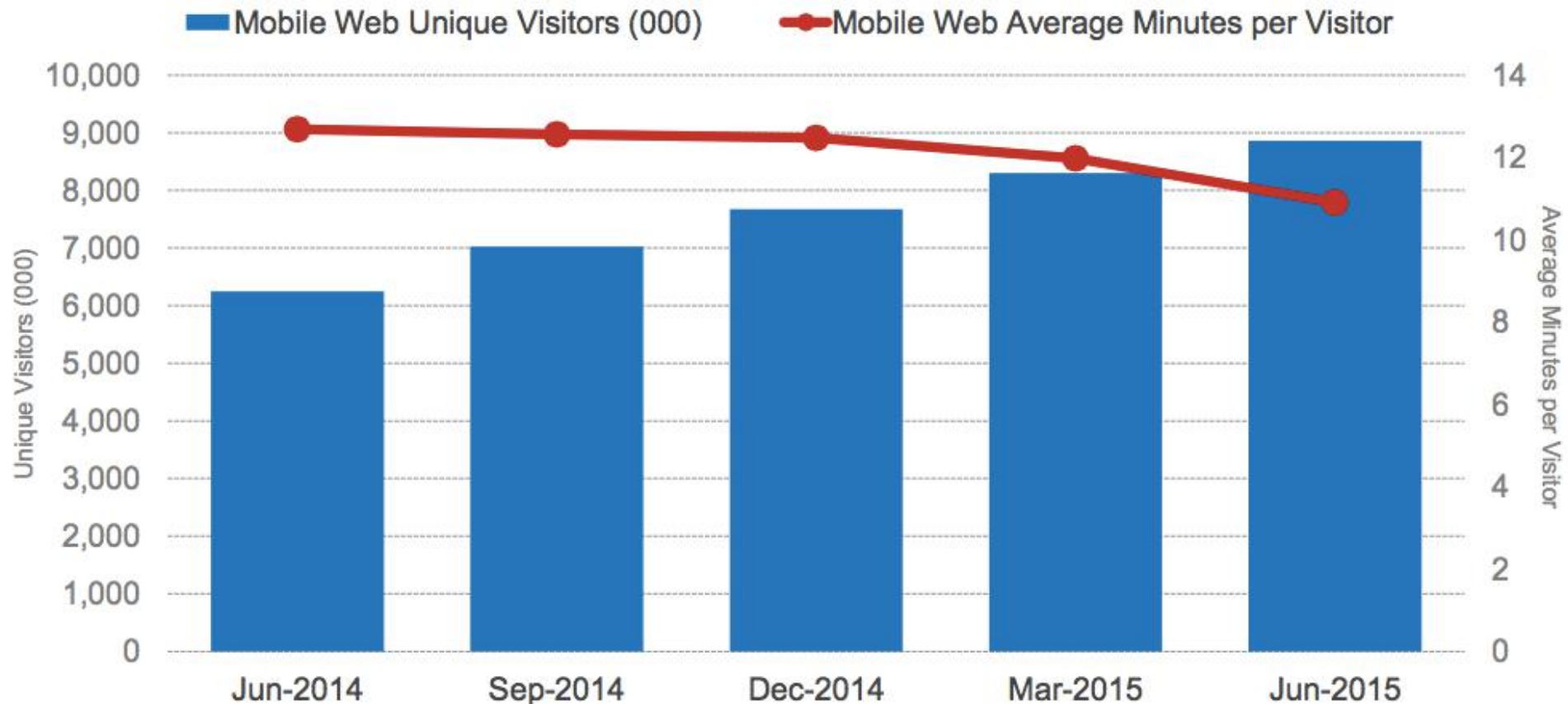
A comparison of the Top 1000 Apps vs. the Top 1000 Mobile Web Properties shows a surprising result. Not only do mobile web properties have audiences that are more than 2.5x the size, but these audiences are also growing twice as fast.



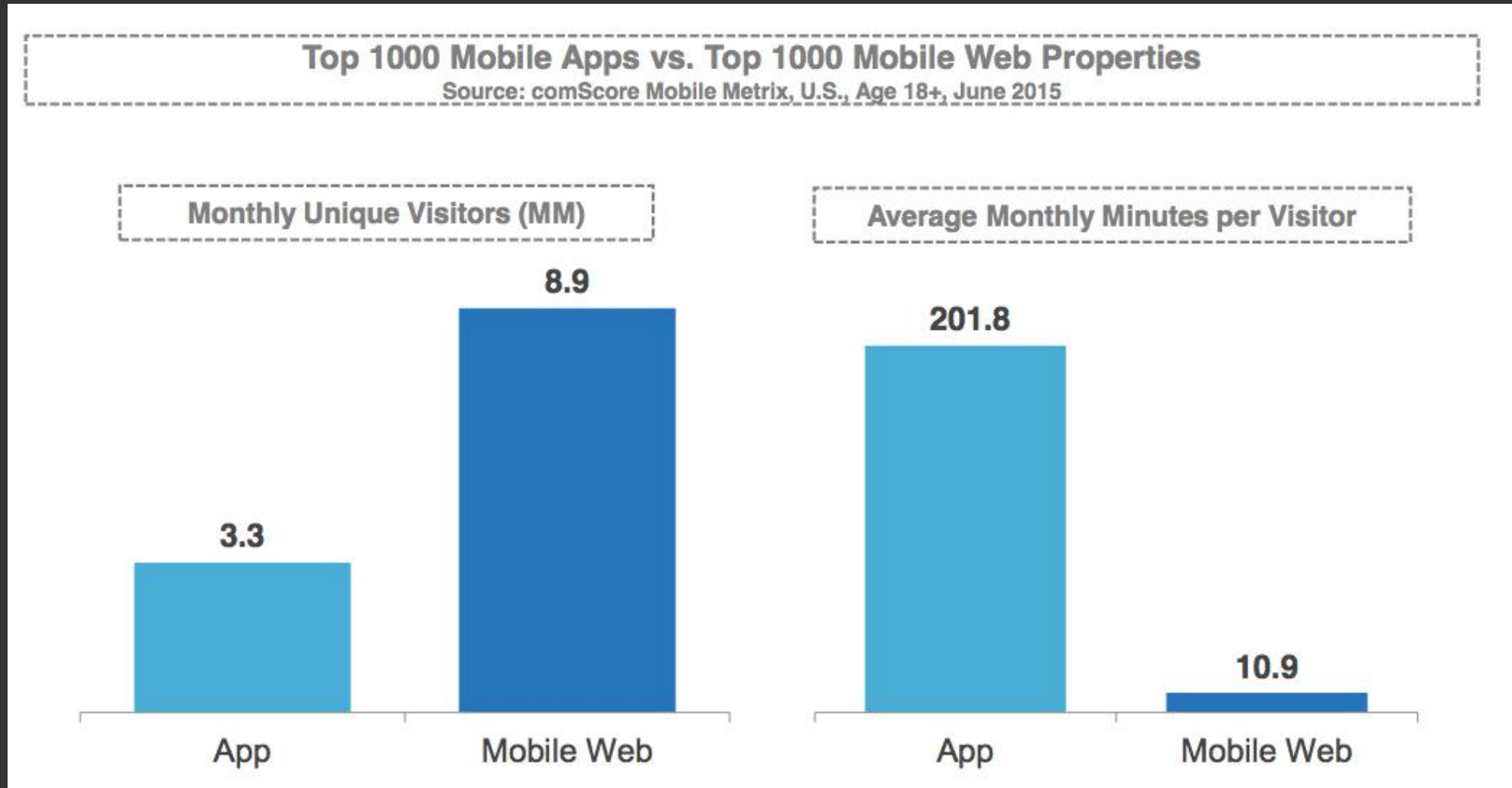
# Visiting more, but spending less time

Top 1000 Mobile Web Properties: Average Audience and Time Spent Trend

Source: comScore Mobile Metrix, U.S., Age 18+

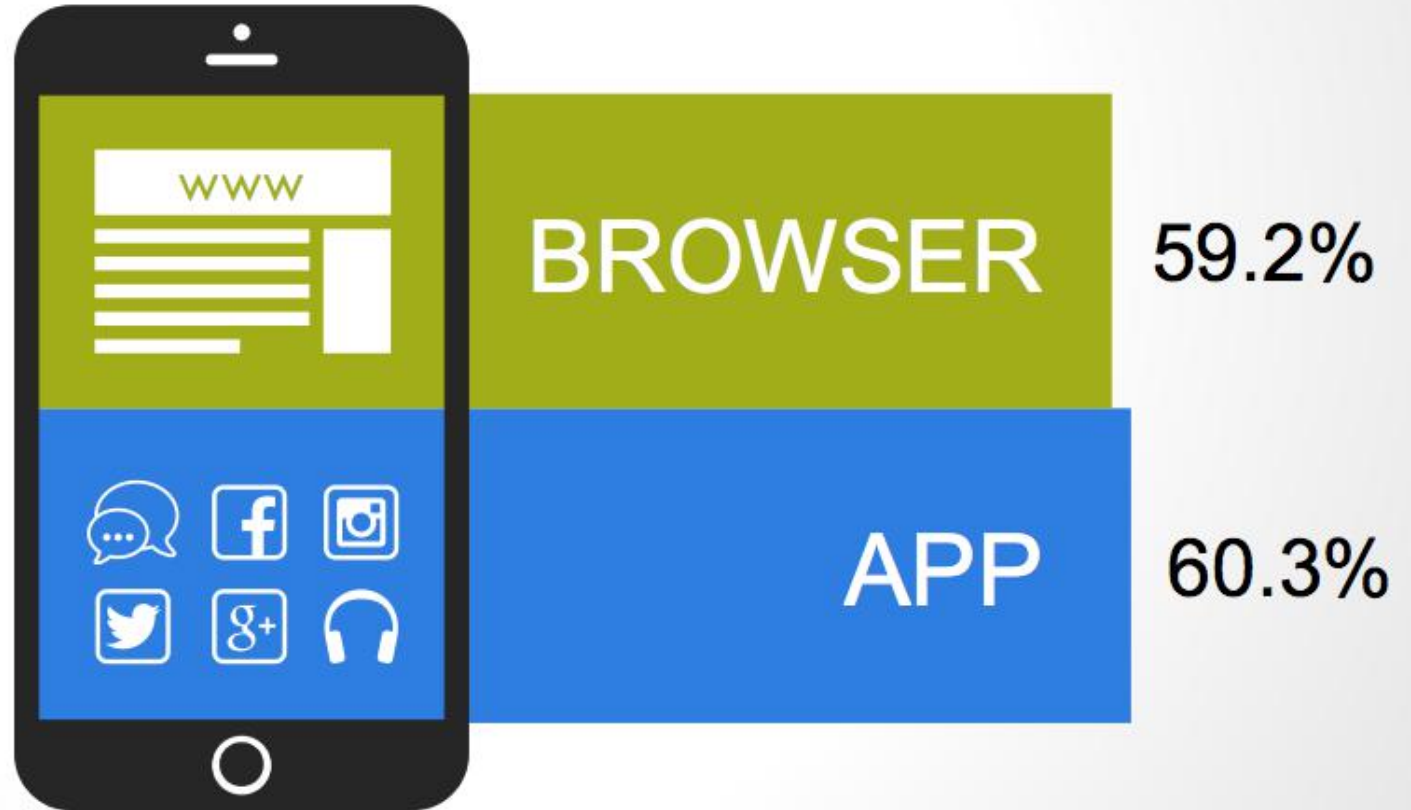


# Sites: more visitors, less time



# 'Equal' number of visitors to the top 30 Sites / Apps

**App vs. Browser  
Visitation to Top 30  
Mobile Properties  
by Unique Visitors**

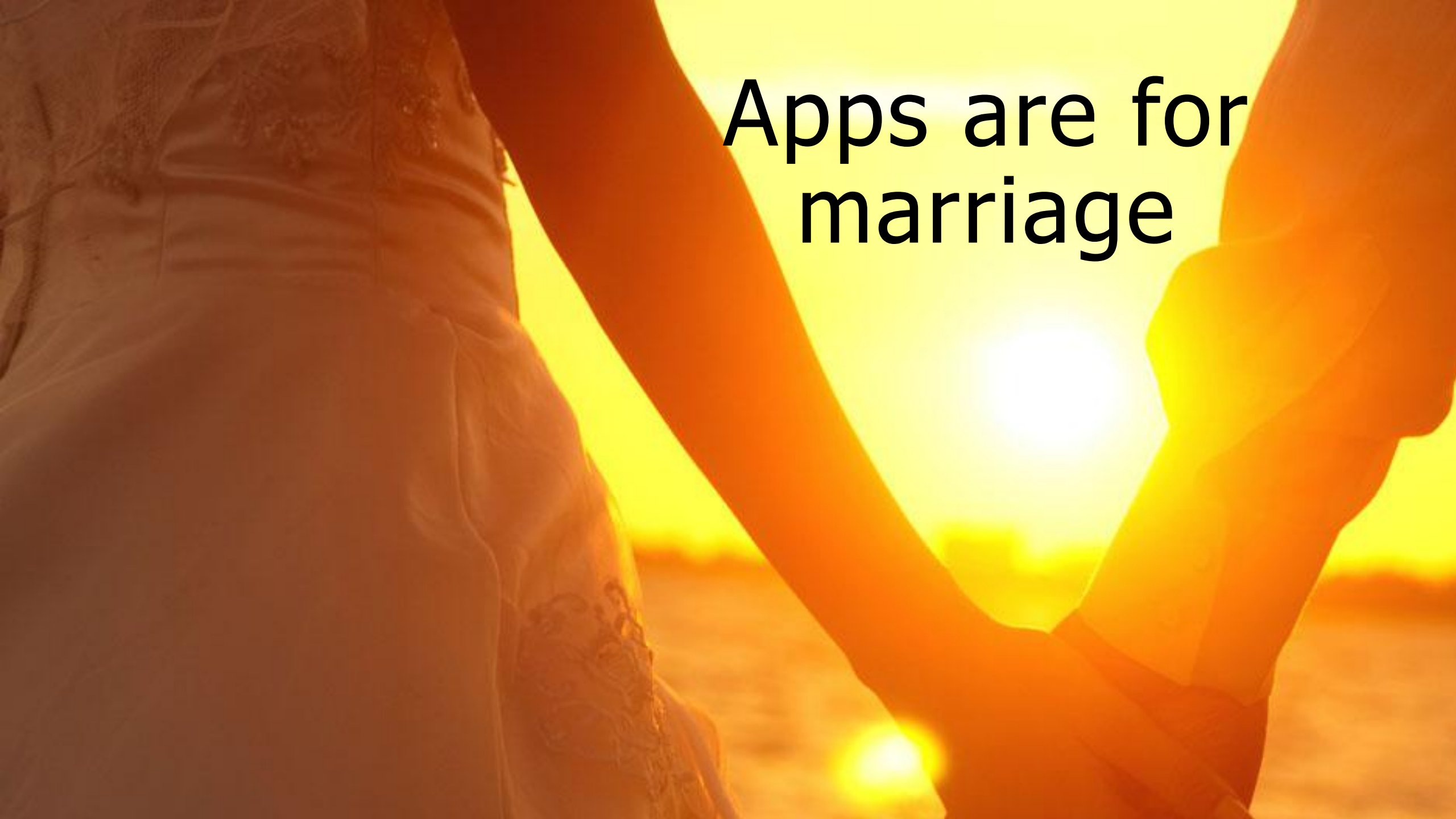


*Read as: 59.2% of total unique visitors to the top 30 mobile brands visited via browser vs. 60.3% in app*



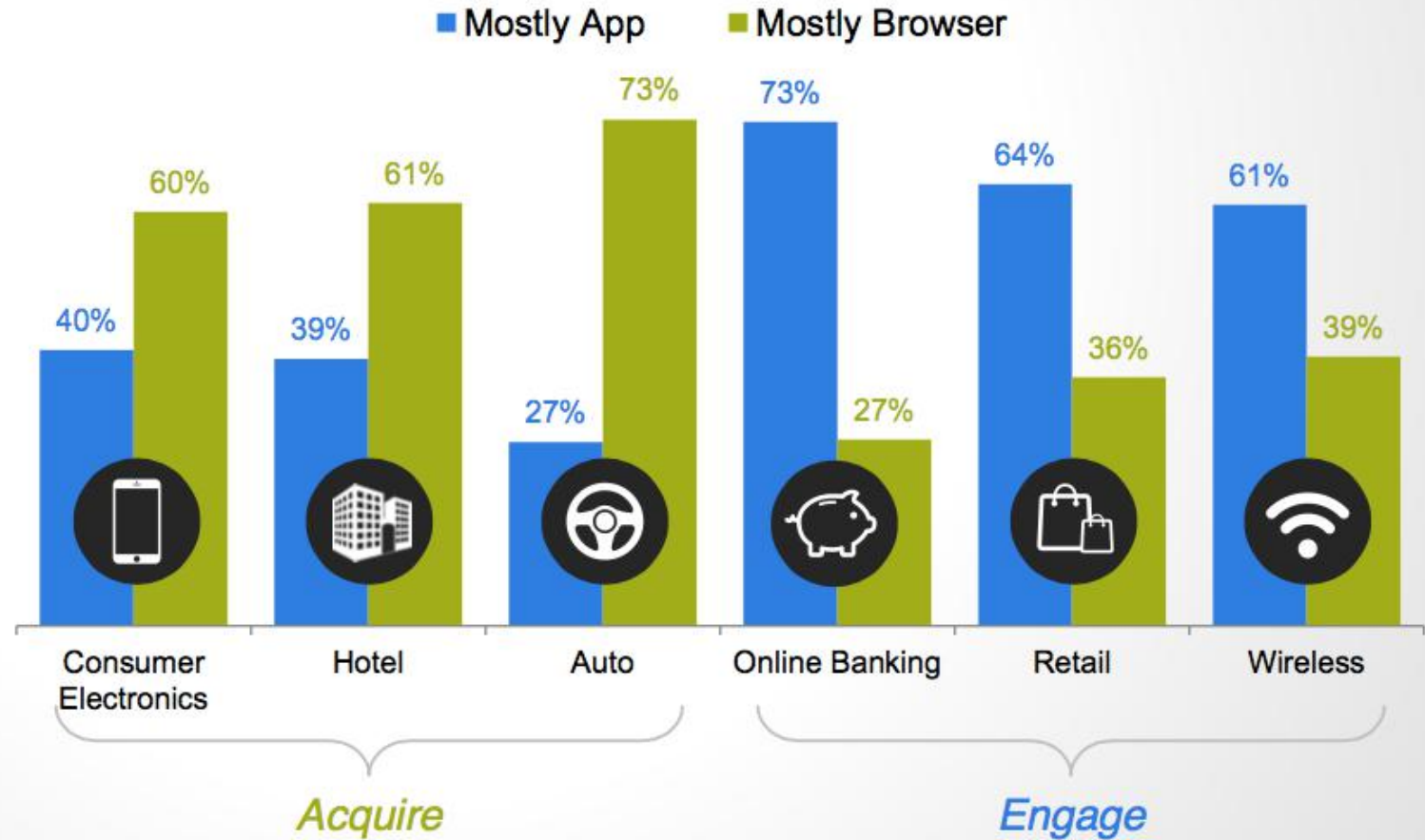
**Sites  
are for  
dating**





**Apps are for  
marriage**

## Consumers who use app or browser for industry-related activity





# It's Official: Google Says More Searches Now On Mobile Than On Desktop

Company officially confirms what many have been anticipating for years.

Greg Sterling on May 5, 2015 at 12:34 pm

“..more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan.”

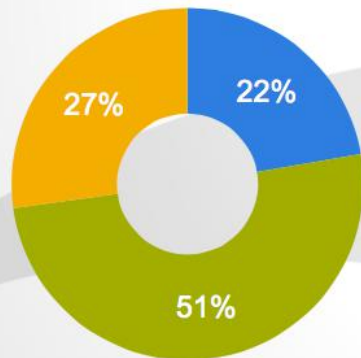
# The Hotel Shopping Journey

"The information **specific to me** is saved in one central location. I can see hotel reservations, tickets purchased, etc. in one location!"

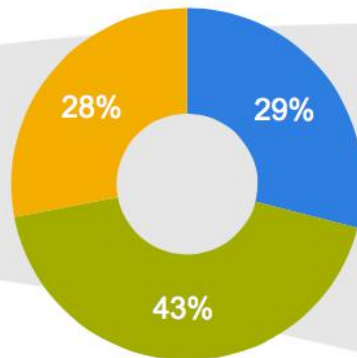
When comparison shopping across hotels, most consumers prefer to research and book through their browser. Once consumers become frequent customers of one brand, apps are more likely to be used for servicing activities (such as logging into a loyalty program), although many consumers still prefer the browser for such activities.



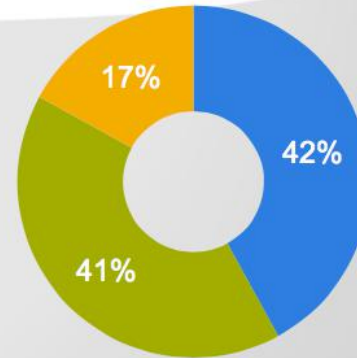
Compared prices across hotels



Booked hotel



Logged into loyalty program



Mostly through mobile app Both mobile app and browser equally Mostly through mobile browser

# The Banking Shopping Journey

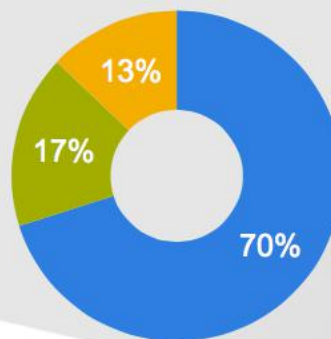
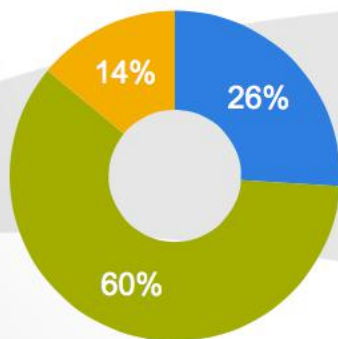
"Apps are specifically designed to **help you navigate** your banking info without all the other unnecessary information that a website/mobile site gives you."

For online banking, consumers overwhelmingly prefer to manage accounts in their banking apps, but many would rather research in their browsers.



**Search for information about different online banks**

**Check your account balances or recent transactions**



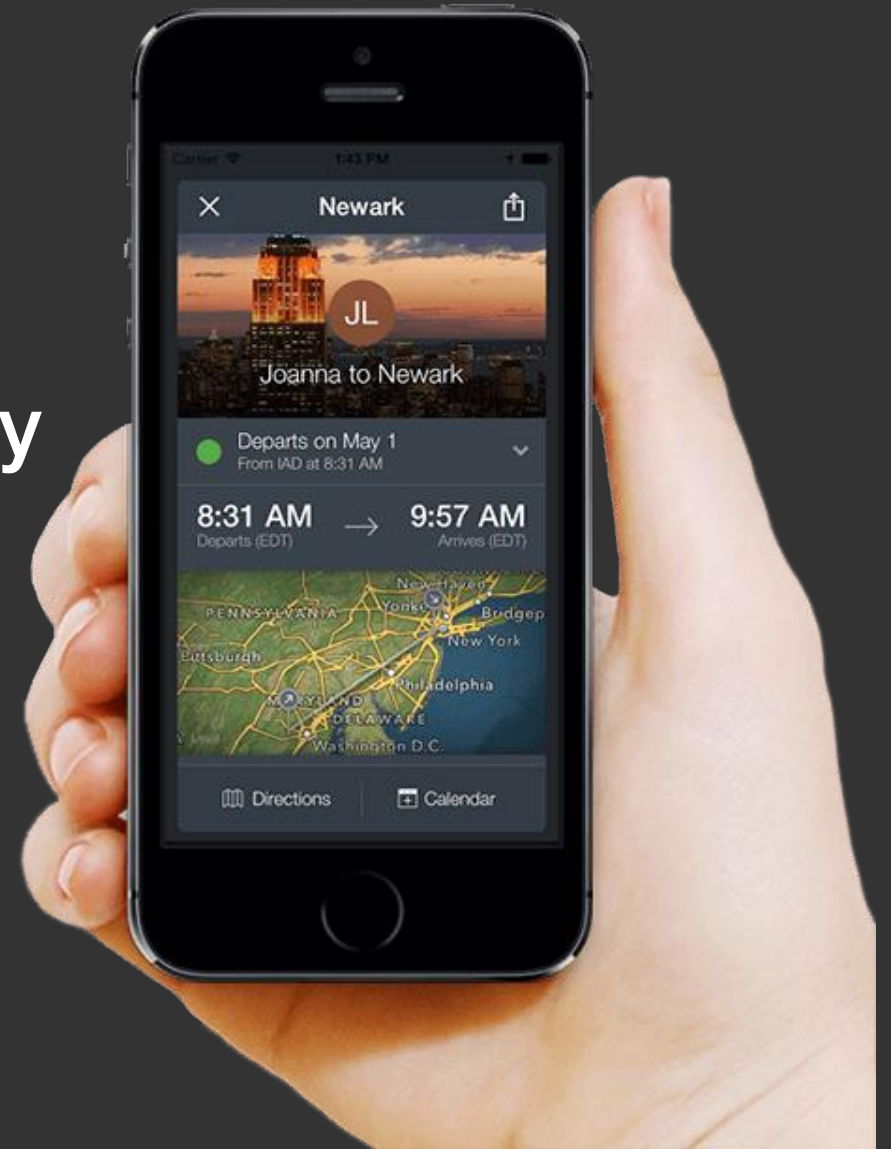
■ Mostly through mobile app    ■ Both mobile app and browser equally    ■ Mostly through mobile browser

# Define the primary role of each mobile channel

Acquisition



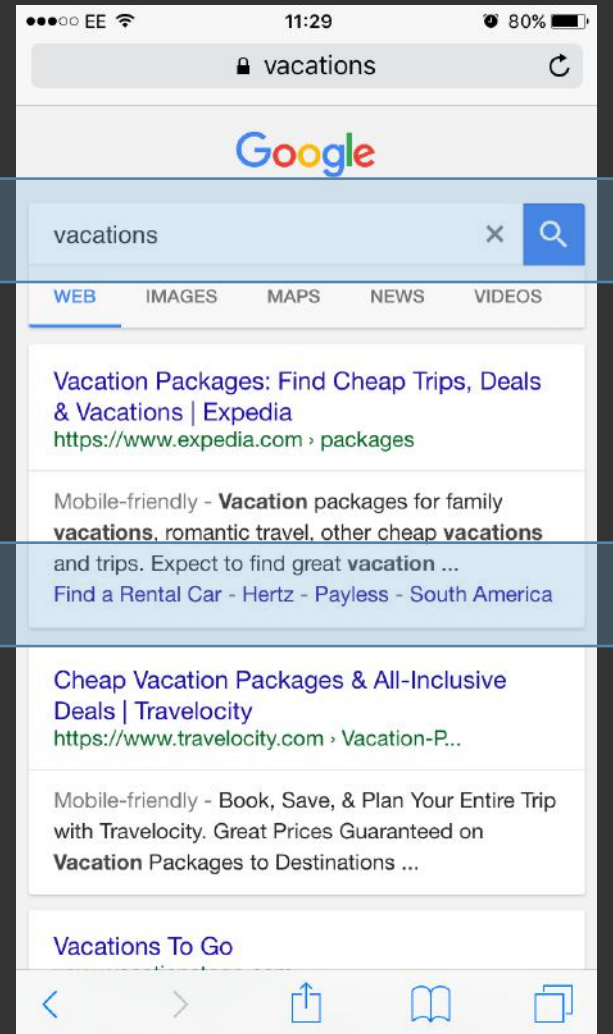
Loyalty



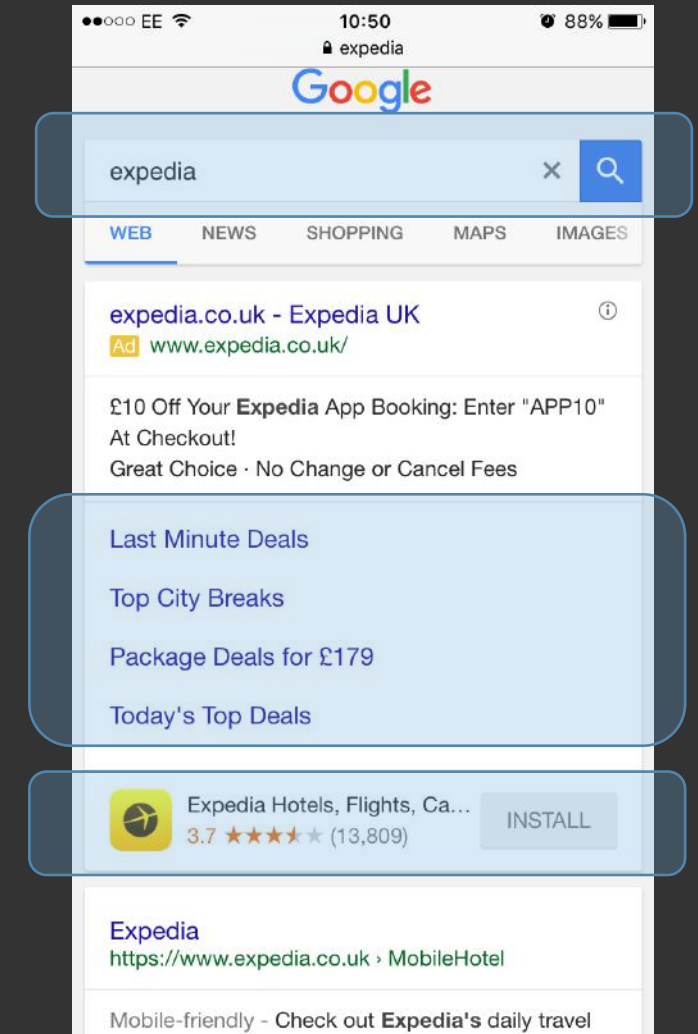


# Pre-empting the audience mentality by search term

Category  
term



Brand  
term



# Smart mobile search: Red Roof Inn

Red Roof Inn mastered all three strategies in one simple campaign. When the company realized that flight cancellations were leaving 90,000 passengers stranded every day, its marketing team developed a way to track flight delays in real time and trigger targeted search ads for the Red Roof Inns near airports.

Ads that said, in essence, "Stranded at the airport? Come stay with us!" They committed to those "I-need-a-hotel-ASAP" moments and delivered with relevance on what people needed. The result: a remarkable



60%

increase in bookings  
across non-branded  
search campaigns.







Mobile sites are as important as Mobile apps, but play a different role in the customer journey

Define what these roles are for your brand and then execute magnificently

LIE #2

**'Mobile' is the sole  
responsibility of the  
marketing department**



**'Mobile' is the sole  
responsibility of the  
marketing department**

## Client Brief Form

Client: .....	
Account Manager: .....	Client Contact: .....

<b>Campaign overview</b> <i>e.g. brand awareness, direct response</i>	
<b>Are there any media channels in particular you would like to run?</b> <i>e.g. Display, Facebook, LinkedIn, Twitter, Paid search</i>	
<b>Total budget</b>	
<b>Proposed campaign length</b>	
<b>What is the one thing you want users to do? (less than 140 characters)</b>	
<b>Target audience</b> <i>Age, gender, geography, behavioural</i>	
<b>Why should users choose your brand?</b>	
<b>How will you measure the success of the campaign?</b> <i>e.g. website visits, sales</i>	
<b>Do you require creative production?</b>	
<b>What media activity are you currently running?</b>	
<b>If applicable, do you have a Facebook, LinkedIn or AdWords ads account?</b>	
<b>What analytics and tag management solutions do you currently use?</b>	











# Mobile Display Advertising Landscape





# advertising campaign

*noun*

an organized course of action to promote a product or service.

"the launch was accompanied by a high-profile advertising campaign"







# Advertising

selling  
customer  
trademark  
commercial  
online  
advertisement  
internet  
radio  
brand  
marketing  
newspapers  
billboards  
concept  
ads  
mobile  
media  
banner



strategy

data

creative

mass

MARK

different

product

plan

marketing

promotion

customer

concept

business

service

relationship

publicity

research

management

advertising

MARKETING





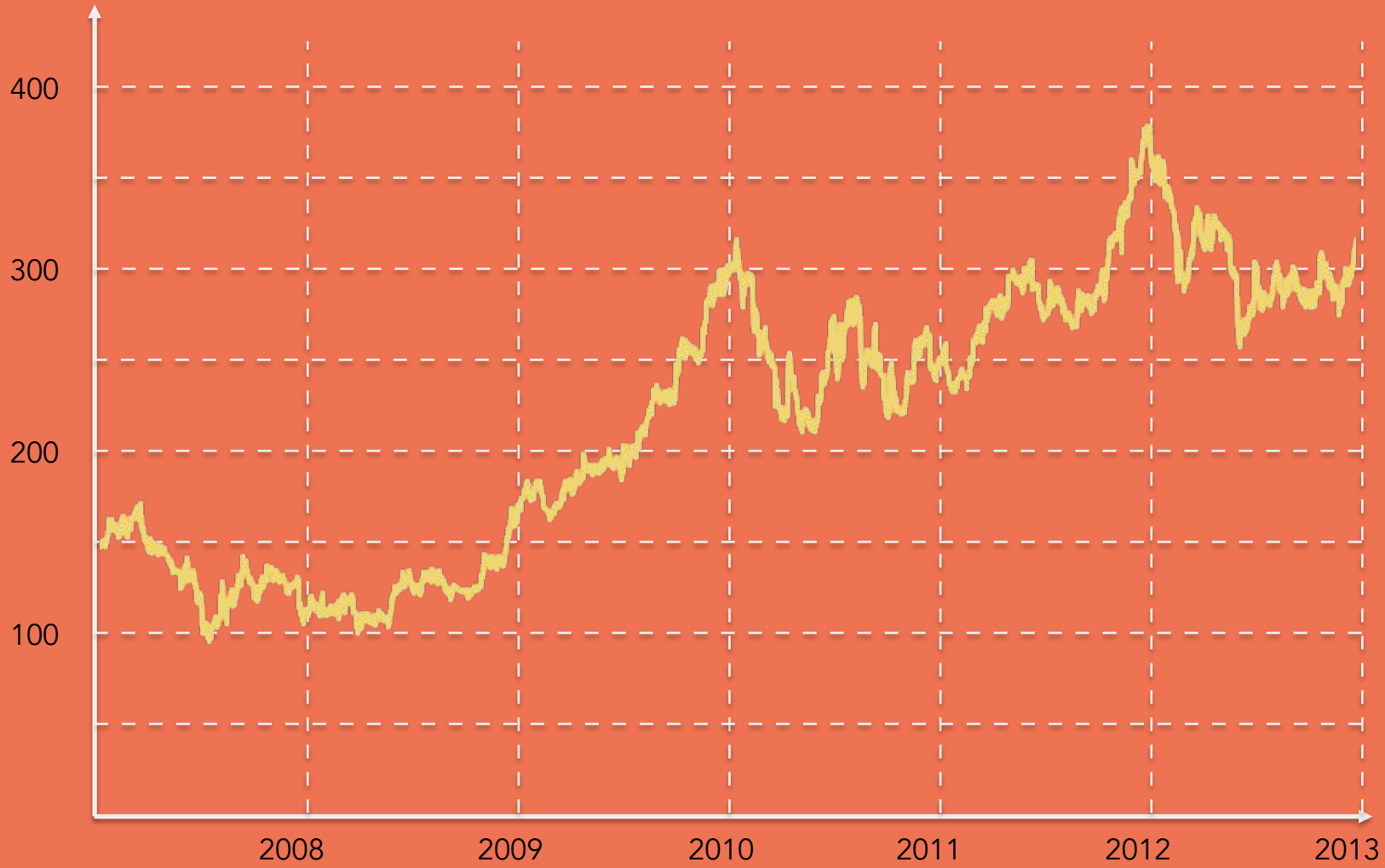
strategy  
work  
performance  
activities  
success  
opportunities  
innovation  
business  
plan  
goals  
market  
marketing  
analysis  
TEAM  
plan  
ideas  
competitors







# Share Price



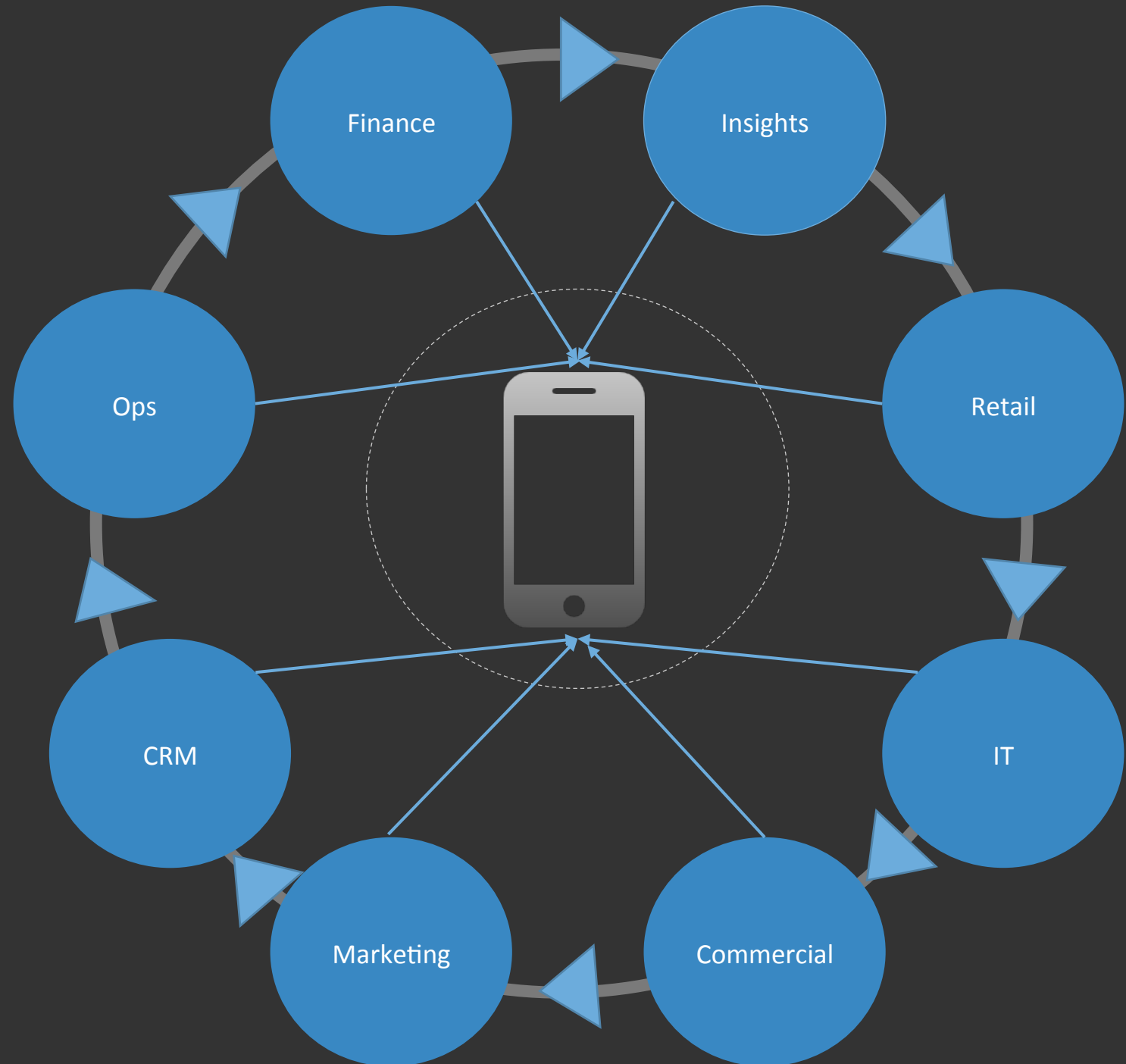


2015

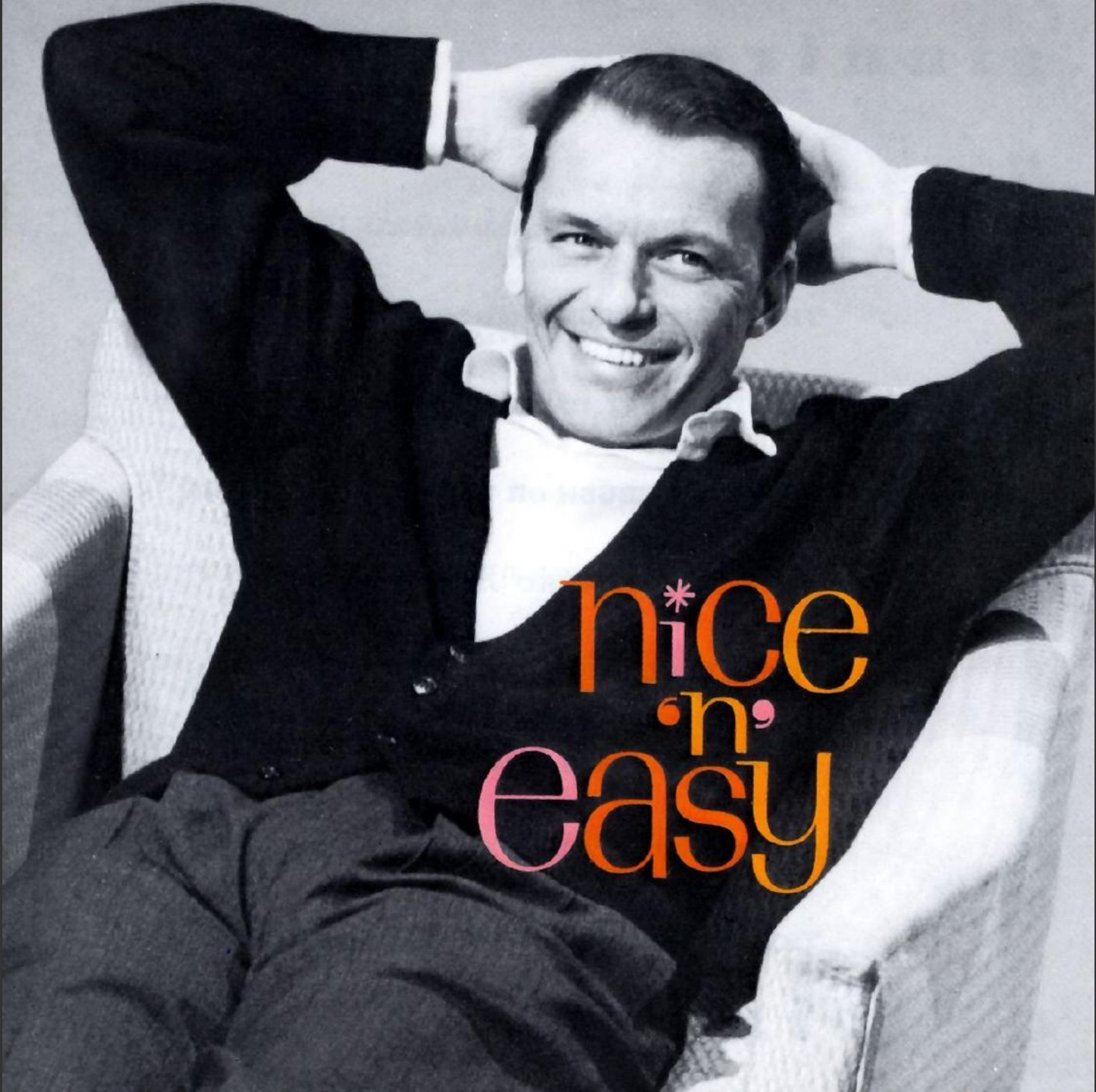
**Domino's sales surge as 1 in 8 of the UK population download its mobile app**

Profit up 150pc as number of customers using its phone app hits 8.2m



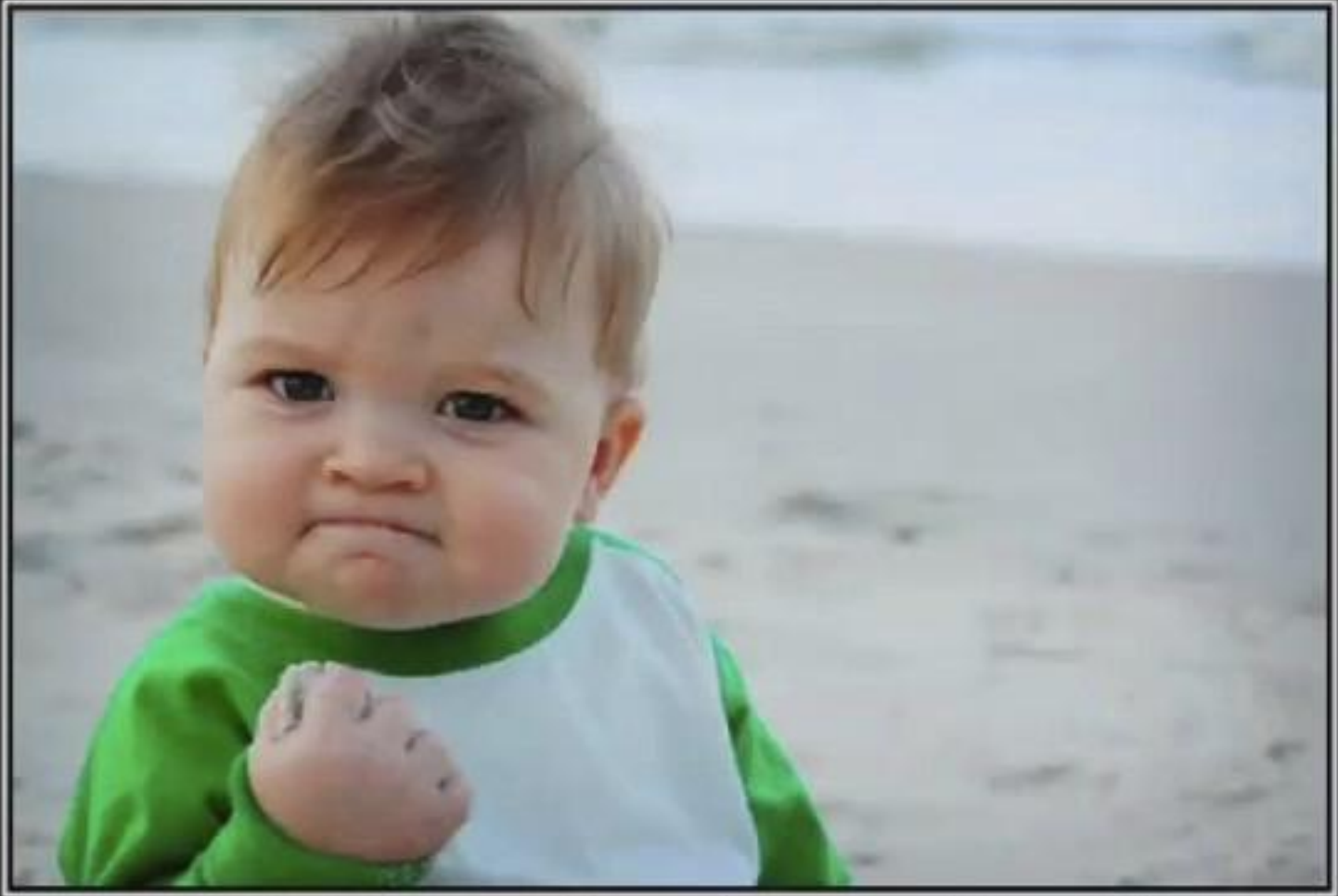






nice  
n'  
easy





S U C C E S S

**‘Mobile Marketing’ is the  
responsibility of the  
marketing department**

**‘Mobile’ is the  
responsibility of the  
whole business**

LIE #1



**Nobody Buys anything  
on Mobile**

Nobody says anything  
on a job

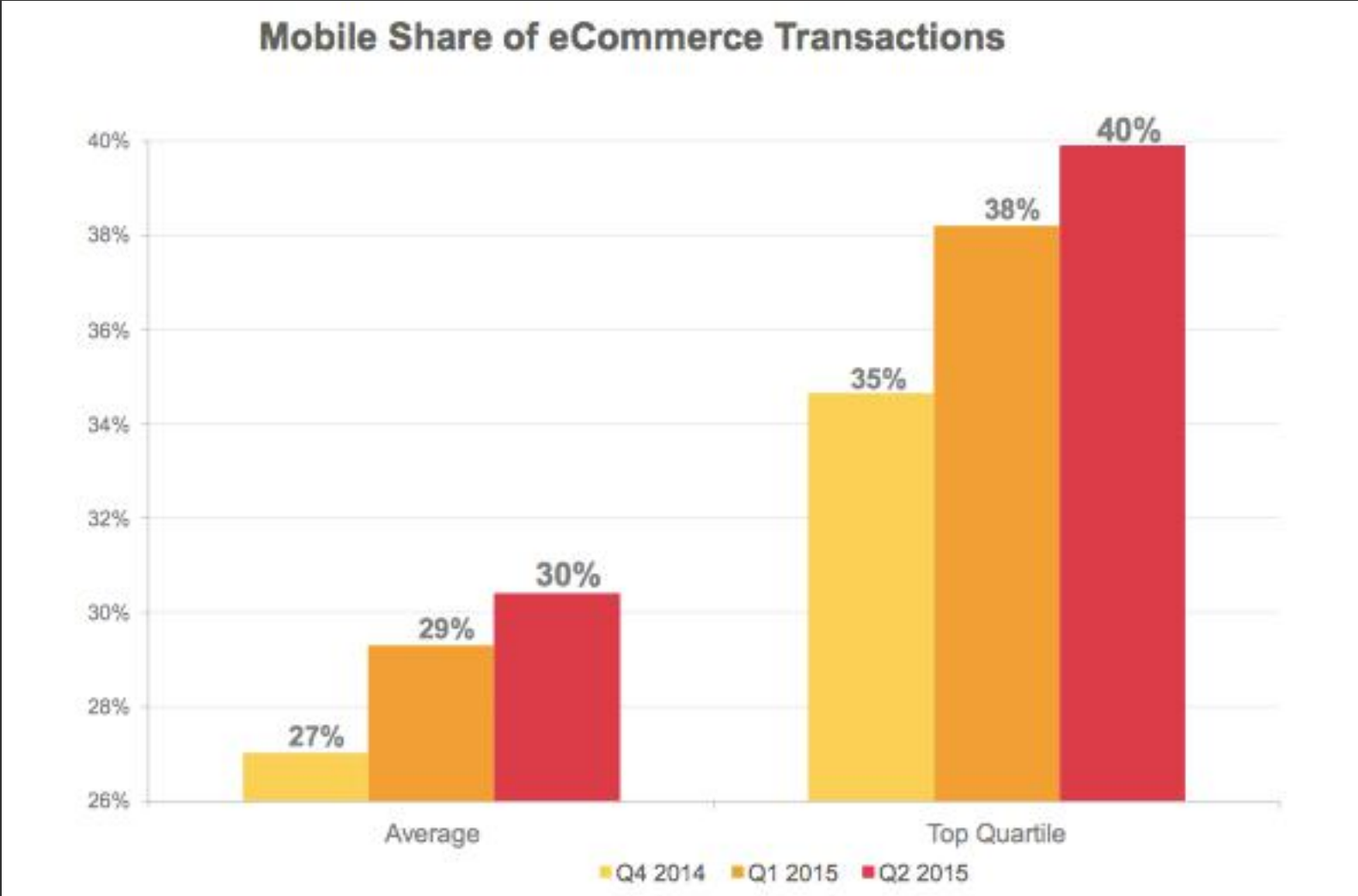


**Mobile conversion rates are really low on our site so people obviously don't buy on their Mobile phones**

**Let's not spend much on Mobile advertising directing them there**

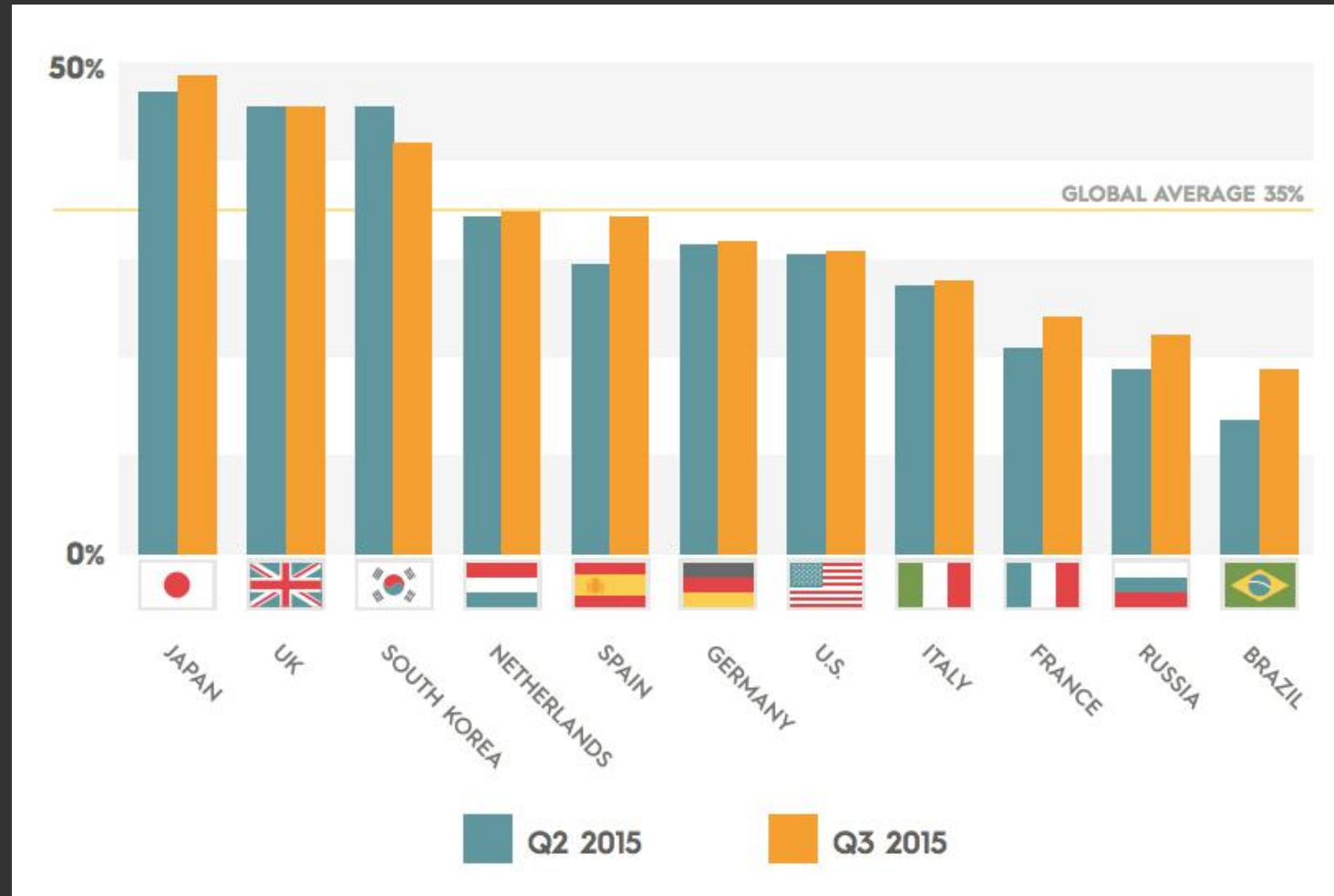


# mCommerce in the US: 30% of all eCom sales



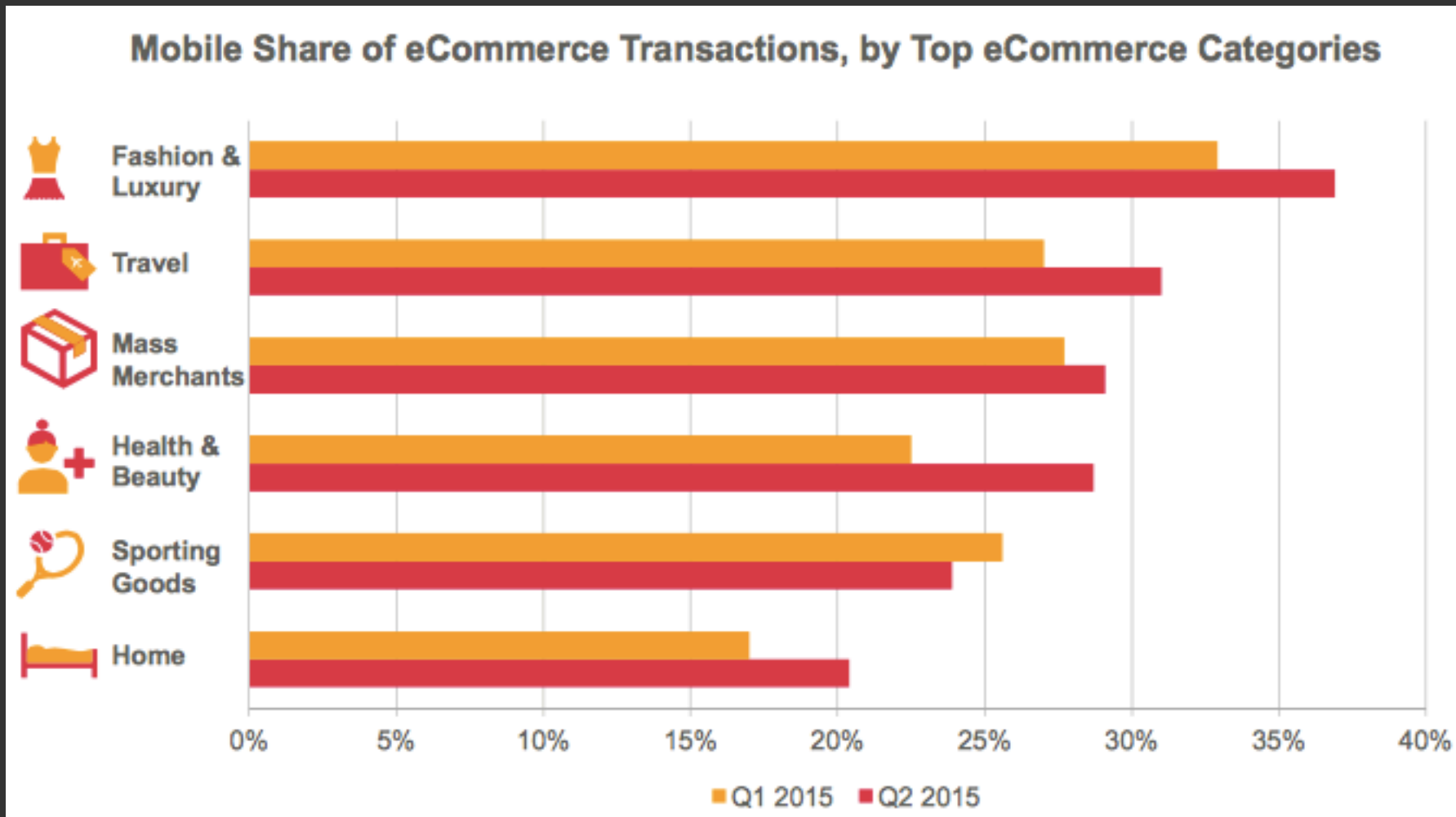
Source: Criteo State of Mobile commerce Report Sept 2015

# Which is BELOW the global average



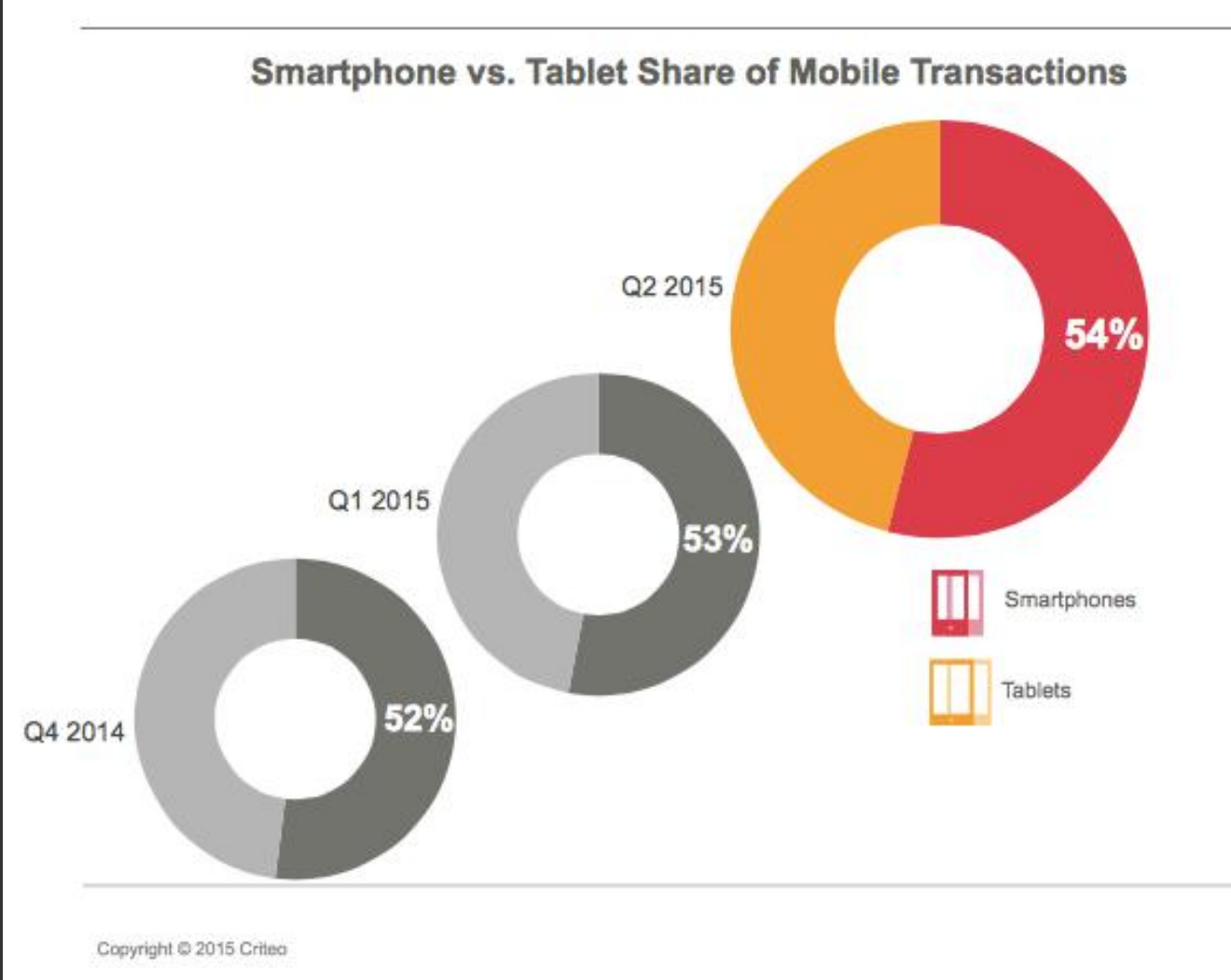


# mCommerce is huge across all categories

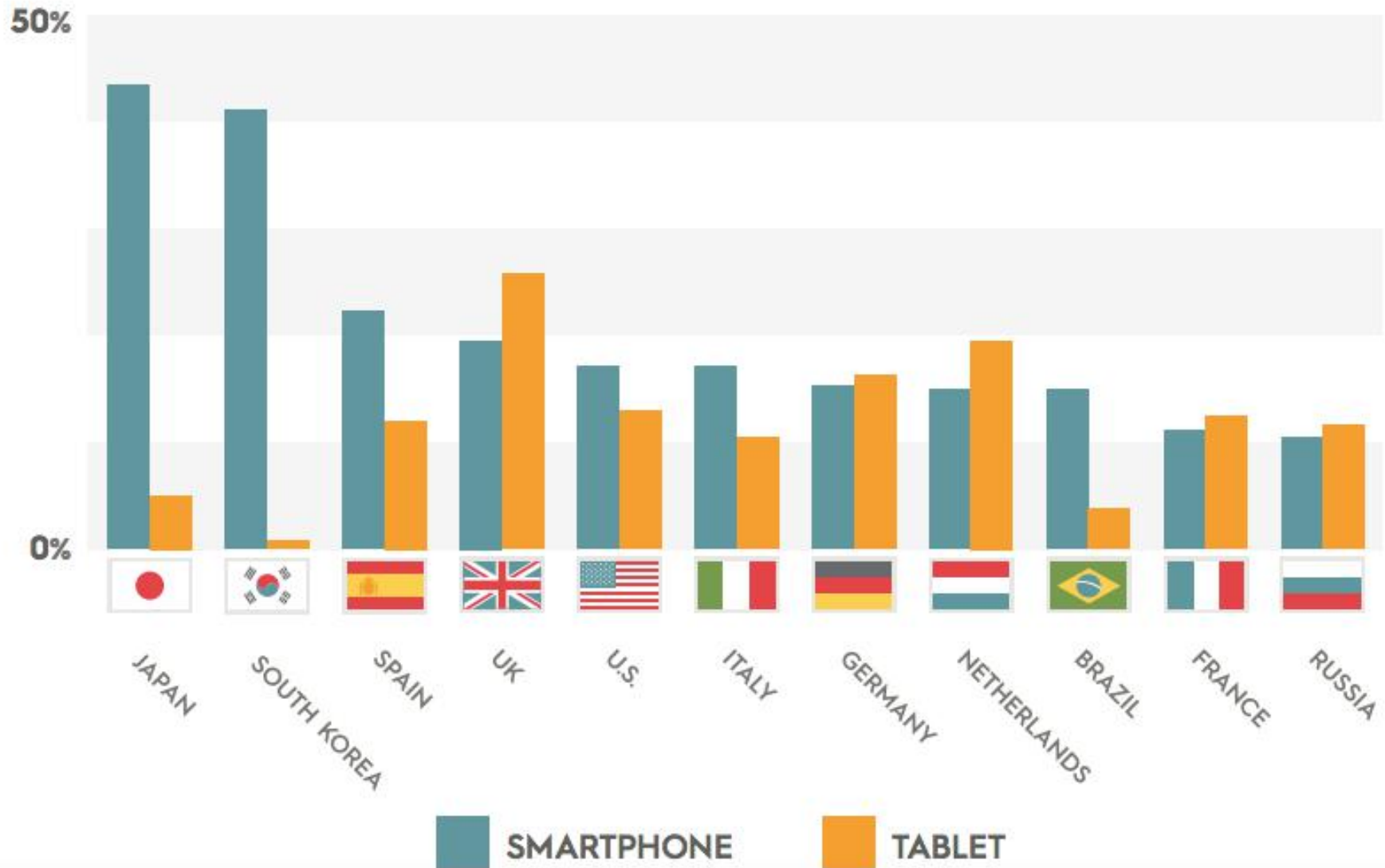


1 in 3 transactions across Mobile, Travel and Luxury are performed on a mobile device

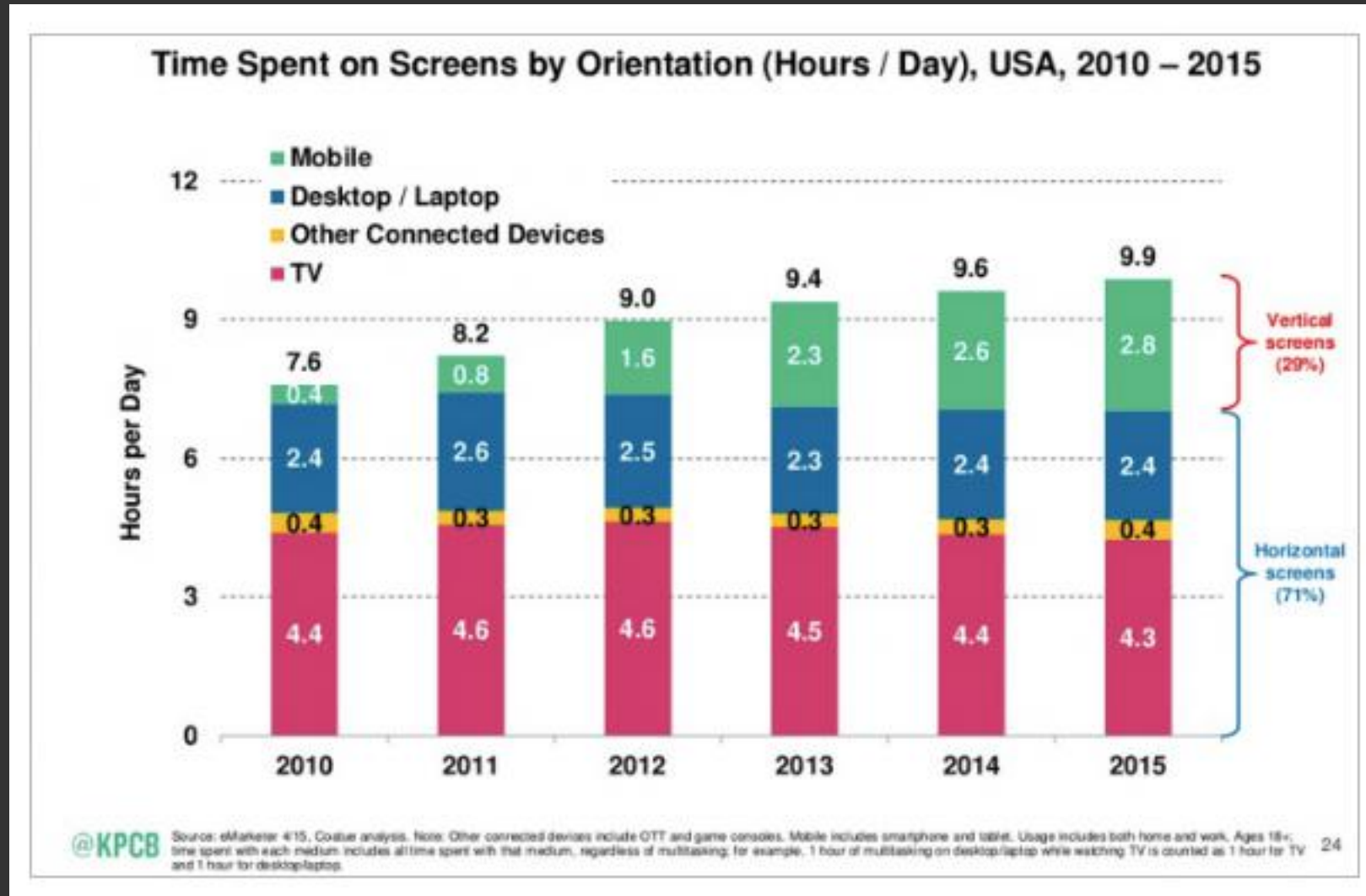
# It's not just tablets



## Smartphone and Tablet Share of Retail eCommerce Transactions



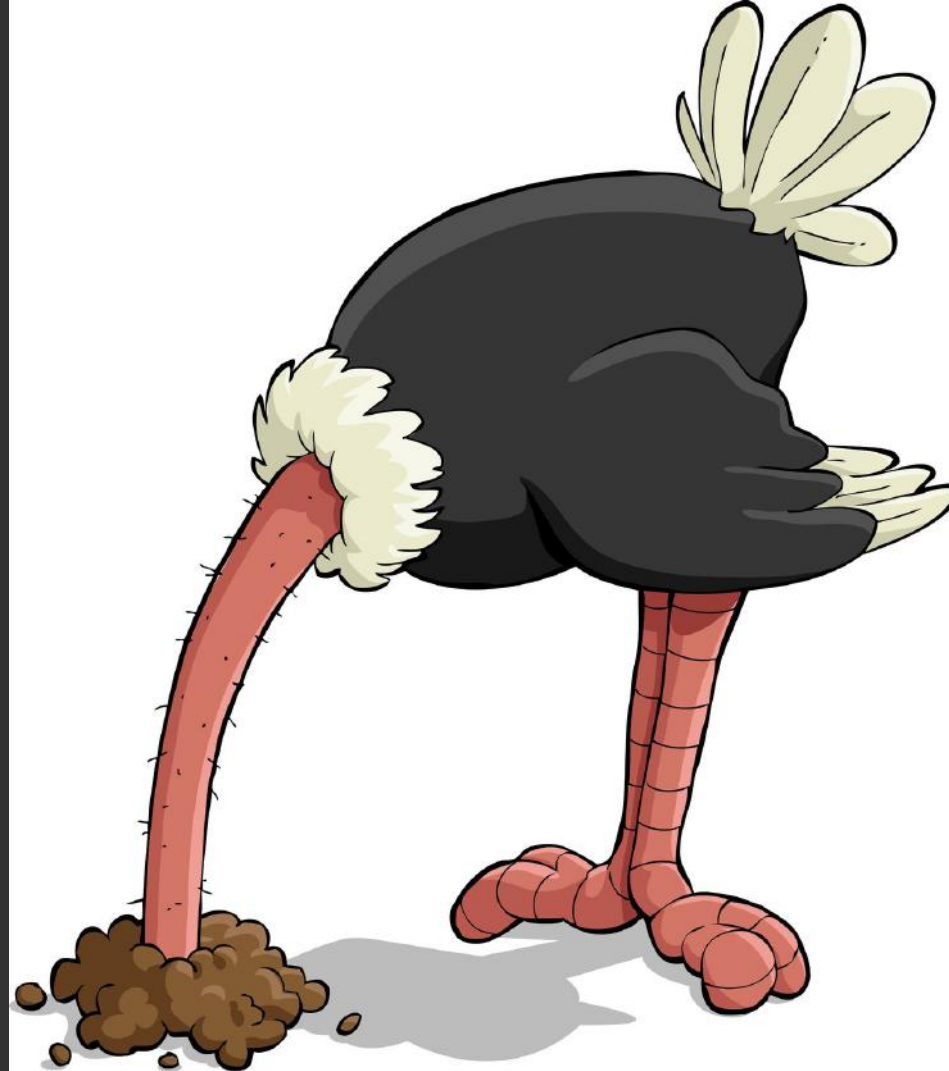
# 2 hours more time online since 2010



People ARE buying on Mobile



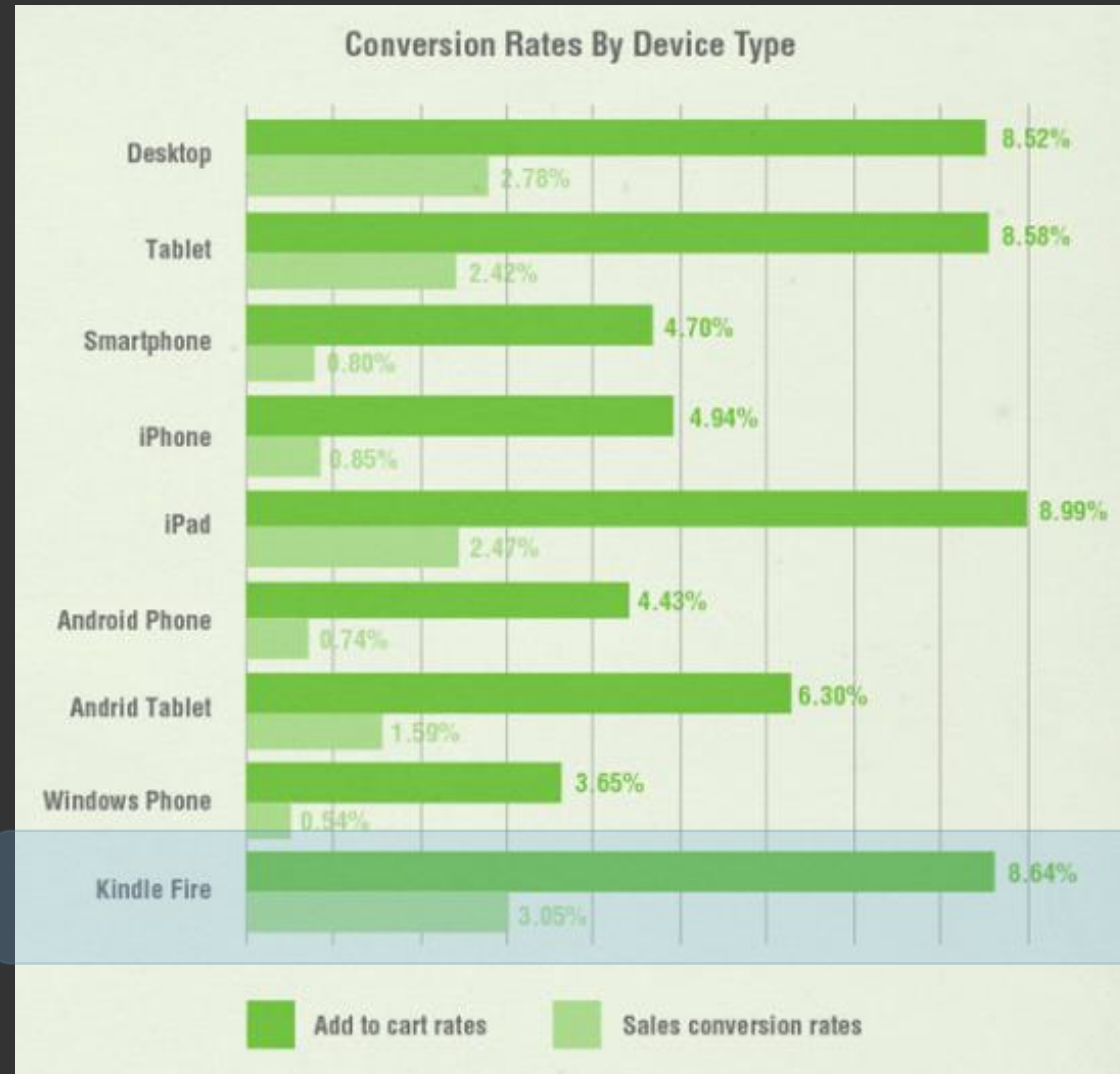
They're just NOT BUYING FROM YOU on Mobile



DO NOT BE AN OSTRICH



# You're not alone



# The Three Pillars of mCommerce

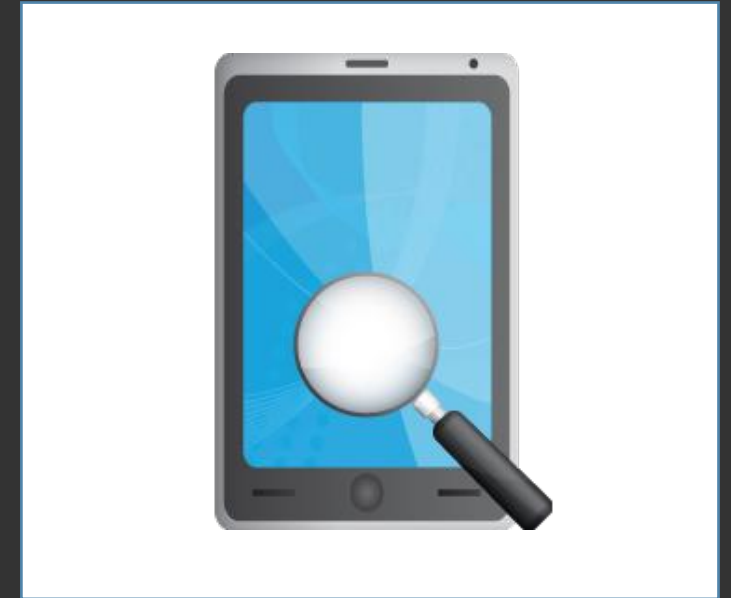
**1.**  
**PROPER**  
optimisation



**2.**  
**Mobile**  
**Checkout**



**3. Smart**  
**search**  
**strategy**

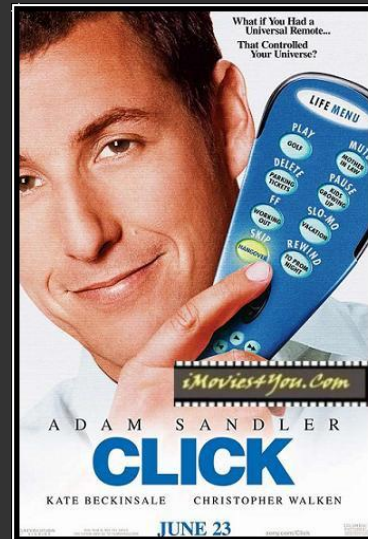
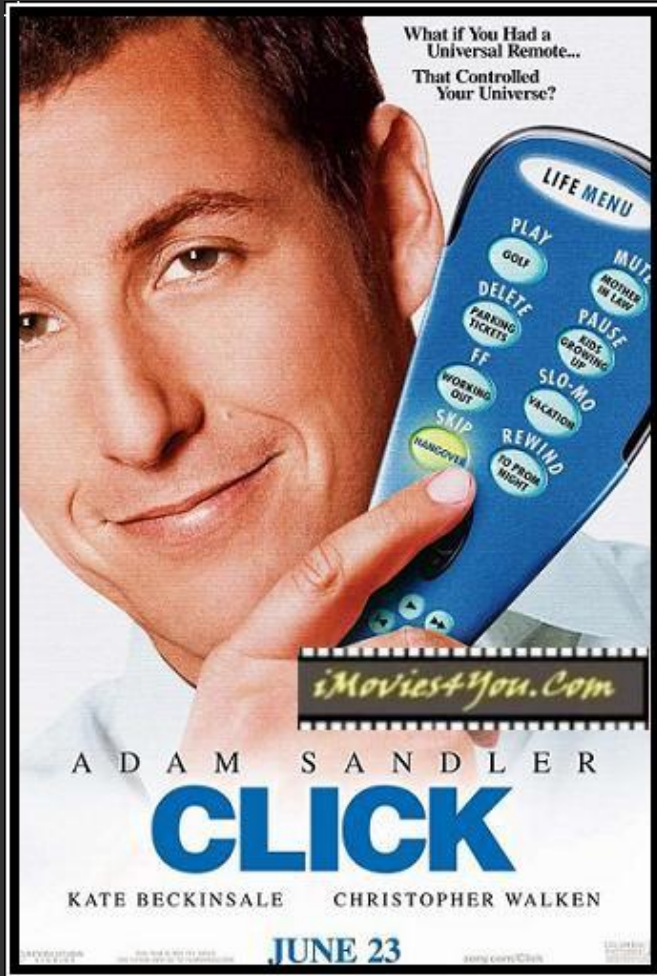


# 1. Proper Site optimisation





# 1. Proper Site optimisation



# 2. Checkouts for Mobile

Checkout

[Already Registered? Click here to Login](#) [Forgot an Item? Edit Your Cart](#)

**1 Billing Information**

**Login as Guest (or) Register**

Guest  Register

First Name \*  Last Name \*

Email Address \*

Address \*

City \*

Zip/Postal Code \*

Country \*

Telephone \*  Password \*

**2 Shipping Methods**

Free Shipping

Free \$0.00


Flat Rate

Fixed \$10.00

**3 Payment Methods**

Credit Card (Smooovpay)

You will be redirected to Smooovpay website when you place an order.



Check / Money order

Credit Card (saved)

**Order Review**

Product Name	Price	Qty	Subtotal
Fast and Furious 5 - Movie Ticket	\$50.00	2	\$100.00
Subtotal			\$100.00
Shipping & Handling (Flat Rate - Fixed)			\$10.00
Grand Total			\$110.00

Coupon code:  [Apply Coupon](#)

Comments:

I accept the [Terms and Conditions](#) \*

[Place Order](#)



## 2. Checkouts for Mobile

✓ Prime Quantity: 1

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Order within 9hr 28min

Get it: Fri +3.99 Sat Free

Ship to: Zeke Camusio- TIGARD

This will be a Gift

Brain**tree**

Apple Pay

judo

stripe

# 3. Smart Search Strategy



**The majority of purchases** following a mobile search happened not online, but in a **physical store** (73%) or on the **phone** (16%).

SOURCE: "Micro-Moments and the Shopper Journey," Harvard Business Review Analytic Services, 2015. [ThinkwithGoogle.com](http://ThinkwithGoogle.com)



# 3. Smart Search Strategy



**15% of in-store activities involve conducting smartphone searches about a product or for a price comparison**

**\*\*27% of websites are misconfigured for smartphone searches, which leads to an expected drop in traffic of 68%**



So.....People are buying on mobile

“You have to tidy your house before you invite people to visit”

So.....

- #8. Wow, what a great app idea
- #7. Kevin Costner has the best approach to app promotion
- #6. Mobile is the 2<sup>nd</sup> Screen
- #5. We're going to install iBeacons across all our stores
- #4. Mobile Ads only work for app downloads
- #3. Apps Vs Web: Apps win
- #2. 'Mobile' is the sole responsibility of the marketing team
- #1. Nobody buys anything on Mobile

Thank you

@mattjones\_uk