



ZenithOptimedia  
The ROI Agency

Performics

# MOVE ON UP

DRIVING ROI THROUGH SMARTER USE OF MOBILE





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# Introduction

In 2009 analysts were predicting one billion smartphone users globally by the year 2020. Those forecasts, and many that followed, wildly underestimated the pace at which the world would adopt smartphones. In fact, we passed the one billion mark in 2012, and at some point in 2015 we will pass two billion global smartphone users (Source: ZenithOptimedia).

As adoption grows, so too does usage and traffic driven by more apps, faster network speeds and better user experience. Gartner estimates that we will see 59% year-on-year growth in data traffic worldwide during 2015 and a 53% increase in data traffic next year.

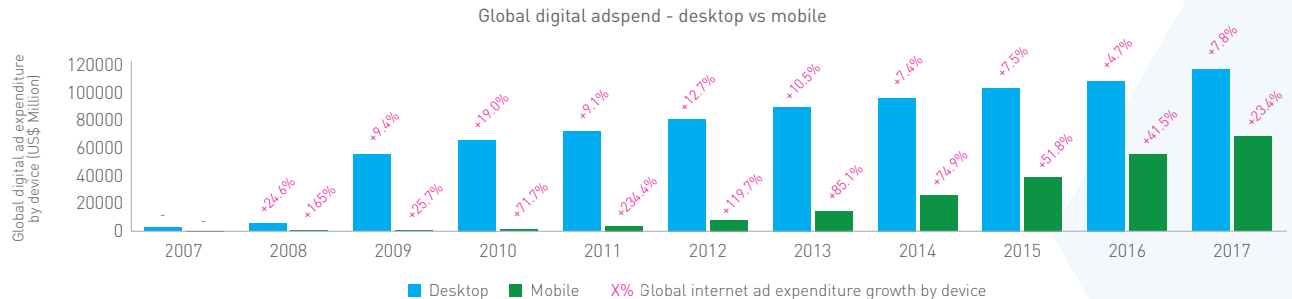
As we accelerate into the post-PC era, we are also seeing the rise of the mobile-only user. These are the increasing numbers of people who only access the internet via mobile. Facebook for example - which launched as a desktop website - now has a third of its audience accessing it only on mobile. This mobile-only audience trend has both geographic and demographic drivers. Geographic: driven by prohibitive costs for fixed line internet access in certain markets; demographic: driven by younger audiences coming online for the first time via mobile devices.

And, of course, as traffic and time shifts to mobile devices, advertising dollars follow suit. In fact, mobile will be the main driver of advertising spend growth globally, forecast to account for over half (51%) of all new spend between 2014 and 2017, growing at an average

of 38% each year (Source: ZenithOptimedia).

This rapid channel growth is disrupting business models even more than the PC revolution due to its increased distribution, faster product upgrade cycle and personalisation capabilities. As well as changing business models, mobile is radically changing how brands should approach end-to-end communication with prospects and customers.

ZenithOptimedia, and its performance marketing network Performics, have identified four key areas of focus that will help brands to better leverage the opportunities in mobile in 2015. The first is how you plan for mobile; second is how you optimise the experience for mobile; third is how you measure the effectiveness and fourth is how to use mobile to enhance offline experiences.



# Plan for mobility not mobile

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Our perspective is that mobility is more important than mobile when planning communications. We consider a 'mobile' approach limiting because it is device-centric, not user-centric. While mobile thinking focuses on the device, the mobility approach takes into account context which may change by time, location, environment or behaviour. We believe that this approach leads to more integrated and personalised experiences which ultimately drive better return on investment.

One of the key requirements of a mobility approach is that brands think about how to market to consumers in-the-moment, by creating experiences that cater to people's specific needs at specific times and locations. Savvy brands are striving to deliver hyper-relevant and personalised mobile experiences by leveraging data to (1) understand and (2) cater to people with pressing needs while on the go. And the result of this is improved results.

For brands to deliver in-the-moment communications, the key is contextually relevant, time-sensitive, personal communications with clear value, eg a location-based offer communicated to a person's phone, exactly when a person needs it.

For a mobility approach, brands must have a deep data-driven knowledge of their customers or prospects, understanding how and why they use mobile devices. This data insight may come in many forms, including panel-based measurement systems such as comScore, app tracking from the likes of Flurry or even search data from Google. Search data, specifically, can be a very good source of insight into customers' mobile intent and consequently can be used to determine their needs. Once needs are determined, brands can then satisfy the mobile need with a mobile experience or ad, whichever is more appropriate. To illustrate, if a consumer searches for your brand on a smartphone during store hours, you could provide a paid search ad that includes directions to the store or a click-to-call action. On the other hand, if the consumer

searches for your brand when your store is closed, you could promote your ecommerce experience. Beyond search, intent can also be determined from contextual data points such as time, device, geo, demographics, interests, behaviour and prior brand interaction

To illustrate, for a Performics client, our research found that about 50% of paid search clicks in the client's "immediate need" category were coming from mobile devices. So we tailored ad copy to the searchers' immediate needs. The ads were focused on driving phone calls (via paid search click-to-call) so that searchers could get immediate service in times of crisis. Through this strategy, the client was able to create hyper-relevant mobile experiences, improve usability and utility, thus creating a better value exchange with both its new and existing customers.

Personalisation via first- and third-party data is also key to creating relevant and compelling mobile experiences. To illustrate, Costa, a UK-based coffee company, tasked Performics with the unique challenge of launching a mobile social campaign that served highly personalised ad experiences at scale to both Costa Coffee Club members and coffee lovers alike. Using Costa's own Coffee Club database, Performics was able to identify the coffee of choice for many consumers. We segmented that database into two groups based on in-store sales: "Taste" centric consumers and "Trial" centric consumers. We then used this data in tandem with Facebook Custom Audiences and Twitter Tailored Audiences to create an intelligent, personal hyper-targeted communications strategy. Tactics included:

- Mobile-app-install campaign: Performics targeted current loyalty card customers by encouraging them to download a new mobile app. This would grow product advocates by reducing the barrier to enter the Coffee Club.
- Paid social campaign on Facebook and Twitter: To fully support the launch of the new coffee roast, Performics created pre-launch messaging targeting Coffee Club audience members who had already received email messaging regarding the new roast. We drove these customers to the flavour's microsite.

Hyper-personal messages powered by CRM integration drove over 13,000 app downloads from Facebook alone. Engagement rates from all matched segments of the Coffee Club were impressively strong, reaching more than double Costa's benchmark average. In all, the campaign delivered over 350,000 engagements and a sales penetration of 9%, three times higher than our target. The advanced level of segmentation of CRM data

was recognised by Facebook as integral to the campaign's success.

So, the mobility approach is key to unlocking the true potential of mobile branded communications. It requires smart use of first- and third-party data to unlock the insights that will drive the strategy and a consideration for the user not just the device.



# ● Optimise your assets for the mobile experience

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The mobile user is often on-the-go and time-poor. This means that they have very little patience for poor design experiences. While a desktop visitor to your site might wait five seconds for a page to load, the same visitor entering via a mobile device will wait less than half that time. This means it is critical for brands to optimise their assets for mobile experience.

An optimal on-site mobile user experience will vary based on consumer needs, business objectives, device interface, product nature and desired function and value exchange. However, all brands should keep some on-site considerations in mind, particularly around responsive design, information architecture, content strategy and conversion optimisation.

## Design

It's important to note that every business has different goals and strategies when it comes to mobile. We always recommend testing and making data-driven decisions around whether to employ responsive design vs. mobile-specific landing pages. But, responsive design is often best for user experience. Responsive design is an approach to web creation that uses flexible layouts, images and cascading style sheet media queries built on one-code base. It detects users' screen sizes and device orientations and changes the layout accordingly using the same content and the same URL.

Responsive design advantages, in terms of user experience, include:

- Adapts screen resolution for all devices
- Long-term flexibility
- Meets the needs of a wider audience
- Better for SEO on native site; keeps SEO site equity
- Allows future agility. Responsive design is best incorporated within a website redesign or new site creation.

Disadvantages of responsive design include extensive development time for existing pages or sites, high IT costs and heavy load times if not properly designed.



## Content

Create easy-to-read pages on smartphones with content that only scrolls up and down, not side-to-side. Also keep in mind that most mobile devices don't properly support Flash. In July 2014, Google started issuing warnings to users who click on search results that direct to Flash content if its algorithm had detected that Flash wasn't supported on the device. This means that, in essence, you will lose search clicks if your site is in Flash (as Google is warning the user not to go to your page). Advertisers should move high-impact website content to HTML5.

Also be sure to utilise viewports for usability. A viewport is a tag which communicates to the mobile browser the width and initial scale of a landing page. A meta viewport is needed for website pages that are accessed by multiple devices as it relays initial content zoom to the browser. Without a viewport, website content is often illegible when accessed from a mobile device. Additionally, avoid small fonts, and don't use multiple font types and sizes (which can appear messy on mobile devices).

## Link & Button Accessibility

When website content is accessed through a mobile browser, links and buttons become "tap targets" on a page. Tap targets can become tiny or cluttered, making page content (such as a search bar or navigation link) difficult for mobile users to engage with. Set the most-clicked tap targets at 48 CSS pixels. For best user experience, tap targets shouldn't have to be zoomed-in on to activate.

## Site Navigation

All pages except the search form should include a simple search box, with a link to advanced search options, to help users navigate your site. Global navigation should include links to the homepage, browsable lists, the search page and help. Product pages should include sorting options (eg new, lowest price, etc.). And your global footer should include links to the homepage, general company info and user assistance.

## Conversion

Start from the thank-you page and work backwards, identifying exit points and user hurdles and optimising the conversion path from all traffic sources. Fine-tune sign-up, registration, and checkout processes by streamlining forms and removing unnecessary exit points that impact your ROI. Reducing the number of steps to check-out is critical on mobile; think speed-to-conversion. Test, learn and repeat. Track metrics around user experience (eg bounce rates, time-on-site, site speed) and conversion (sales, sign-ups, leads, store locator interactions, coupon downloads, etc.) to inform optimisation.

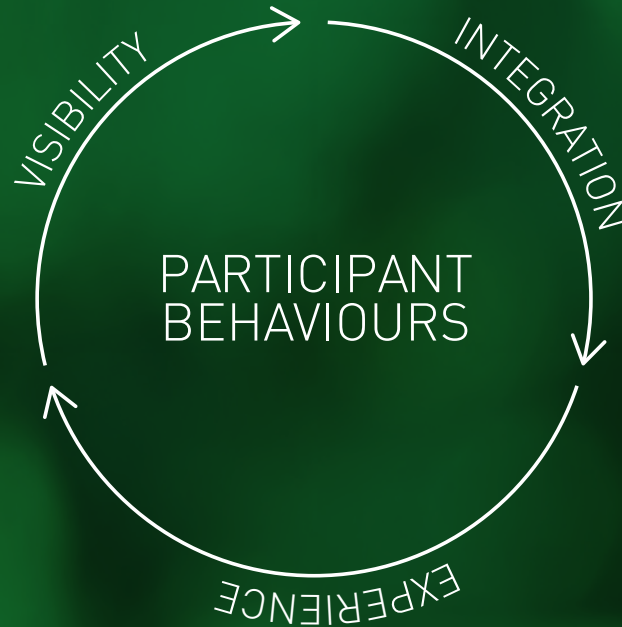
# Mobile Experience Optimisation

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Mobility Experience Optimisation (MEO) is a proprietary Performics process that quantifies your brand's missed revenue opportunities, assesses your brand's mobility health, and presents a prioritised action plan to maximise revenue and ensure participant satisfaction.

Do your brand's mobility offerings provide a seamless experience? Where do the participants' paths to purchase break down? After obtaining a deep understanding of your participants' needs and behaviours, our analysts score your brand's mobility programme for over 100 checkpoints across our mobility pillars with the consumers' needs in mind. The MEO Scorecard quantifies missed revenue and areas of improvement across your mobile ecosystem.

## Performics MEO





# Ensure you have the right tracking in place to optimise the experience

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Planning for mobility and asset optimisation will give brands a good basis for successful mobile interaction, but to effectively optimise the total mobile experience over time, brands need a clear mobile measurement approach to ensure optimisation decisions are made using the correct data. The reason we have to rethink measurement for the mobile space is that traditional measurement techniques for desktop relied on cookies which are less commonplace in mobile. There are three key reasons why cookies struggle in the mobile/cross-platform environment. The first is that people spend the vast majority of their time in apps which don't support cookies. The second is that even browser behaviour doesn't guarantee cookie tracking will work as certain browsers switch ad cookie tracking off by default. And the third is that cookies don't take into account multiple device usage for an individual.

Mobile tracking solutions tend to fall into two categories: deterministic and probabilistic.

Deterministic mobile measurement relies on user ID to identify the person no matter what device and is generally the preserve of the walled gardens (eg Google, Microsoft, Apple), where users are only tracked when (1) they've agreed to be tracked via the ecosystem's terms of service and (2) they're signed in. To use Google, users must now agree to be tracked across all Google properties (search, YouTube, Google+ on laptops, phones and tablets) when signed-in.

The growth of the 'walled garden' ecosystem is driving new opportunities to track signed-in users across properties, devices, browsers and locations. For instance, Google has released Estimated Total Conversions, which provides a cross-device view of all conversions driven via Google paid search (including those that take multiple devices to complete). Conversions are estimated using aggregate data from people who have logged in to Google. This is one of the many efforts to reduce the amount of lost attribution (across devices) caused by cookie-based tracking systems. Estimated Total Conversions aids in collecting and analysing all cross-device consumer data - in real-time - uncovering assist values. For instance, many people use mobile devices for research, but buy later on desktop (eg a morning commuter may click on an ad on their smartphone, but ultimately purchase

later in the day on their work computer). Estimated Total Conversions uncovers this behaviour, helping you better visualise the true impact of mobile search across multiple devices, informing budget optimisation. For one Performics client, we used Estimated Total Conversions to find that smartphones were assisting 25% of desktop sales.

Alongside deterministic measurement is the probabilistic approach. Companies such as Iris Mobile are linking together the fragmented mobile user experience - across apps, email, messaging and browsers - by identifying users and connecting phone numbers, email, device ID and mobile cookies. These forms of tracking can traverse ecosystems but tend to be less accurate than deterministic solutions and are still in relative infancy.



# Integration with real world activity

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For many brands the impact of their mobile communication is not felt on mobile devices but in the real world, driving physical traffic, interaction, leads and sales. Increasingly then brands will need to think about how mobile activity is integrated with other real world points of connection.

At a most basic level, brands can use paid media on mobile to drive shoppers to the store. Partners such as comScore can then match transaction data from a brand's in-store credit card purchasers to identify the offline lift from search, social or display advertising. Performics used this strategy for a multi-channel retailer client to demonstrate that paid search influenced \$12 in offline sales for every \$1 spent by buyers online. As a result of this research, the retailer invested 176% more year-over-year in paid search during the holiday period, which helped generate a 98% year-over-year increase in offline sales.

Once in store, mobile can be used to drive dwell time and sales. Retailers are now deploying beacons such as those on offer from Estimote to provide customers with product information and deals - to their mobile devices - while they're in stores. Not only does this approach add value to the store experience it is also likely to reduce 'showrooming' - the practice of going in a store to review a product then going online to purchase it, often from a different retailer.

Finally, mobile can be used to link digital content to a physical product: released once initiated by the user. As people become more accustomed to using a mobile phone to activate physical products like this it will create a new layer of opportunity for product manufacturers to add value. Product assembly guides, tailored product related content and product maintenance information are all value adds being explored by manufacturers.





# Conclusion

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The relationship we have with our mobile devices has become deeply personal and ubiquitous at the same time. We use the mobile device for a multitude of purposes including entertainment, communication, creativity and utility. And we expect that whatever we are doing, whatever device we are on, the mobile interaction will be frictionless and seamlessly connected. Mobile data will be everywhere, sometimes fragmented but always personal and revealing. In this undeniably mobile world, it is a marketing imperative to get the mobile experience right. From how we plan, to how we develop assets, to how we measure and finally how we integrate with the real world. These are the mobile ingredients for success.





ZenithOptimedia is a leading global media services network with over 7,400 people working in 262 offices across 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, Aviva, Bacardi Martini, Clarins, Kering, Lactalis, L'Oréal, LVMH, Nestlé, Oracle, Reckitt Benckiser, Richemont Groupe, SCA, Sanofi, Toyota and 20th Century Fox.

[www.zenithoptimedia.com](http://www.zenithoptimedia.com)

## Performics

Performics is a global performance marketing agency for the world's most respected brands. The agency activates data to motivate participation, drive performance and optimise for action across paid, earned and owned digital channels. Founded in 1998 and headquartered in Chicago, the Performics network is active across 34 countries. Performics is a ZenithOptimedia company and the performance marketing specialist within Publicis Groupe. Our key clients include Aviva, Bacardi Martini, H&M, HP, Kohl's, L'Oréal, MoneyGram, Nestlé, Oracle, RBS, Reckitt Benckiser, SCA, Staples and Toyota.

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