Mobile marketing

How mobile devices change the role of marketing

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Summary

What do these mobile concepts mean? (1/3)

› **Mobile devices**
  - Electronical devices that can be held in one's hand, on which it is also possible to use the other hand for control. This includes smartphones, tablets and phablets.

› **Smartphone**
  - A mobile phone with extensive computer possibilities, including access to mobile internet and corresponding mobile applications. Ranging in size from 3 to 5 inch.

› **Tablet**
  - A flat mobile computer with touch screen, battery and computer hardware. In size usually ranging from 7 to 12 inch.

› **Phablet**
  - A large smartphone. Because of it's size it can also be used as a replacement for a tablet. In size ranging from 5 to 7 inch.

What do these mobile concepts mean? (2/3)

› **Session**

- All activities a user initiates, from turning on to turning off a device (a device session) or all activities that a website visitor initiates on a website from going onto the website to leaving the website (a website session).

› **Clickstream data**

- The data that contains all activities ('clicks') that an individual visitor has undertaken per website session, potentially complemented with other information like background data of the visitor.

› **Online customer journey**

- The journey that a customer makes online, including all visited websites and the links and marketing content the customer encounters. The online customer journey can exist out of multiple sessions across different devices.

What do these mobile concepts mean? (3/3)

› **Conversion**

- Transforming a website visit in the action that the company wants from the customer, including purchasing a product, subscribing or becoming a member, donating and requesting for quotation.

› **Attribution**

- To ascribe a certain conversion to one or multiple marketing activities and/or devices. The conversion could for instance be ascribed to the last channel the customer comes into contact with (last-click attribution), or the first channel (first-click attribution), based on the order of the channels (position-based attribution) or based on statistical models (model-based attribution).

Why anticipate at mobile developments?

› More and more people own a smartphone and/or tablet, on which they spend more and more time (annual growth of 67%) and money (annual growth of 39% in advertising expenses).

› Mobile devices generate a lot of data, but there is still a lot unclear.

› Marketers try to anticipate to these mobile developments, but there is still a lot of indistinctness about how to do this and to what extent mobile devices are valuable for companies and marketers.

› *This report provides insights in the mobile developments, the consequences these developments have for marketing and the research that has been done in this area.*
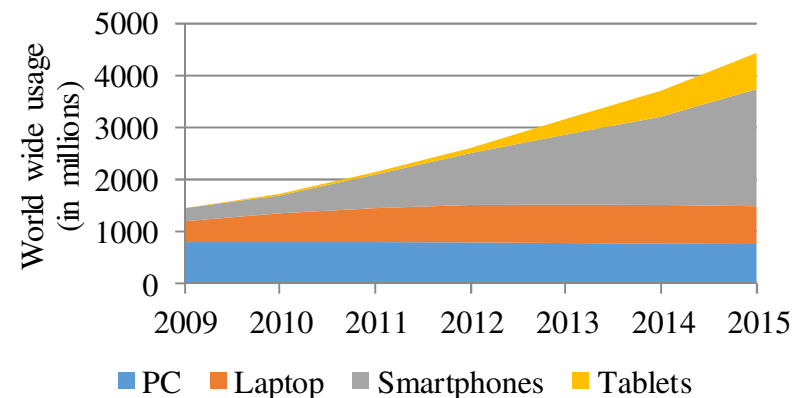
Most important scientific findings

› The timing, distance to the sales location, amount of promotion, location of the competitors and crowdedness are the most important factors to take into account for mobile targeting.

- To attract customers in the direct environment (i.e. within a radius of 100 meter) of the sales location, a small discount is important on the moment of promotion.
- To attract customers from the competitor's location, a higher discount is needed.
- During crowded moments, like in public transport, people are more focused on their mobile phone, which increases the effectiveness of targeting.

› Nowadays people often use multiple devices to accomplish a goal. The switching between devices provides valuable insights for marketers:

- The moment when customers switch from a mobile to a less mobile device (i.e. PC or laptop) the purchase likelihood increases highly (up to more than double).
- This increase is strongly dependent on the need for information and security.
- These insights can be used for improving the customer service on different devices and to use marketing channels more efficiently.

How to apply this in practice?

› Thanks to the big amount of rich data of individual users, mobile devices are perfectly fit for (field)experiments. This is the reason it's best to vary marketing expressions (i.e. message, time, channel) to discover what works best in which situation.

› Start simple by analyzing existing data and studying direct effects. Expand this afterwards by testing combinations of effects and ruling out alternative explanations.

› Don't just look at the direct conversion of a specific device, since not every device has the same role in the (online) customer journey. Look at the role of different devices in the complete journey to identify the true value.

Structure remaining part of the report

› The remaining structure of this report is as follows:

• **Mobile developments:** in this chapter the growth, the status quo and the expected future developments concerning mobile devices and mobile marketing are highlighted.

• **Multi-device usage:** this chapter focuses on the challenges and possibilities that the increase in the number of different devices offer marketers.

• The four succeeding chapters highlight four **scientific studies** regarding the effectivity of targeting **mobile and multi device users** in different circumstances.

• **Chances and possibilities:** this closing chapter gives a practical summary about how the insights from this report can be applied in the daily practice.