

# Beyond the Buzzword: How Omni-Channel Marketing Can Drive ROI For Your Business

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MMA Webinar Series  
March 28, 2018

Sponsored by:





# MMA PURPOSE

## WHO: The People We Serve

**Prime Audience:** *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

## WHY: Our Reason for Being

**Mission:** To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

## WHAT: Our Strategic Priorities



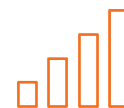
### Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



### Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



### Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



### Advocacy

Working with partners and our members to protect the mobile marketing industry



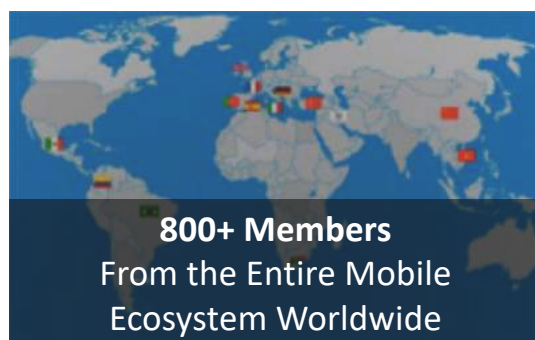
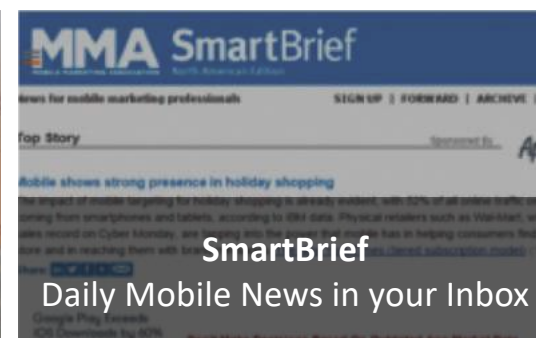
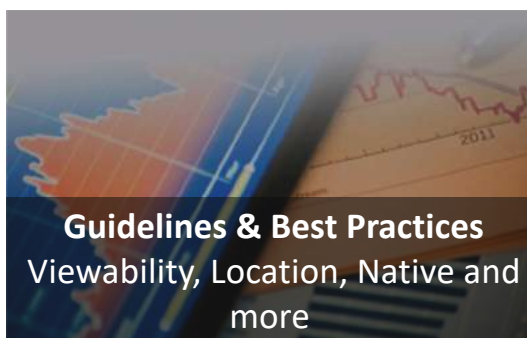
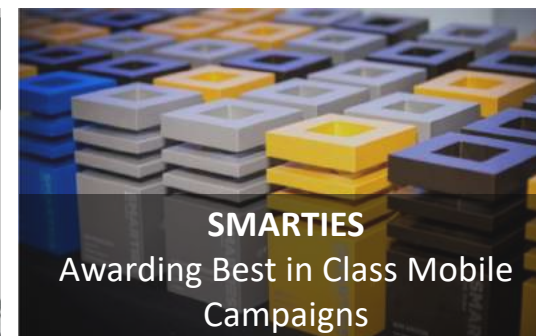
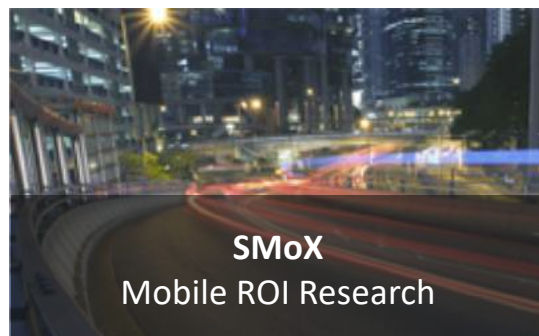
# MMA IS 800+ MEMBERS STRONG GLOBALLY



MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

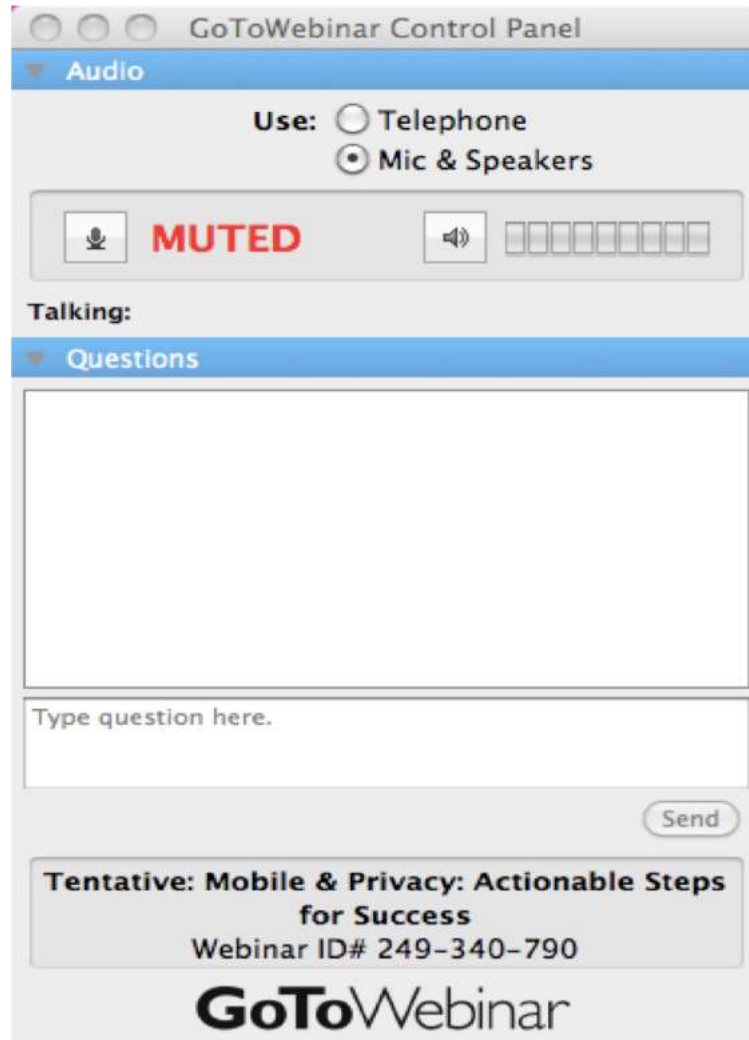


# MMA MEMBERSHIP





# MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

Presenter

## PRESENTER



Almitra Karnik  
*Head of Marketing*  
CleverTap  
[Almitra@CleverTap.com](mailto:Almitra@CleverTap.com)

Moderator

## MODERATOR



Leo Scullin  
*VP of Industry Programs*  
Mobile Marketing Association  
[leo@mmaglobal.com](mailto:leo@mmaglobal.com)

# Agenda:

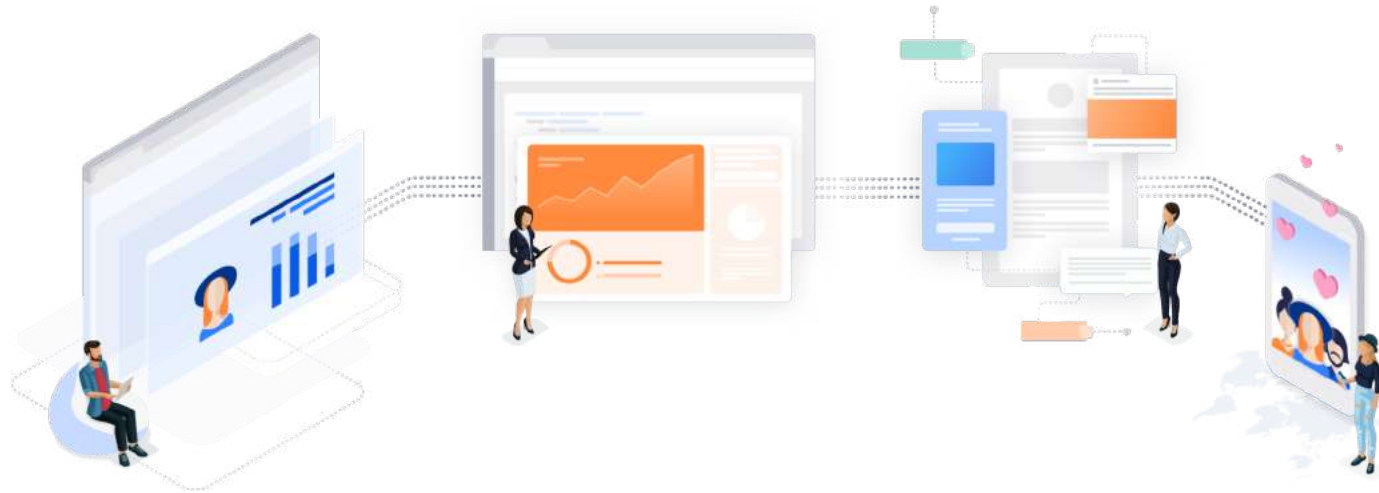
- What is CleverTap?
- What is omnichannel (vs multichannel) marketing?
- How to develop goals for your omnichannel strategies
- Key omnichannel marketing strategies
- Leverage your data and drive ROI
- Resources

# What is CleverTap?



# An Intelligent Mobile Marketing Platform

We combine real-time customer insights, an advanced segmentation engine, and powerful engagement tools into one intelligent marketing platform.



# With CleverTap you can...



## ANALYZE

Understand users as they move through your app from onboarding to engagement to uninstall to re-install



## ENGAGE

Trigger timely, contextual messages via the optimal marketing channel (push, email, in-app, sms, etc) to get higher conversions



## SEGMENT

Track how each group of users react to a new feature or a marketing touchpoint over a period of time



## MEASURE

Evaluate how product & marketing efforts drive growth & influence KPIs such as Retention, Revenue per customer, Customer Lifetime Value, etc



# Our features include...

## Rich profiles

To understand your users better

## Funnels

To pinpoint exactly where users drop off

## Retention cohorts

To measure how many users come back

## Attribution

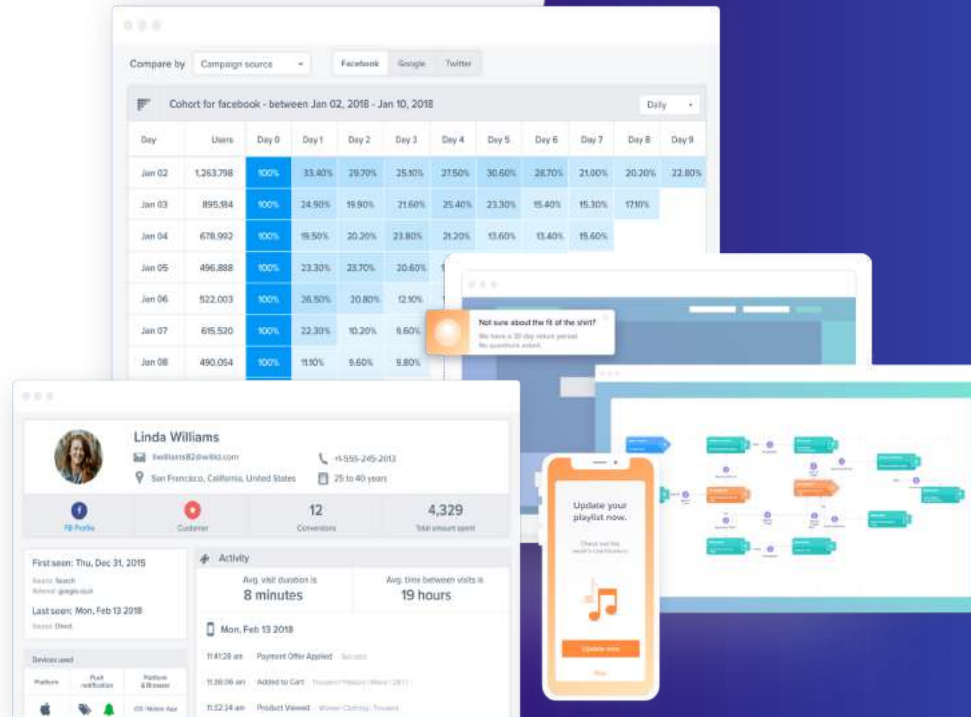
To optimize your campaign spends

## Uninstalls

To track and analyze app uninstalls

## Flows

To visually see friction points in your app



## Journeys

To visually build and deliver omnichannel campaigns that engage and delight

## Push, in-app, SMS, and email

To engage your users with personalized messaging on any channel

## Clever Campaigns

To run predefined campaigns that retain more of your users

## Geolocation targeting

To send hyper-targeted messaging campaigns based on exact locations



# Let's get started!

CleverTap

# What is Omnichannel Marketing?

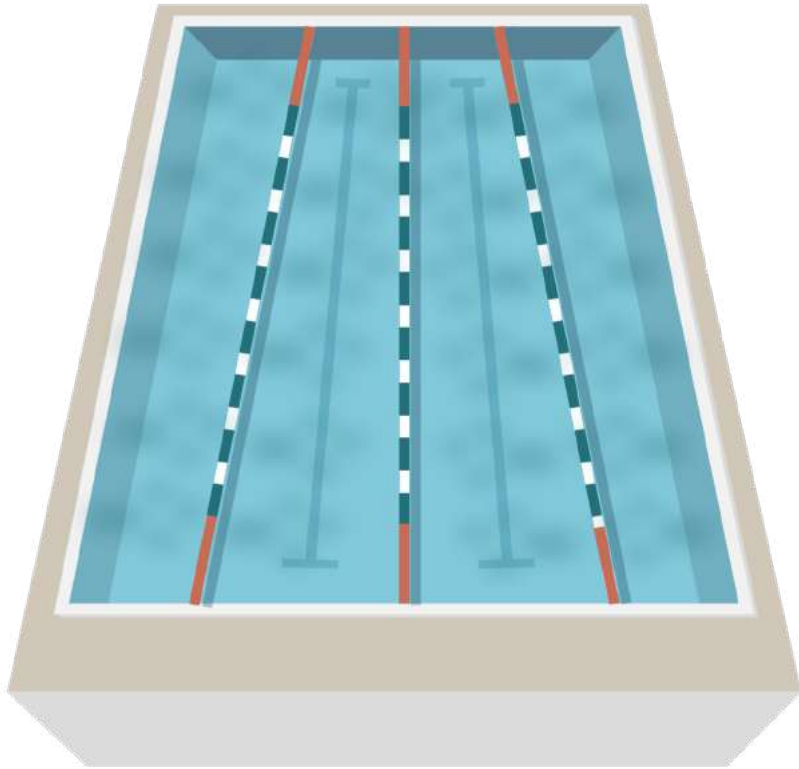
*The term "**omnichannel**" may be a **marketing** buzzword, but it refers to a significant shift: **marketers** now need to provide a seamless experience, regardless of **channel** or device. Consumers can now engage with a company in a physical store, on an online website or mobile app, through a catalog, or through social media.*

-Marketo





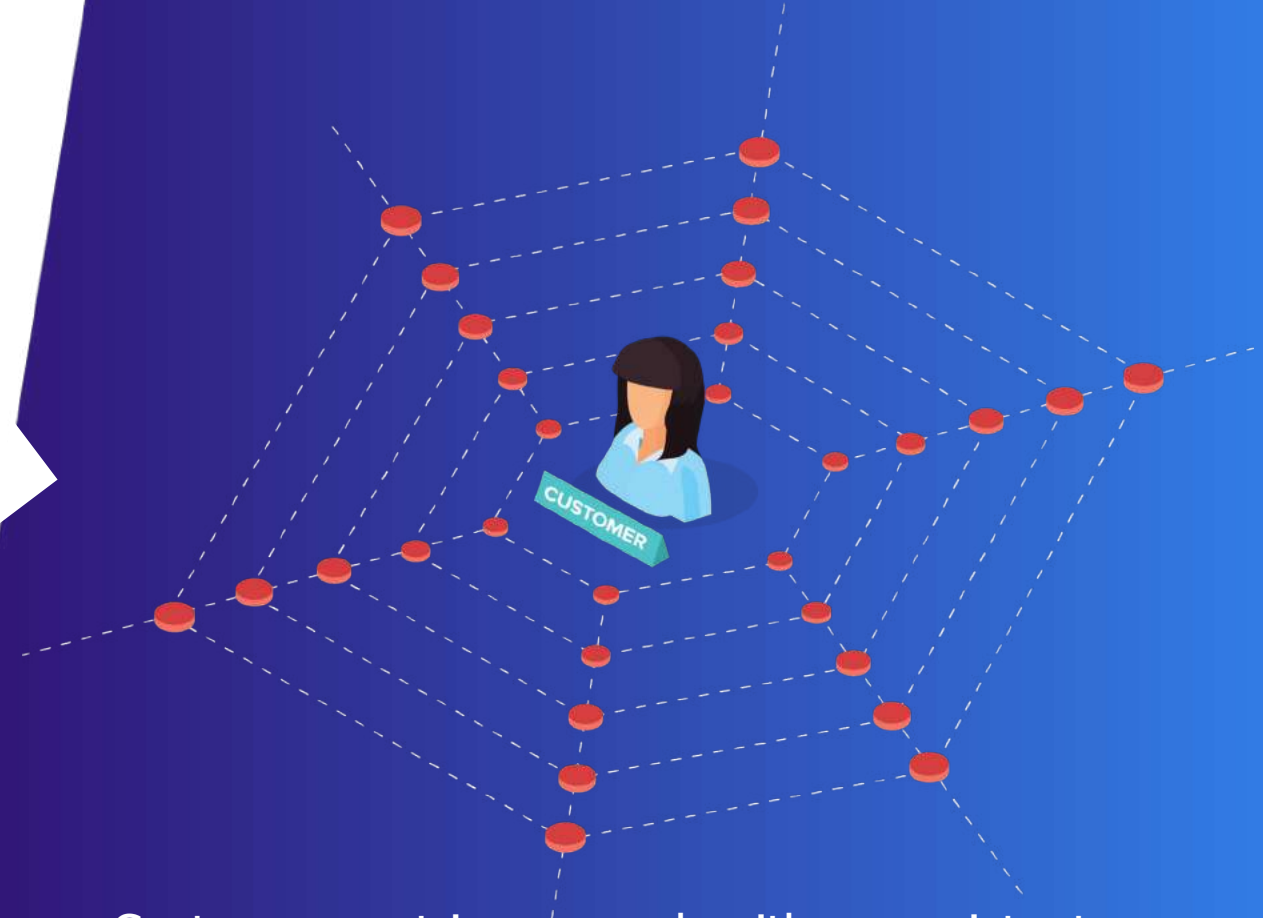
# Multichannel Marketing



Each channel reports in its own lane

vs

# Omnichannel Marketing



Customer-centric approach with a consistent message across channels and coordinated KPIs

**How are companies utilizing omnichannel marketing today? There are challenges...**

- ✓ **5%** of merchants have lost more than **\$1 million** in revenue due to cross-channel commerce challenges, and **13%** have lost more than **\$3 million**.
- ✓ **51%** of merchants still can't support mobile commerce, and an eye-popping **80%** still don't integrate product information across web, mobile, physical stores, and apps.
- ✓ **50%** of merchants can't deliver customized content across channels and platforms.

*\*According to one [survey](#) of 400 merchants and suppliers in the U.S. and Europe with more than \$500 million in annual revenue.*

# The Opportunity



People spend **5 hours** a day on mobile



**57%** of users have multiple devices



Omnichannel shoppers spend **50-300%** more than single channel shoppers

# Investing in Omnichannel



Retailer responses to CONTEXT Omnichannel Survey Dec 2016

According to the [CONTEXT Omnichannel Survey](#) - over the last couple years, retailers have been investing the most in system integration to link web interfaces with supply chains, POS systems, CRM, and logistics.

# Determining Your Omnichannel Goals




Analyze your metrics  
associated with each  
channel




Understand the  
current path your  
customers take





# Build a Consistent Message Across Channels








**Linda Williams**


 liwilliams82@willid.com

 +1-555-245-2013

 San Francisco, California, United States

 25 to 40 years

  
FB Profile

  
Customer

12  
Conversions


4,329  
Total amount spent

**First seen: Thu, Dec 31, 2015**  
Source: Search  
Referrer: google.co.in  
**Last seen: Mon, Feb 13 2018**  
Source: Direct

**Activity**

Avg. visit duration is  
**8 minutes**

Avg. time between visits is  
**19 hours**

 **Mon, Feb 13 2018**

11:41:28 am

Payment Offer Applied

Success

11:36:06 am

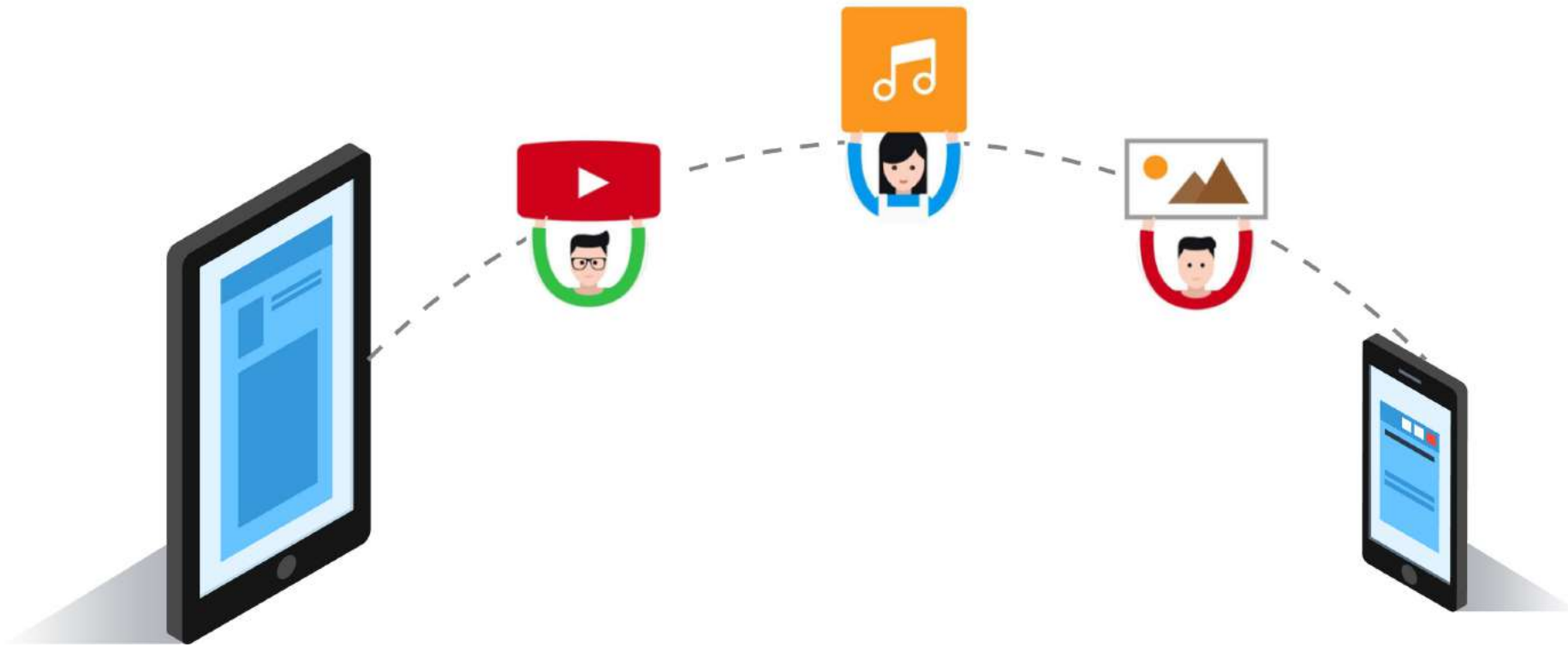
Added to Cart

Trousers | Palazzo | Allure | 28 | 1

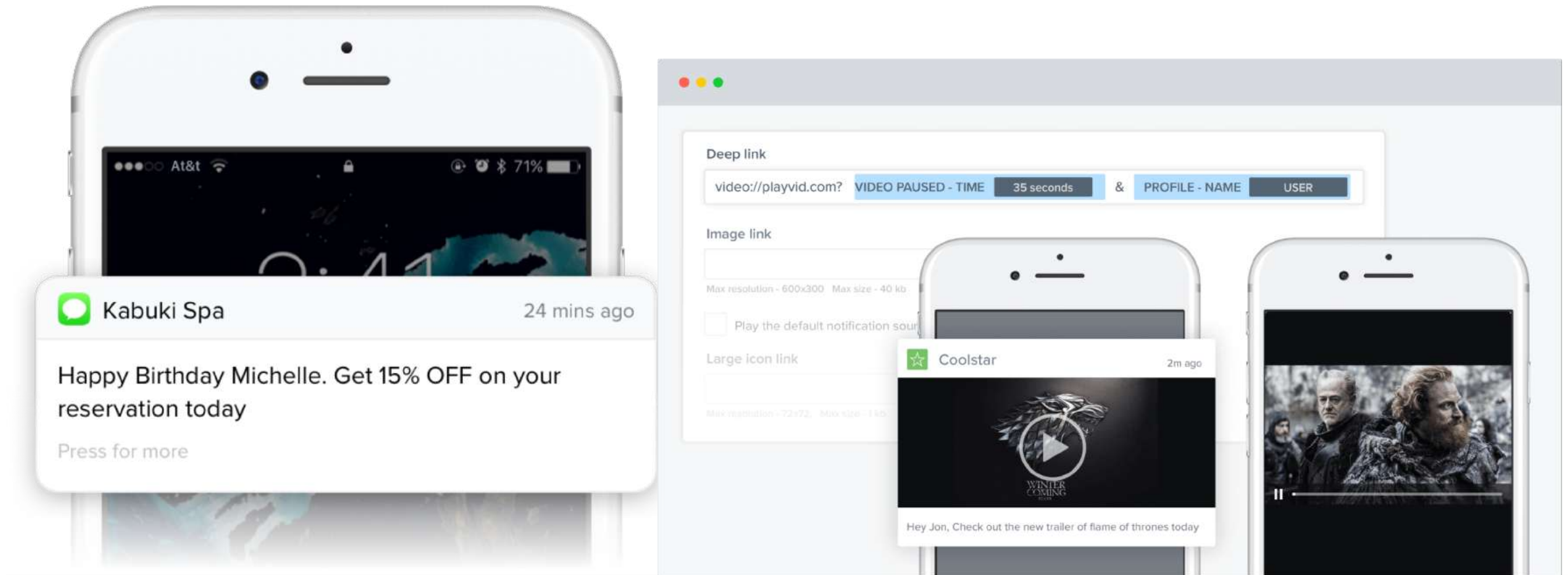
**Devices used**

Platform	Push notification	Platform & Browser

# Engage With Users on Every Device They Use



# Personalization Across Platforms and Devices



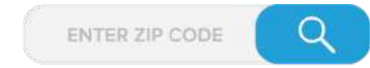
# Omnichannel Geo-location Strategies



Beacon technology



Golden Window moment



Geotargeted mobile ads

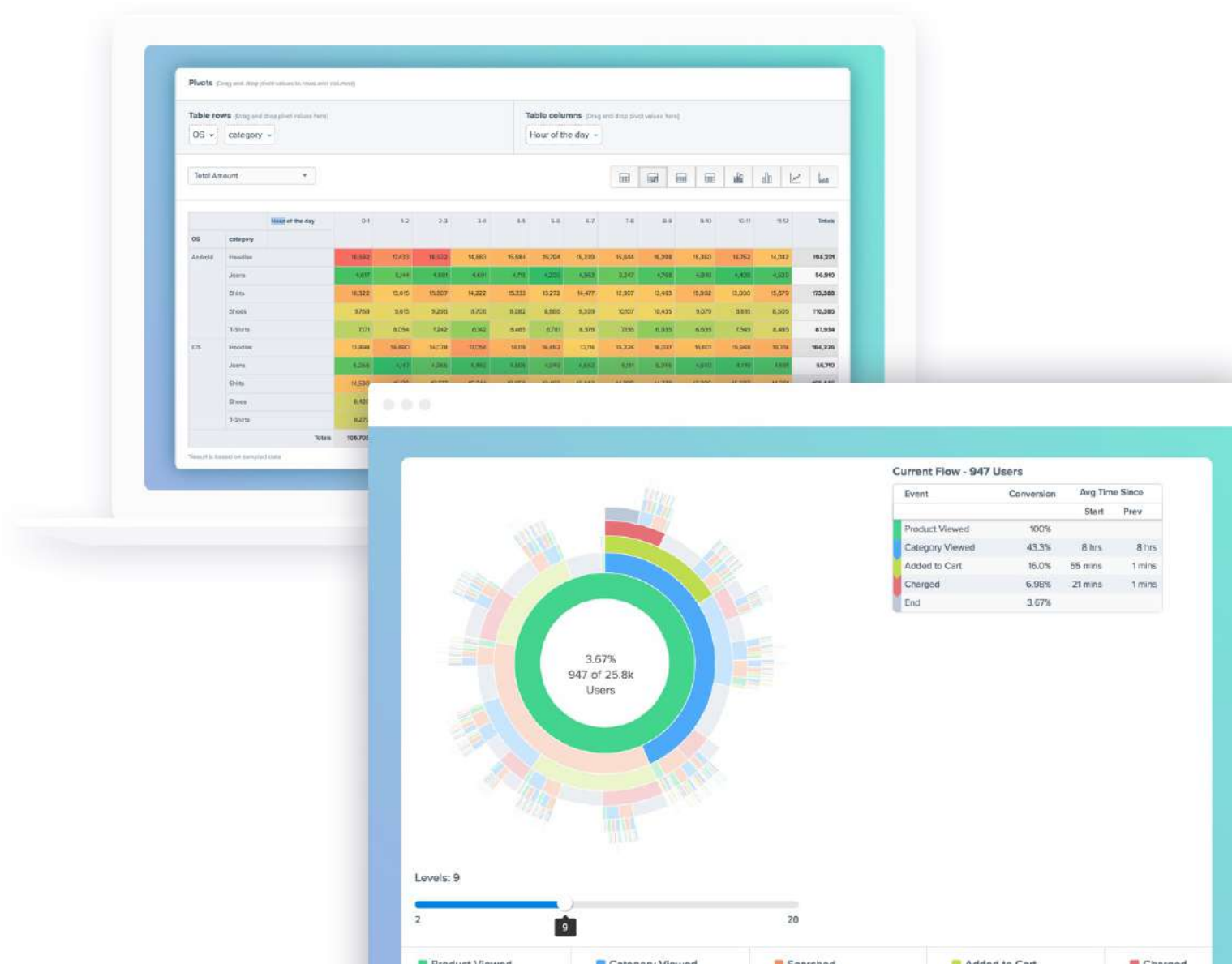


Geolocation and the customer experience

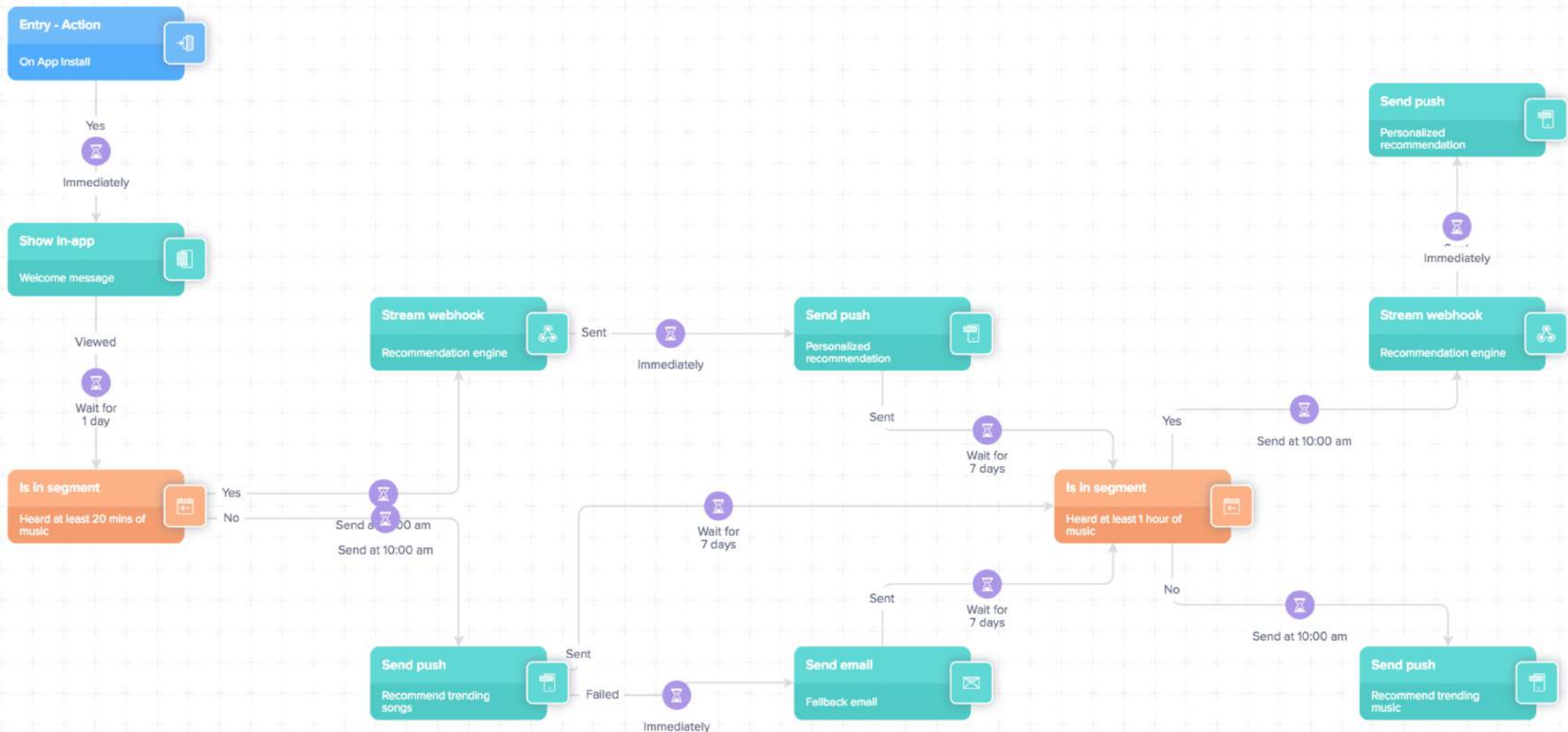


New technologies to identify consumers, beyond just their devices

# How to Leverage Your Omnichannel Data

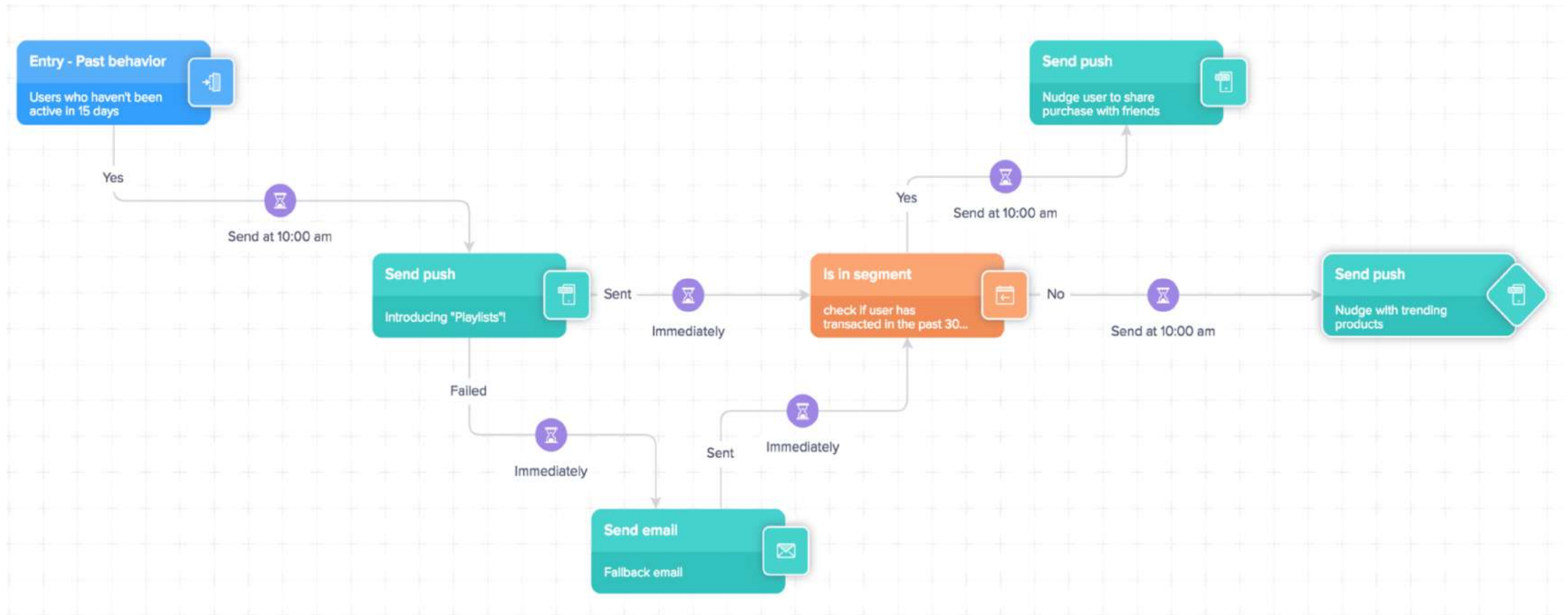


# Journeys to Improve Onboarding





# Journeys to Improve App Adoption



# Resources:

**Ebook:** Mastering Mobile App Engagement & Retention  
[-Click here.](#)

**CleverTap blog:** Everything you need to learn marketing automation best practices.  
[-Click here.](#)

**Live demo:** Get a customized 30-minute demo from our team.  
[-Click here.](#)



# Q & A

## Presenter



Almitra Karnik  
*Head of Marketing*  
CleverTap  
[Almitra@CleverTap.com](mailto:Almitra@CleverTap.com)



Leo Scullin  
*VP of Industry Programs*  
Mobile Marketing Association  
[leo@mmaglobal.com](mailto:leo@mmaglobal.com)

## Moderator

# #ShapeTheFuture

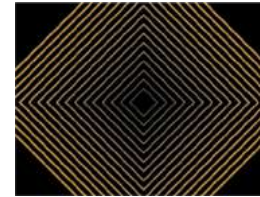
*because the future of mobile is the future of business*

## UPCOMING MMA WEBINAR SERIES

Leveling Up, A Marketer's Guide to  
Winning at Mobile Games  
April 19, 2018

Artificial Intelligence: Welcome to the  
Cognitive Era  
April 24, 2018

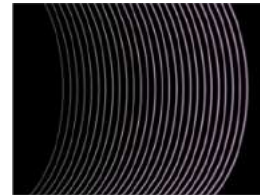
## UPCOMING MMA EVENTS



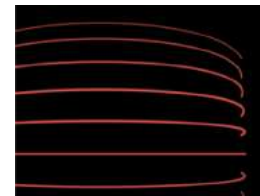
[Impact NY](#)  
April 10 – 11, 2018  
New York City



[CEO & CMO Summit](#)  
July 15 – 17, 2018  
Sonoma, California



[The Smarties](#)  
October 1, 2018  
New York City











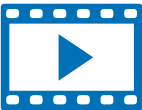

[Innovate](#)  
October 1 -2 , 2018  
New York City





# MMA PROGRAMS & INITIATIVES



 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy

# Thank you!

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**CleverTap**  
making apps smarter

 **MMA**