



## Excerpt from “Mobile: The Great Connector: Volume 2”

### **Foreword:**

The power of mobile is not just in its ability to reach and influence consumers every step of the journey. Mobile also bridges the digital and physical worlds. In this new role, mobile gives an entirely new dimension to people’s experiences and enables marketers to achieve new levels of continuous customer touch and engagement.

In Vol. 2 we draw from our own survey of mobile consumers in the U.K., Germany and France (conducted by GMI Lightspeed Research) and exclusive interviews with brands and key players in the mobile ecosystem to identify the key components and approaches marketers must embrace in order to drive real results and benefit from mobile’s unique ability to bridge the physical and digital worlds.

We also explore the opportunities at the intersection of content and context to show the ways marketers can orchestrate their capabilities to segment and sequence customer outreach and engagement based on a variety of digital signals and data, such as location, past behaviour and known preferences.

Finally, we present and map the 'Path To Action', showing how architecting brand interactions on the channels people prefer (mobile, app, Web) in the sequence they appreciate can influence customers on their journey and —ultimately —encourage lasting loyalty.

We invite you to read how mobile is transforming business, transcending barriers and creating new opportunities for you to reach your brand objectives with a strategy that makes every minute truly mobile.

*Chris Babayode, Managing Director MMA EMEA*

### **Introduction:**

At first marketers looked at mobile as a way to deliver marketing. Fast forward, and brands are just beginning to recognize that the real power and value of mobile increasingly lies in what it enables, namely holistic experiences that connect people with other digital screens, or the real world around them — or both.



This excerpt of this soon to be published book, walks the reader through the themes and topics covered in depth in Volume 2 of this comprehensive guide. In each section you will find actionable insights, equipping you to develop and execute a comprehensive and winning strategy to create contextual relevance and real value in your interactions with your target audience.

### **SECTION 1: MOBILE IS INTERACTION**

From market figures to user behaviour trends based on a survey of mobile consumers in EMEA, this section provides you an overview of the results and research you need to help you understand your audience and the evolving role of mobile in their daily journey.

Topics we cover include:

- Essential EMEA market stats
- Mobile and multi-channel trends you need to watch
- Compelling case studies showing how mobile now defines and links the personal and digital world of consumers with the 'real world' around them

### **SECTION 2: MOBILE IS PERSONALISATION**

Driven by customer demands for brand interactions entirely on their terms, the burden is on marketers to determine the appropriate channels and approaches that will satisfy the growing requirement for personalized and relevant brand communications.

Topics we cover include:

- Strategies to re-imagine and 'hyper-personalise' the customer experience
- How communications and offers linked to personal context and enabled by smartphone capabilities can influence consumer behaviour and improve loyalty programmes
- How leaders in the travel sector including Hotels.com and ebookers.com are pursuing strategies to match personalised and relevant communications and offers to deliver value, increase bookings and reward engagement



### **SECTION 3: MOBILE IS LOCATION**

Effective advertising doesn't just target the right audience; it targets their 'location context'. It's this capabilities combination that equips brands and companies to deliver marketing that is appreciated and valuable because it is inextricably linked to the world around us and related to our lives — and what we are doing— at precisely that point in time.

Topics we cover include:

- The rise of models and mechanisms, such as programmatic mobile advertising, that tap location context to help brands get more mileage — and less wastage — out of their spend
- Ways that brands and businesses can harness location to select and segment their target audience
- How Unilever is leveraging and layering location to understand consumer intent and initiate brand interaction at prime moments in the Path-To-Purchase

### **Chapter 4: MOBILE IS TRANSACTION**

Mobile is not just impacting retail and commerce. It's also turning up the pressure on brands to deliver an experience that harnesses mobile to reduce friction, increase convenience, and, in some cases, amaze our senses.

Topics we cover include:

- Mobile and retail 'readiness' trends and top line numbers across EMEA
- The rise of the 'smart store' and the impact of indoor technology to reach and engage consumers every step of the journey — even at aisle level
- How IKEA is connecting with customers in-store and on mobile

### **Chapter 5: MOBILE IS TRANSFORMATION**

Data-driven marketing delivers insights that improve products, super-charge services and transform the customer experience and relationships. Why (and how) digital connections foster deeper human connections is the focus of this section, which also sheds important light on how the Internet of Things (IoT) fits into the customer-brand paradigm to potentially close the gap between the digital and physical worlds.

Topics we cover include:

- How creating and monitoring sensor-based touch points in the offline world can provide brands and marketers empirical, customer-driven insights
- Tools and capabilities necessary to listen, learn and measure what customers are telling brands through their behaviour and feedback

- How Glaxo Smith Kline (GSK) is preparing to deliver proactive and predictive product information about its healthcare products and medicine tailored to truly individual needs.

## Chapter 6: MOBILE IS THE FOUNDATION

We close this mobile marketing resource with key takeaways, actionable advice, and a checklist of how you can prepare to deepen engagement, navigate Big Data, and achieve desired and measurable outcomes.

### About the MMA

The MMA is the world's leading global non-profit trade association comprised 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.**

Mobile Marketing is broadly defined as including advertising, apps, messaging, mCommerce, and CRM on all mobile devices including smart phones and tablets.

The MMA's global headquarters are located in New York and it has regional operations in Europe/Middle East/Africa (EMEA), Latin American (LATAM), and Asia Pacific (APAC), with local councils in 17 countries.

The MMA would like to thank its members and sponsors for their support in making this publication possible.

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This mobile marketing resource was researched, written, and produced by MobileGroove media.

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