URBAN AIRSHIP

Your Mobile Value Proposition

Presenters



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The Current Disconnect




Advertising → Un-advertising
Interruption → Invitation
Broadcast → Precision targeting
Reach & Frequency → Moments that matter
One screen → Multi-screens
Paid media → Owned media
Brand controlled → Consumer controlled
Prime time → My time
Location is a place → Location is a profile
Transaction → Relationship

Mobile requires us, especially marketers, to be agile



mparticle

The challenges around data ownership

The importance of having the data

The value of having better data



Let’s Workshop!

Why is Mobile Data so Valuable?

They tend to be your most valuable customers

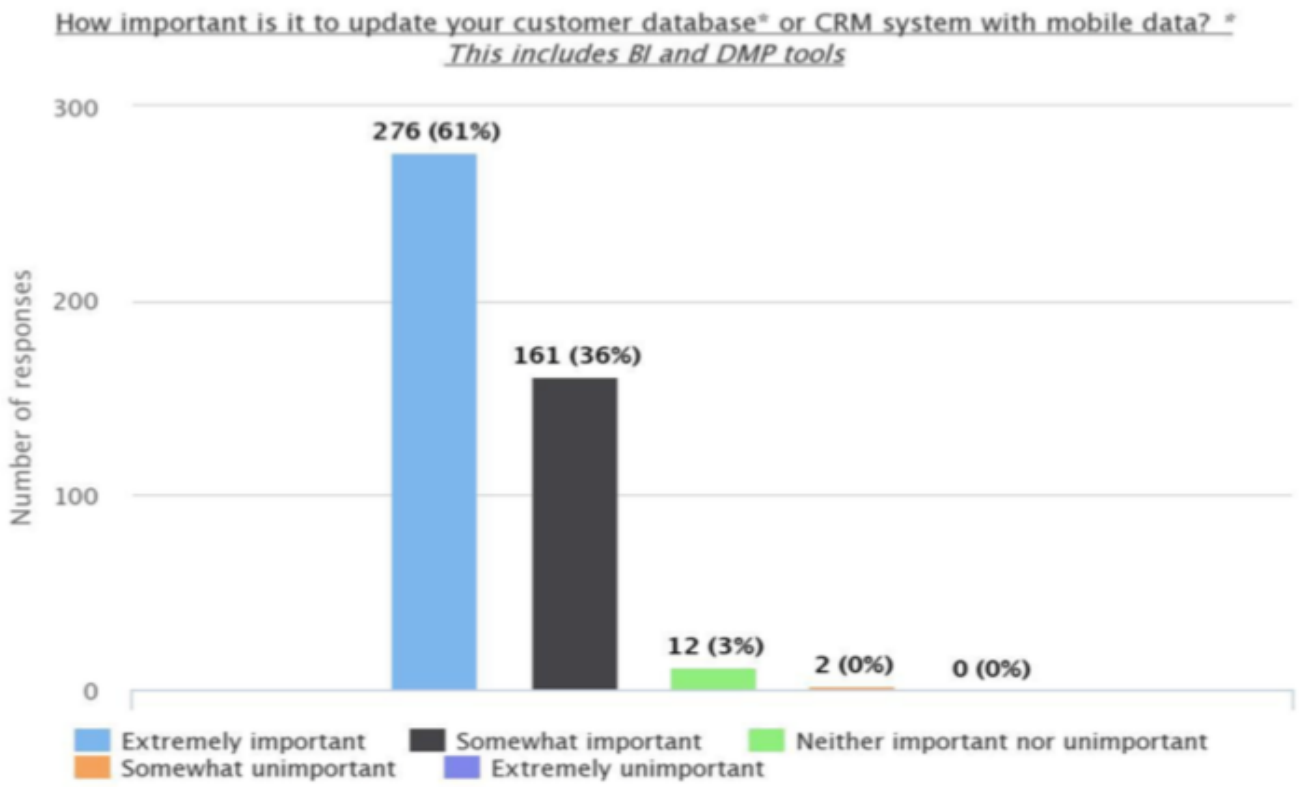
Location, location, location

Unique ability to message and communicate



How important is mobile data?

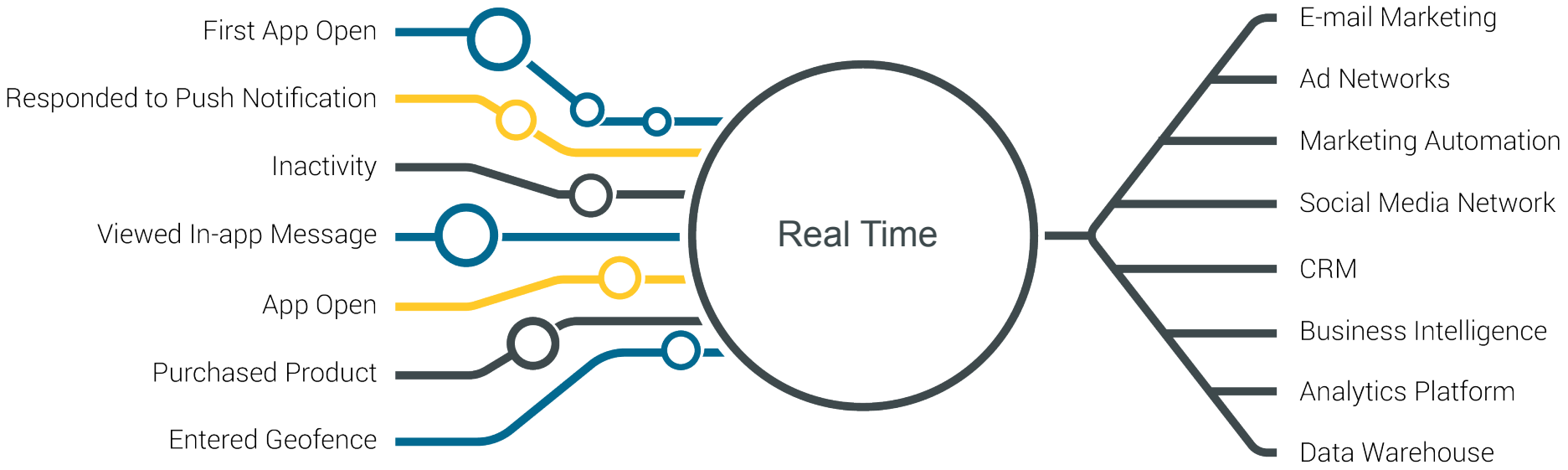
97 percent of marketers consider it to be either “somewhat” or “extremely” important to update their customer management systems with mobile data.



Follow analyitcs

Connect you mobile app data across your organization

User centric data enhancing your business systems





Workshop Goals:

- Identify unique individual mobile data to drive omni-channel marketing
- Learn ways to improve personalization to mobile customers
- Excitement about mobile data

Re-acquirer app users

Challenge: I want to target any app user who deleted the app with an email.



✓ App Delete

- Send an email when a user deletes the app
- Target with a survey
- Target in Facebook

Enhance my customer profile

Challenge: How can I enhance my customer profile with mobile app data?

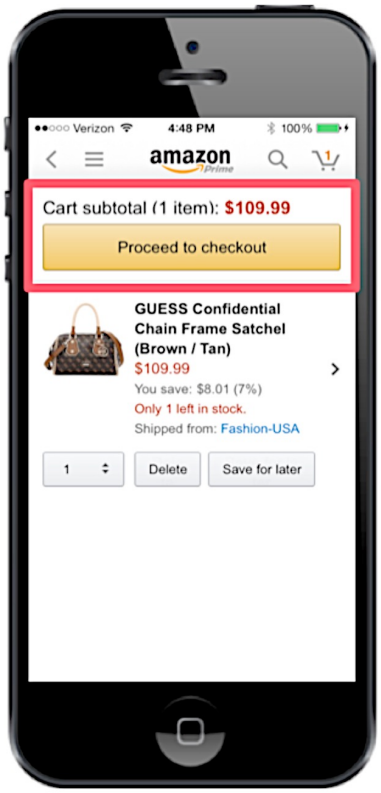
- ✓ Geo Location (home, work, enter store)
- ✓ Product view
- ✓ App open
- ✓ Push message read

Pass along individual data to enhance my customer profile and leverage in all my marketing channels.



Use case

Challenge: I want to trigger a message to my mobile user who left an item in their shopping cart. I need to make sure they haven't purchased in another channel.

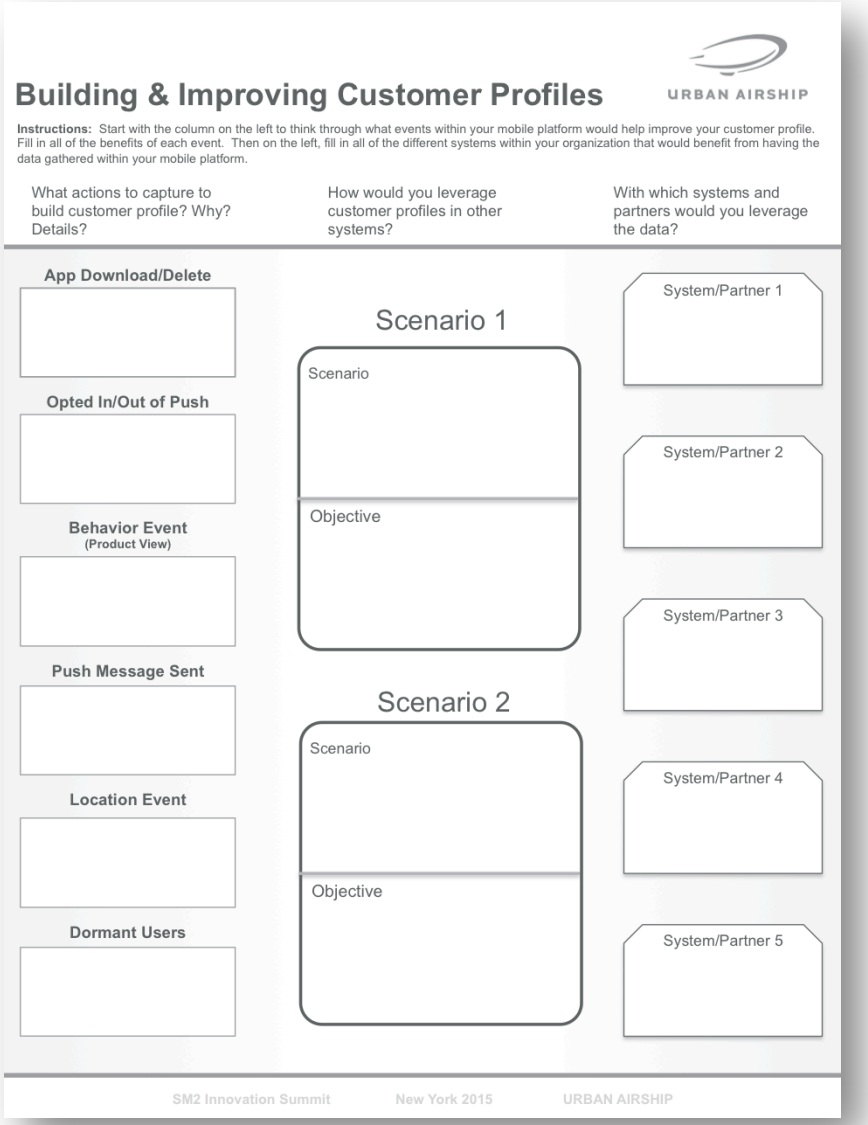


✓ Item left in cart

Send a push message or an email to trigger

Workshop Instructions

- Which of the events of the Left of the side would be useful to help build your customer profiles?
- For each event, how would you leverage that information?
- For each Integration Channel on the Right, what systems do you currently use?
- In the middle box – What do you wish you could do?
  - Connect what events and systems need to share data to allow that
  - What would be the possible outcomes?



20 minute Workshop



- 10 minutes work on your own use cases
- 10 minutes share with your desk and choose one to share with the larger group

Individual Work

00 09 00

Share Among Your Table

00 09 00



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