WARC

MMA
MOBILE MARKETING ASSOCIATION

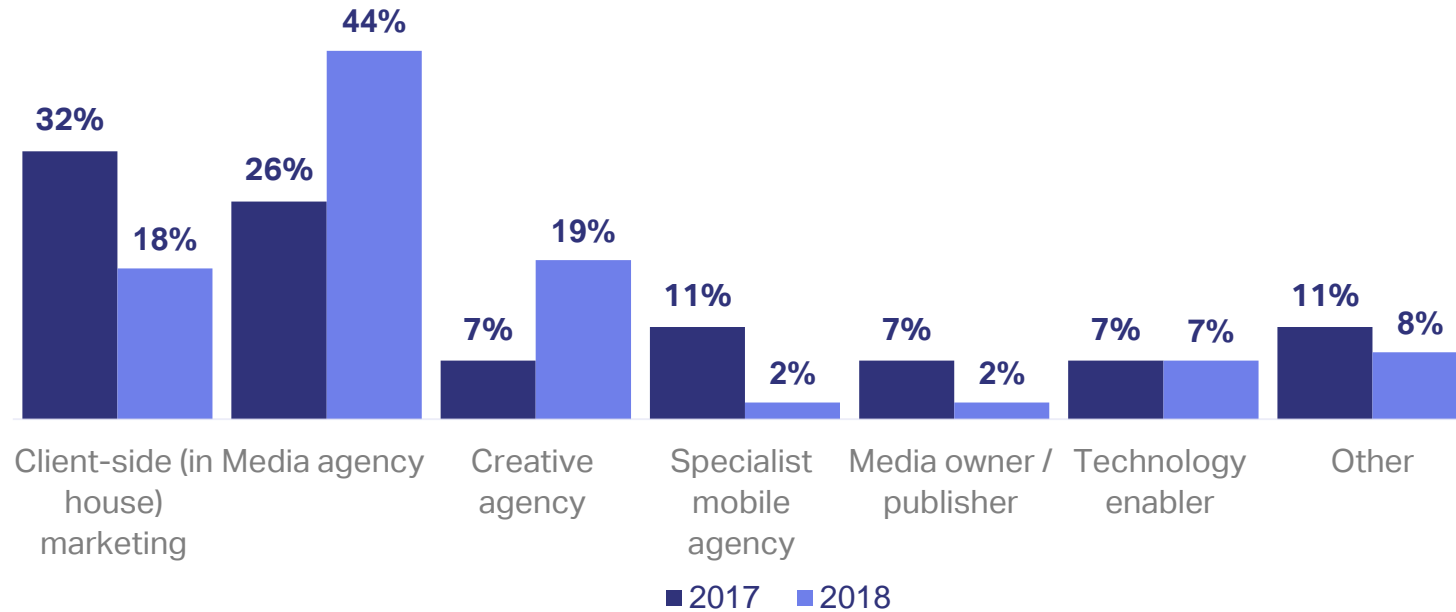# The State of The Industry: Mobile Marketing in Turkey 2018

Chapter 1

Demographics

Respondent company types

WARC

MMA TÜRKIYE

2017 values: Client-side (in house) marketing 32%, Media agency 26%, Creative agency 7%, Specialist mobile agency 11%, Media owner / publisher 7%, Technology enabler 7%, Other 11%

2018 values: Client-side (in house) marketing 18%, Media agency 44%, Creative agency 19%, Specialist mobile agency 2%, Media owner / publisher 2%, Technology enabler 7%, Other 8%

Categories: Client-side (in house) marketing · Media agency · Creative agency · Specialist mobile agency · Media owner / publisher · Technology enabler · Other

■ 2017 ■ 2018

All respondents

Q: *What type of company do you work for? 2017 n=93, 2018 n=100*

Commentary

- 18% of respondents are brand-side marketers, working in-house.

- 65% came from agencies, and the remainder from technology vendors, consultants and media owners.
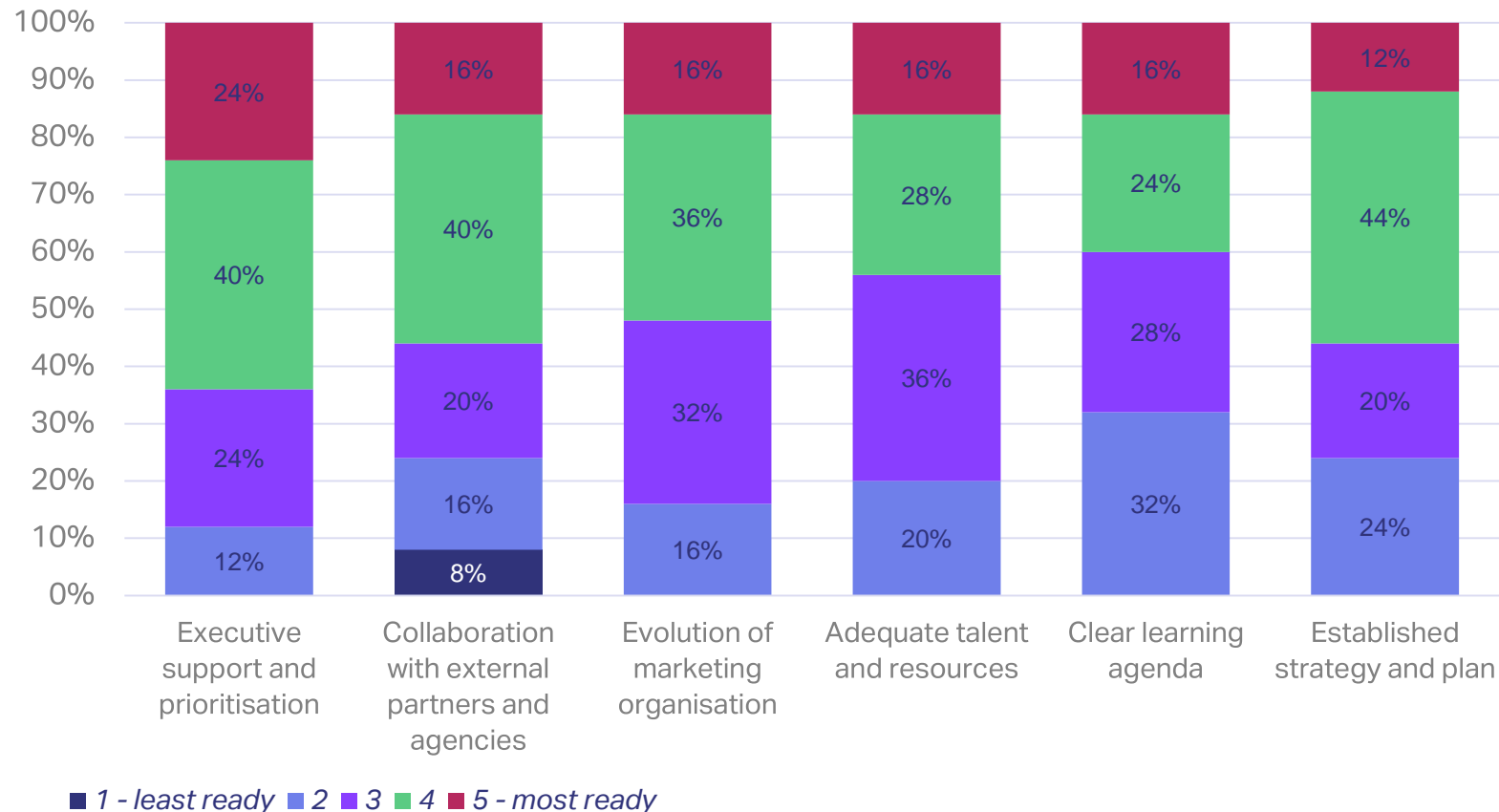
Chapter 2

Mobile strategy, budgets and integration

Key Insights

✓ Allocation of budget to mobile has increased since last year, with 35% now spending more than a quarter of their budget on mobile

✓ For the majority of marketers, mobile budgets are expected to increase over the next year

✓ Over the longer term, the proportion spending more than 25% of their budget on mobile will increase to 57% by 2023

Mobile is gaining executive support but a clear learning strategy is lacking

Legend: ■ 1 - least ready ■ 2 ■ 3 ■ 4 ■ 5 - most ready
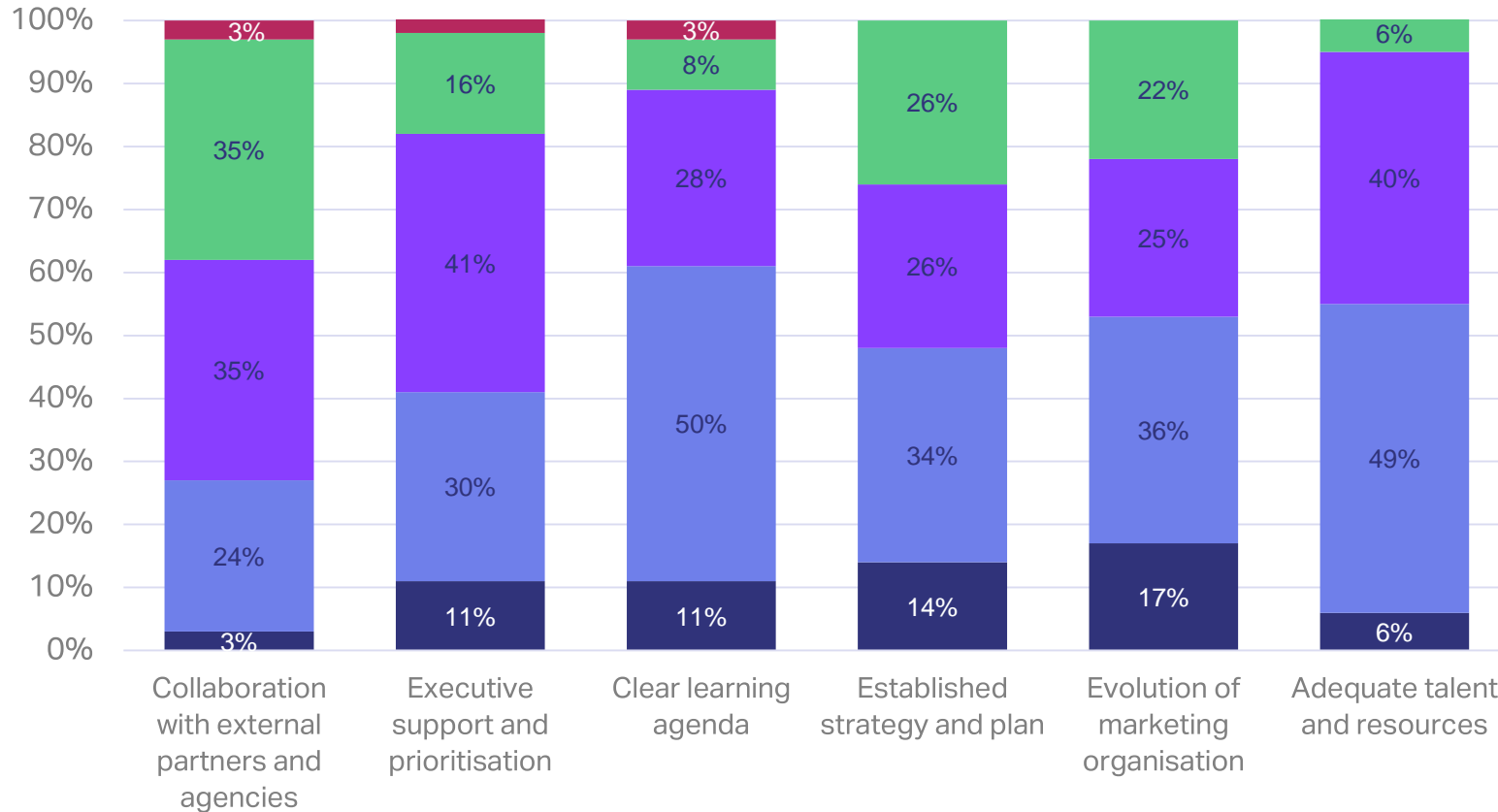
Client-side, media owner and tech vendor respondents

Q: *How would you rate the level of readiness of your organisation when it comes to each of the following parameters in relation to mobile adoption in your company? n=25*

Commentary

- 64% of client-side, media owner and tech vendor respondents said they are 'ready' (4 or 5) in terms of having the executive support and prioritisation for mobile adoption in their company. This is the parameter for which the greatest proportion of respondents said were ready for mobile adoption.

- However, respondents are less ready for other parameters, particularly having a clear learning agenda for mobile as 32% said they were not ready in this parameter (1 or 2).

  Also notable is the 8% of respondents who selected collaboration with external partners and agencies as the parameter they were 'least ready' for

The agency view is less positive

WARC

MMA MOBILE MARKETING ASSOCIATION

Chart data (Agency respondents, 1 - least ready to 5 - most ready):

Parameter	1 - least ready	2	3	4	5 - most ready
Collaboration with external partners and agencies	3%	24%	35%	35%	3%
Executive support and prioritisation	11%	30%	41%	16%	
Clear learning agenda	11%	50%	28%	8%	3%
Established strategy and plan	14%	34%	26%	26%	
Evolution of marketing organisation	17%	36%	25%	22%	
Adequate talent and resources	6%	49%	40%	6%	

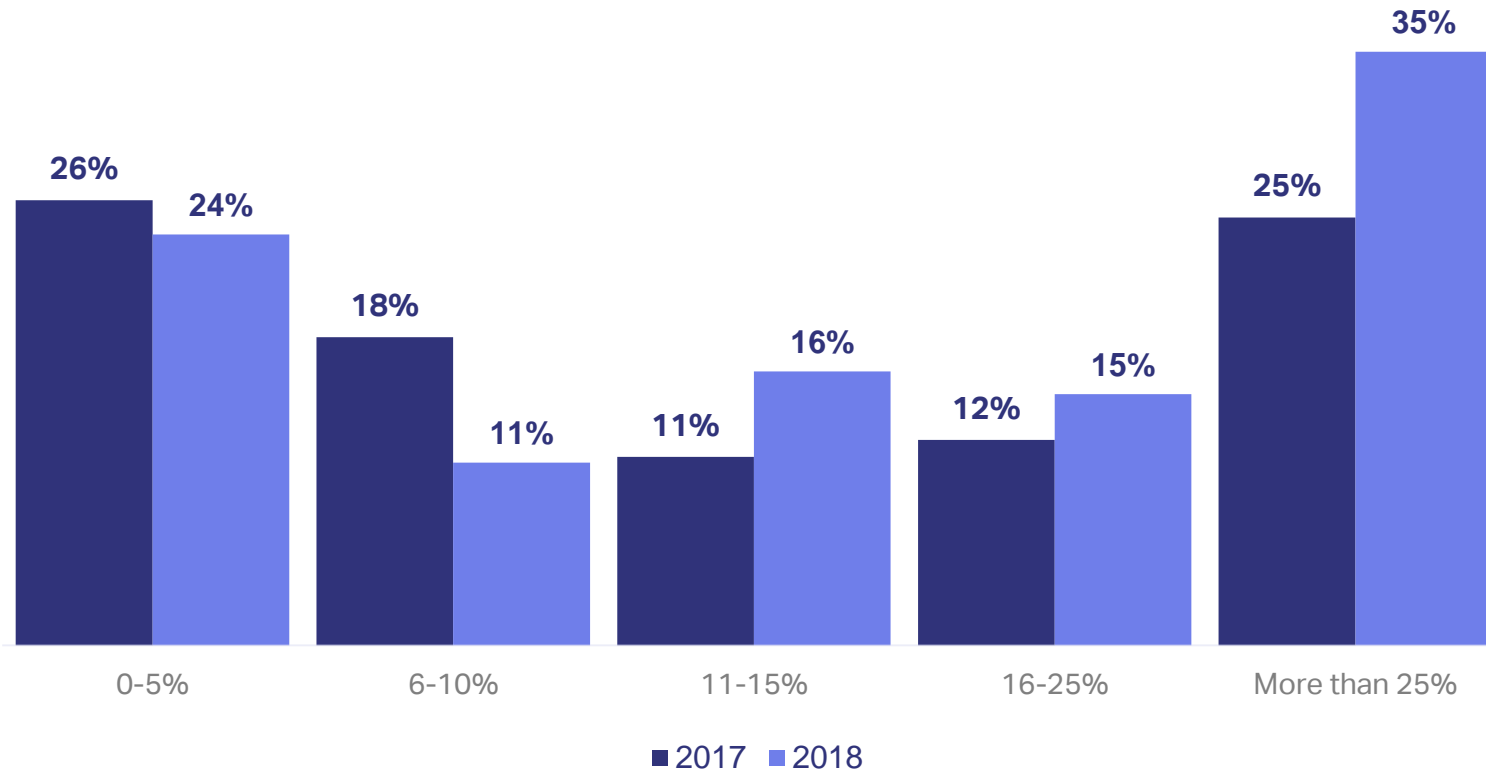■ *1 - least ready* ■ *2* ■ *3* ■ *4* ■ *5 - most ready*

Agency respondents

Q: *How would you rate the level of readiness of your typical clients' organisation when it comes to each of the following parameters in relation to mobile adoption in your company? n=37*

Commentary

⊘ Agencies see their clients as less ready for mobile. At the most ready, 38% see their clients as being ready in terms of collaboration with external partners and agencies.

⊘ At the other end of the scale, 17% of respondents see their clients as the least ready for mobile in terms of having evolution of marketing organisation, and 14% say they do not have an established strategy and plan for the channel.

⊘ Agencies are significantly less confident in their clients' readiness. This chart shows an increase in the proportion of agencies selecting 1 and 2 (least ready) compared to the client-side, with at least 40% of agencies saying that their clients are not ready in all but one parameter.

⊘ Agencies do tend to have more negative views of their clients than the client-side response in surveys – some of this is due to companies wanting to see positives in their abilities, and some is due to the experience and expertise agencies have giving them the knowledge that their clients are not the very best they can be.

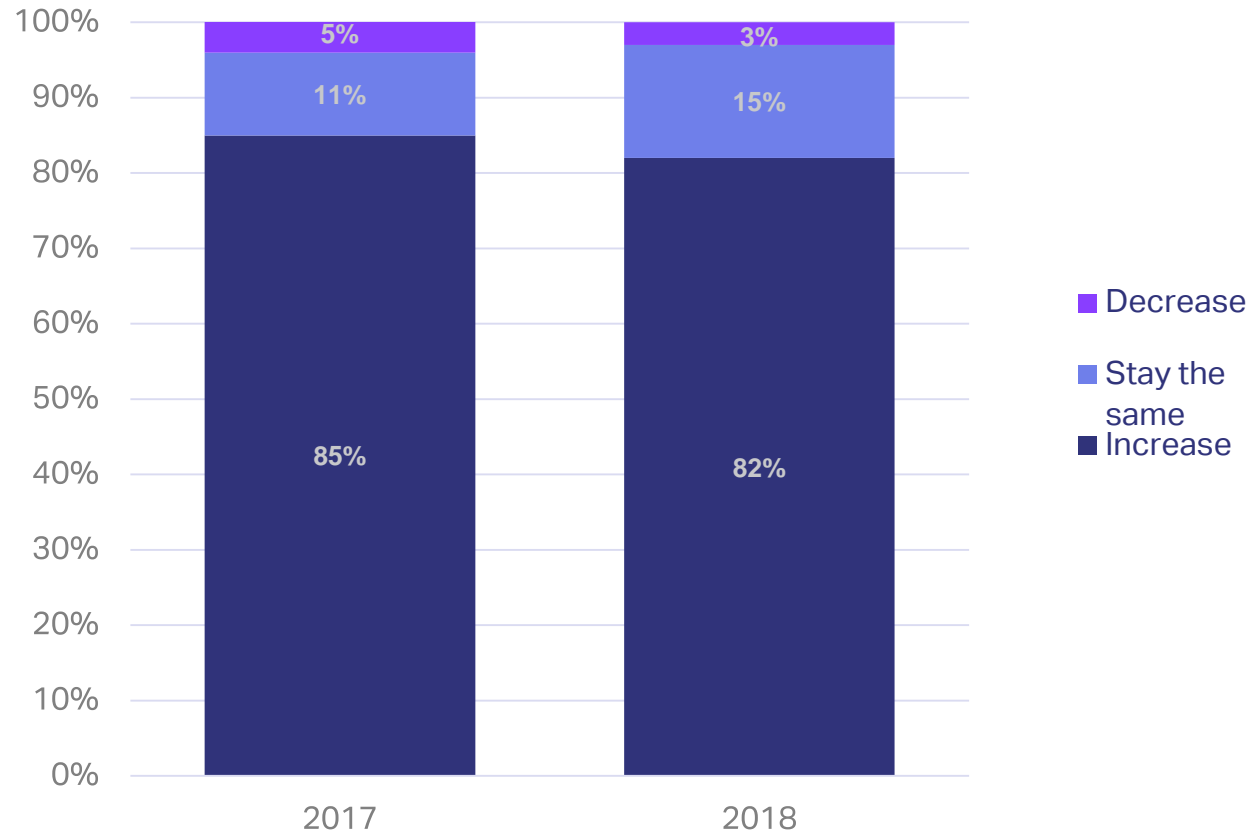# Allocation of budget to mobile has increased since last year

Commentary

⊘ Since last year, mobile budget allocations have increased. Over a third of respondents in Turkey are spending more than 25% of their marketing budget on mobile.

Bar chart showing budget allocation to mobile for 2017 and 2018:
- 0-5%: 26% (2017), 24% (2018)
- 6-10%: 18% (2017), 11% (2018)
- 11-15%: 11% (2017), 16% (2018)
- 16-25%: 12% (2017), 15% (2018)
- More than 25%: 25% (2017), 35% (2018)

■ 2017 ■ 2018

All respondents
Q: *What percentage of your, or your clients' typical, overall marketing budget is being allocated to mobile marketing and advertising?* 2017 n=60, 2018 n=75

Increasing mobile budget allocation is set to continue

Decrease

Stay the same

Increase

Year	Decrease	Stay the same	Increase
2017	5%	11%	85%
2018	3%	15%	82%

All respondents
Q: *How do you expect your mobile marketing budget to change over the next 12 months? 2017 n=65, 2018 n=78*

Commentary

⊘ Budgets are expected to grow or remain steady over the next year in Turkey.

⊘ Of those expecting budgets to increase, 76% expect an increase of up to 25%, and 5% expect their budget to increase by more than 100% over the next year.
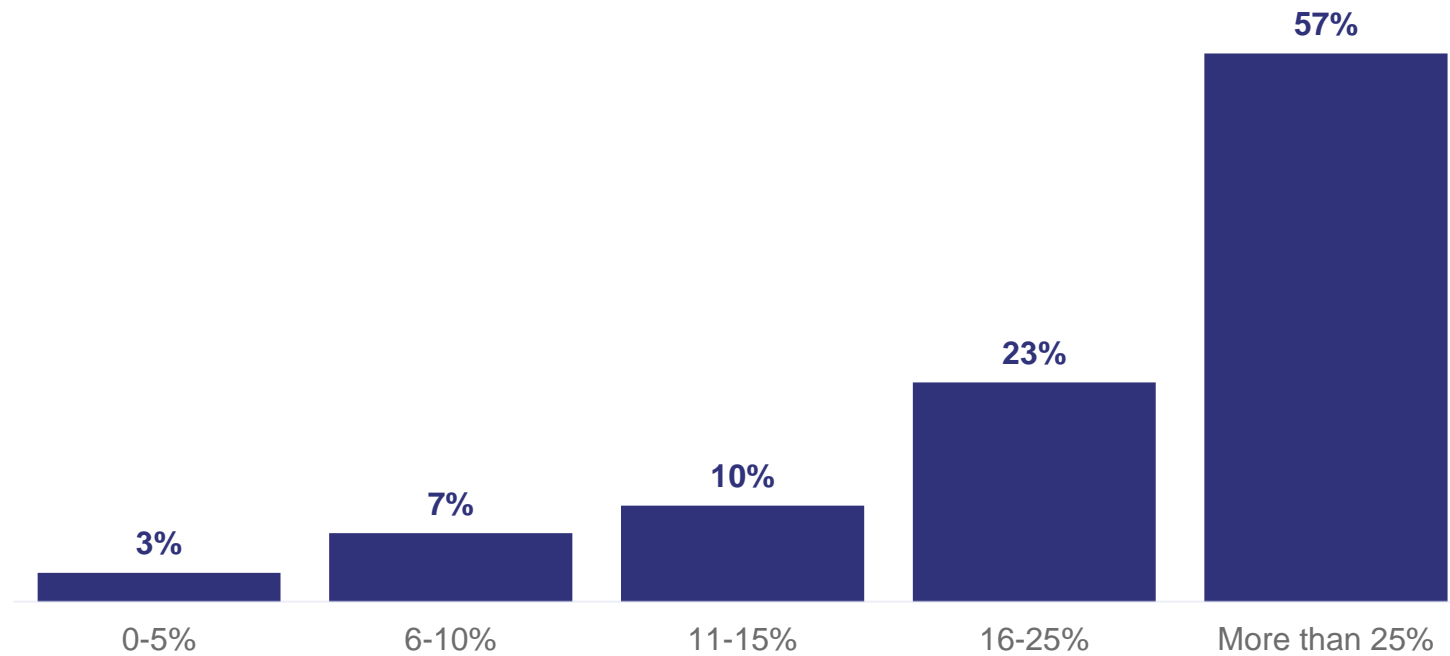
In five years' time, over half of marketers will spend more than a quarter of their budget on mobile

MMA TÜRKIYE

Commentary

⊘ Asked to predict their allocation of budget to mobile in five years' time, 57% expect more than a quarter of their budgets to be spent on mobile, compared to only 3% allocating less than 5% to the channel.

0-5%	3%
6-10%	7%
11-15%	10%
16-25%	23%
More than 25%	57%

All respondents

Q: *What percentage of your (or your clients') overall marketing budget do you expect to be allocated to mobile marketing and advertising in five years' time? n=70*
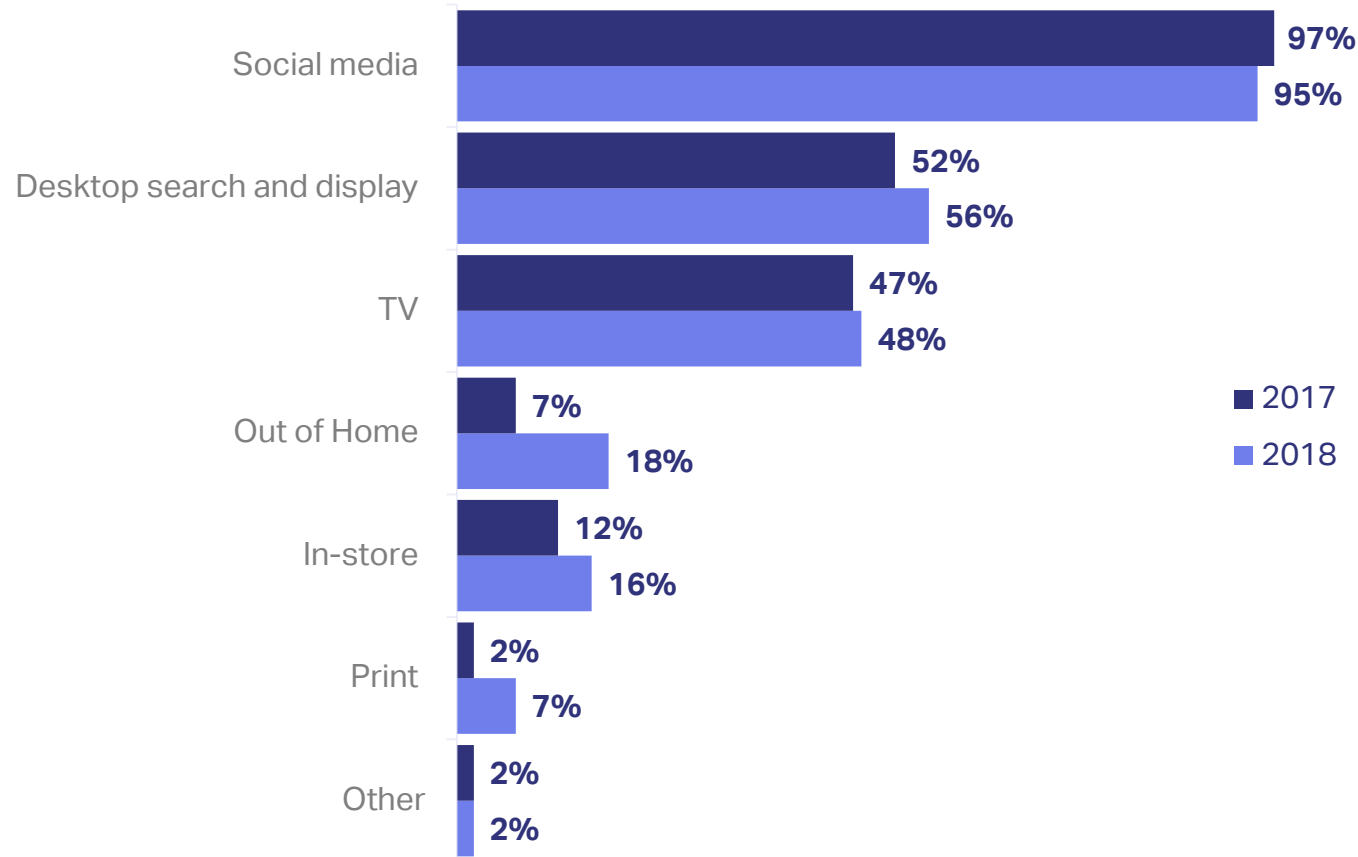
Chapter 3

Mobile tactics and technologies

Key Insights

✓ Social media is the most frequently used media channel with mobile; Instagram is the most used platform

✓ Mobile search is the most popular form of mobile advertising. Loyalty schemes have the most potential for 2023

✓ Mobile video and social advertising are the focus for 2018

✓ Location data and AR are at the core of mobile growth in 2018, with an increase in Internet of Things by 2023

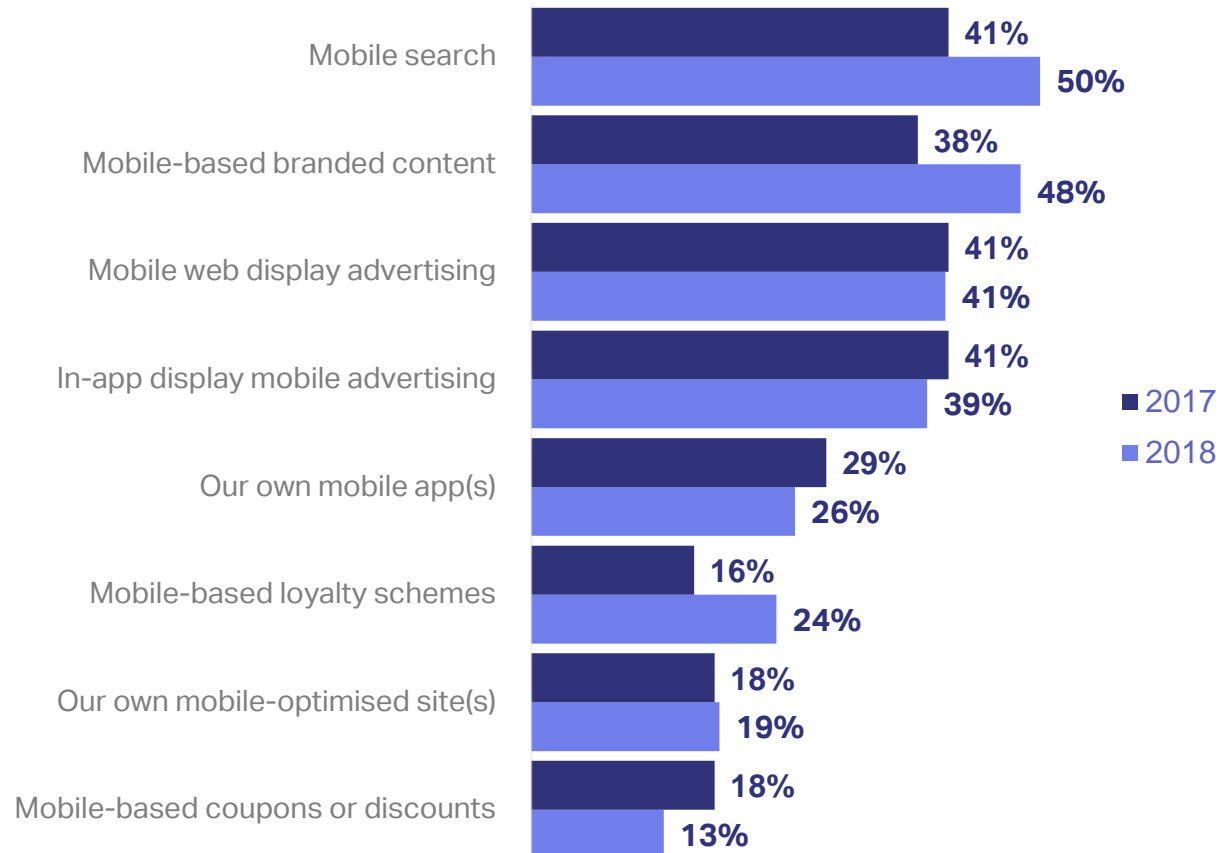# Social media is the most frequently-used media channel with mobile

WARC

MMA TÜRKIYE

Channel	2017	2018
Social media	97%	95%
Desktop search and display	52%	56%
TV	47%	48%
Out of Home	7%	18%
In-store	12%	16%
Print	2%	7%
Other	2%	2%

■ 2017
■ 2018

Commentary

- Social platforms are used widely (95%) alongside mobile in campaigns, followed by desktop search and display being used by 56%.

- Of those who selected social media, 98% said they had used Instagram for mobile marketing, overtaking Facebook (96%) for the first time. YouTube (84%), Twitter (53%) and Snapchat (11%) follow.

All respondents

Q: *In your experience, which media channels are used most frequently with mobile? 2017 n=58, 2018 n=61*

Mobile search and branded content are the most popular

Mobile search
- 41% (2017)
- 50% (2018)

Mobile-based branded content
- 38% (2017)
- 48% (2018)

Mobile web display advertising
- 41% (2017)
- 41% (2018)

In-app display mobile advertising
- 41% (2017)
- 39% (2018)

Our own mobile app(s)
- 29% (2017)
- 26% (2018)

Mobile-based loyalty schemes
- 16% (2017)
- 24% (2018)

Our own mobile-optimised site(s)
- 18% (2017)
- 19% (2018)

Mobile-based coupons or discounts
- 18% (2017)
- 13% (2018)
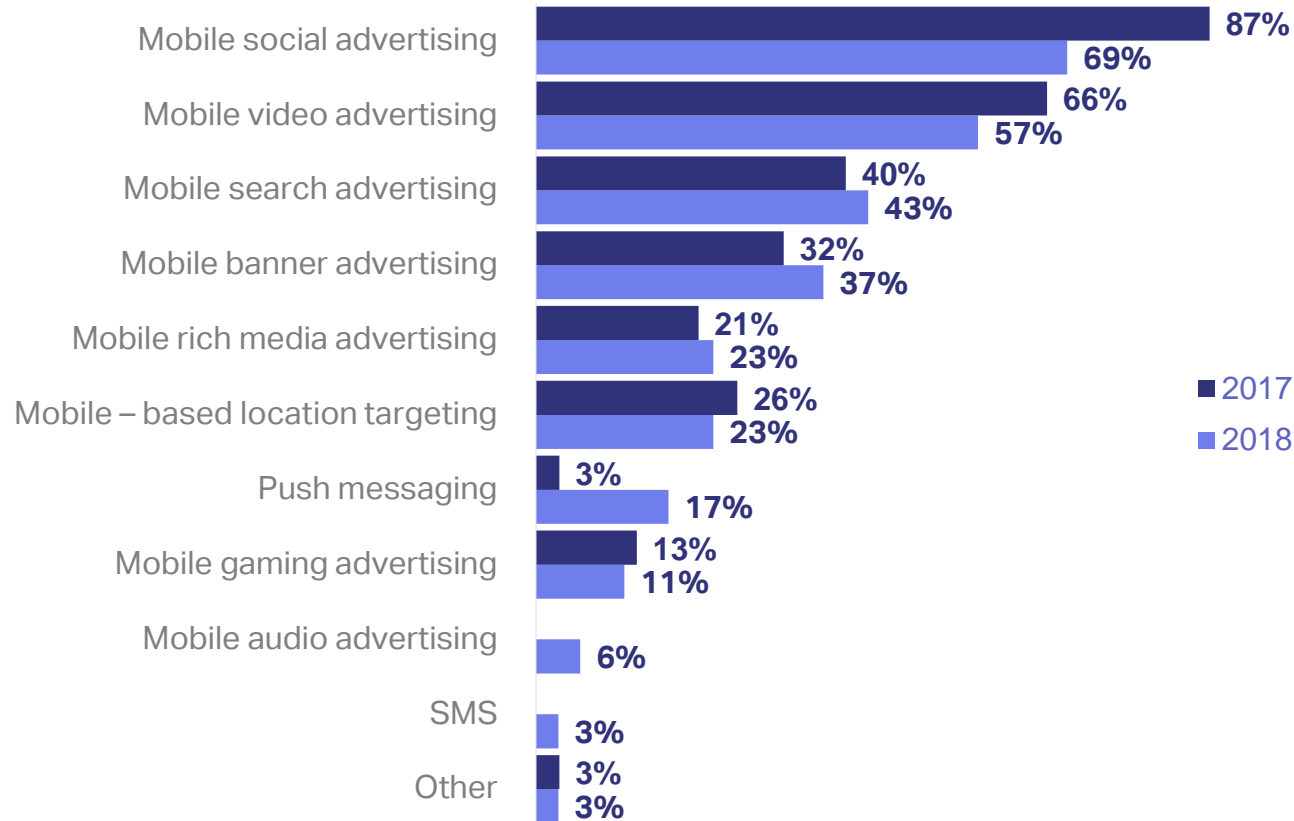
Legend: ■ 2017 ■ 2018

Commentary

⊘ Over the next year, marketers in Turkey are focusing on *mobile search* (50%), *mobile-based branded content* (48%) and mobile web display advertising (41%) with significantly fewer prioritizing *mobile-based coupons or discounts* (13%).

⊘ Mobile search, branded content and loyalty schemes have all increased in focus since last year, by between eight and 10 percentage points.

⊘ Asked what they expected to be focusing on in five years' time, *mobile-based loyalty schemes* will become the focus (51%).

⊘ After loyalty schemes, branded content is expected to be a continued focus, and *mobile apps* are expected to rise significantly in the priorities of marketers, from 26% to 45% by 2023.

All respondents

Q: *Which types of mobile marketing and advertising are you/your clients focusing most on in your marketing activities in 2018? n=54*

Mobile video and social advertising are the focus for 2018

WARC

MMA TÜRKIYE

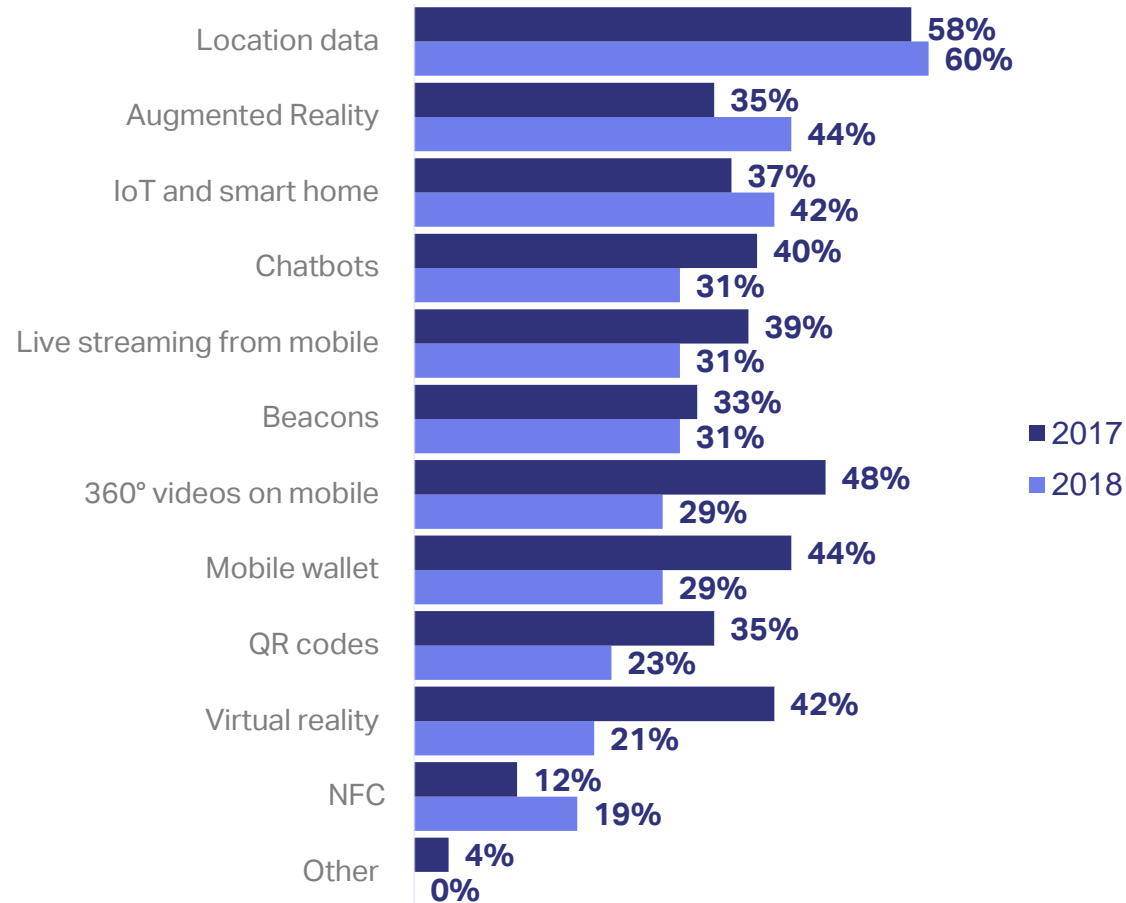| Category	2017	2018
Mobile social advertising	87%	69%
Mobile video advertising	66%	57%
Mobile search advertising	40%	43%
Mobile banner advertising	32%	37%
Mobile rich media advertising	21%	23%
Mobile – based location targeting	26%	23%
Push messaging	3%	17%
Mobile gaming advertising	13%	11%
Mobile audio advertising		6%
SMS		3%
Other	3%	3%

■ 2017
■ 2018

Commentary

⊘ In Turkey, *mobile social advertising* is the 2018 focus for 69% of respondents, followed by 57% focusing on *mobile video advertising* .

⊘ *Push messaging* has increased in focus significantly since last year, while *mobile social* and *mobile video advertising* have decreased slightly in focus since last year, though remain the most common focus for 2018.

All respondents

Q: *Specifically for mobile advertising, which of the following are you/your clients planning to focus on in 2018? 2017 n=38, 2018 n=34*

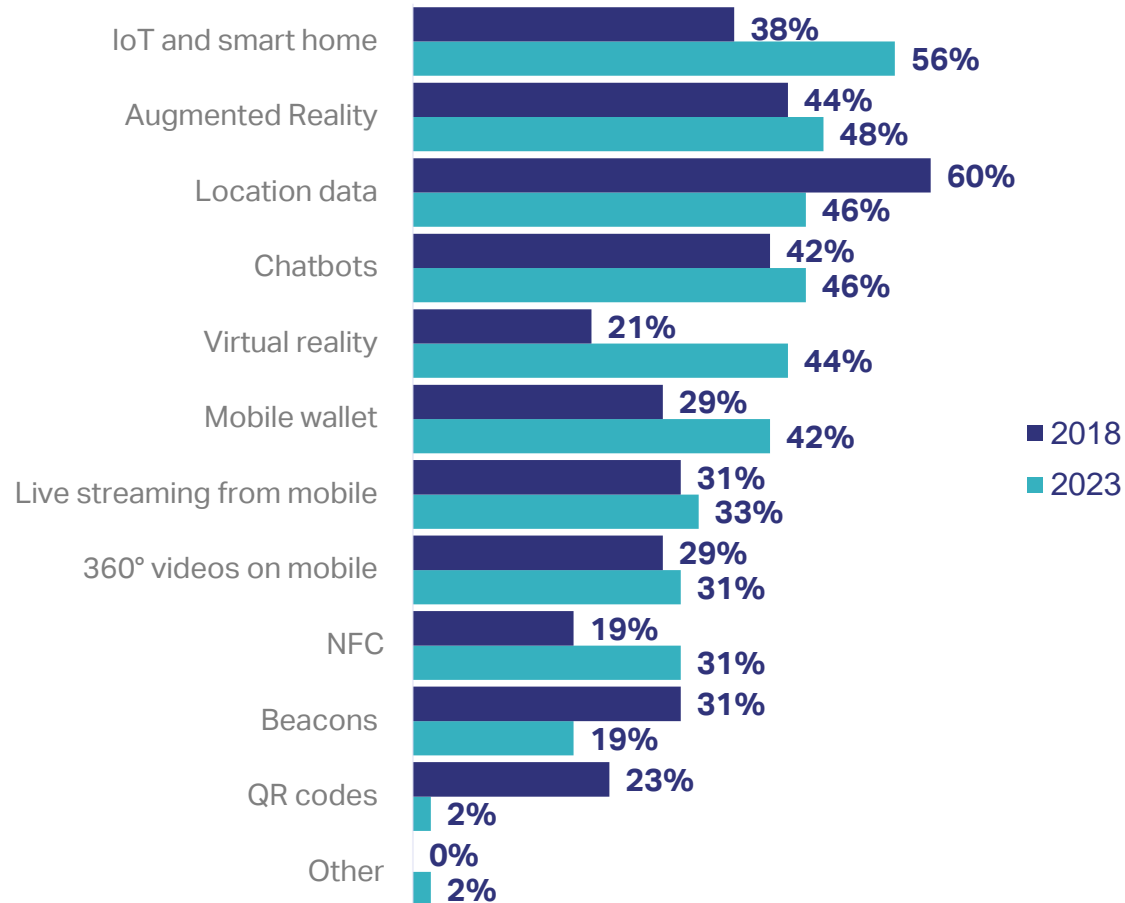# Whilst location data is still at the core, AR and IoT are close behind

Location data — 2017: 58%, 2018: 60%
Augmented Reality — 2017: 35%, 2018: 44%
IoT and smart home — 2017: 37%, 2018: 42%
Chatbots — 2017: 40%, 2018: 31%
Live streaming from mobile — 2017: 39%, 2018: 31%
Beacons — 2017: 33%, 2018: 31%
360° videos on mobile — 2017: 48%, 2018: 29%
Mobile wallet — 2017: 44%, 2018: 29%
QR codes — 2017: 35%, 2018: 23%
Virtual reality — 2017: 42%, 2018: 21%
NFC — 2017: 12%, 2018: 19%
Other — 2017: 4%, 2018: 0%

■ 2017
■ 2018

Commentary

⊘ This year, 60% of marketers will use *location data* as part of their mobile marketing strategy.

⊘ *Augmented reality* has increased in significance for marketers in Turkey. 44% of respondents are planning to use augmented reality this year, compared to 35% saying the same last year.

⊘ Technologies such as *360° videos* and *virtual reality* have significantly decreased in use since last year.

All respondents

Q: *Are you/your clients planning to use any of the following and their associated mobile technologies in 2018? 2017 n=52, 2018 n=48*

In five years time, IoT will become the main focus followed by AR

MMA TÜRKIYE

Technology	2018	2023
IoT and smart home	38%	56%
Augmented Reality	44%	48%
Location data	60%	46%
Chatbots	42%	46%
Virtual reality	21%	44%
Mobile wallet	29%	42%
Live streaming from mobile	31%	33%
360° videos on mobile	29%	31%
NFC	19%	31%
Beacons	31%	19%
QR codes	23%	2%
Other	0%	2%

Commentary

- In the next five years, 56% of marketers will use *Internet of Things and smart home* technologies as part of their mobile marketing strategy.

- *Virtual reality* will increased in significance for marketers in Turkey. 44% of respondents are planning to use virtual reality in the next five years, compared to 21% saying they will use it this year.

All respondents

Q: *Of these mobile technologies, which do you/your clients expect to be most important in five year's time? n=48*
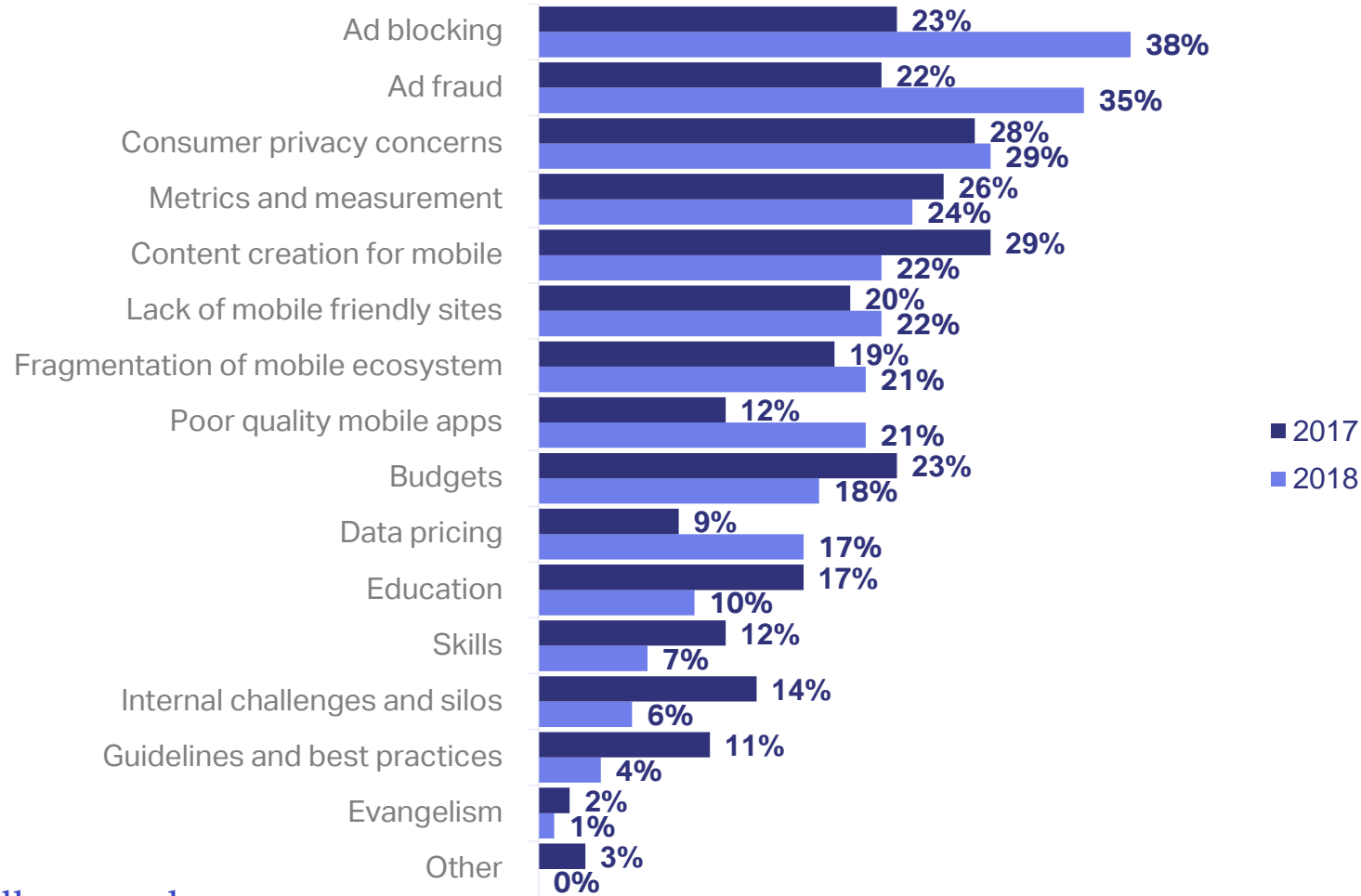
Chapter 4

Barriers and challenges

Key Insights

- ✓ Ad blocking, fraud and privacy concerns are the key challenges for marketers

- ✓ Mobile marketing effectiveness is measured through engagement metrics like sharing and video completion rates

- ✓ Content creation and budgets have become less of a barrier to mobile marketing in Turkey over the past 12 months

Content creation for mobile is a problem for marketers

WARC

MMA TÜRKIYE

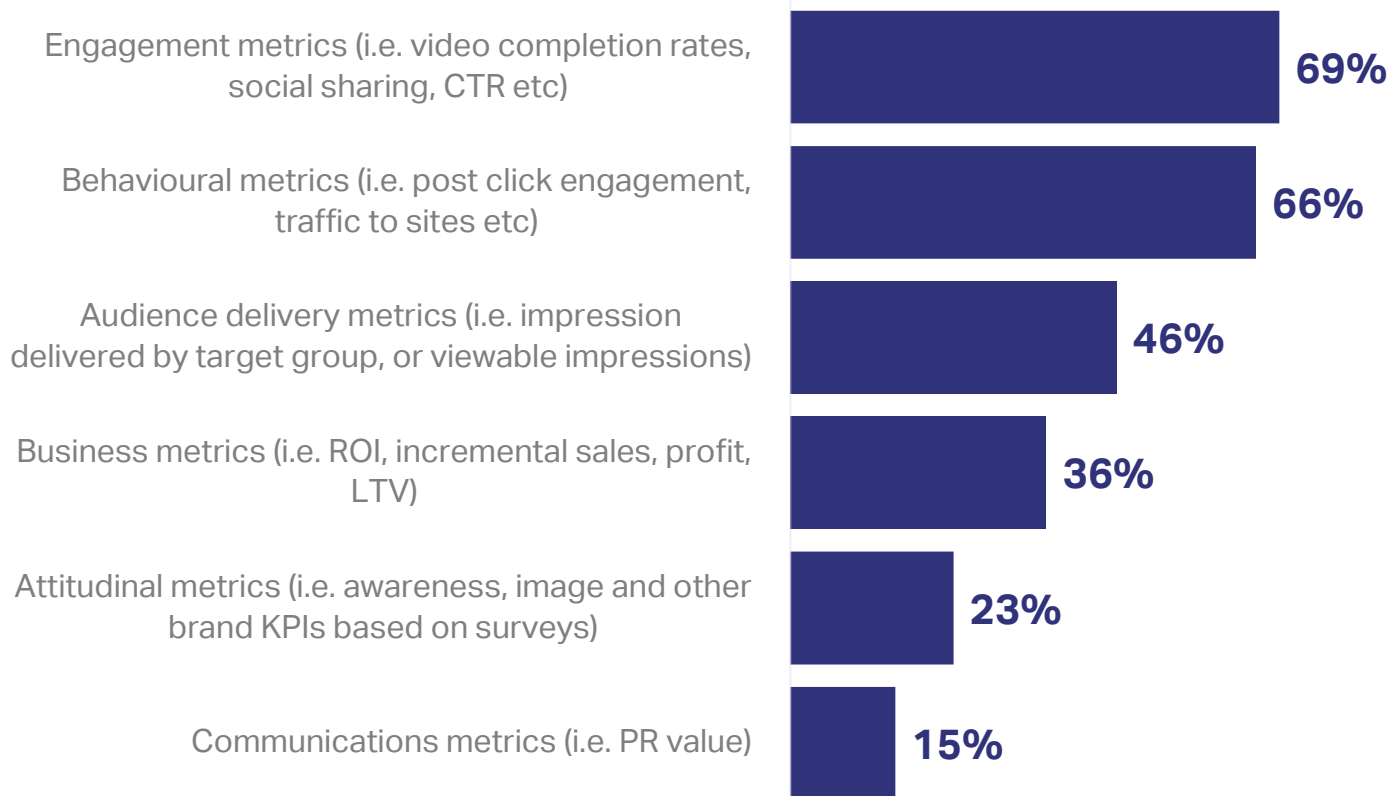| Barrier	2017	2018
Ad blocking	23%	38%
Ad fraud	22%	35%
Consumer privacy concerns	28%	29%
Metrics and measurement	26%	24%
Content creation for mobile	29%	22%
Lack of mobile friendly sites	20%	22%
Fragmentation of mobile ecosystem	19%	21%
Poor quality mobile apps	12%	21%
Budgets	23%	18%
Data pricing	9%	17%
Education	17%	10%
Skills	12%	7%
Internal challenges and silos	14%	6%
Guidelines and best practices	11%	4%
Evangelism	2%	1%
Other	3%	0%

■ 2017
■ 2018

Commentary

⊘ The biggest barrier to the growth of mobile in Turkey is ad blocking, according to 38% of marketers surveyed. This barrier has increased in significance since

⊘ Mobile marketing in the region also appears to be held back by ad fraud and consumer privacy concerns; 35% and 29% said each respectively was a barrier to growth in the region.

⊘ In line with mobile-based branded content seeing an increase in the last year, *content creation for mobile* has seen a drop in the proportion of respondents seeing it as a barrier, from 29% in 2017 to 22% in 2018.

All respondents

Q: *In your opinion, what are the biggest barriers to the growth of mobile marketing and advertising in Turkey? 2017 n=65, 2018 n=72*

Mobile marketing effectiveness is measured through engagement

Engagement metrics (i.e. video completion rates, social sharing, CTR etc) — **69%**

Behavioural metrics (i.e. post click engagement, traffic to sites etc) — **66%**

Audience delivery metrics (i.e. impression delivered by target group, or viewable impressions) — **46%**

Business metrics (i.e. ROI, incremental sales, profit, LTV) — **36%**

Attitudinal metrics (i.e. awareness, image and other brand KPIs based on surveys) — **23%**

Communications metrics (i.e. PR value) — **15%**

Commentary

- Engagement metrics are used by the biggest proportion of marketers in Turkey (69%) to measure mobile marketing effectiveness, followed by 66% of the respondents tracking behavioural metrics.

- Those measuring business metrics like ROI number less than half of respondents, at 36%.

All respondents

Q: *Which of the metrics below do you or your clients most use to measure mobile marketing effectiveness? n=61*

More from WARC

About the study

This report is based on an online survey of 561 marketing professionals, carried out in March and April 2018.

The survey link was disseminated to WARC and MMA lists, and respondents received a complimentary copy of the report in addition to being entered into a prize draw.

This report contains the response of those based in Turkey, and were a mix of client-side, agency and technology vendor marketers.

About WARC

WARC.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness.

WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

About the MMA

The MMA is the world's leading global non-profit trade association composed of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

Contact the MMA

Chris Babayode
MD, EMEA
chris@mmaglobal.com

Contact Us

London
85 Newman Street
London
W1T 3EU
United Kingdom
+44 (0) 20 7467 8100 enquiries@WARC.com

Washington
DC 2233 Wisconsin Ave NW Suite 535
Washington
DC 20007
United States
+1 202 778 0680 americas@WARC.com

Singapore
20A Teck Lim Road
Singapore
088391
+65 3157 6200 asiapacific@WARC.com

WARC