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Mobile Ubiquity

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MOBILE UBIQUITY

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September 2016

What Is Mobile?

- #1 device at home
- Mobile commerce growing faster than eCommerce and traditional retail
- Enables connected shopping experiences
- Connected device and IoT management layer
- Purveyor of on-demand and streaming content
- Educational tool
- Time management tool
- Communication mechanism
- My first screen
- But it is not a media channel

My Phone is My Remote Control of My Life



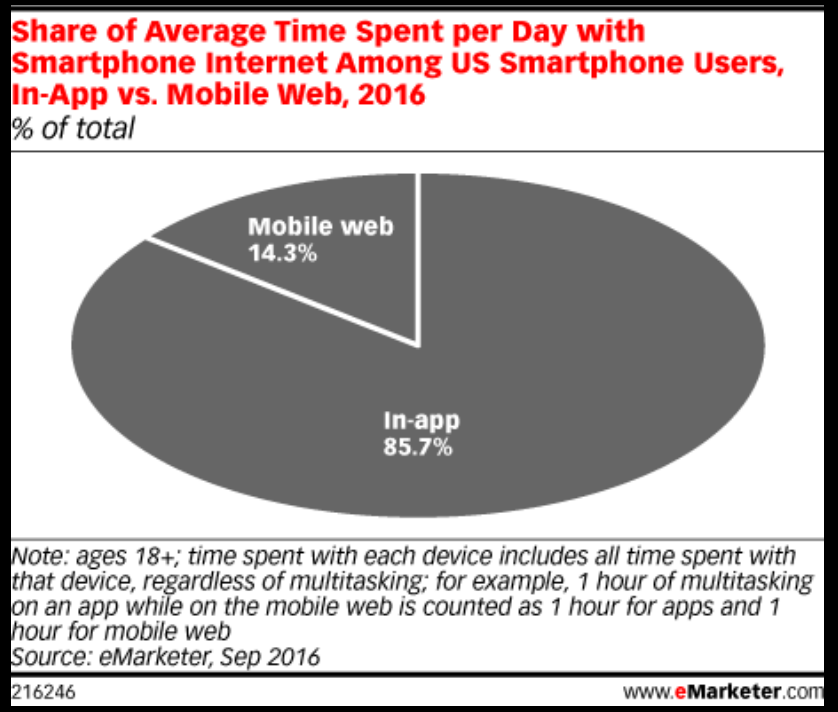




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In-App versus the Mobile Browser

- App usage is growing faster than the mobile web
- Driven by consumption of news and video, social, messaging, and productivity apps
- That's almost 2-hours a day in apps versus 20 minutes a day with device browser
- Faster, more utility, an immersive experience
- Social represents actually a small but growing percentage of this time



Yet, Apps Have Issues

- For connected experiences, getting the app on the screen of a new customer can be difficult
- According to a a recent AppBoy study, most apps lose 75% of new users by day 2 after download
- That climbs to almost 90% after 90-days
- Competing with 2MM other apps *(and growing)* makes it hard to be discovered
- Localytics in April 2016 conducted a study that showed 23% of app users gave up after just one use
- Keeping interest and engagement is hard work

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Mobile Web Sites Suck Too

Factors that Negatively Affect the Mobile Website Experience According to Young Adult* vs. Total Internet Users in Western Europe, April 2016**

% of respondents in each group

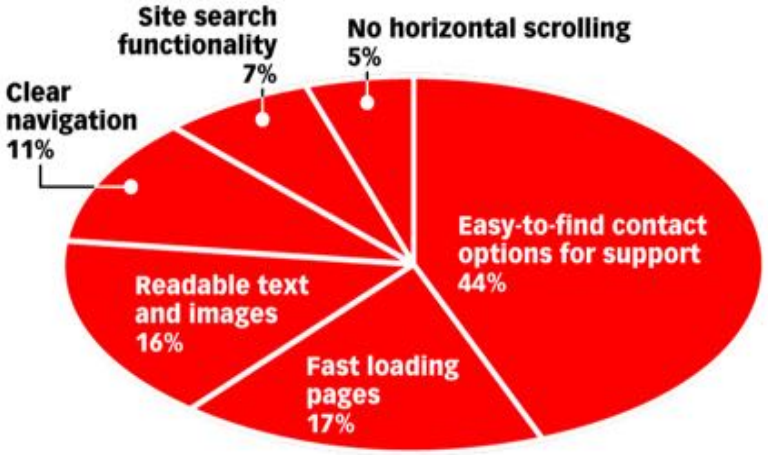
	Young adults*	Total
Too slow	50%	49%
Small screen	38%	45%
Poor navigation	50%	39%
Poor design/layout	46%	38%
Ads	43%	37%
Poor search function	41%	34%
Difficult checkout	25%	18%
Other	0%	1%

*Note: *ages 18-24; **France, Germany, Netherlands, Sweden and UK*
Source: Adobe Digital Index, "Europe Best of the Best 2015," May 11, 2016

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Most Important Attribute of a Company's Mobile Experience According to Mobile Users in Select Countries*, Feb 2016

% of respondents



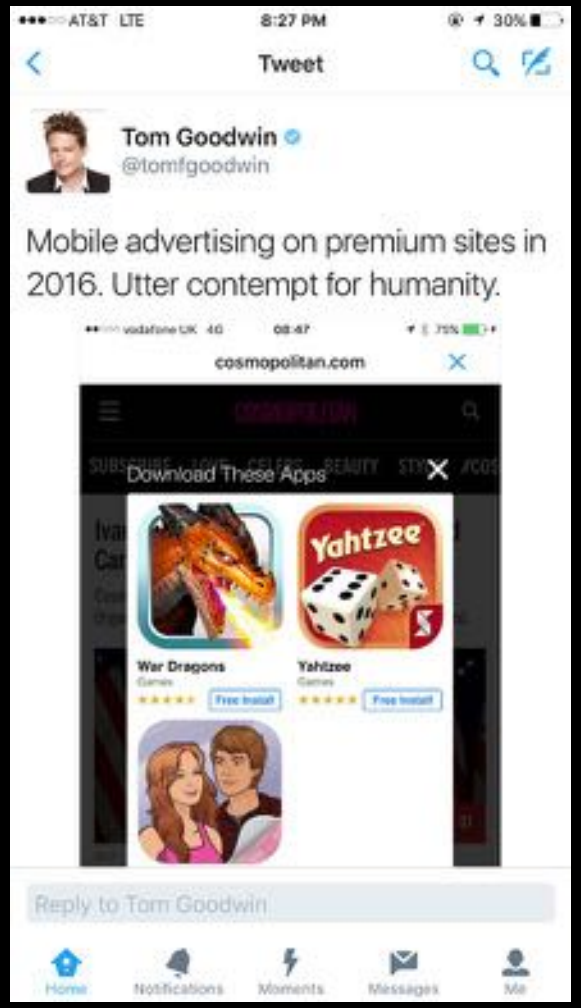
*Note: n=8,000 ages 21+ who have used a mobile device to communicate with a company; *Australia, France, Germany, India, New Zealand, the UK and the US*
Source: Vanson Bourne and LogMeIn, "Effective Mobile Engagement Report 2016," June 23, 2016

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Need To Re-Think Mobile advertising

- A desktop ad approach does not work
- Native is critical
- Programmatic is driving more ad dollars, but not optimizing the experience
- Just because you can, it doesn't mean you should



There Is A Better Way

- Simple equation
- Offer something of value
- Make it a relevant offer

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Monday, Sept. 26, 2016

Mobile Ads On Smartphones Still Seeking An Emotional Trigger



According to a new study from Nielsen, when it comes to mobile ads on the smartphone, marketers have an array of options that they can use to motivate consumers to take action. Each option is as unique as the individual consumer, and each provides marketers with many opportunities for engagement.

According to Nielsen's second-quarter 2016 Connected Device Report, 19% of Millennials, 17% of Generation X and 14% of Baby Boomers said that viewing an ad with a coupon or promotion is the top motivator when it comes to mobile advertising on smartphones. In comparison, Generation Z and the Greatest Generation are most motivated by an ad that is targeted to what they're searching for.

Reasons for Taking Action on a Mobile Ad on a Smartphone

	% Generation Agreeing				
Reason (An Ad That:)	*GenZ*	*Millennial*	*GenX*	*Boomers*	*Great Gen*
Has coupon/promotion	13%	19%	17%	14%	7%
Is within walking distance	1	2	1	1	0
Is within driving distance	4	3	2	3	1
Is with a familiar brand	14	8	7	4	3
Is targeted to my interest	16	8	9	11	10
Includes a phone number	2	3	2	1	2
I have seen on TV	4	4	3	2	1
No ad would motivate	45	52	60	65	76

Source: Nielsen, Mobile Connected Device Report, September 2016

The insights from Nielsen's Mobile Connected Device Report were gathered from general population sample 13+ years and with 8,444 respondents who own a tablet, smartphone or streaming-capable device.

While the assumption might be that people across all generations dislike mobile advertising, 42% of Generation Z and 44% of Millennial smartphone users are okay with advertising if the content they're engaging with is free and the ads don't affect their mobile data consumption. Equally as important, 32% of Generation Z and Millennials are more likely to click on an ad that doesn't take them outside of the application or redirect them to another website; convenience being the underlying theme, says the report.

With everything mobile, advertisers are still figuring out their engagement tactics, says the report. As marketers look to reach people on more personal levels, they hope at best, that their ads create enough of an emotional trigger to encourage a click, and end with a purchase.

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New IAB Ad Changes Coming

- Less intrusive ads
- Lighter ads *(including tracking)*
- Addresses use of data
- Coming down on autoplay
- Format sizes governed by aspect ratios
- First crack at standards for emerging formats like 360-video, AR/VR, emojis

Rising Star No More: IAB To Sunset Intrusive Ads

by **Sarah Sluis** *// Monday, September 26th, 2016 – 9:00 am*

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No more unwanted sound. Less autoplay. And say goodbye to expanding ads, Rising Stars, 300x250s and 728x90s.



Calmer Ads Ahead?

The IAB is tackling cross-screen advertising and intrusive formats in its first set of standard ad units released since 2012. The public can comment on the proposed new portfolio over the next two months.

"Technology and the user experience is changing, and we are reacting to the needs of the market [to make ads] cross-screen, holistic and adaptive," said Alanna Gombert, GM of the IAB Tech Lab.

Working groups have been mulling over these changes for the past two years. One target for the new guidelines is outstream video, which uses significant data. The IAB wants video to be user-initiated on mobile – unless the ad loads over a speedier Wi-Fi connection. Users must also be able to

Email Marketing Is Back

- Largely due to Smartphones, according to the the Deloitte Mobile Consumer Survey
- 3 in 4 Smartphones owners are heavy email users
- Nearly half of social, travel, and retail emails are opened on mobile devices
- For all the talk about the switch to messaging apps, email open rates are up and usage is growing
- Personalization: pull should build triggers for push notifications
- Responsive design to device

Summary

- Stop treating mobile like a media channel
- Mobile should enhance all aspects of your business
- Differentiate site and app with unique functionality
- Need an adaptive approach to email/CRM
- Be a utility, be useful, be fast, be simple, be responsive
- Optimize for a mobile vertical screen experience
- Make use of available data for interoperability between Apps/Web and functionality off the device
- Don’t over do it, think of the user experience first

Thank You

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