



What *Really* Is the Value of Mobile to a Marketer

An Update on:

SMoX.me – Smart Mobile Cross Marketing Effectiveness

Global Research Initiative

III FORUM LONDON
10 NOVEMBER, 2014 | LONDON

MMA
MOBILE MARKETING ASSOCIATION

First, Mobile's Powerfully Unique Positioning:



**The Closest You Can Get
to Your Consumer**

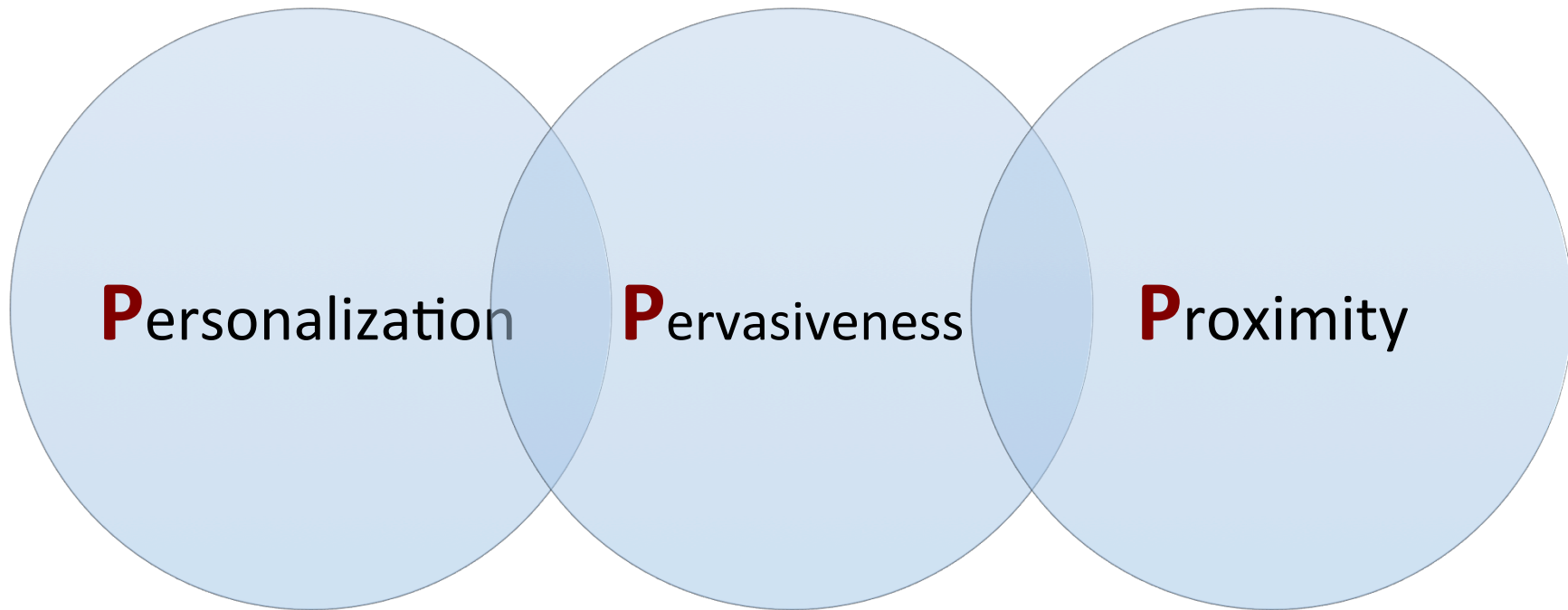


Yes, Phones Can Do So Much!





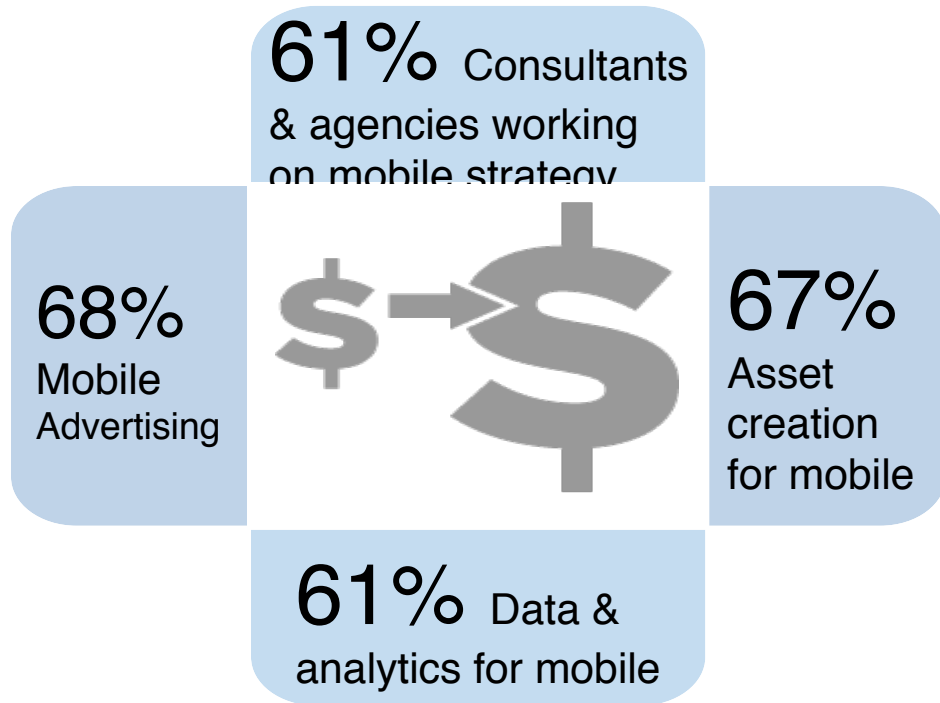
That USP is Supported by More Unique & High Value Attributes





Marketers 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?





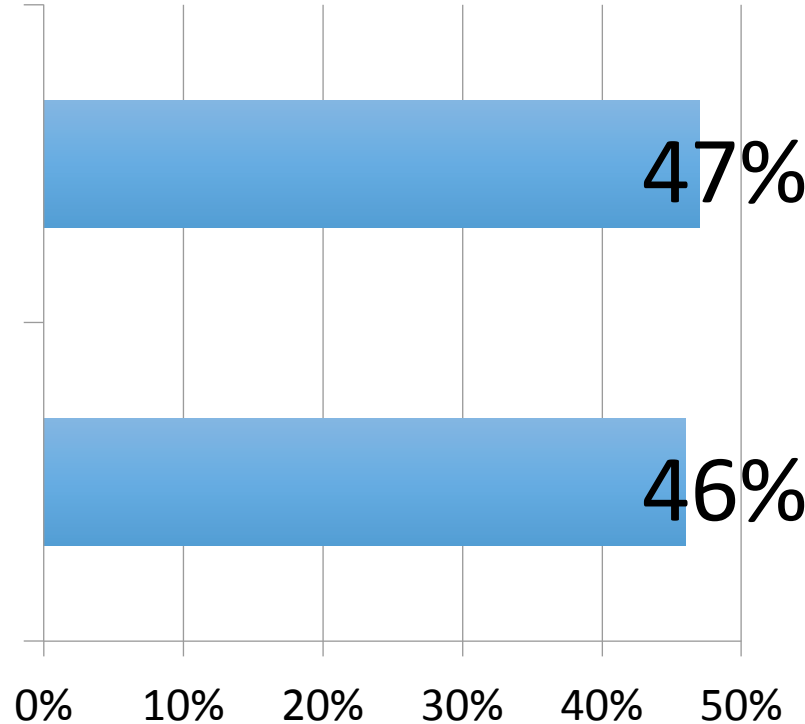
But Also, Marketers Have Caution

Difficulty to measure
impact of mobile and
compare to other channels

47%

Tight budgets/ We can't
afford to decrease
spending in other channels

46%



Oh, Great!





Aspiration without Allocation Is Meaningless

B. Bonin Bough
Mondelez International

A S P I R E

"You will become as small as your controlling desire;
as great as your dominant aspiration."

- James Allen





The Answer?

***Mobile needs a compelling,
fact-based, irrefutable
analysis for marketers on the
ROI value of mobile to THEIR
business goals***



That is:

MMA's

SMoX.Me

(Smart Mobile Cross Marketing Effectiveness Studies)





First, Thanks to Our Partners

SUPPORTERS



PANDORA®

inMOBI™



TREMOR
VIDEO



VERVE
LOCATION POWERED

Urban Airship
..... powering modern mobile



YAHOO!



HELLOWORLD

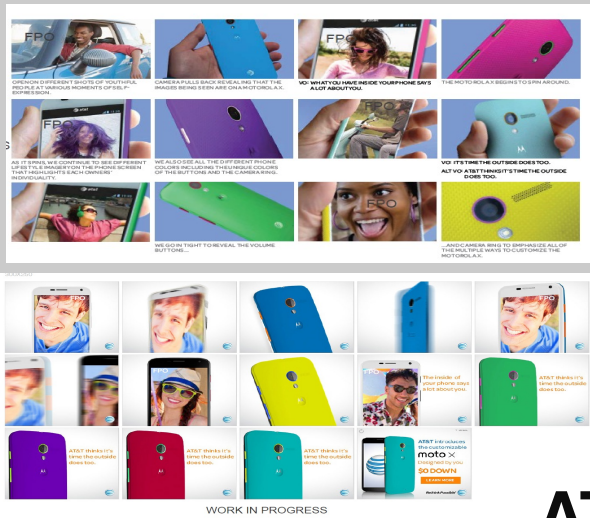
PARTNERS



|| Insights Are On Their Way

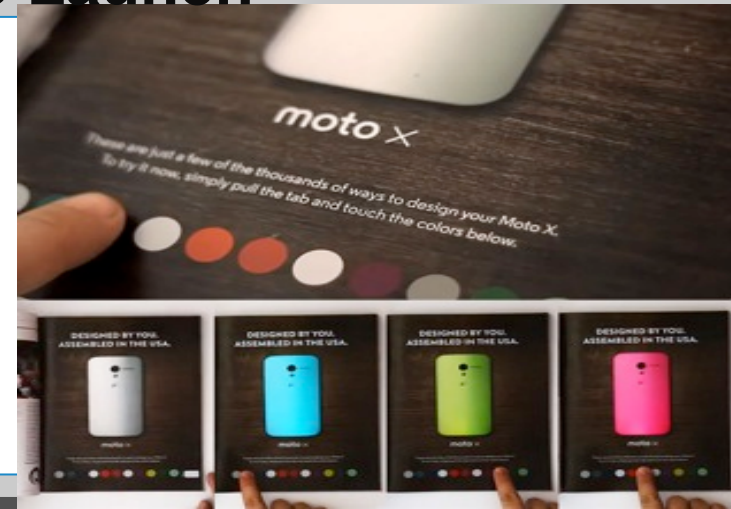


U.S., UK, Turkey, China, Brazil



1st Case Study:

AT&T – New Device Launch



AT&T Campaign Details

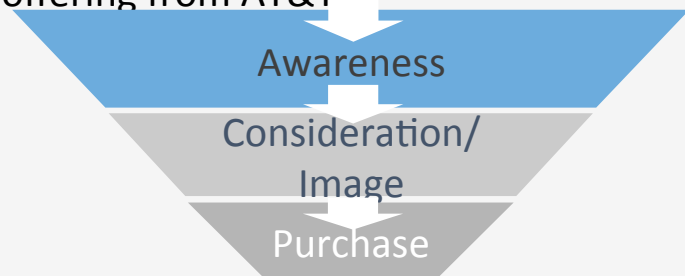
MEASUREMENT PARAMETERS

Target 18+

Data Collection 9/17/13-10/28/13

KEY KPI / GOAL

Build Awareness for the new device offering from AT&T



CAMPAIGN MARKETING MIX



TV:
92%



PRINT:
1%



ONLINE:
5%

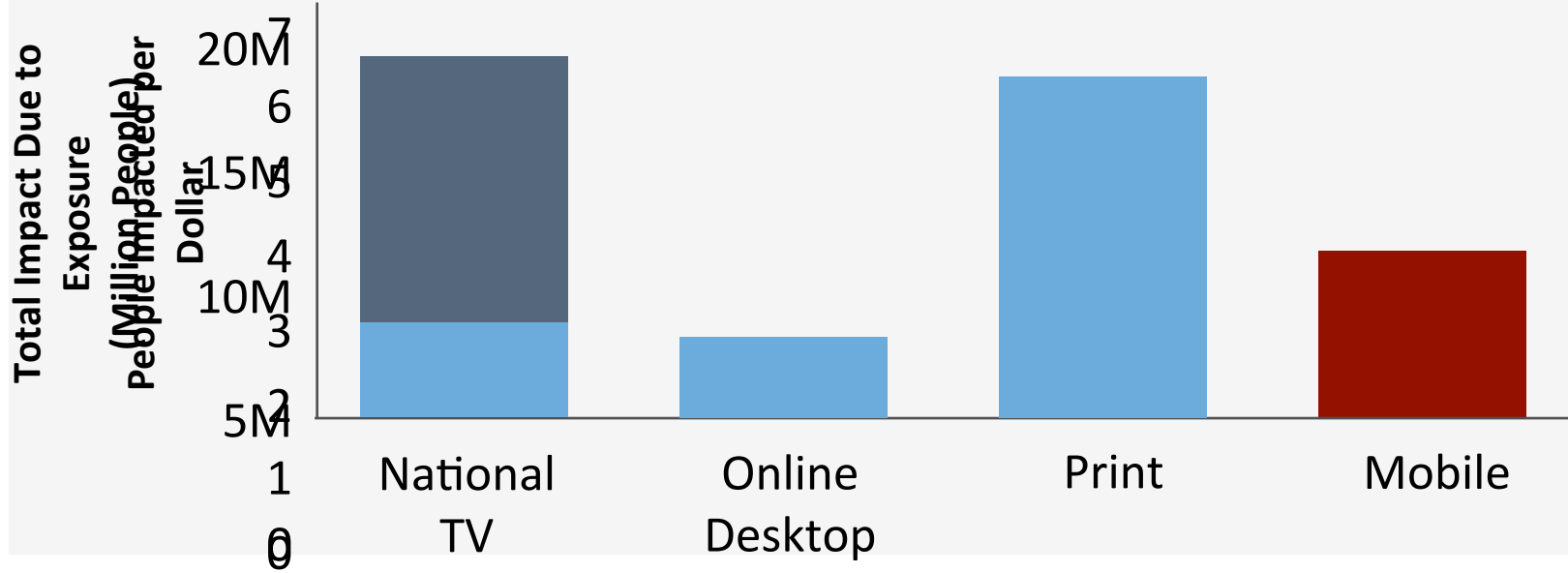


MOBILE:
1%



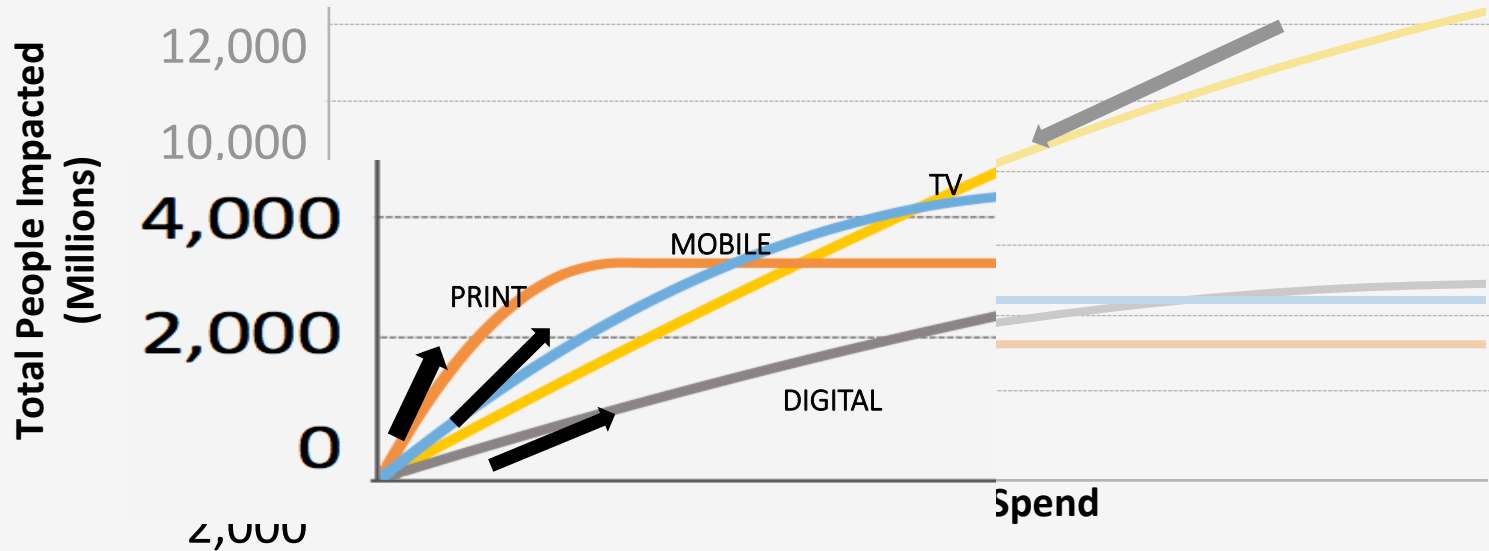
On Cost/Impact Basis; Mobile Delivered 2x Value vs. TV

Efficiency (Impact/\$) Device Awareness

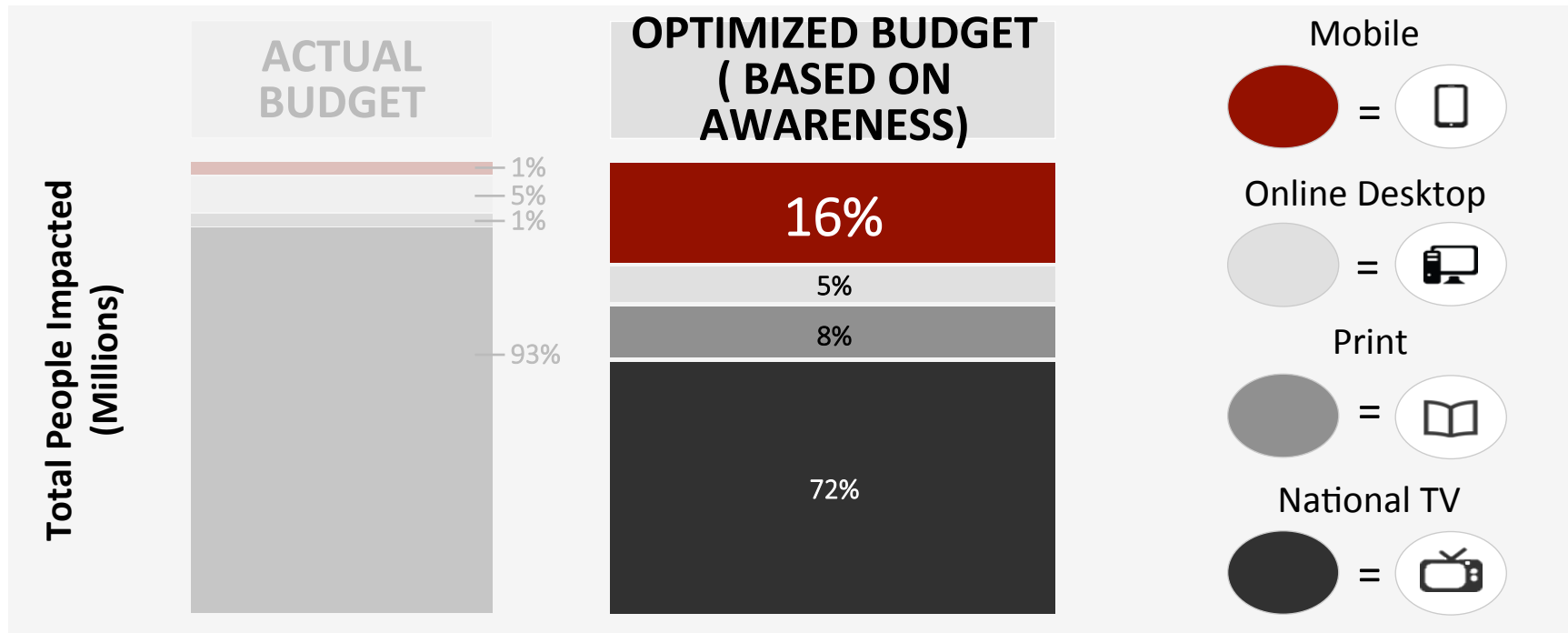


Shifting the Mix will impact more people with same Budget

SPEND TO IMPACT RESPONSE BY MEDIA: AWARENESS OF NEW DEVICE



Therefore, optimal mobile is 16%





Would You Ignore Manchester?

Same Budget
Better Results

*By reallocating spend to mobile,
there is an incremental
potential of 2.5 million *NET*
people are Aware,
or*

+12%!

*That's almost the equivalent of
the population of Manchester!*



I HATE



Manchester United SUCKS!!!!!!

Sports Team

Community Page about [Manchester United](#)



Timeline

About

Photos

Likes

Videos

PEOPLE



Post











Photo / Video

**BUT
WAIT**



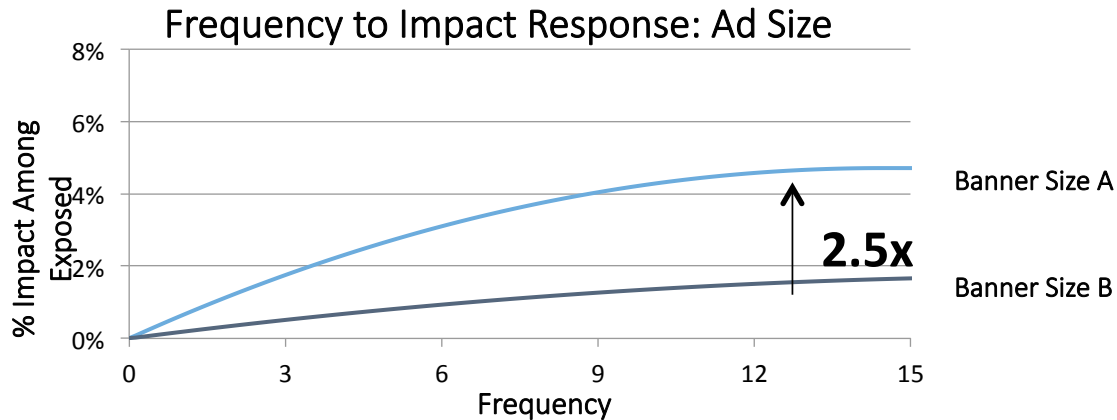
**THERE'S
MORE!**

The Overall Numbers/Impact

| | PEOPLE IMPACTED (WITH CURRENT SPEND) | UPSIDE POTENTIAL PEOPLE IMPACTED (OPTIMIZED SPEND) |
|----------------|--|--|
| Mobile |  .5 M |  3.7 M |
| Online Desktop |  1.1 M |  .3 M |
| Print |  .7 M |  3.6 M |
| National TV |  18.9 M |  -1.9 M |
| Total | | <div> + 27% </div> 5.7 M |

* Upside potential for mobile is +17% but 12% is incremental considering the decrease from TV

Insight: Box ad displayed product more clearly & increased impact by 2.5x



Banner Ad Size A - Box



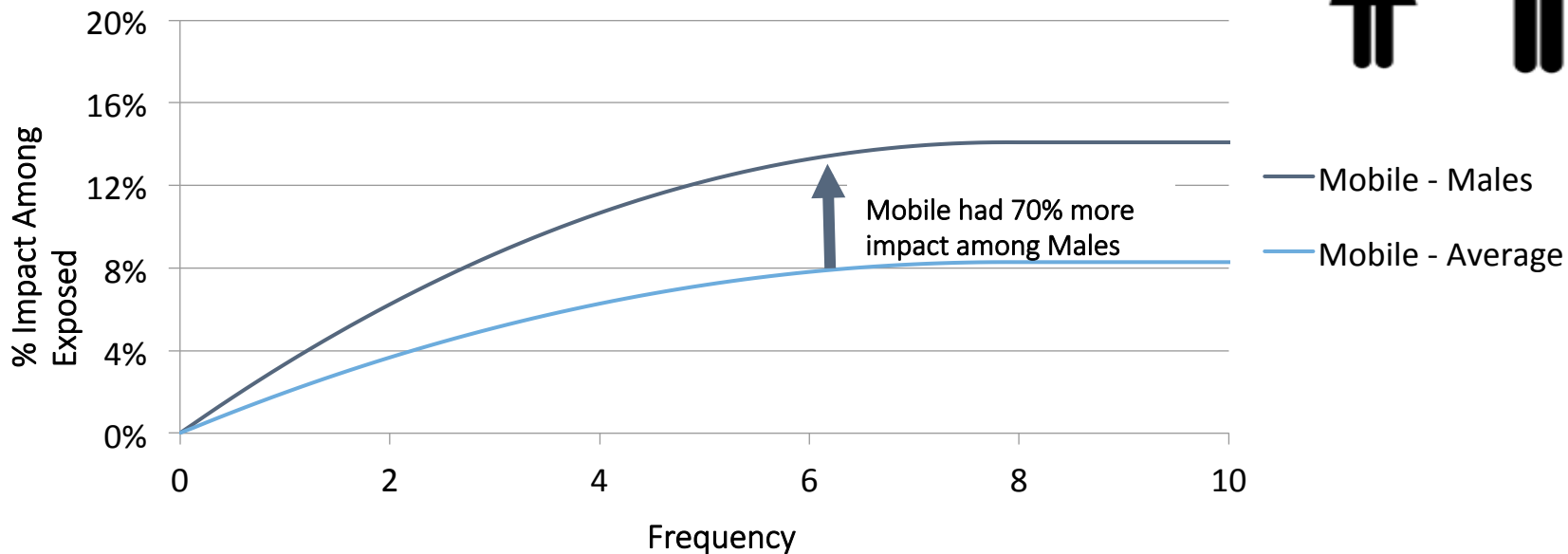
Banner Ad Size B - Row





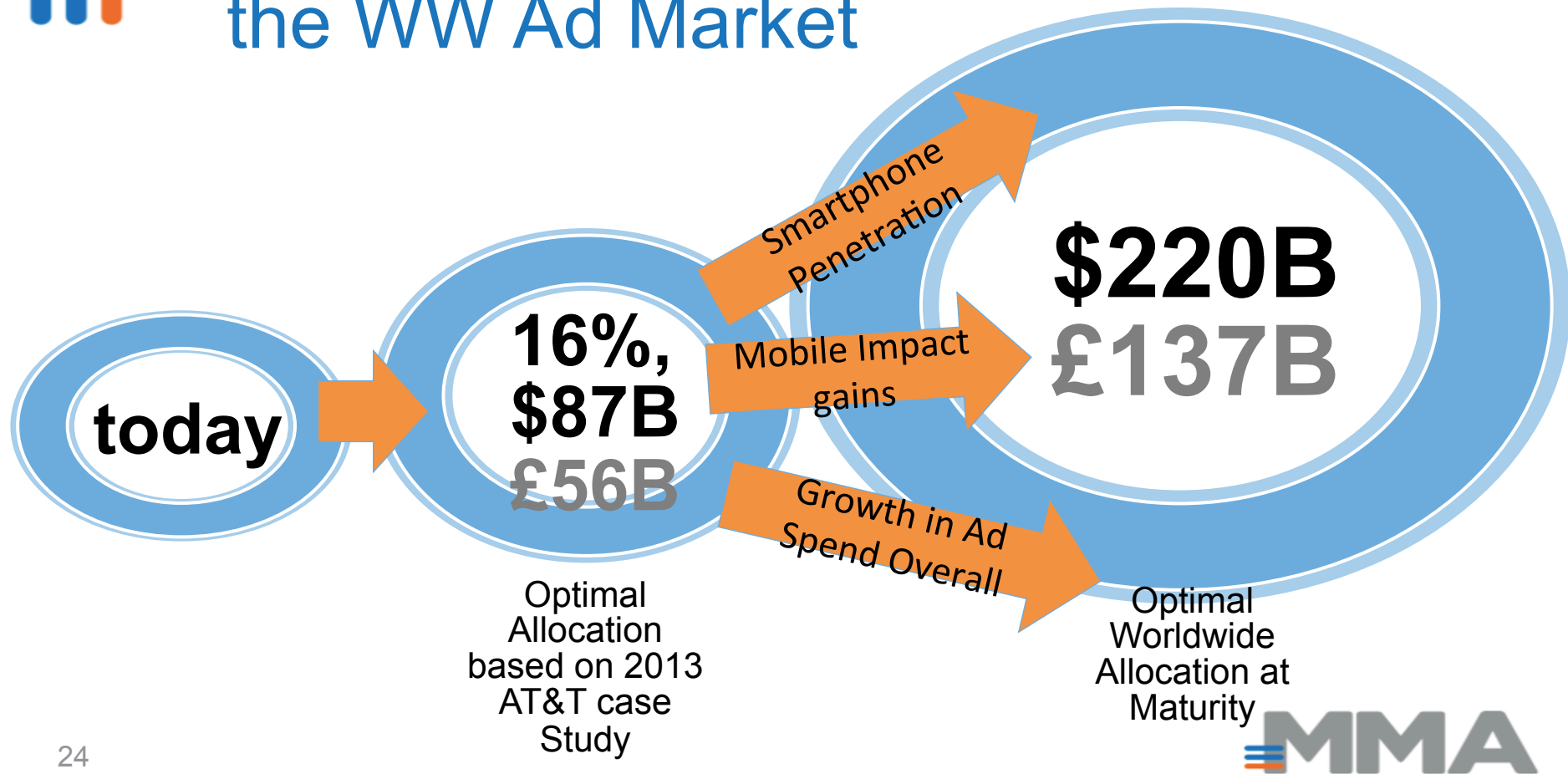
Insight: Mobile was more effective at driving awareness among men

Frequency to Impact Response: Demographic Targets





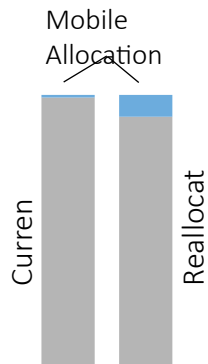
What If We Apply These Insights to the WW Ad Market





What If Marketers Acted on These Insights Immediately.

Using a large Consumer Goods company as an example. . .



Move aggressively, bring mobile spend to \$300-\$400M worldwide
Move revenue across the board by 0.4%

And the Company's current Revenue and market value . . .

\$299.0B Market Cap

2013 Revenue of \$71.3B

0.4% Share Shift Revenue Gain of \$278M

Yields a material value creation opportunity.

$$MV / R = 4.2$$

$$\text{Market Cap Gain} = 4.2 \times \$278M$$

\$1.2B

“We're writing our briefs with a mobile first lens, as opposed to a TV first lens.

It changes how we approach media, advertising, user experiences and go to market strategies.”



Chief Marketing Officer,
Telecom

*“Where is [Mobile] **not** changing our business is probably the more appropriate way to think about it...”*



VP, Global Marketing
Hospitality

*“The internet 10-15 years ago
could be ignored.*

*But mobile is surpassing everything else. It
already happened and we are still trying to
figure out what we do with it.”*



VP Global Advertising
CPG

Thank You

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@gregstuart



But Are Marketers Ready



Marketers see mobile as a GAME CHANGER. MMA

Source: MMA



1. **ANA /AAAA** events and other initiatives (Phase 1,2,3)
2. **Research** events ARF, ESOMAR, I-COM (Phase 2,3)
3. **Cannes and other events** (Phase 1, 2, 3)
4. **Agency/Marketer lunches** (Phase 2,3)

INDUSTRY OUTREACH

SMoX

PARTNER AMPLIFICATION

MMA CHANNELS

1. Insights used in **Sales materials**
(Phase 1,2,3)

2. **Sales training** in publisher's offices as selected by publisher.
(Phase 1,2,3)

3. Presentation of results in person at **publishers' clients** or agency gatherings
(Phase 1,2,3)

4. Welcome remarks in **Roadshows**
(Platinum)
(Phase 2, 3)

1. **Materials** related to SMoX including press releases, presentations, case studies, MMA Website (Phase 1,2,3)

2. **Webinars** Sales and marketing teams to participate (Phase 1,2,3)

3. **MMA Conferences** including MMA Forums, CEO and CMO Summits (Phase 1,2,3)

4. **RoadShow** events in up to 4-6 cities inviting approximately 50 to 200 marketers and agencies to preview study results. (Phase 2)

MMA's Rollout Next 2 Years

But Will SMOX Make a Difference?

