


# MMA Breakout Session
# 14th May 2018

# taps, clicks or bricks?



# taps, clicks or bricks?



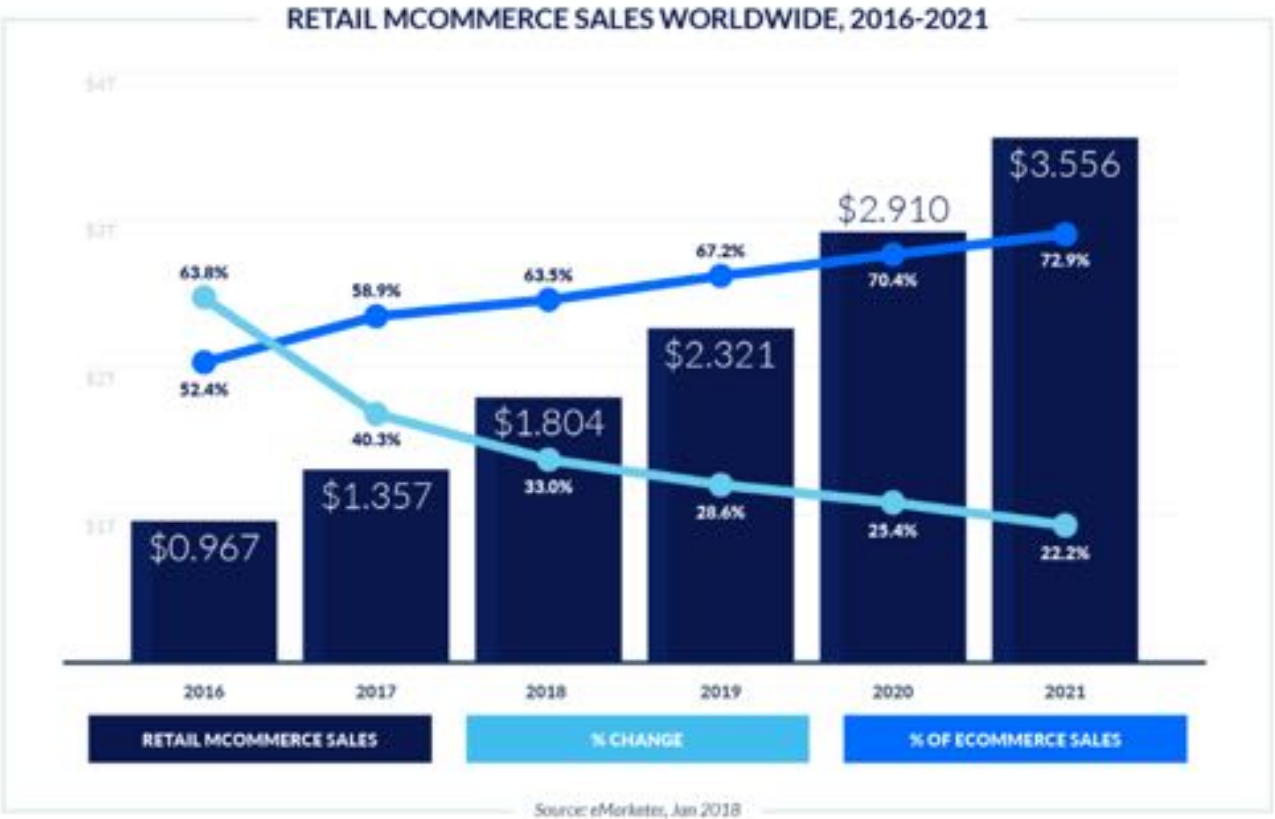
# taps, clicks or bricks?



# Traffic growth is ALL mobile



# Even buying is changing: Hard Data



# Where is the money?



# So the big picture is still the big picture



# Context not Channel = Mobile Best



Mobile (Taps)



Desktop (Clicks)



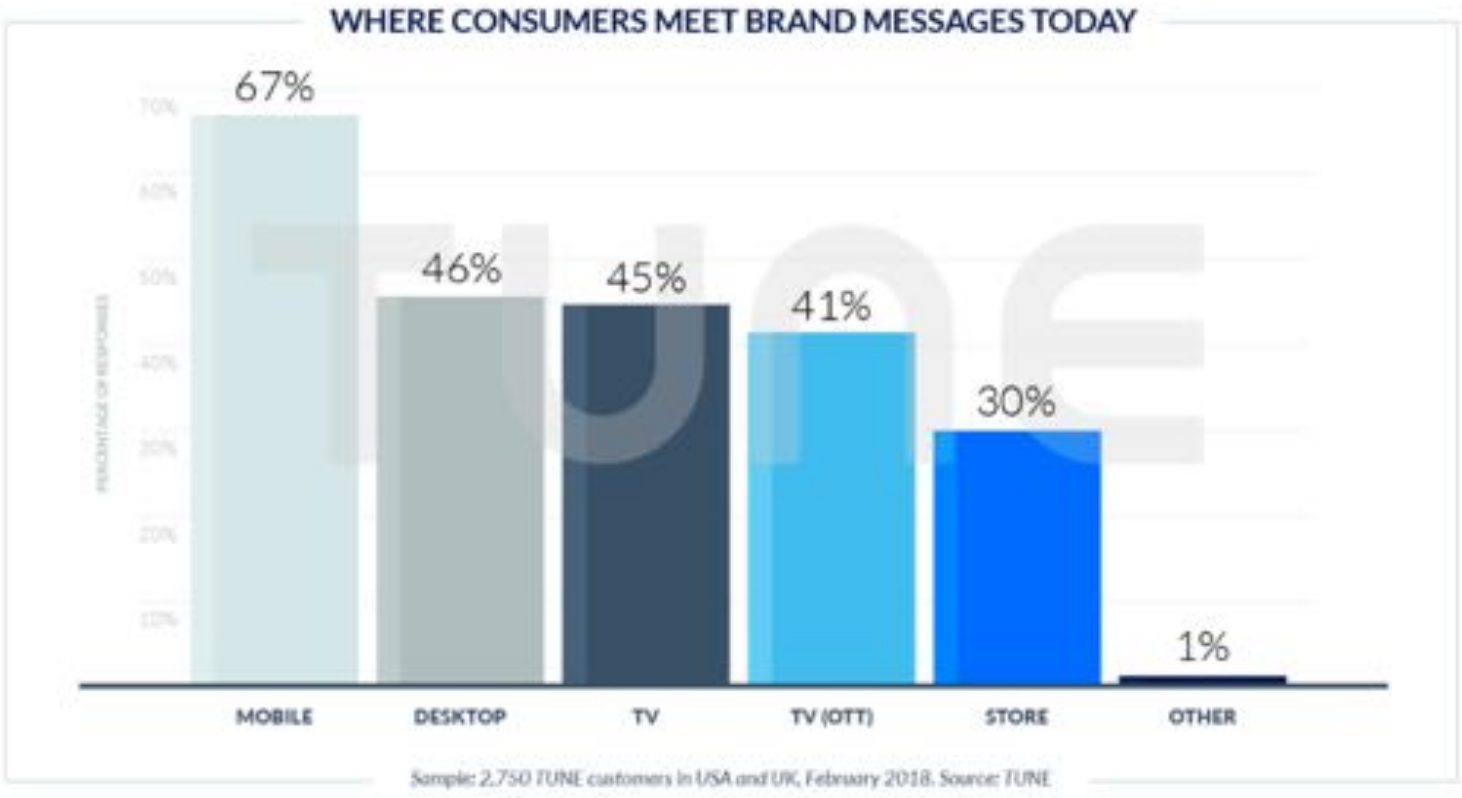
Physical Location (Bricks)




Context not Channel = Mobile Best

TUNE

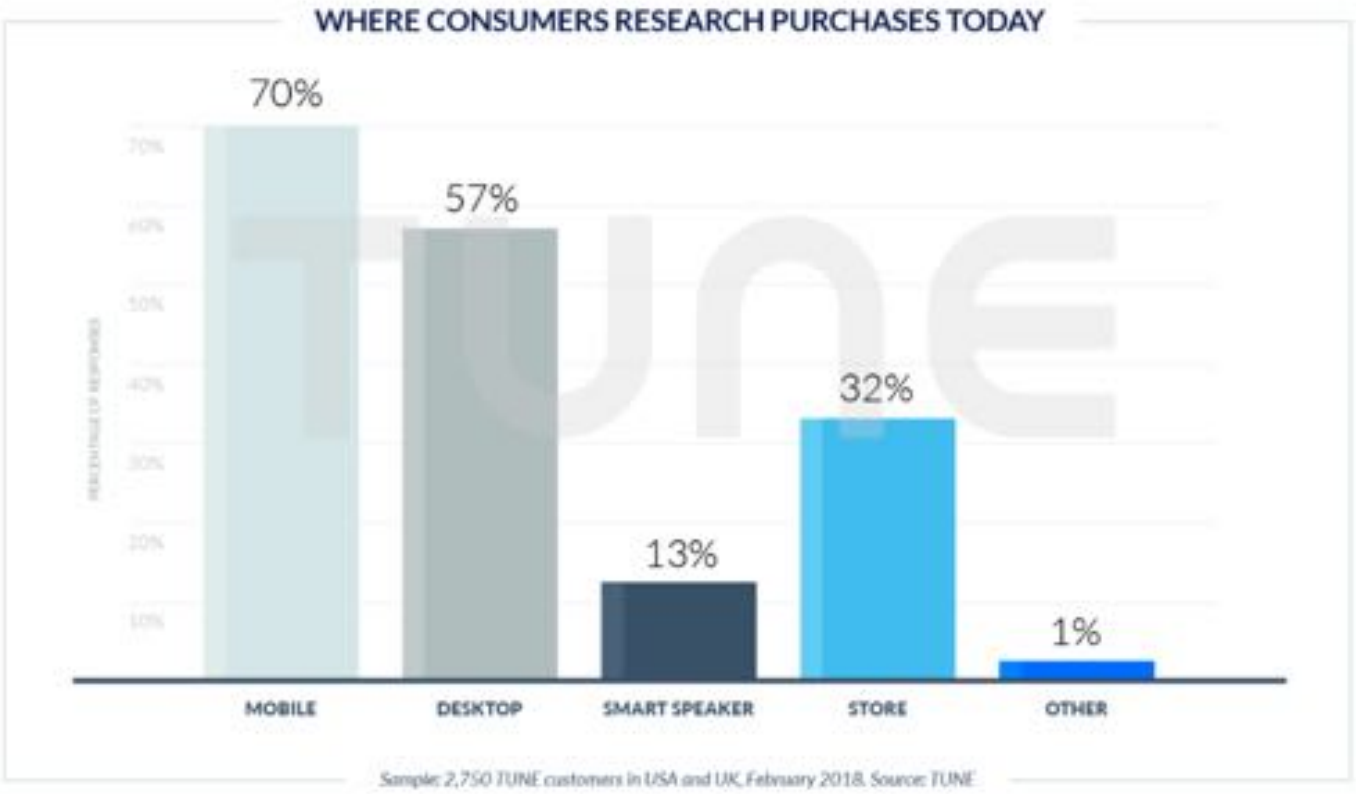
# Taps




Context not Channel = Mobile Best

TUNE

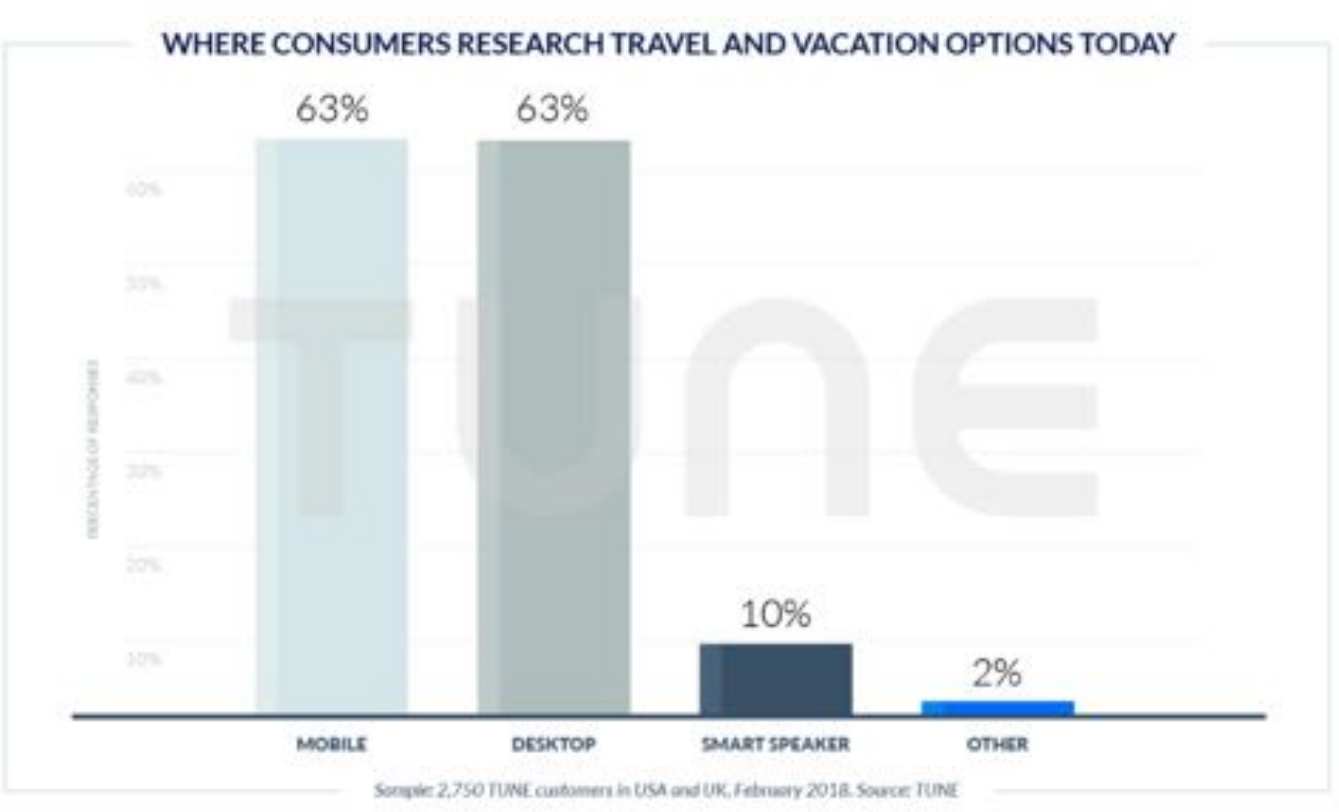
# Taps




Context not Channel = Mobile Best

TUNE

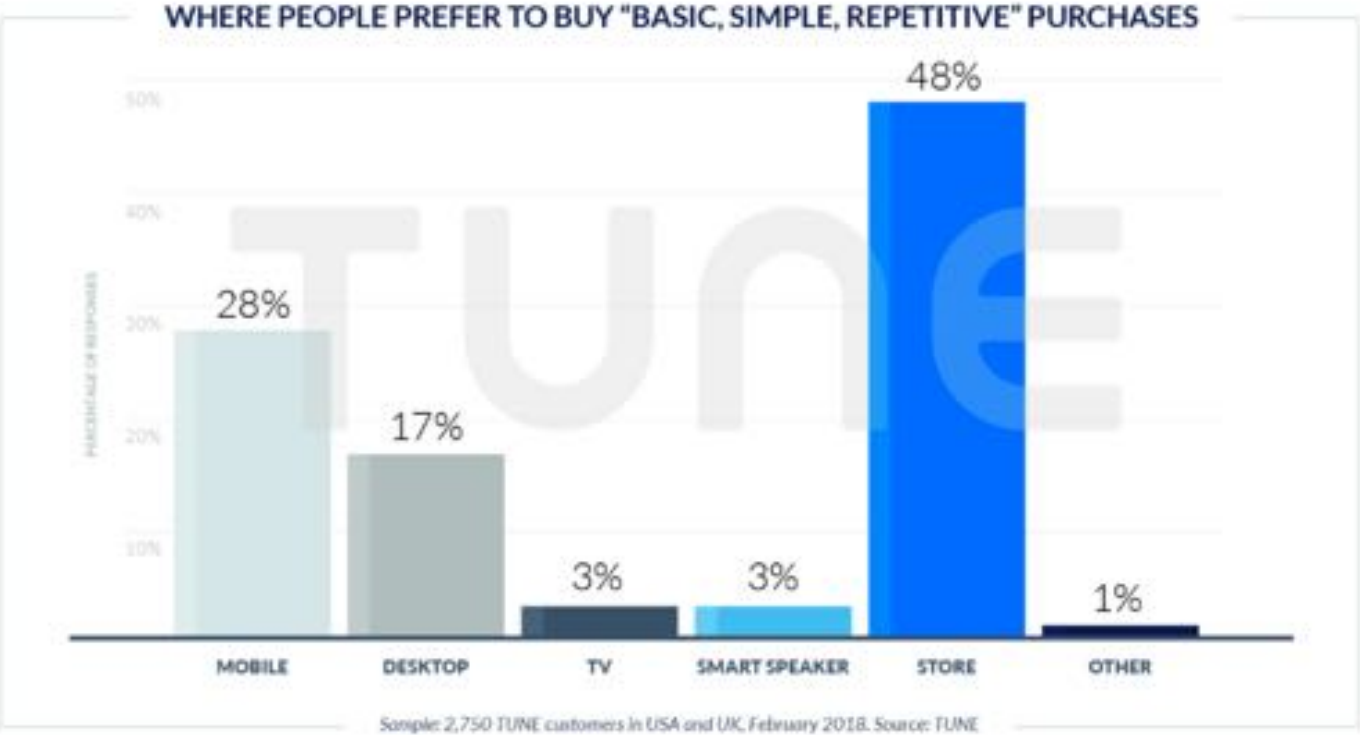
# Clicks




Context not channel = mobile best

TUNE

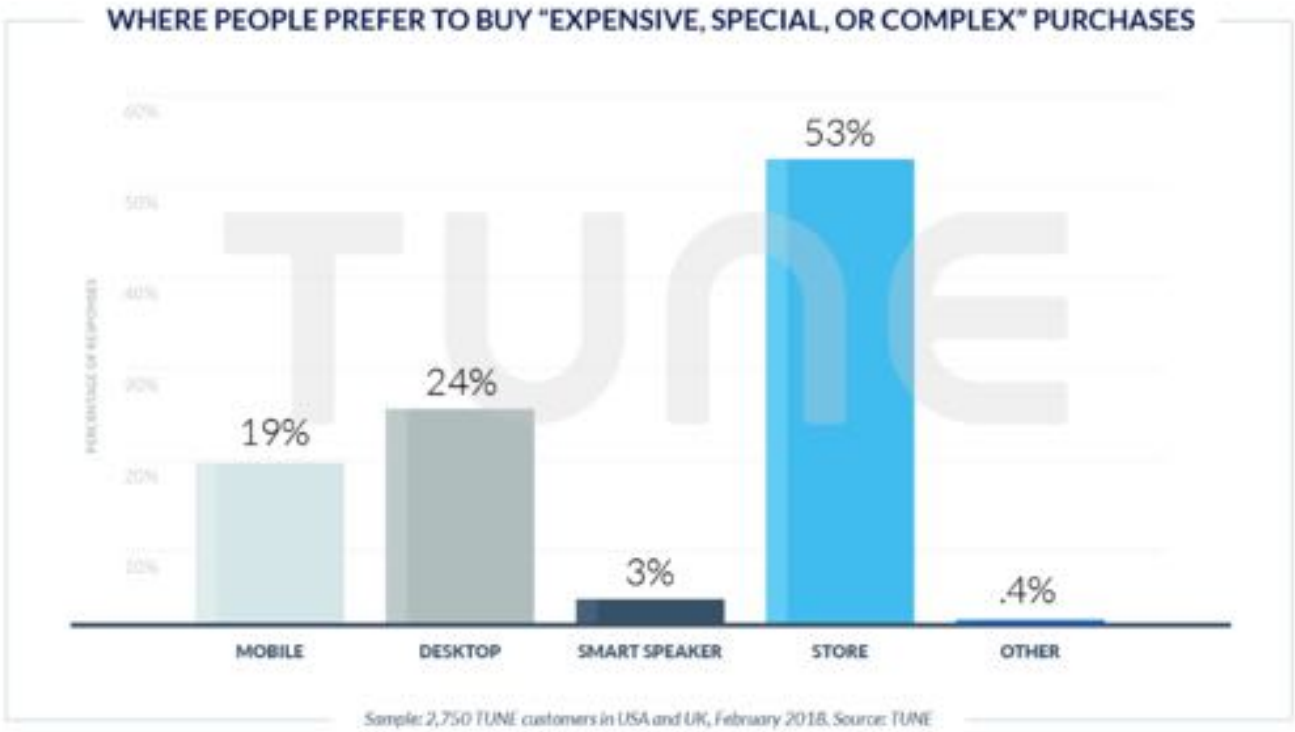
# Bricks



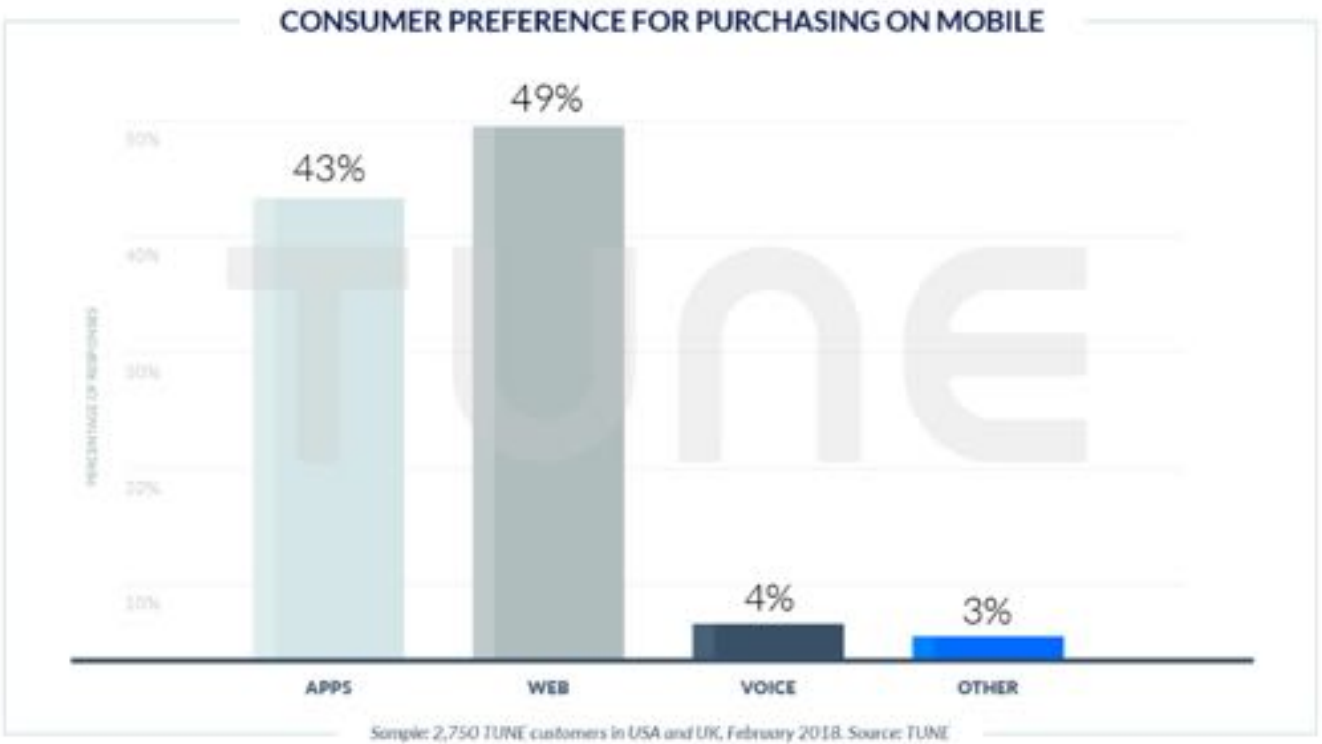

Context not channel = mobile best

TUNE

# Bricks




Context not channel = mobile best




Context not channel = mobile best



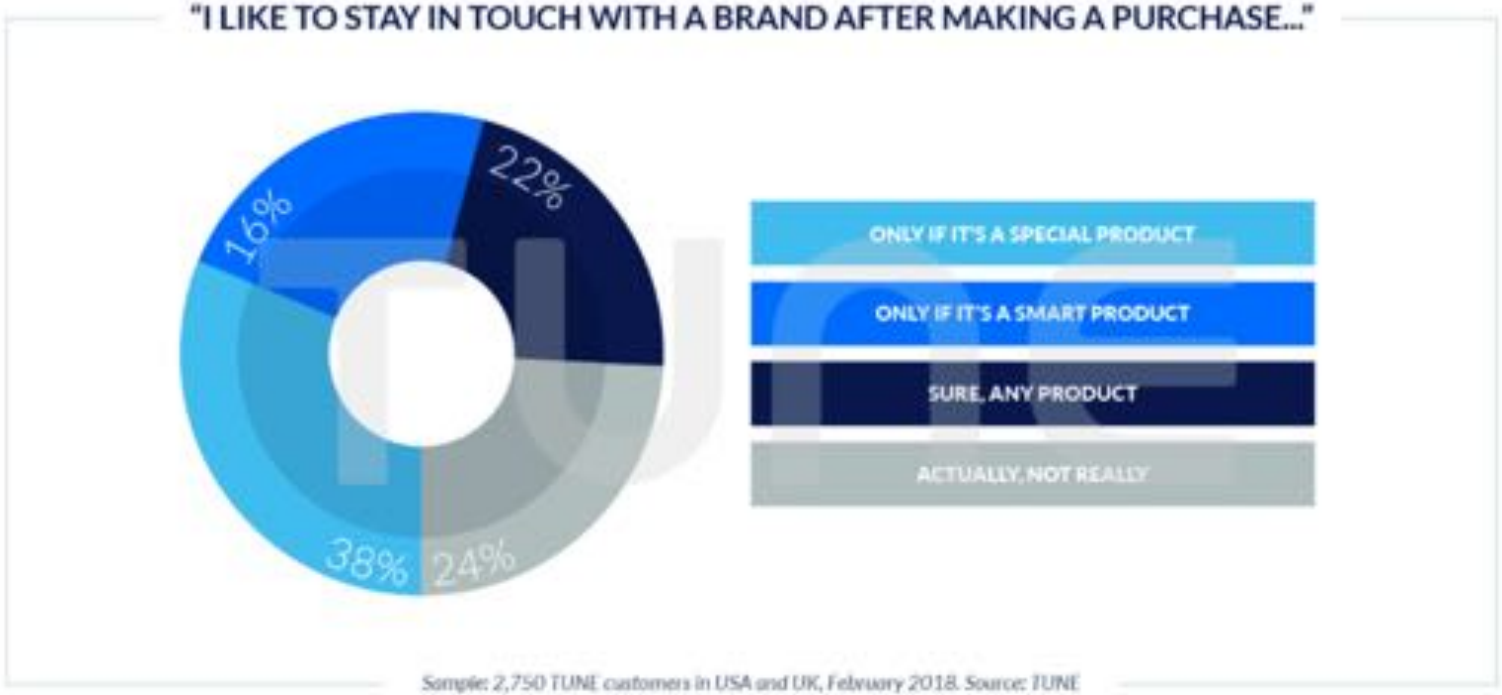

Context not Channel = Mobile Best

TUNE

## "I LIKE TO STAY IN TOUCH WITH A BRAND AFTER MAKING A PURCHASE..."




Sample: 2,750 TUNE customers in USA and UK, February 2018. Source: TUNE




Context not Channel = Mobile Best

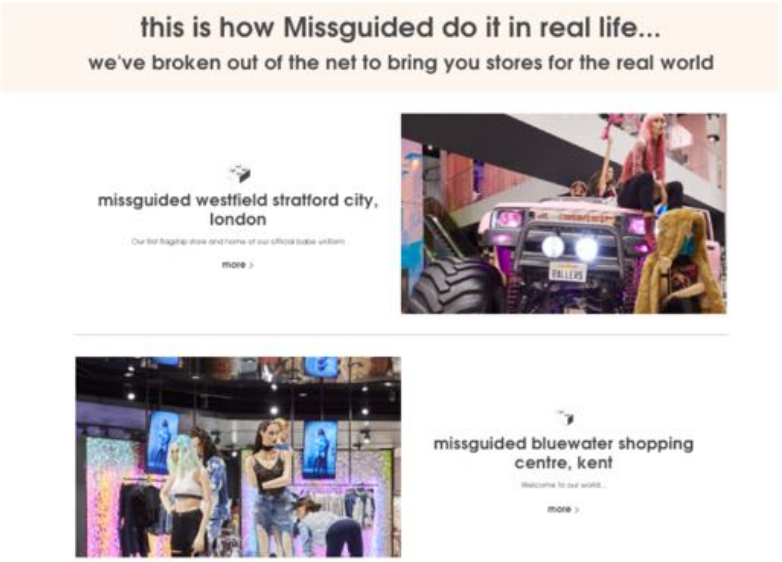
TUNE

# Reverse Migration: Silicon Valley, meet Main Street




High traffic to high street?

# and not just the Behemoths






# So what does this all mean - how can I be mobile best?

1, Recognise that Mobile is not just another channel

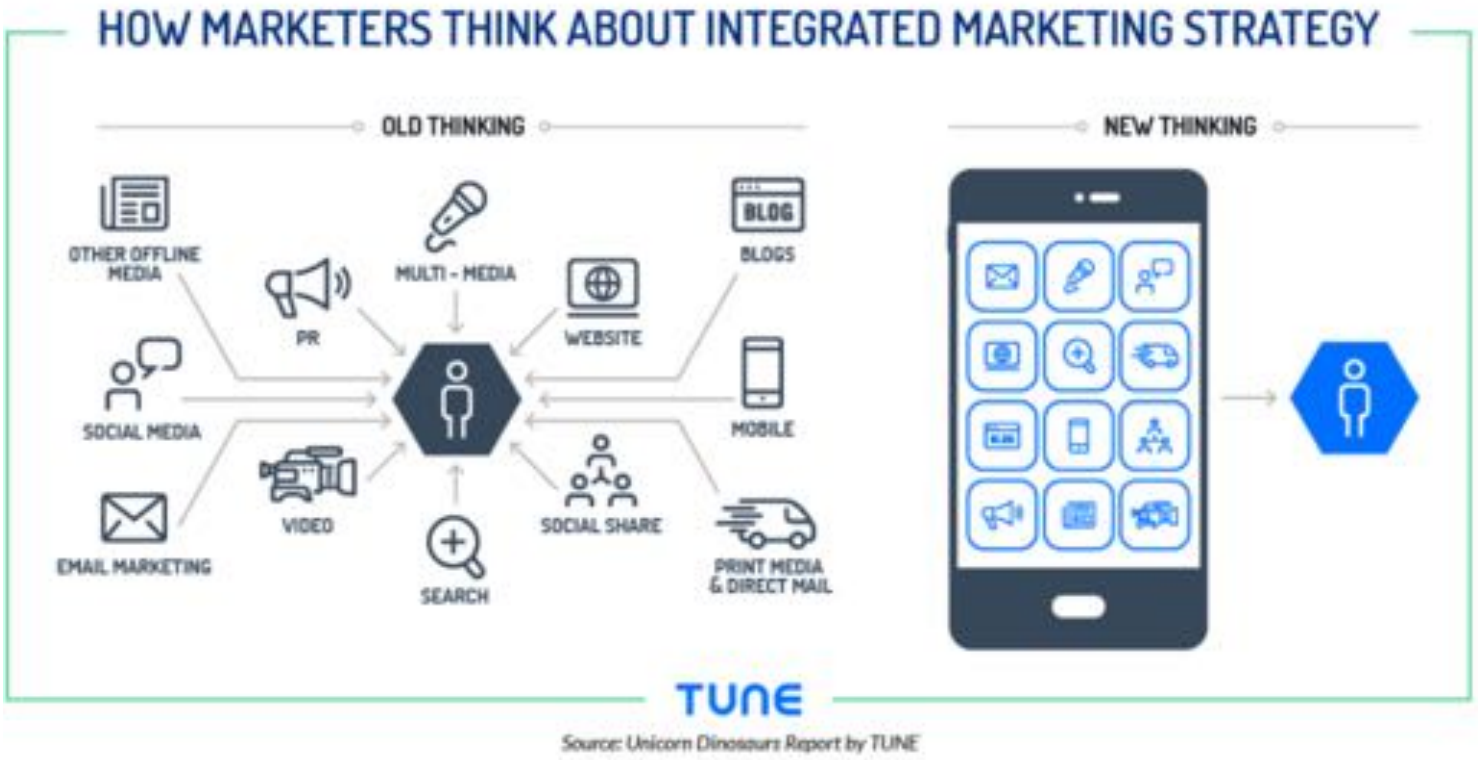
2, Understand your customers' journey & your conversion funnel

3, Measure the right things

4, Unify your data

5, Win the mobile moments

Recognise that Mobile is not just another channel




Source: Unicorn Dinosaurs Report by TUNE

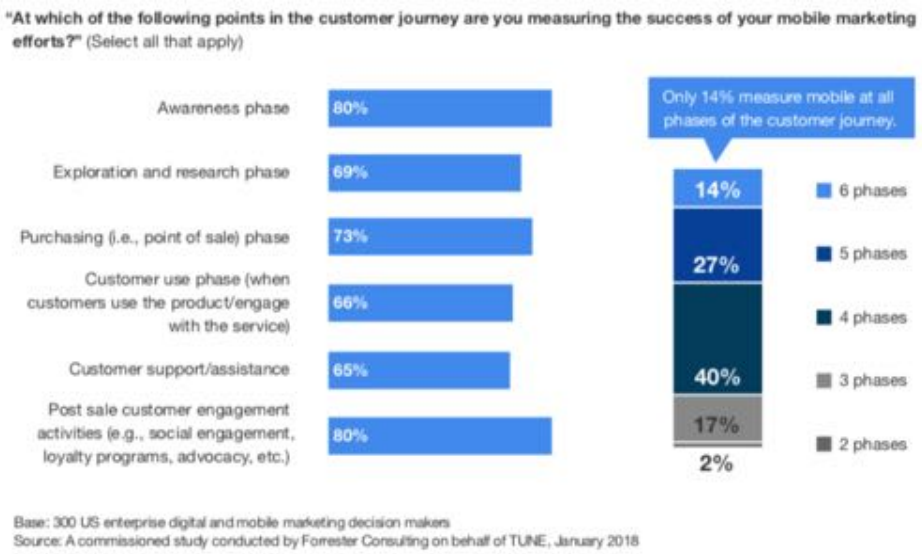
# Measure the right things



# Understand your customers' journey & your conversion funnel

## Forrester Study:

*Marketers measure mobile in the awareness phase, but not in the post-sale phase*



# WHAT DO THE 14% KNOW, THAT YOU DON'T?

*"Those that have the right solutions in place are more likely to increase the quality of acquisition, retention, and engagement as a result, benefiting the business as a whole."*

## TAKE ACTION

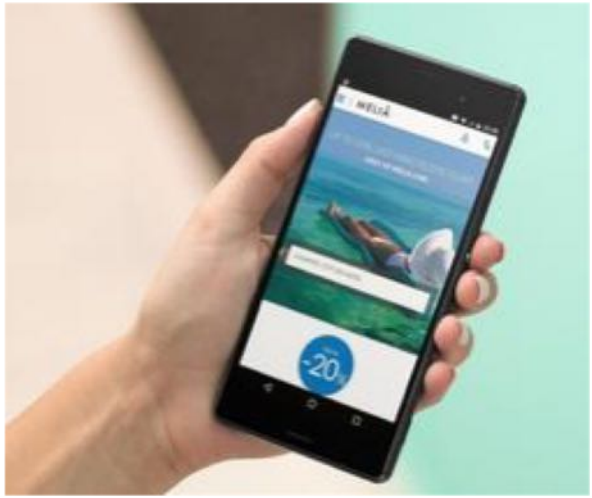
- Evaluate your measurement maturity
- Rely on metrics that matter
- Audit your data
- Embrace advanced measurement approaches

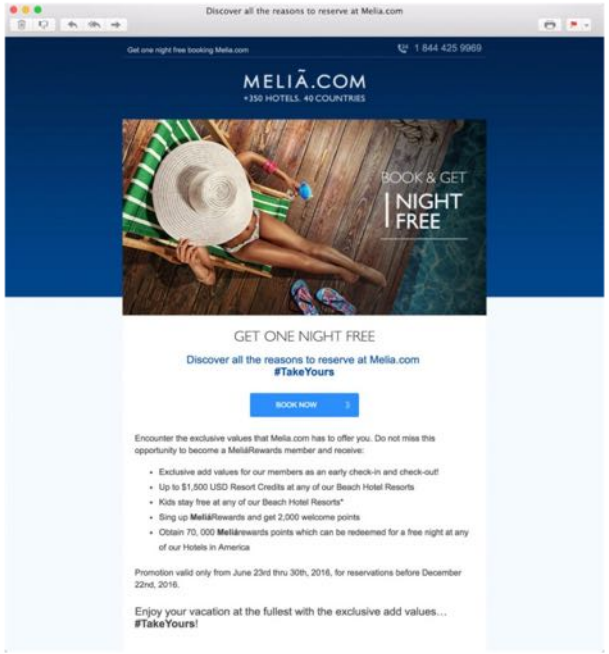
## BENEFIT

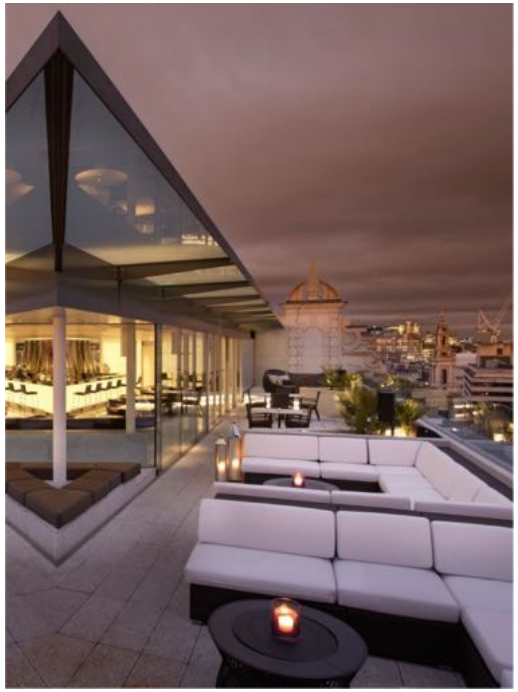
- Consistent measurement approach across each phase
- Target the right customers & foster loyalty
- Become more data savvy and determine what you can truly measure
- Calculate the value of mobile & solidify your case for more mobile investments.

*Companies using single unified solutions are more likely to see the greatest long-term benefits from mobile marketing measurement.*

# Unify your data





# Win the mobile moments - be Mobile Best



# We are trusted by marketers to become Mobile Best

