

# Mobile Path to Purchase

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## UK Landscape



58%

OF TODAY'S UK CONSUMERS  
OWN A SMARTPHONE.



SMARTPHONE OWNERSHIP  
IS FORECAST TO GROW TO

81%

BY 2016.



BY 2020, WE ESTIMATE

100%

OF UK CONSUMERS TO OWN  
A SMARTPHONE.

## UK Mobile Landscape

**100%** of UK consumers will own a  
smartphone in the next **6 years**

Mobile will become the  
**new storefront**, in every hand, anytime,  
anywhere

Influence of mobile will have  
significantly change the UK retail  
landscape



## UK Mobile Trends

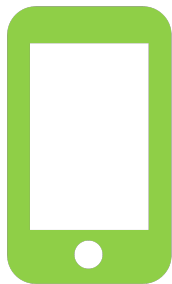
**87%** Search for local information

**73%** Research products

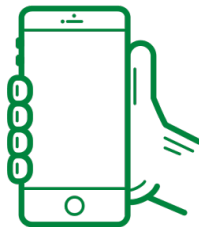
**39%** Have made a purchase



## UK Mobile Behaviours



Short, frequent and  
repetitive use



An extension of the self  
***'Intelligently on'***



Dominates  
downtime



Drives  
Purchase

## ASDA Path to Purchase

## ASDA Path to Purchase

**2nd**

...most considered  
retail brand on mobile

**1 in 4**

...consumers using  
their mobile consider  
a purchase with ASDA

**Retail  
Decisions**

...leverage mobile  
heavily, mostly for  
initial search

**Proximity &  
Convenience**

...key to driving  
conversions

## ASDA Path to Purchase

Demographics



Clothing



Research Tool



Pre Shop



## ASDA Path to Purchase

At home usage



Reward and Discovery



Influence



Speed





**mobile** will touch over  
**40%** of all GHS orders  
by the end of 2014



Revenue taken on **mobile** will  
surpass **£410<sub>m</sub>**  
on GHS by the end of 2014



**mobile** active customers have  
a higher order frequency and  
a higher average monthly spend



over  
**50%** of all traffic is now  
on a mobile or tablet  
device on GHS



**mobile** revenue YOY growth is  
**120%** across direct  
and George

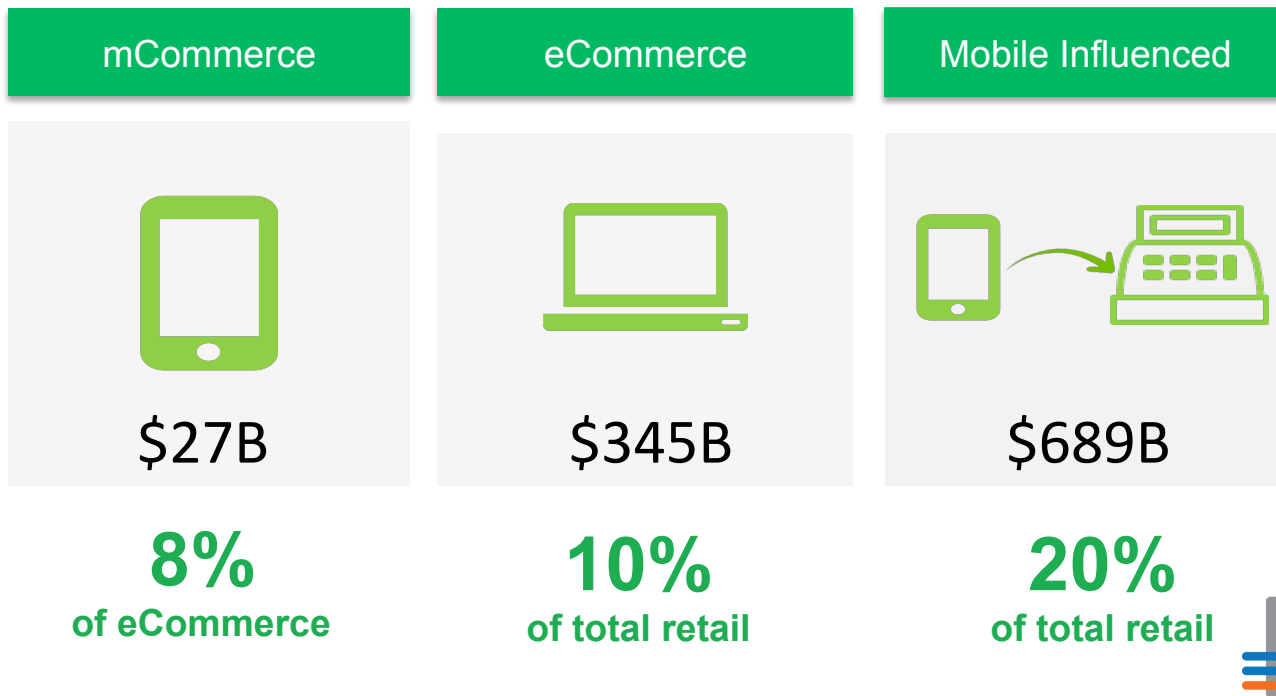


ASDA's customers base over indexes  
in terms of **smartphone**  
adoption and usage



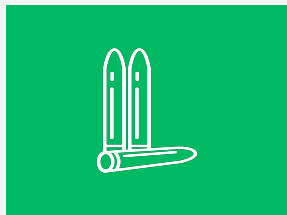
# Strategic Approach

## The Opportunity



# The Opportunity

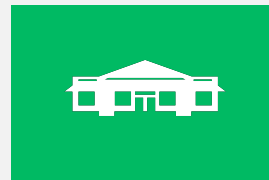
No Silver Bullet



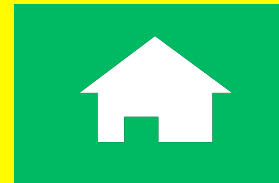
Awareness



In-store Behaviour



Pre & Post Shop



# Strategic Principles

1. Follow the consumer

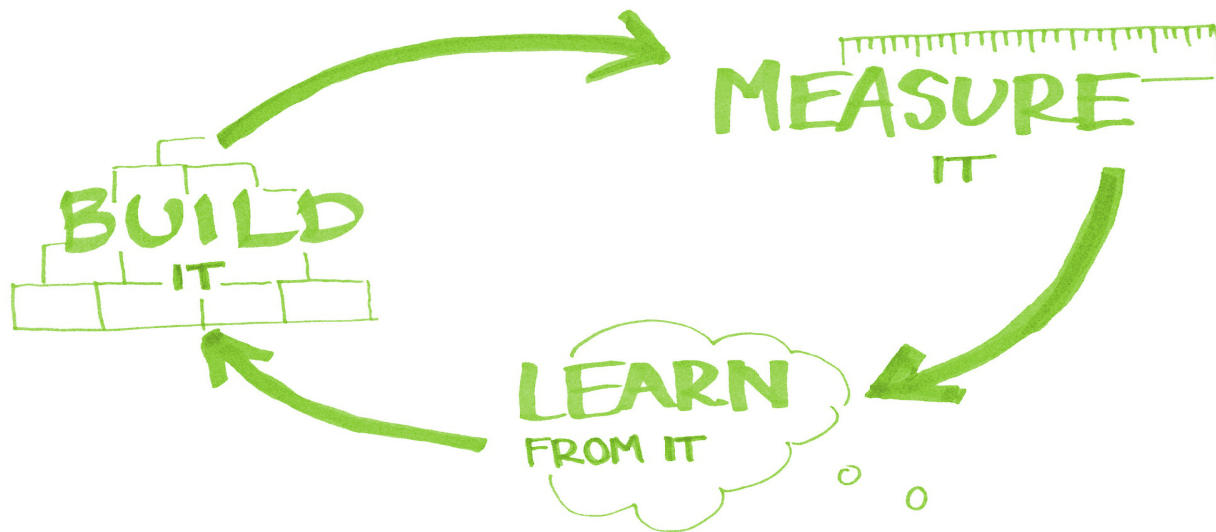
2. Meet their expectations

3. Demonstrate Relevance

4. Exploit Functionality



## Approach



## Key Enablers



Data

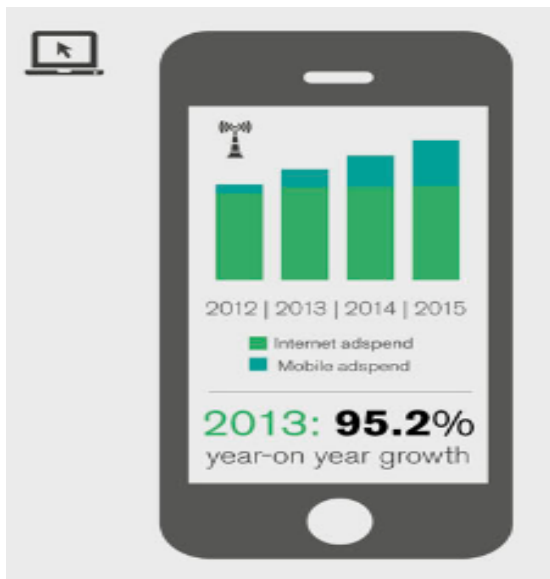
Data Unchained – reducing fragmentation





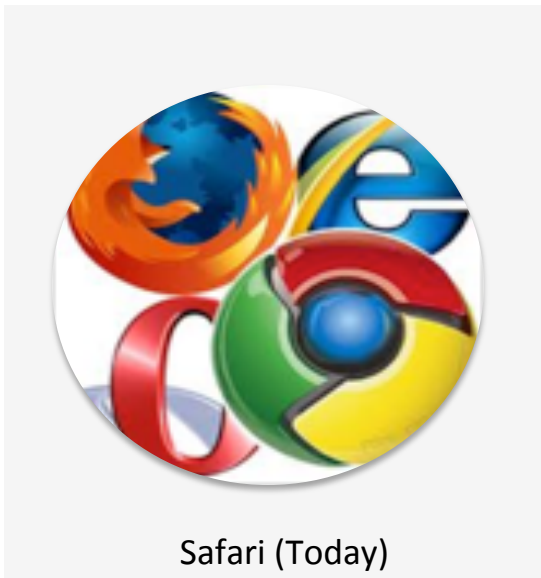
## OPPORTUNITY

Mobile ad spend is doubling  
YoY  
(Advertising Asscoation)



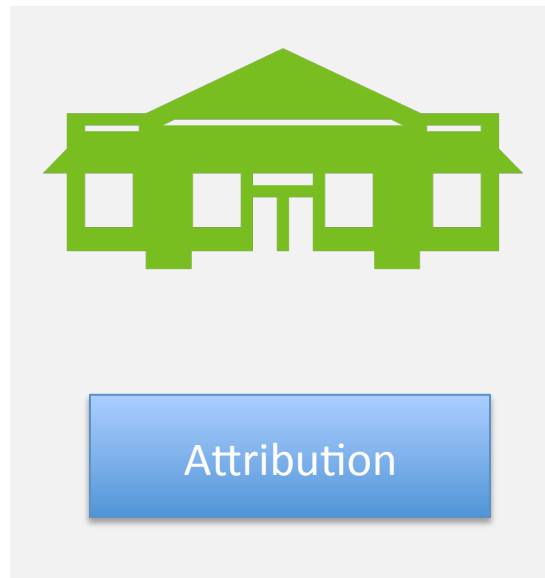
## UNIVERSAL CHALLENGE

Browsers disabling, or  
threatening to disable 3<sup>rd</sup> party  
cookies



## ASDA CHALLENGE

Proving the impact on store  
footfall and sales



# Planning Framework

At Home



On the Move



In-store



2014

At Home



## Search



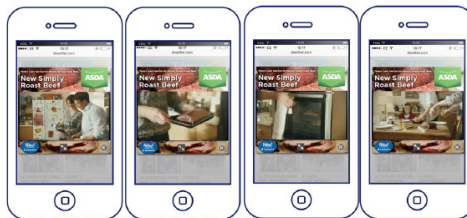
CASE STUDY

### George at Asda: Mobile Conversions Outperform Desktop for the First Time

- Used Mobile modifiers at key times of day
- 52% clicks came from mobile
- 58% Conversions from mobile

**Mobile modifiers for BTS campaign as TV ad aired**

## Display



- Mobile video auto-play interstitial
- **19%** viewed in full vs 10% norm

## Email

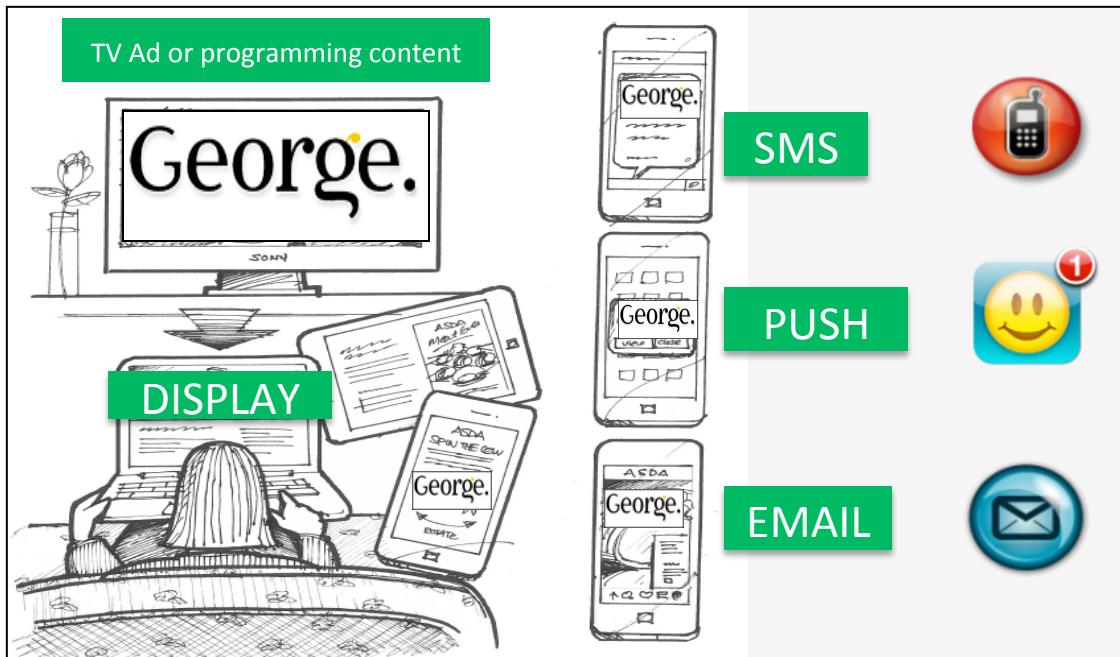
- **40%** of email opens on a mobile device (+37%)
  - CTR **+30%**
- Interaction pre and post work

2015

At Home



Synched media to tackle quad screening and drive instant demand

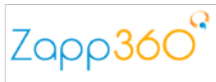
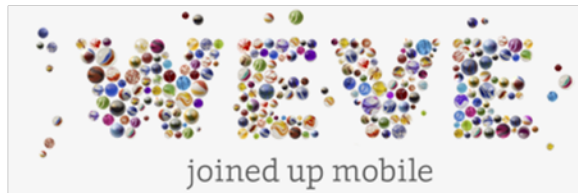


2014

On the Move



## Media Trials



2.5% CTR via Zapp360

## Commuter Titles



+73% engagement vs average

## Store Visitation Lift (Trial)



**1<sup>st</sup>** Grocer to take part  
Visit conversion rate of 2.6%  
67% lift in store visit vs control



2015

On the Move



## Connected Media Opportunities



Unlock additional content

## mCRM Platform

Investment in proprietary technology to maximise our opportunity with our 10m mobile opt-in customers

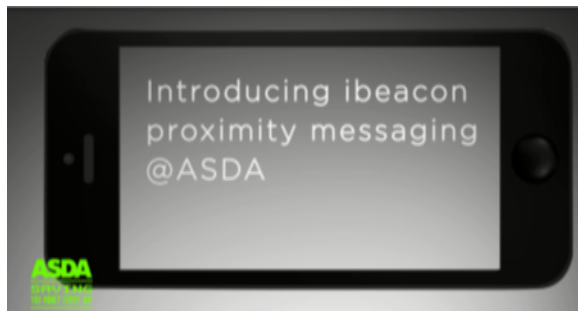


2014

In-store



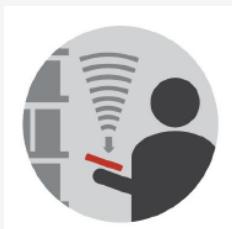
## iBeacon Trials



## Retailtainment



## Interior Location Trials



**+5%** more traffic to targeted dept

Dwell time increased by **+15%**

**58%** CTR on messaging served



**Principles:** Directional, dwell time, increased basket and entertainment

2015

In-store



Scan and Go



In-store Navigation



Online to in-store measurement



Wi-fi



## FINAL THOUGHT



The Customer will continue to lead and direct what we do...