

HOW **MOBILE**
TRANSFORMS BUSINESSES

*AND THE ROLE OF DATA
AS A GAME CHANGER*



PRESENTATION AT
SM2

September 2013

Marketers Guide to Mobile and Data

neustar™



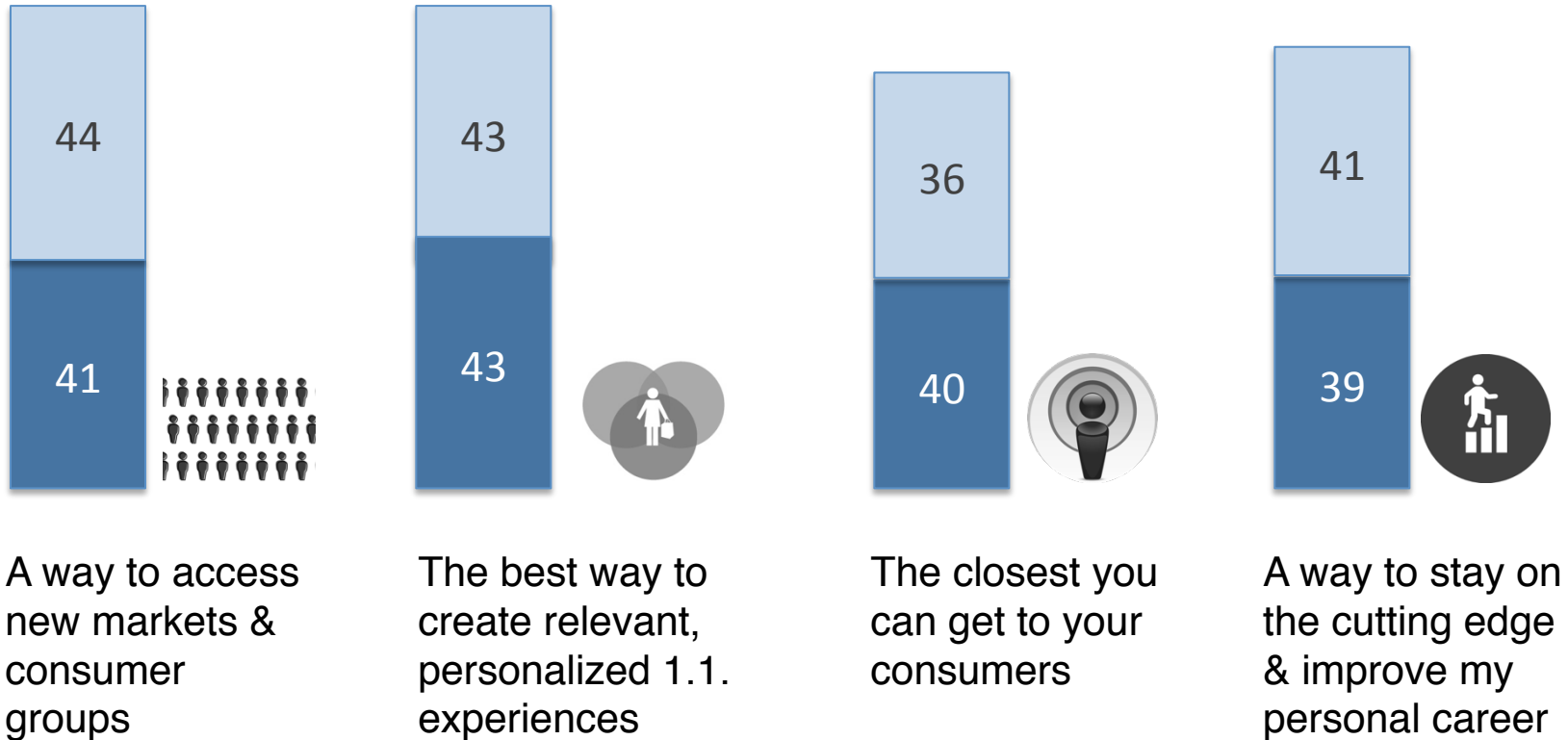
We Fielded a Quantitative Study with 400 B2C Marketers



- Marketer Perceptions
- Path to Mobile Readiness
- Tactics used & Impact
- Challenges & Opportunities

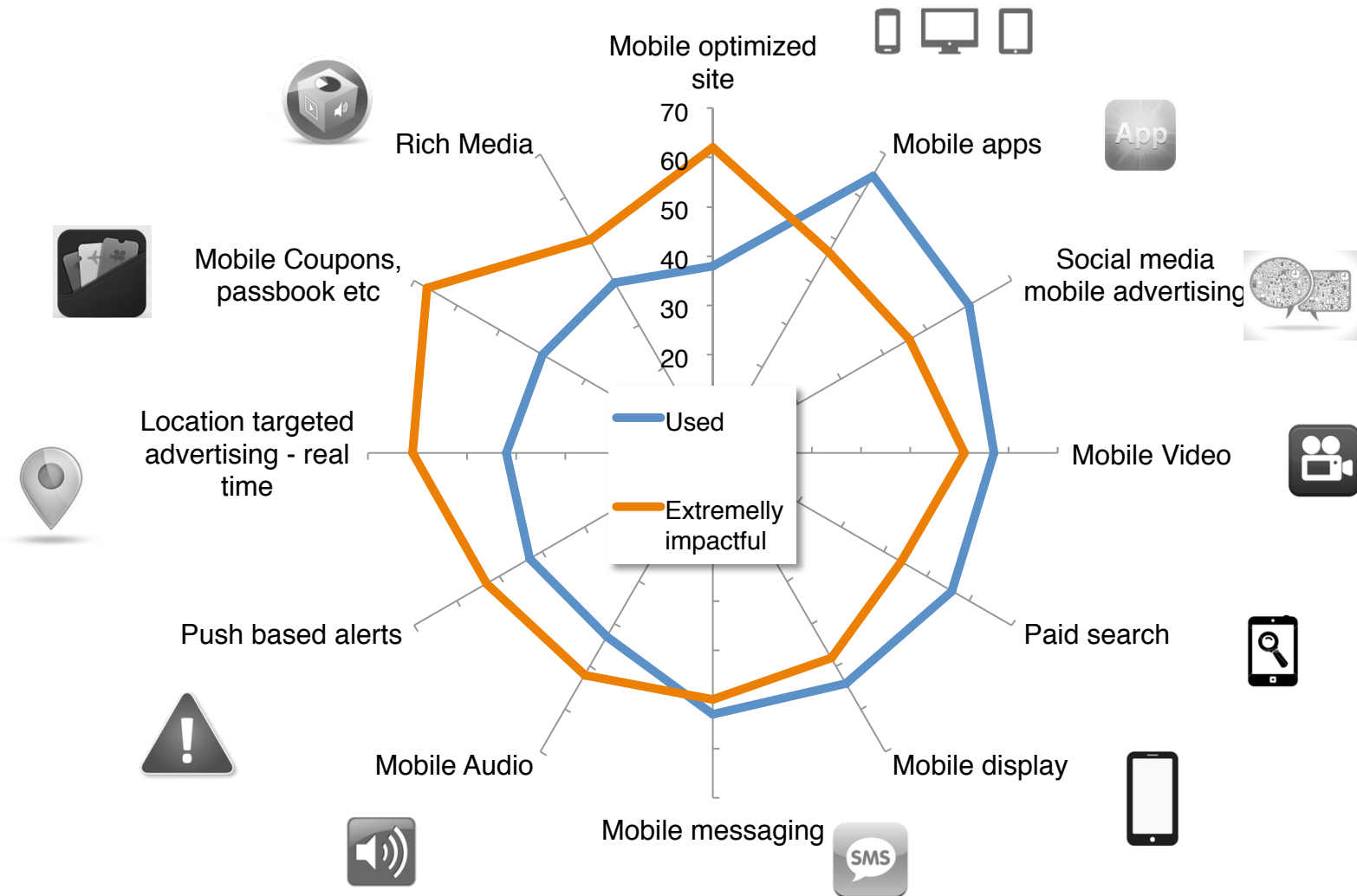
- Marketer Perceptions
- Investing in Data
- Attitudes of “Mobile Data Pioneers”
- Challenges & Opportunities

Marketers are Convinced about the Potential of Mobile



Q3. How much do you agree with each of the following statements about Mobile Marketing? Mobile marketing is ... (Top two boxes).

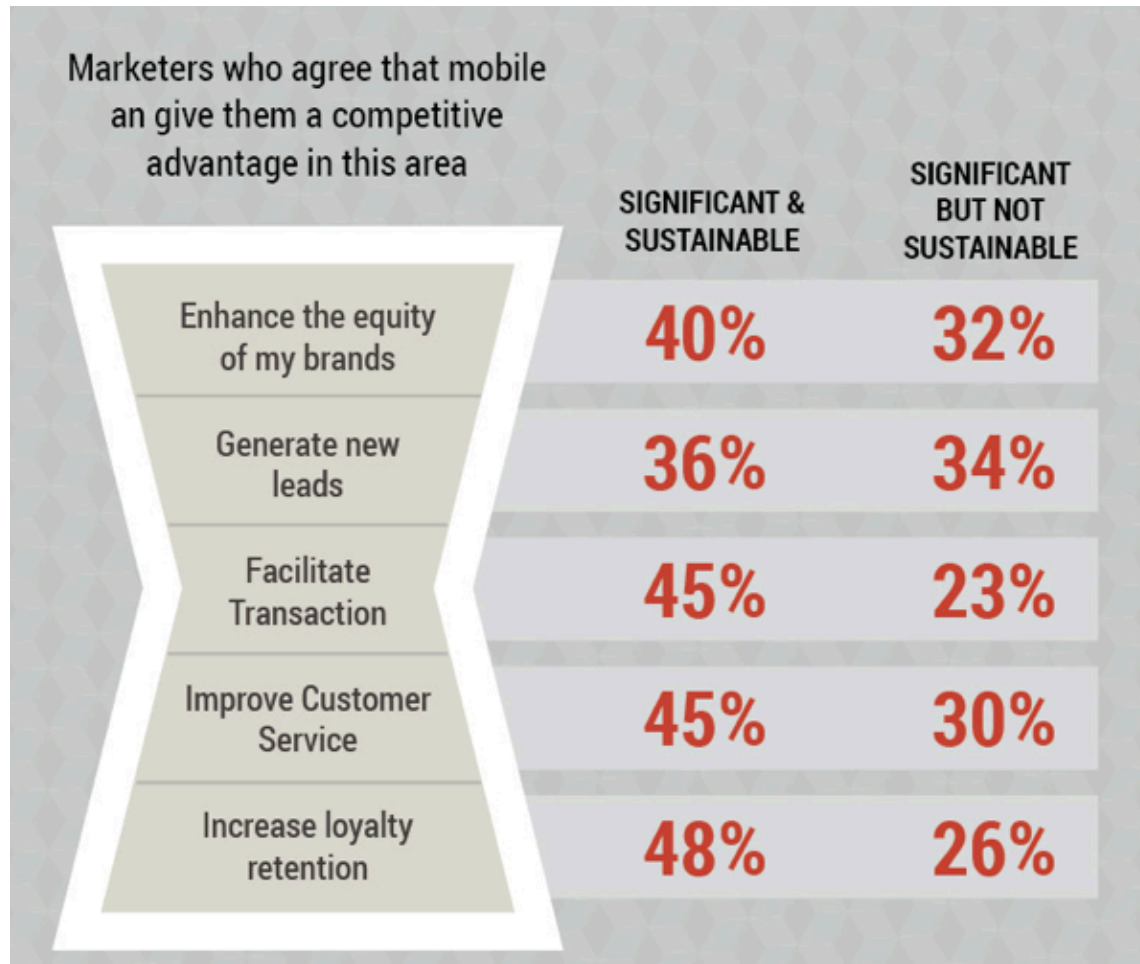
They are Extremely Satisfied with the Impact of their Mobile Tactics



Q5. Which of the following MOBILE marketing TACTICS has your organization used?
 Q5a. How impactful were these tactics given the goals that you had? (5 point scale).

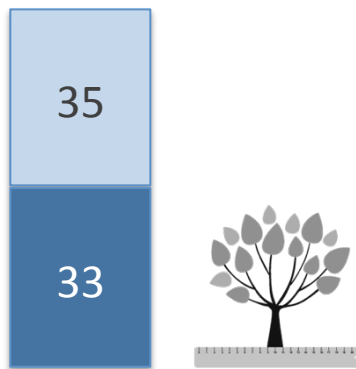


Marketers See Mobile as a Source of Competitive Advantage

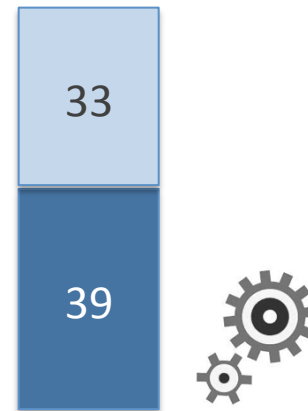


Q4a. Thinking about your marketing goals for next year, how much of a competitive advantage do you think that MOBILE MARKETING can give you in each of the following areas?

They are Convinced that Mobile can Transform their Business



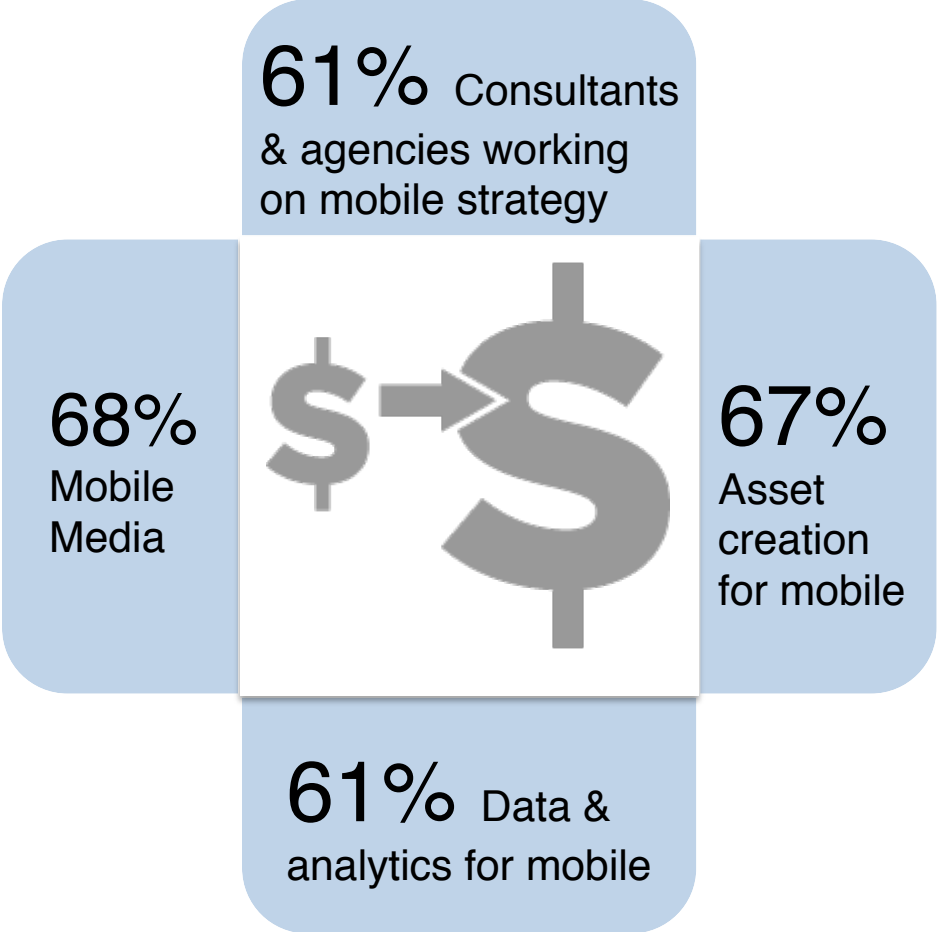
The best way to build ROI and make your marketing budget work harder



The most fertile opportunity to create transformational business & marketing models

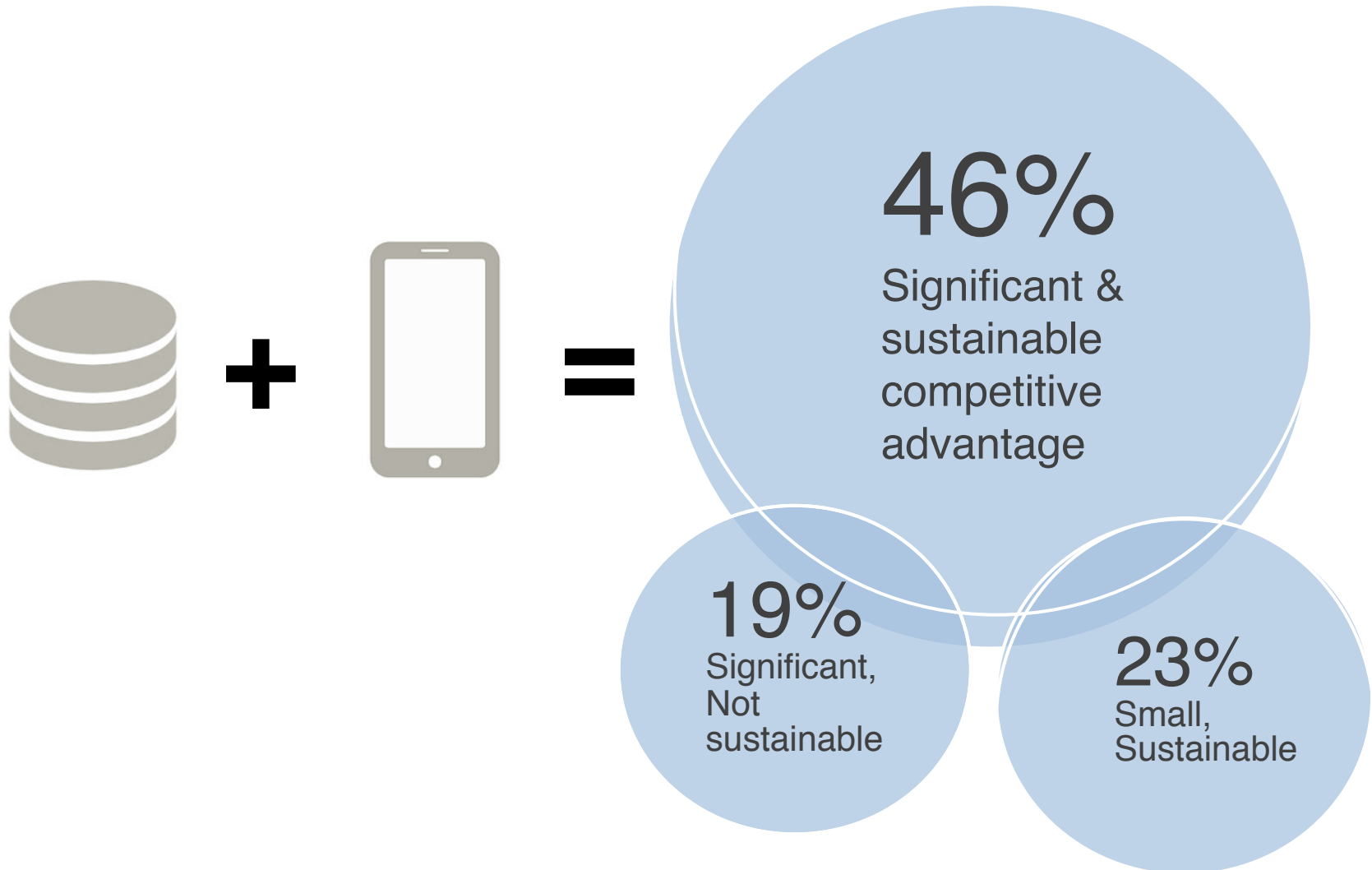
Q3. How much do you agree with each of the following statements about Mobile Marketing? Mobile marketing is ... (Top two boxes).

So They Plan to Invest More in Mobile Next Year



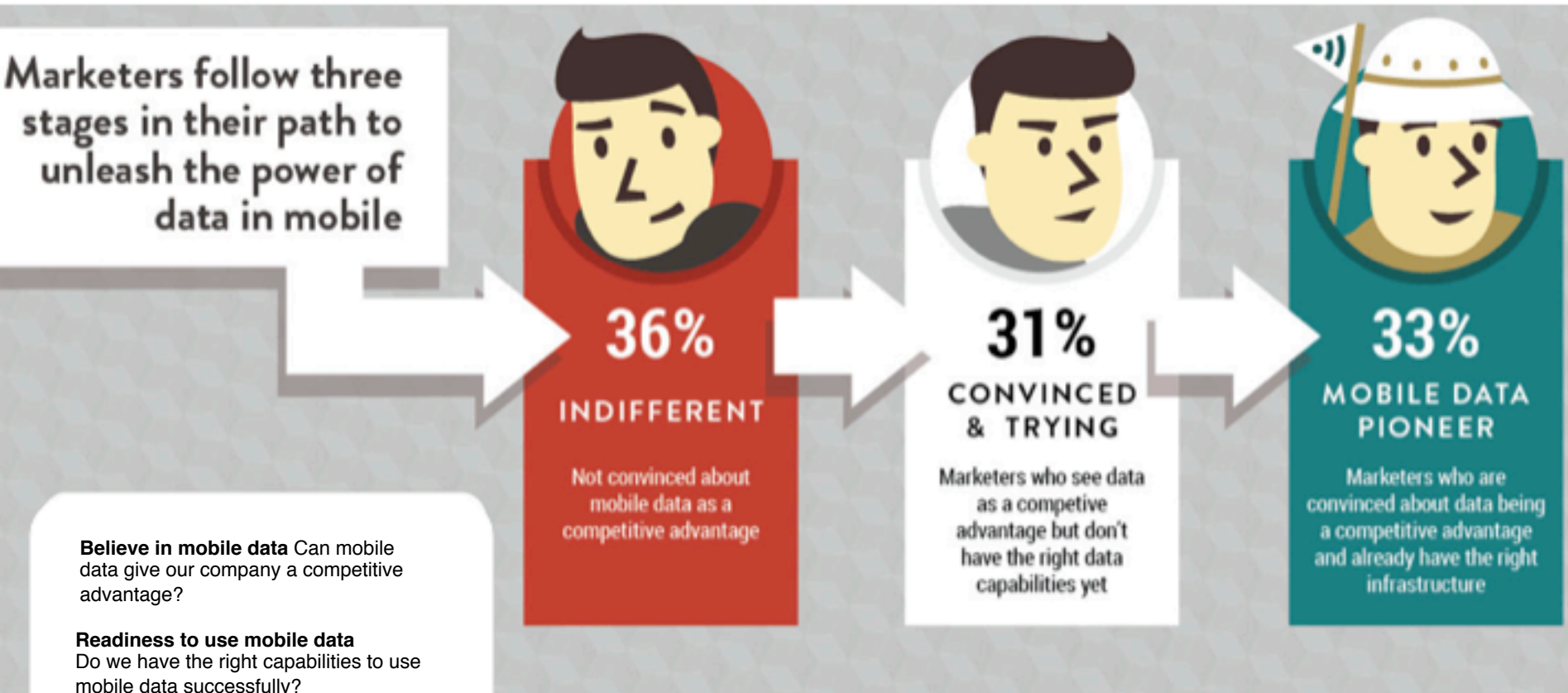
Q2c. Thinking about the YEAR AHEAD, is your company planning to invest more, the same or less in each of the following areas, compared to this year?

Companies are Convinced that DATA can be a Game Changer in Mobile Marketing

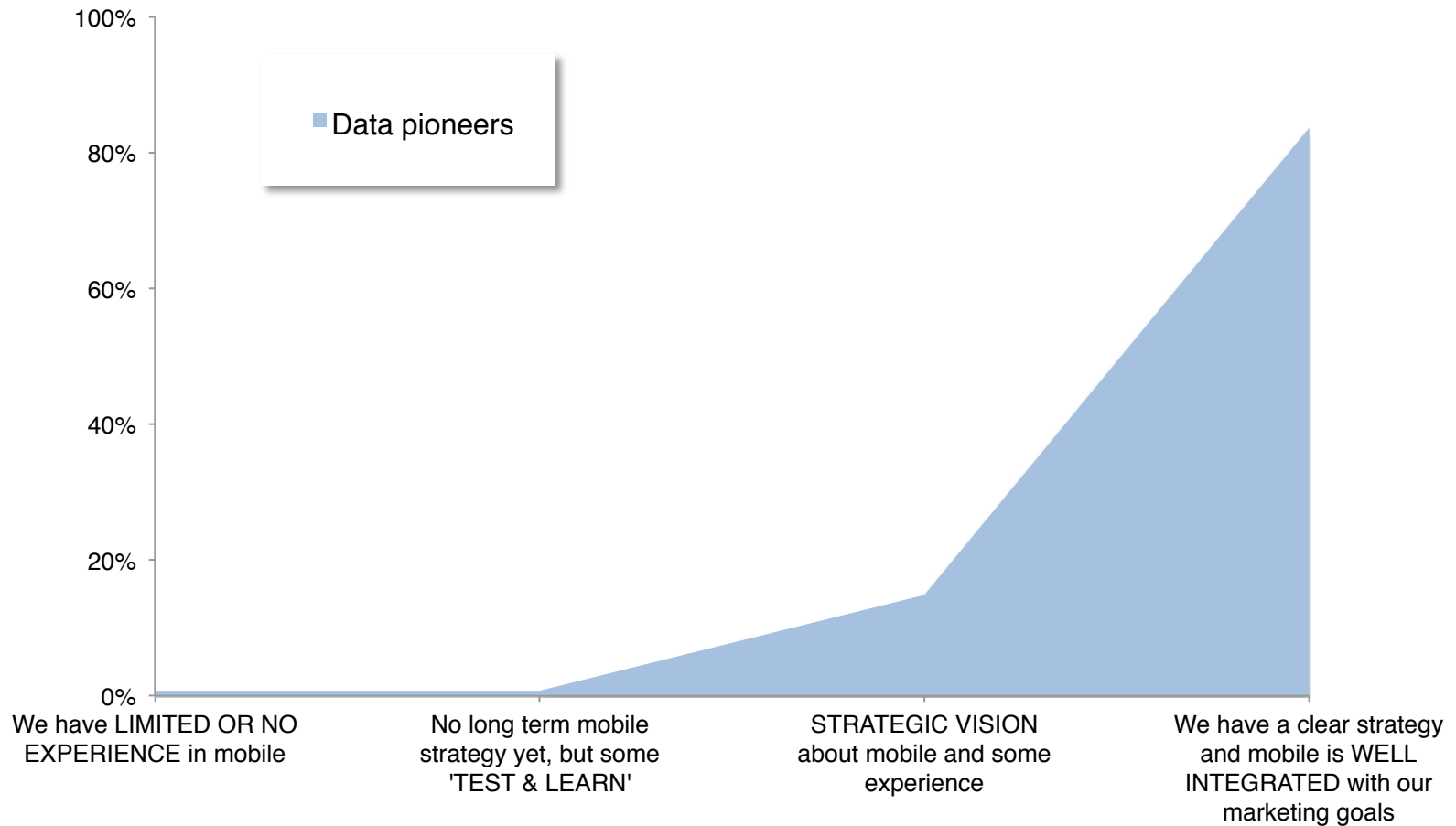


Q8a. How much of a competitive advantage do you think that data can give you in mobile marketing?

Not all Marketers are Equally Prepared.

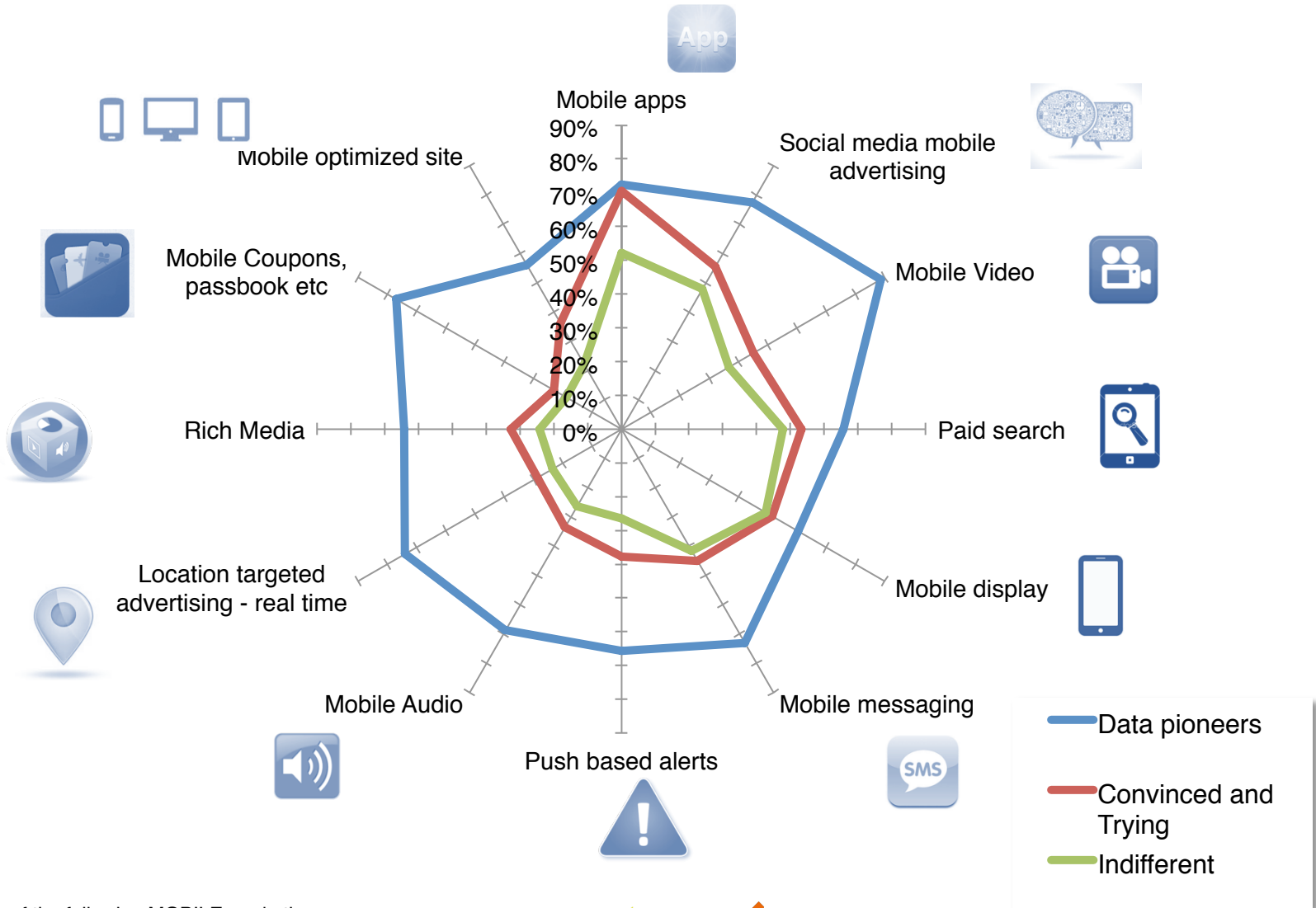


“Mobile Data Pioneers” have Focused on Mobile for a while & have a Holistic Strategy



Q1. Which of the following sentences best describes how your company approaches MOBILE MARKETING?

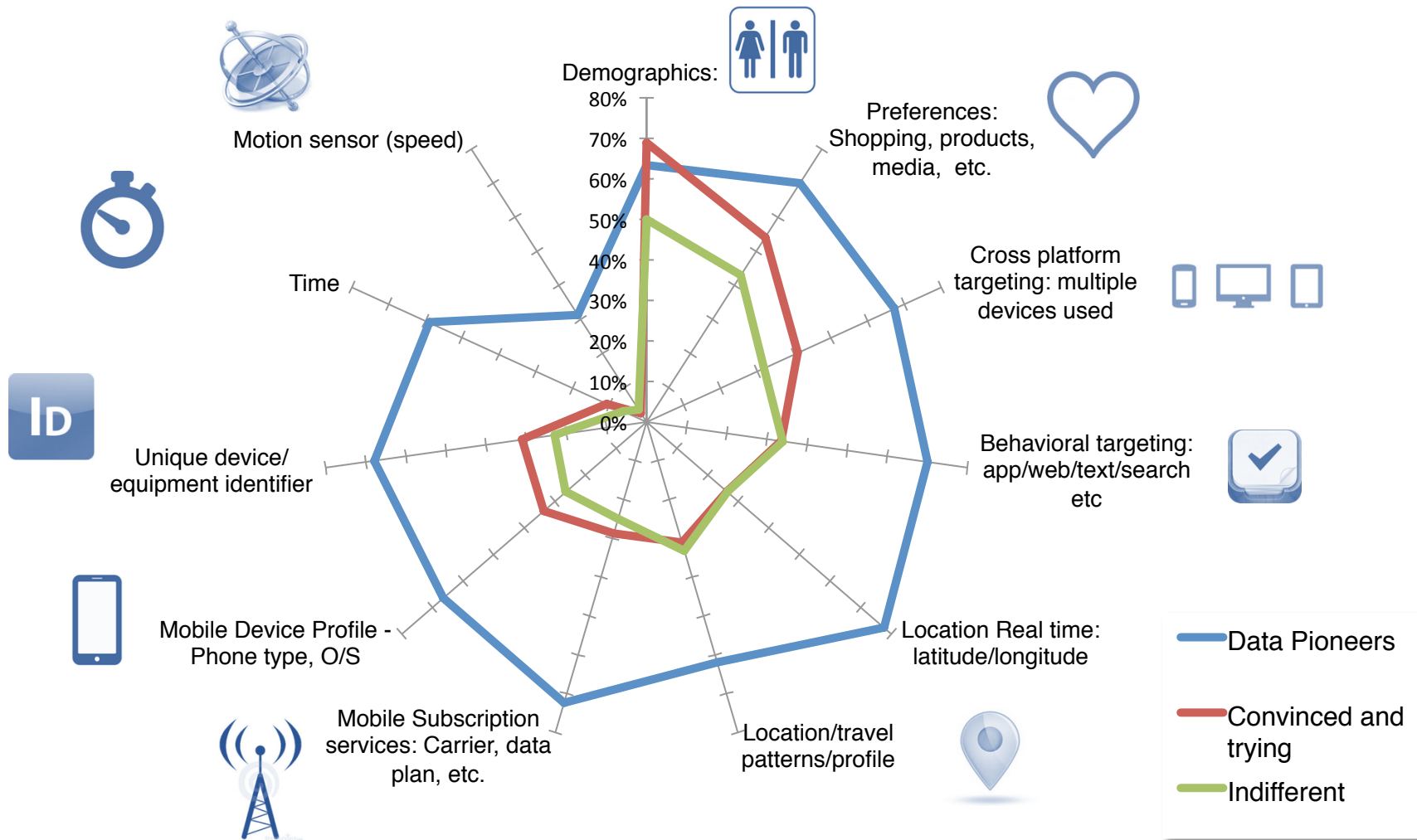
“Mobile Data Pioneers” Use many more Mobile Channels than other Companies.



Q5. Which of the following MOBILE marketing TACTICS has your organization used?

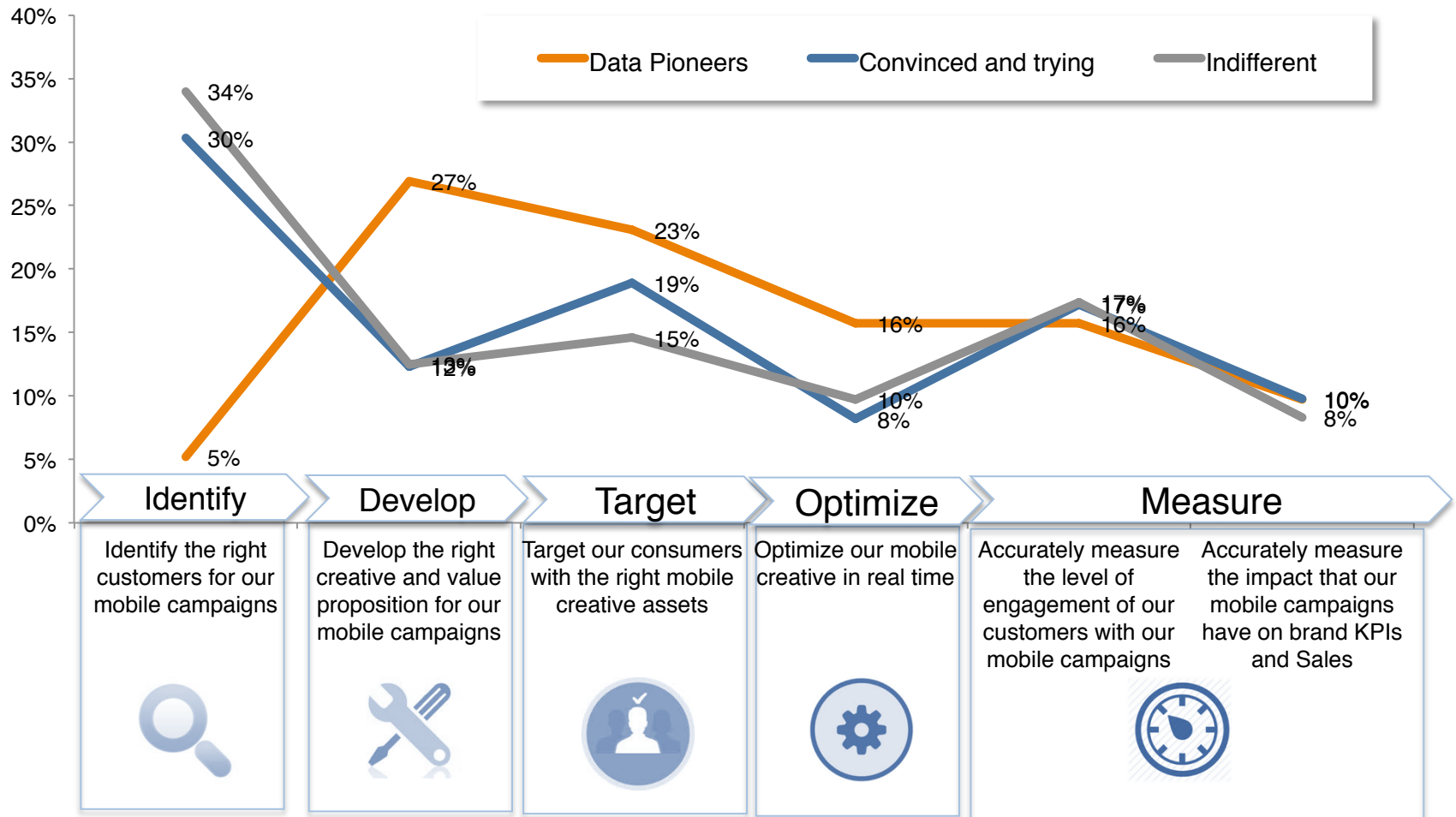


They are more likely to Value the Importance of Data Beyond Basic Demographics + Preferences



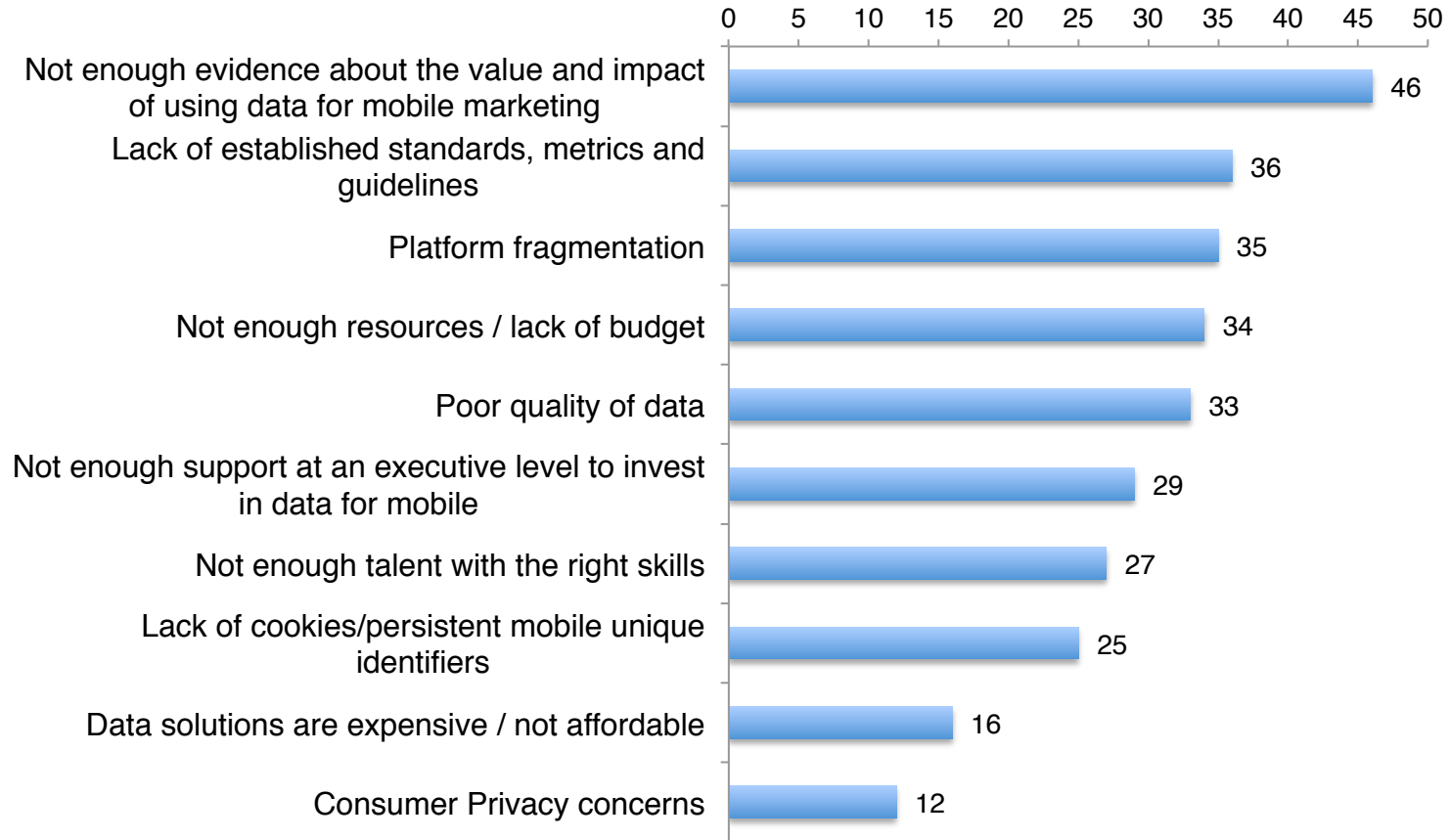
Q11a. Which of the following types of data are the most **IMPORTANT** to have access to in order to achieve the most impact from mobile in your future initiatives?

Mobile Pioneers Focus on Using Data to Develop, Target & Optimize Creative



Q10. Still thinking about how your organization uses data for MOBILE MARKETING, which of the following would you want to improve FIRST?

The Industry Needs to Work on Proving the Value of Data in Mobile Marketing & Establish Standards that Ensure Data Quality



Q13. Finally, which of the following areas is the most important challenge that the industry needs to overcome when it comes to USING DATA FOR MOBILE MARKETING? (Summary of top 3)