

Designing the Disruptive Mobile Shopping Experience

SM2
26 September, 2016

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Today's Speaker

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@ThatsLogical

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Here's what we have planned.

- The Smartphone Paradox
- Designing the Mobile Shopping Experience
- How To Get Started
- Q&A
- Workshop

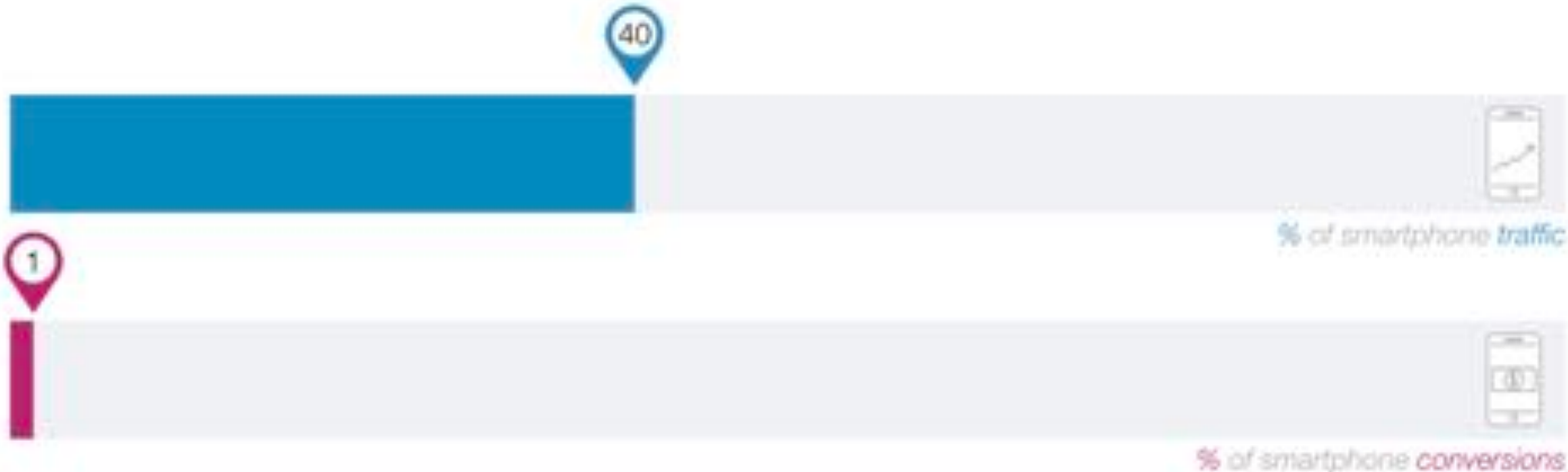
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The Smartphone Paradox

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Smartphones are over 40% of web traffic, yet only 1% of users convert

Mobile devices are increasing in usage every year, but retailers continue to struggle in driving conversion.



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Designing The Mobile Shopping Experience

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1. Create a Real Value Exchange

There should be a reason why a customer downloads your app, subscribes to push notifications, or SMS alerts.

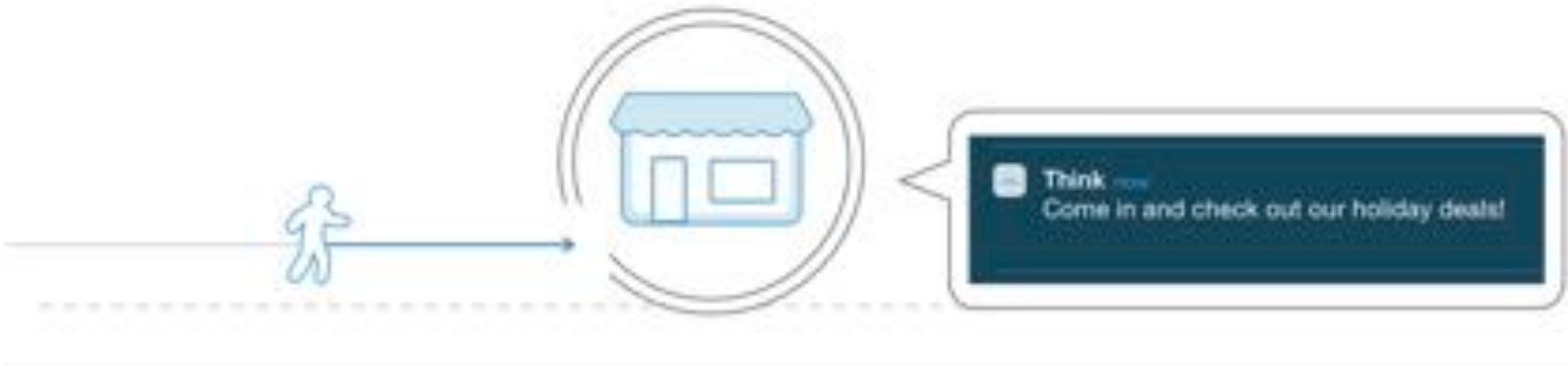
Always ask:
Why would you do that?



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2. Use Location To Create More Relevancy

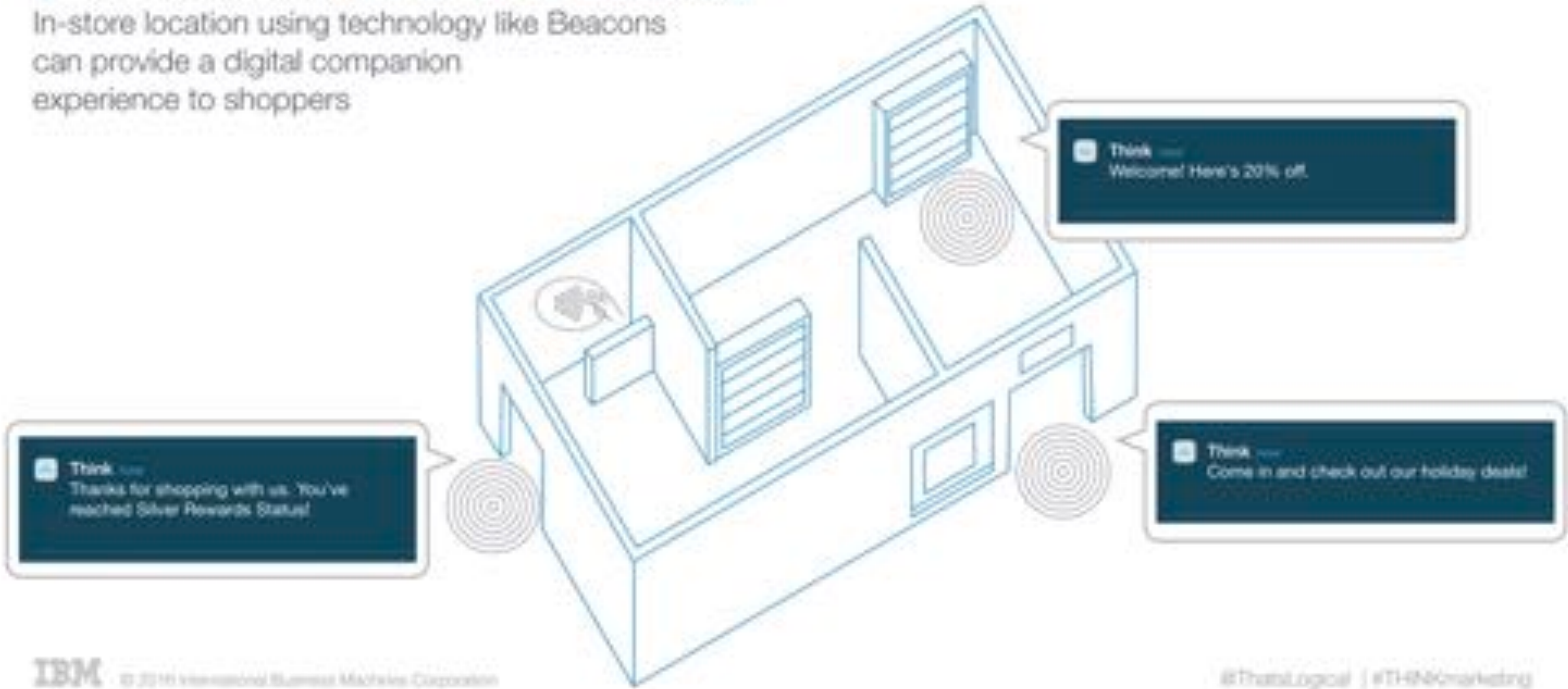
Real-time location data can be a powerful element in drive-to-store efforts. It can also be used for personalization, such as sending location-relevant store hours, for example.



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2. Use Location To Create More Relevancy

In-store location using technology like Beacons can provide a digital companion experience to shoppers



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IBM Marketing Cloud
3. Offer a Mobile-First Return Process
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3. Offer a Mobile-First Return Process

Avoid the frustration of online returns by making the entire process simple and mobile-first.

mobile first



returned item

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QR code on packing invoice

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mobile first



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return or exchange items

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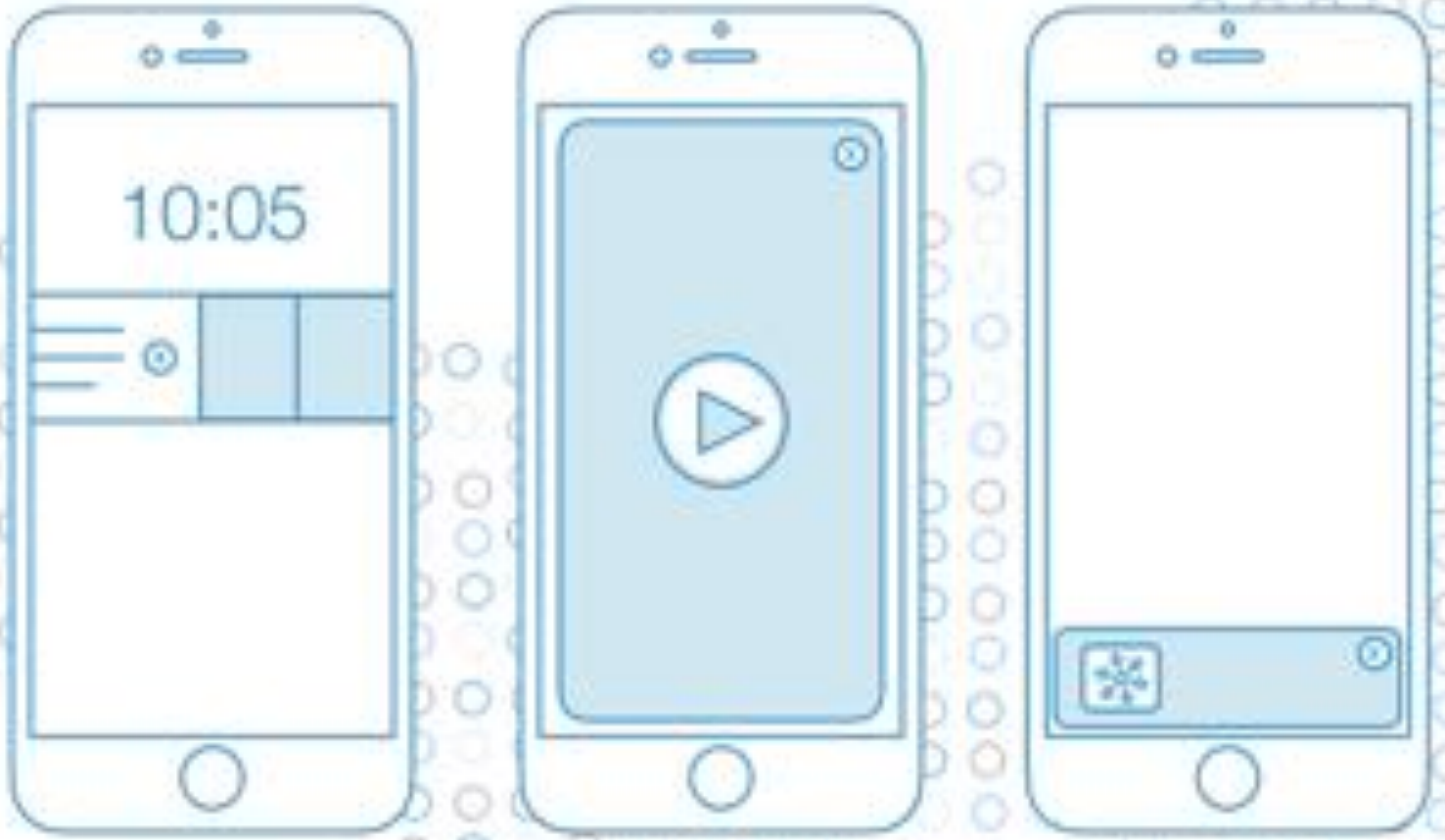
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4. Use Rich Notifications to Drive Engagement

Rich Notifications are in-app messages that can contain rich content such as images, video, or interactive and actionable content.



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Interactive Push Notifications



Rich Notifications



In-App Notifications

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5. Channel Onboarding

Users should know the value of your new channels as soon as they start using them.



interactive tour

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interactive tour



location value prop

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interactive tour



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push value prop



beacons value prop

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6. Communicate Deadlines via Mobile Channels

Use mobile channels to alert customers of impending events such as the last day orders can be made so they can be received by the holidays.



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7. Offer Alternative Payment Options at Checkout

Which options looks easier to you? Your mobile customers will think the same way.



or



7. Alternative Payments

Platforms such as ApplePay, AndroidPay, and SamsungPay are gaining popularity and capabilities. ApplePay, for example, will be made available for use on websites this fall.



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8. Holiday Onboarding

Make your customers aware of the high volume of messages they might receive this season.





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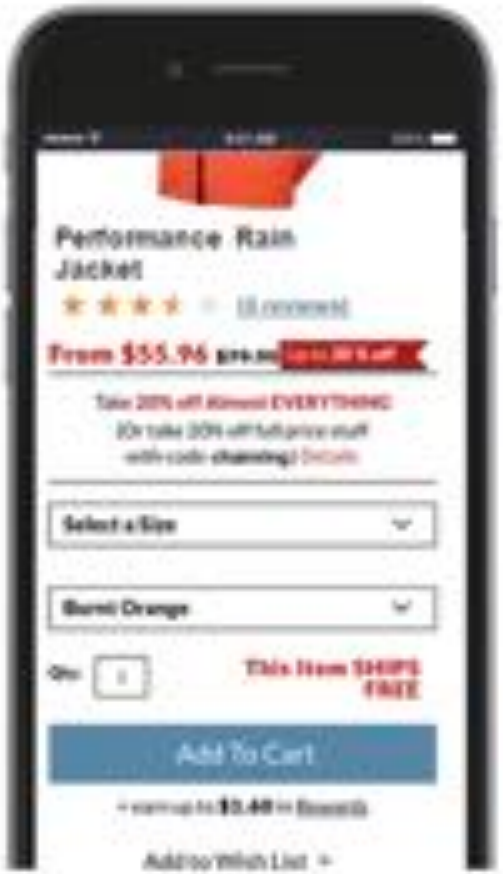
9. Email My Cart



adds to cart

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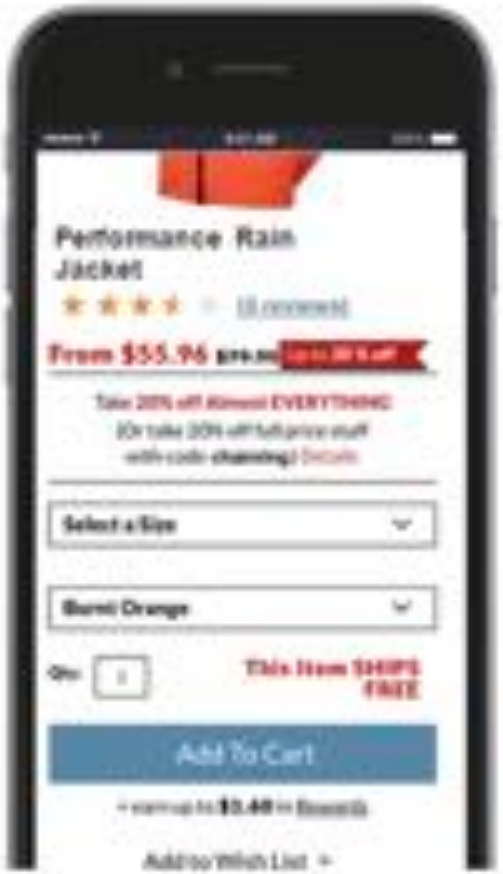
adds to cart



check-out page

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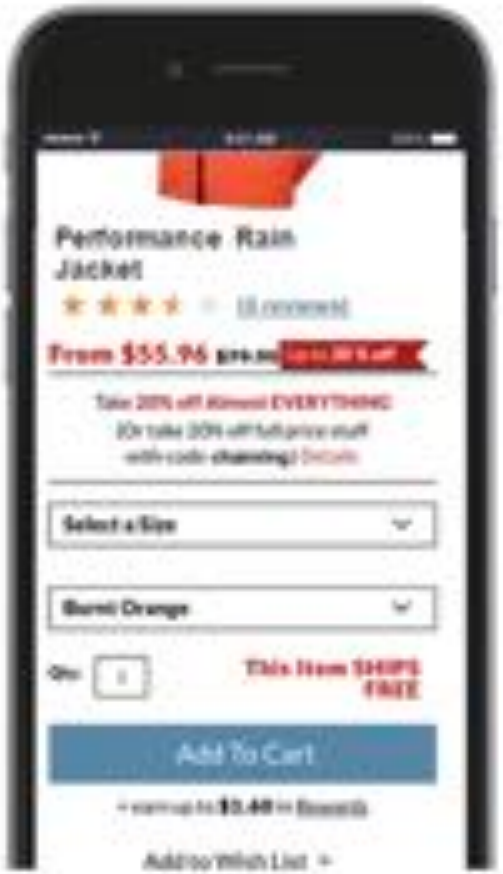
check-out page



email your cart

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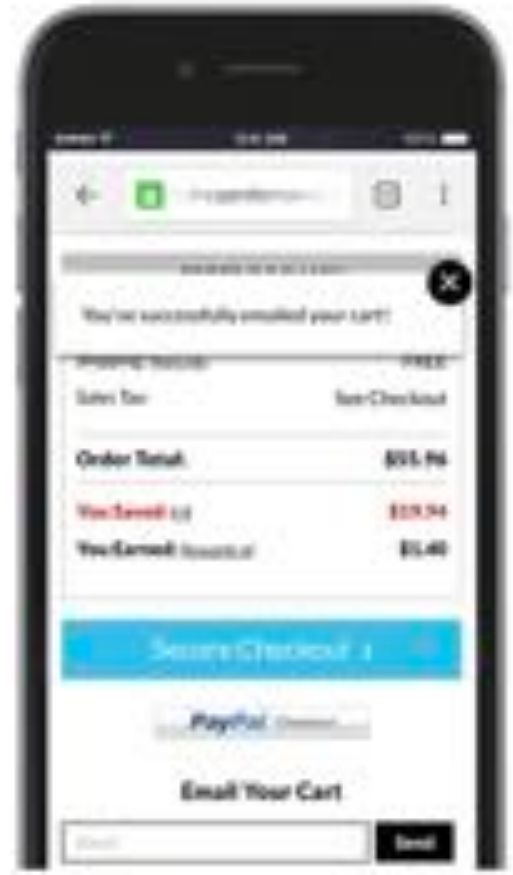
adds to cart



check-out page



email your cart



confirmation notification

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10. Pick One New Technology and Test With It

Dedicate a small portion of your budget to emerging technologies to see if improves the customer experience.



group messaging



artificial intelligence



bots

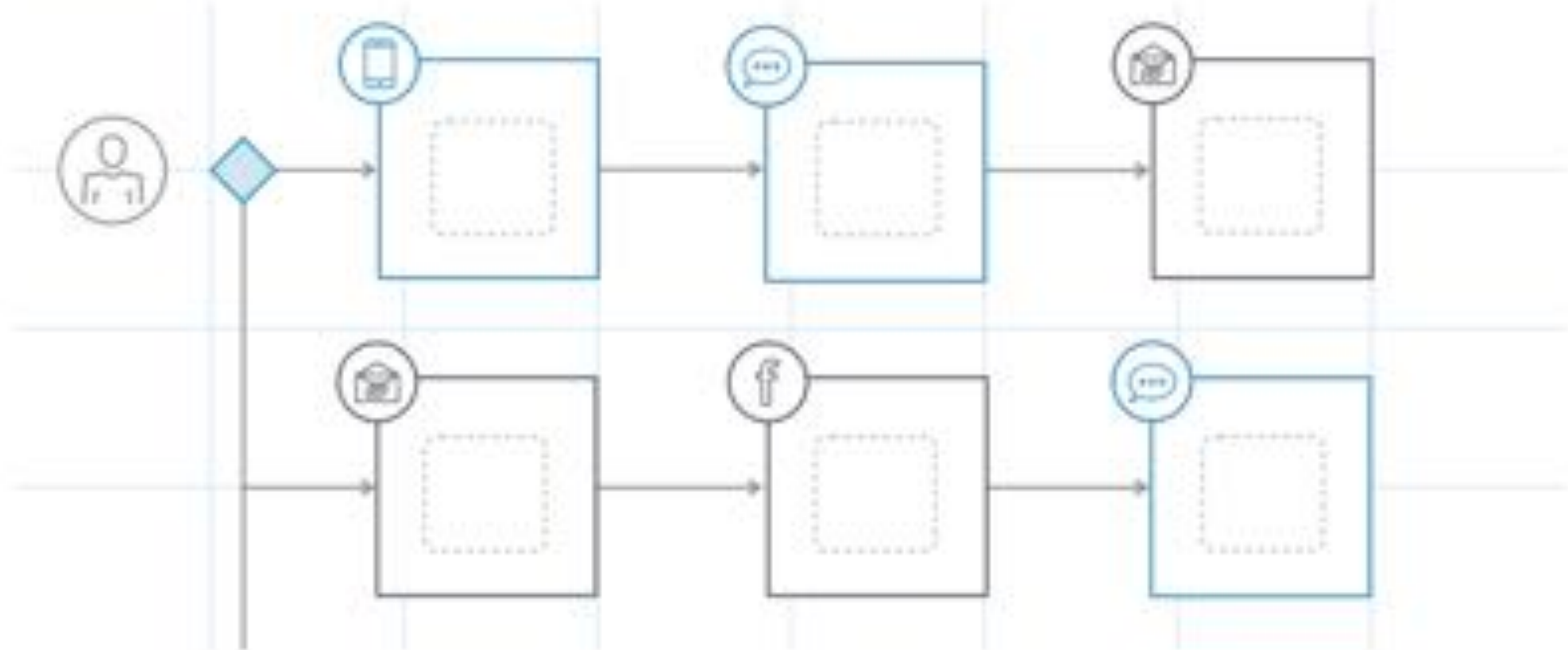


virtual reality

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10. Link Channels Together

If your priorities are consolidating the channels you already have, holidays are a great time to test performance on coordinated channels.



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How to get started

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Easy Ways To Get Started



Review last year



Determine ROI vs. Level of Effort



Remember: 50% of your shoppers will likely start on a mobile device

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Interested In Learning More?



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Q&A

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Workshop

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Why would you do that?

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Push



SMS



Bots



Group Messaging



Location

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One person volunteers **who uses or wants to use** one of **those channels**



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Push



SMS



Bots



Group Messaging



Location

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Push



SMS



Bots



Group Messaging



Location

why would you do that?

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Michael Trapani

Product Marketing Manager
IBM Marketing Cloud Mobile

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Thanks!

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