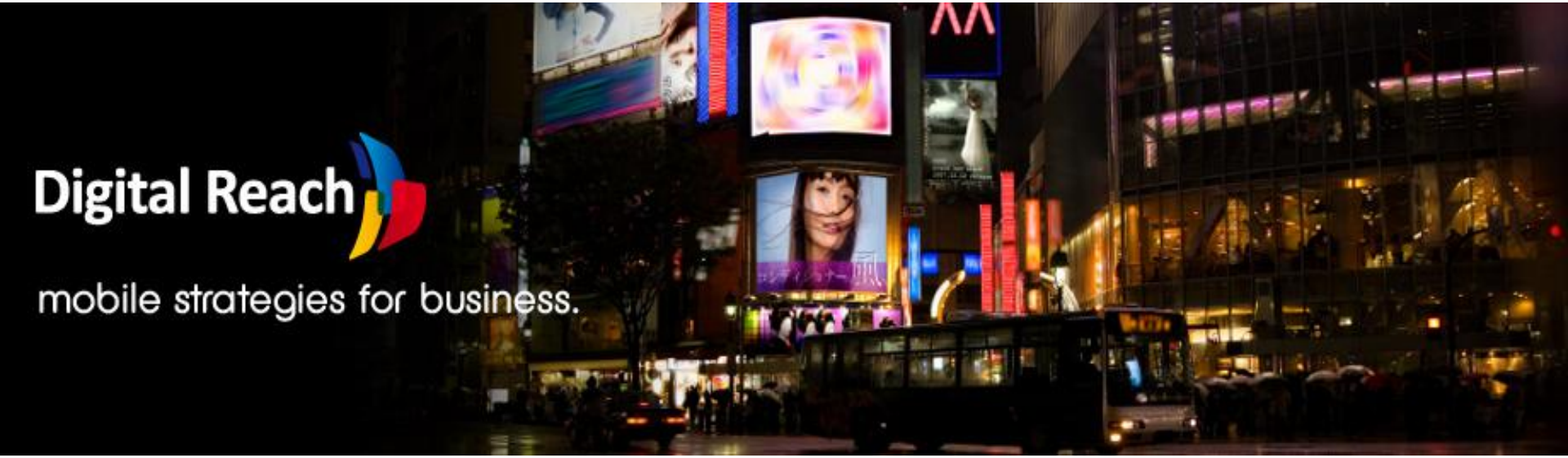

Digital Reach
mobile strategies for business.

8 WAYS TO SELL EVEN MORE STUFF MOBILE IN THE MIX

Agenda

- Overview to mobile
  - Trends, pace, business models, commerce
- Mobile Commerce
- Live demos
- Future developments
- Summary

Setting the scene - PC focused to date….

2009…..

We spent over 100 million euros promoting our businesses on the web.

We did so for a version of the web that was almost 100% PC based.

We are connecting in new ways…..

2010……

On the move

Casual Browsing

"Within 2 years 60% of digital advertising worldwide will be directed to mobile platforms – compared to 2% today" IDC July 2010

New Publishing formats

New Advertising platforms

New Marketing challenges

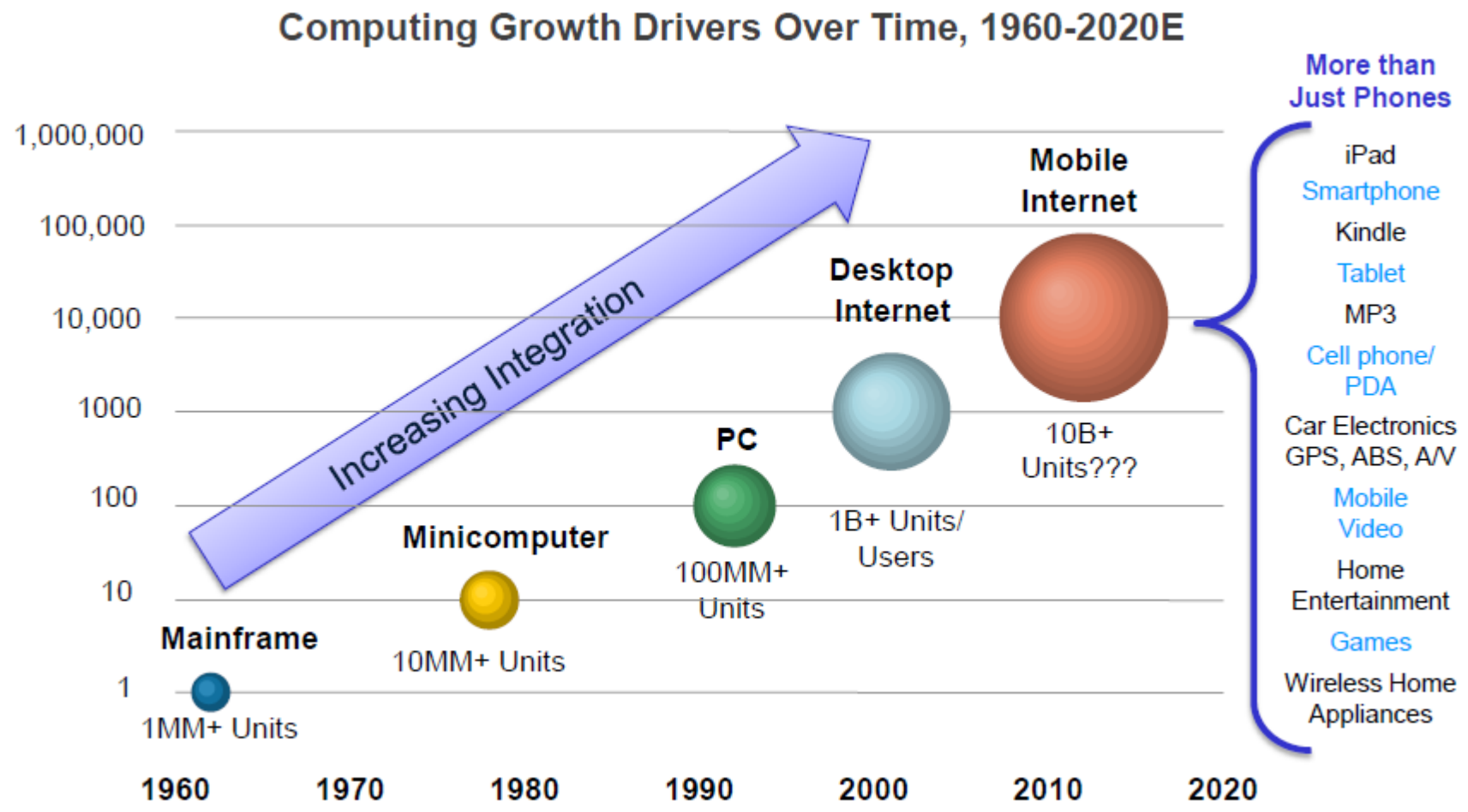
Analogy to PC

Setting the scene

- How do we make money on the Internet?
  - Connectivity
  - Advertising
  - Commerce

- Mobile extends the Internet in new ways

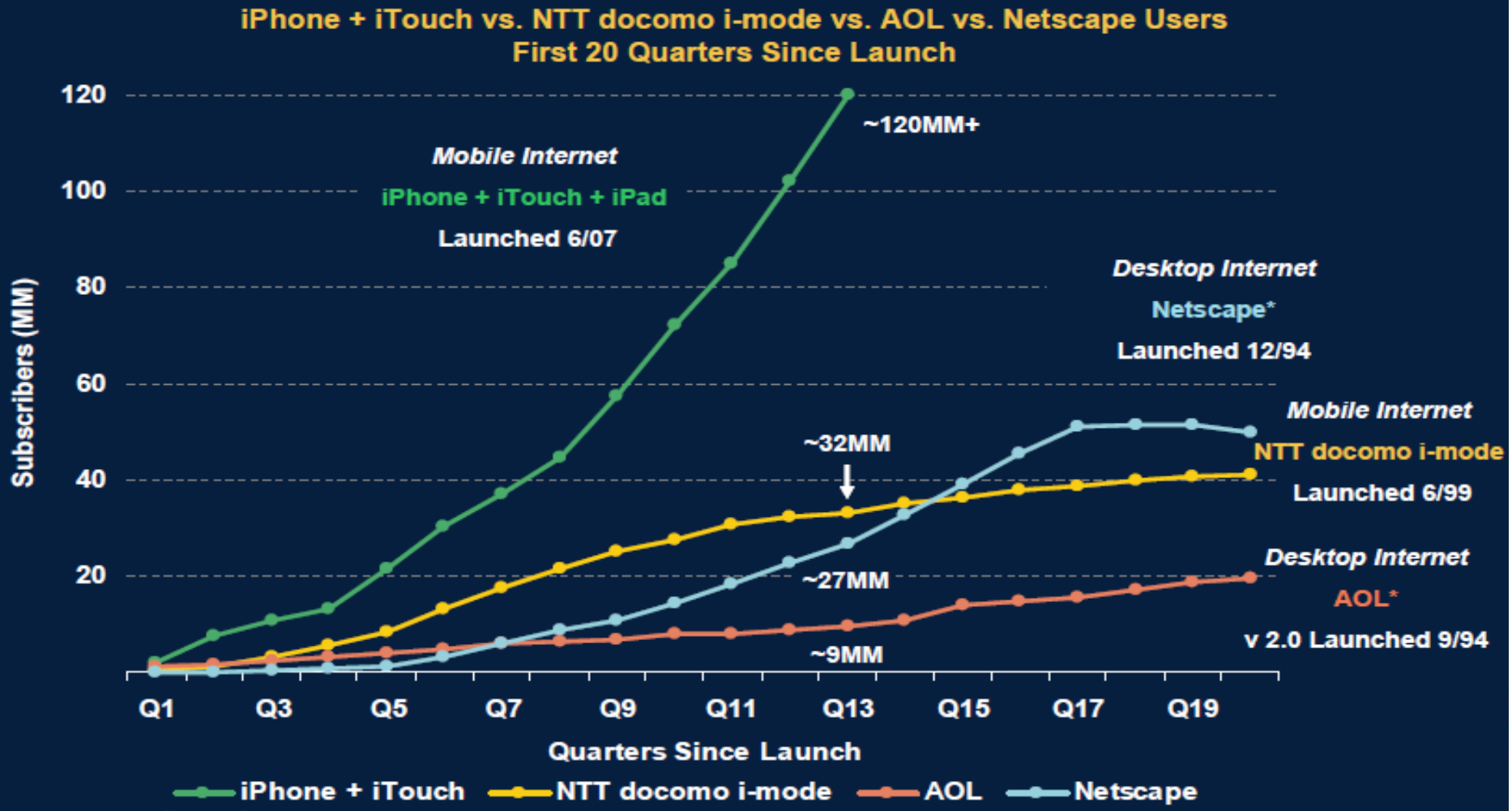
Lets re-define mobile for a minute....



Note: PC installed base reached 100MM in 1993, cellphone/Internet users reached 1B in 2002/2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.

Analogy to PC – Shorter Timeframe

Apple iPhone + iTouch + iPad Ramp – *The Likes of Which We Haven't Seen Before*



Morgan Stanley

*Note: *AOL subscribers data not available before CQ3:94; Netscape users limited to US only. Morgan Stanley Research estimates ~65MM+ netbooks have shipped in first 11 quarters since launch (10/07). Source: Company Reports , Morgan Stanley Research. Data as of CQ3:10.*

Apple & Google driving growth….

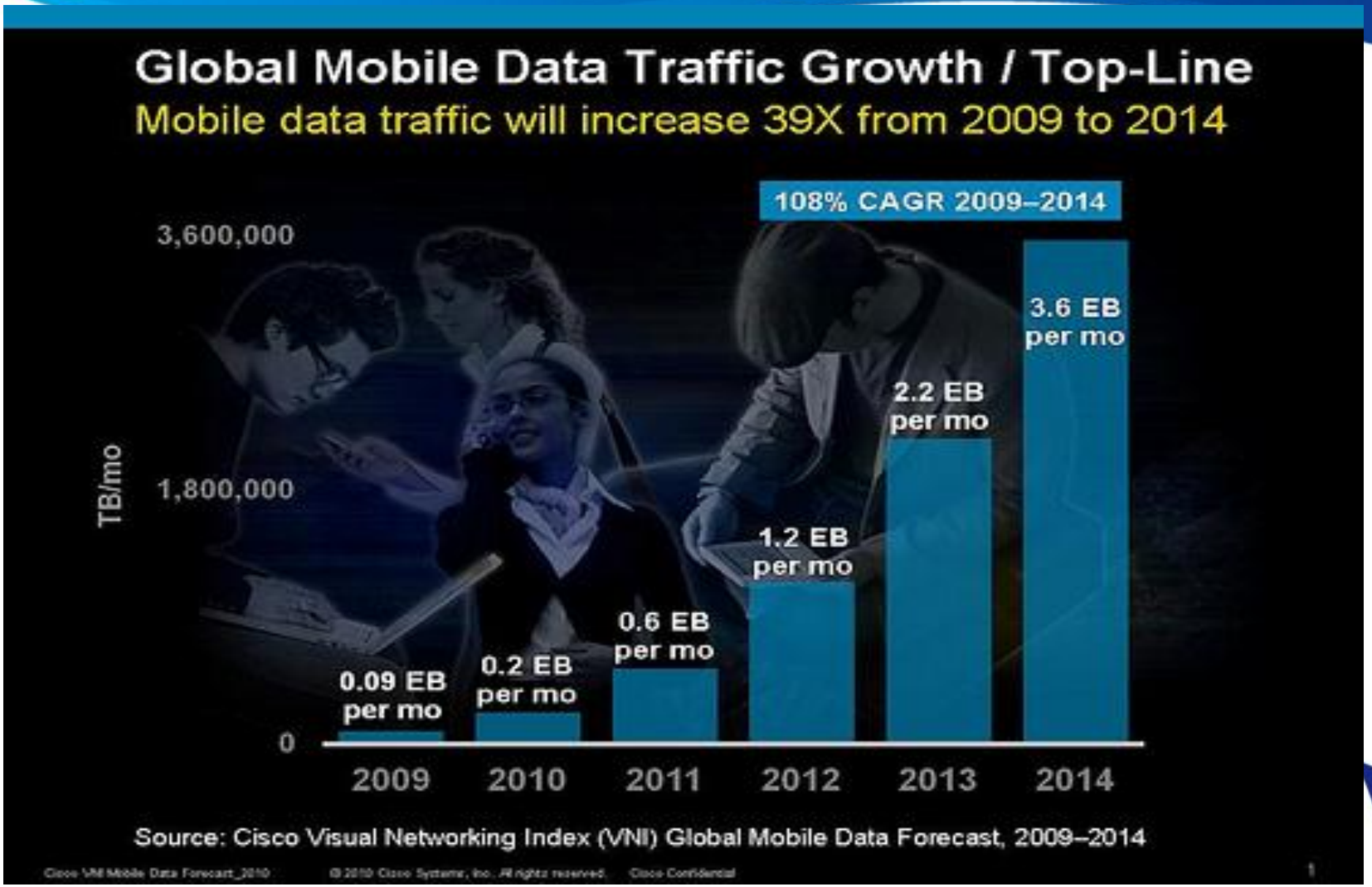
Global Smartphone Market Share - Q4:10 vs. Q4:09

OS vendor	Q4 2010 shipments (M)	% share	Q4 2009 shipments (M)	% share	Growth Q4'10/Q4'09
Total	**101**	**100%**	**54**	**100%**	**89%**
Google*	33	33%	5	9%	615%
Nokia	31	31%	24	44%	30%
Apple	16	16%	9	16%	86%
RIM	15	14%	11	20%	36%
Microsoft	3	3%	4	7%	-20%
Others	3	3%	2	3%	65%

*Note: The Google numbers in this table relate to Android, as well as the OMS and Taps platform variants.
Source: Canalys estimates, ©Canalys 2011

Pace – it’s a much shorter timeframe

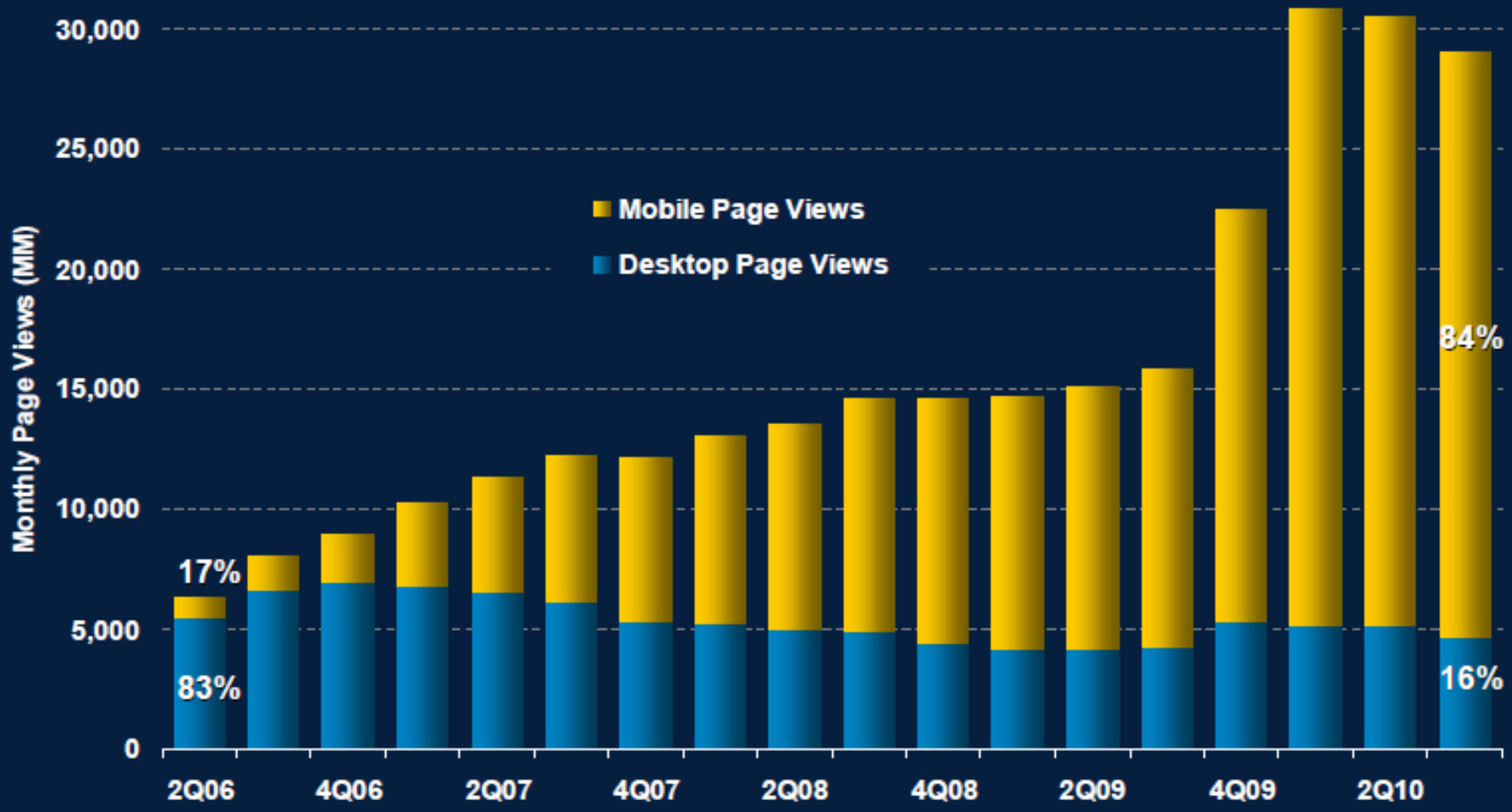
What we do on our PC is transferring to our phone…



By 2013 64% of all global internet traffic will be mobile

Japan Social Networking Trends Show How Quickly Mobile Can Overtake Desktop Internet Access –
Mixi Mobile Page Views = 84% vs. 17% Four Years Ago

Mixi's (Japan's Leading Social Network) Monthly Page Views, Mobile vs. PC, CQ2:06 – CQ3:10



Morgan Stanley

Note: Mixi is one of Japan's leading social networking sites on PC and mobile with 22MM registered users as of 10/31/10. It monetizes mobile usage via sales of avatars, customized homepages and other premium services.

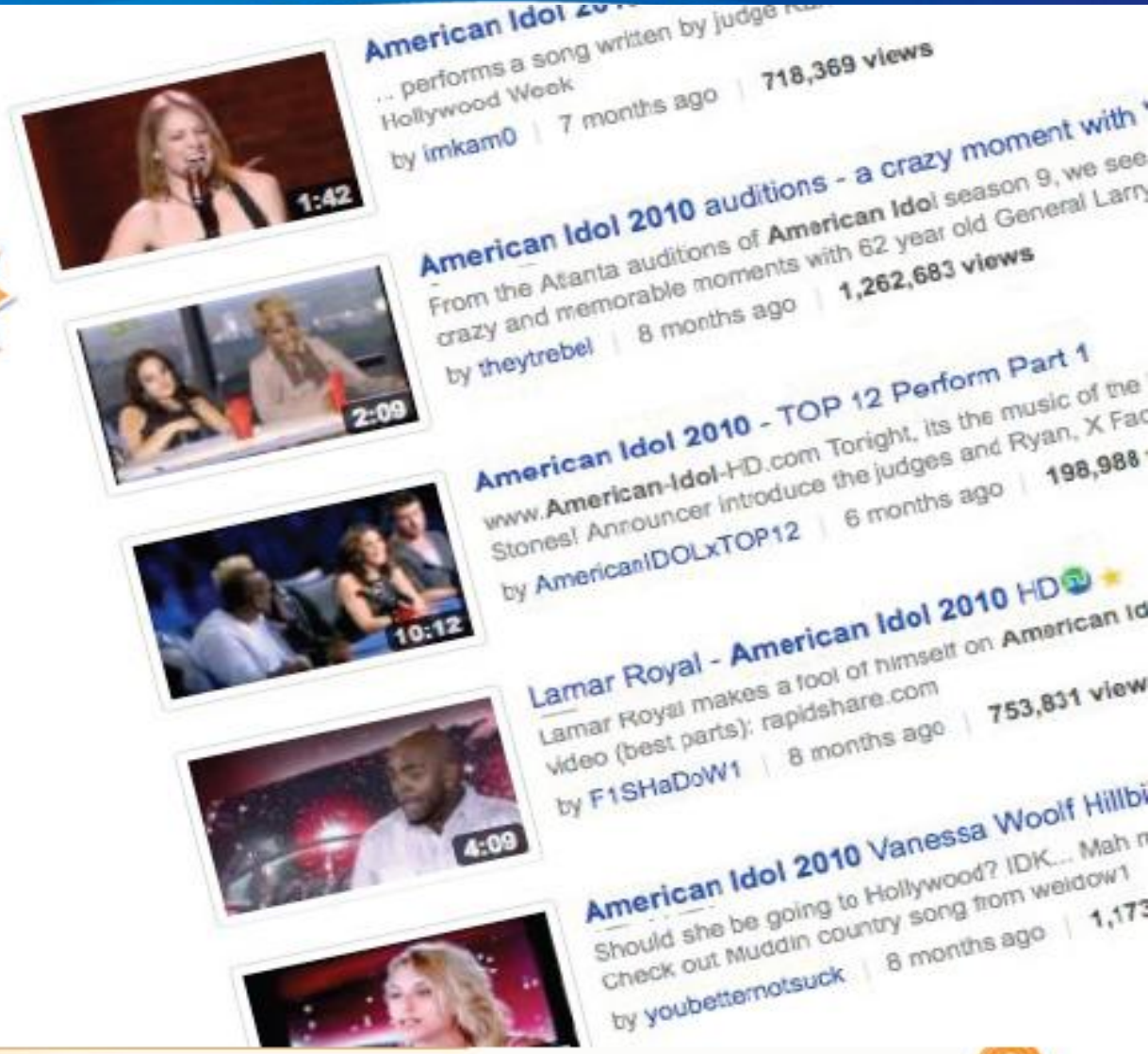
Source: Company reports, Morgan Stanley Research

Its not just social networking….

100M

YOUTUBE VIDEOS PLAYED ON MOBILE DEVICES *A DAY*

#39



download this
http://www.mobileYouth.org/download

MOBILEYOUTH®
UNDERSTANDING MOBILE YOUTH CULTURE SINCE 2001

Phasing

ITS CHANGING FAST SO WHERE ARE WE AT NOW?

Mobile is evolving….

Phase 1 - Connectivity

- Barriers are down
- Smartphones evolve
- Data packages emerge
- Speeds increase
- Customers get it

Phase 2 – Content & Services

- Webservices and content are mobilised
- The app store evolve
- The phone becomes part of our media consumption
- Ad funded

Phase 3 (a)

Commerce begins

Major online brands extend to mobile (ebay, amazon, government, banks, Gap, Ralph Lauren

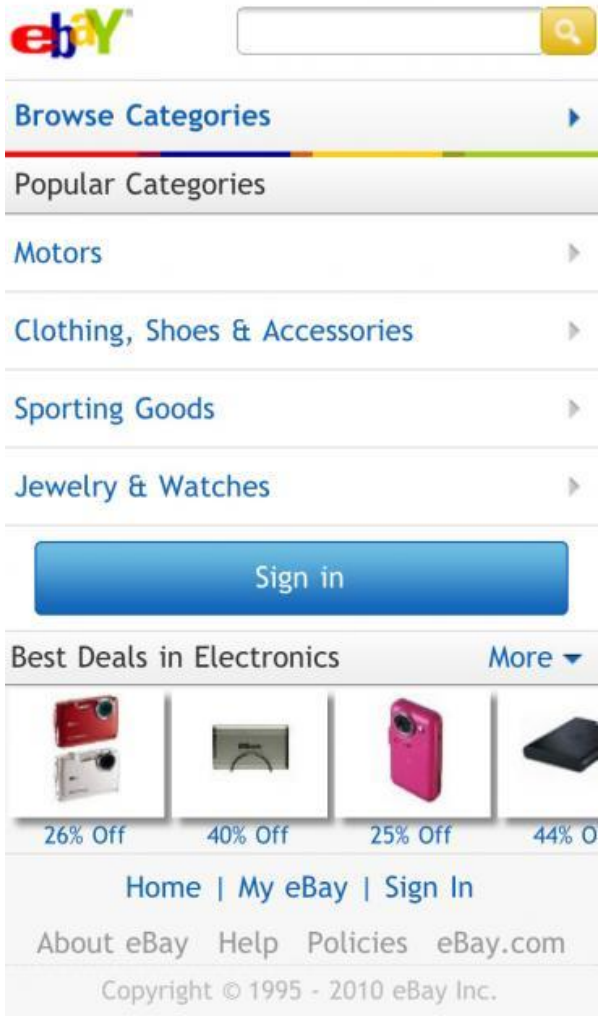
Phase 3 (b) 2011

- Many companies extending web sales to mobile
- Integrating mobile to drive calls to call centres
- Extending mobile into cross media messaging

Emergence of Commerce

Mobile customers are generating revenue now…

And its growing incredibly fast.....



Ebay sell 1 item every 2 seconds on mobile and 1 Ferrari a month

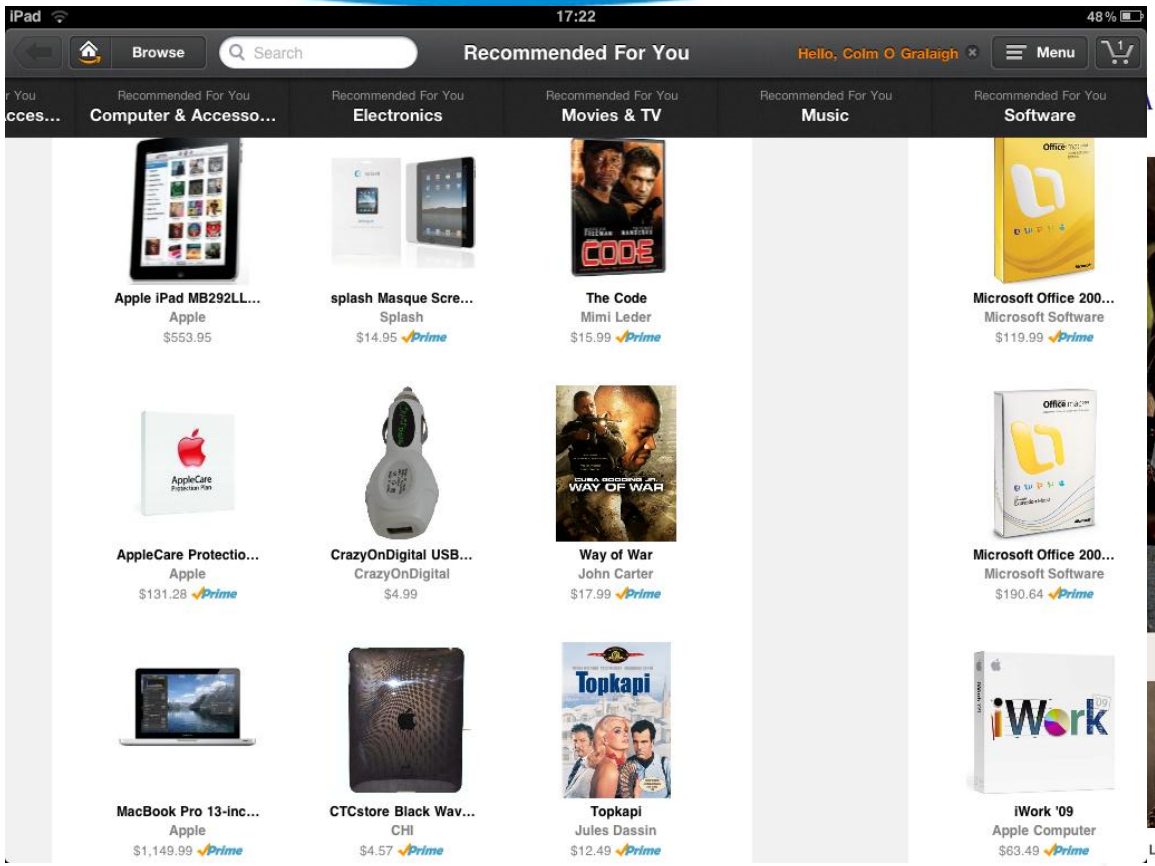
Total sales value of $2bn in 2010 – expect it to be $4bn in 2011 (John Donahue)

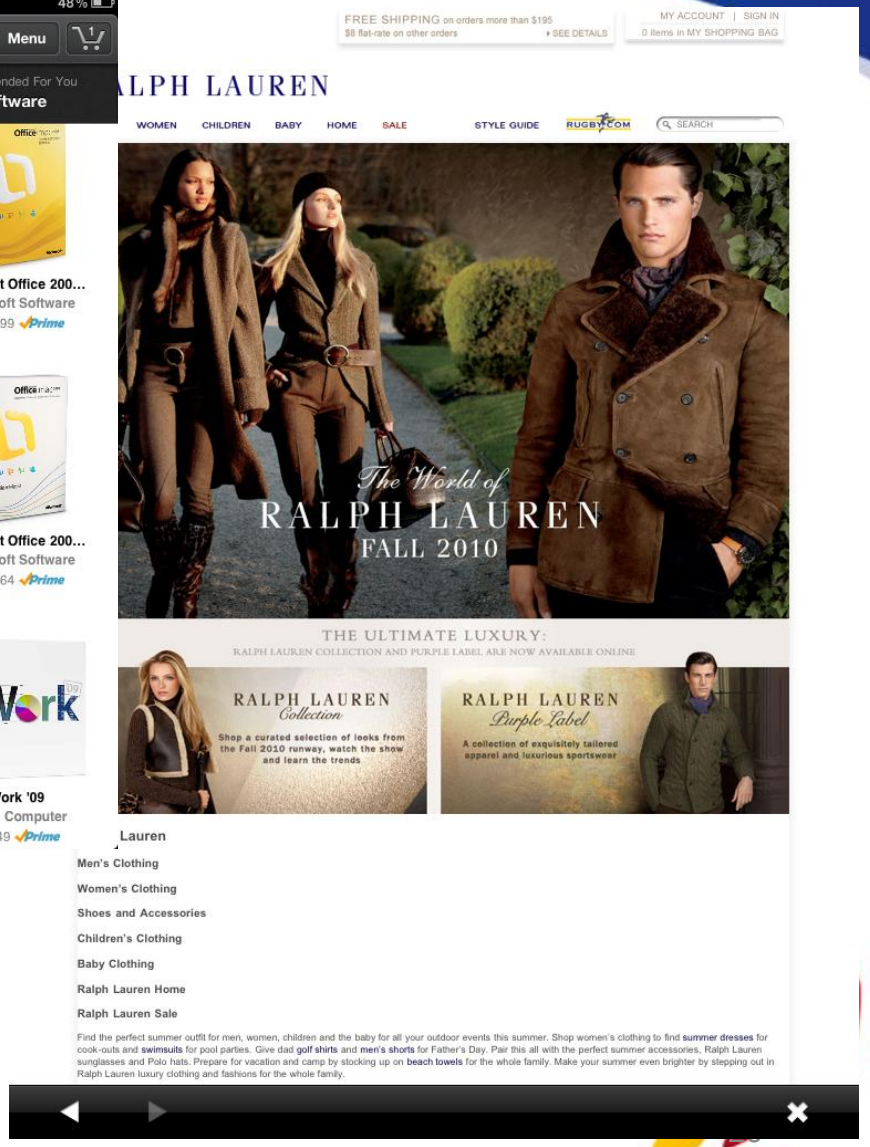
10% of all of PaddyPower's sales come from mobile

11.5% of all UK shoppers use their mobiles to research before they shop0 (ITPro.co.uk)

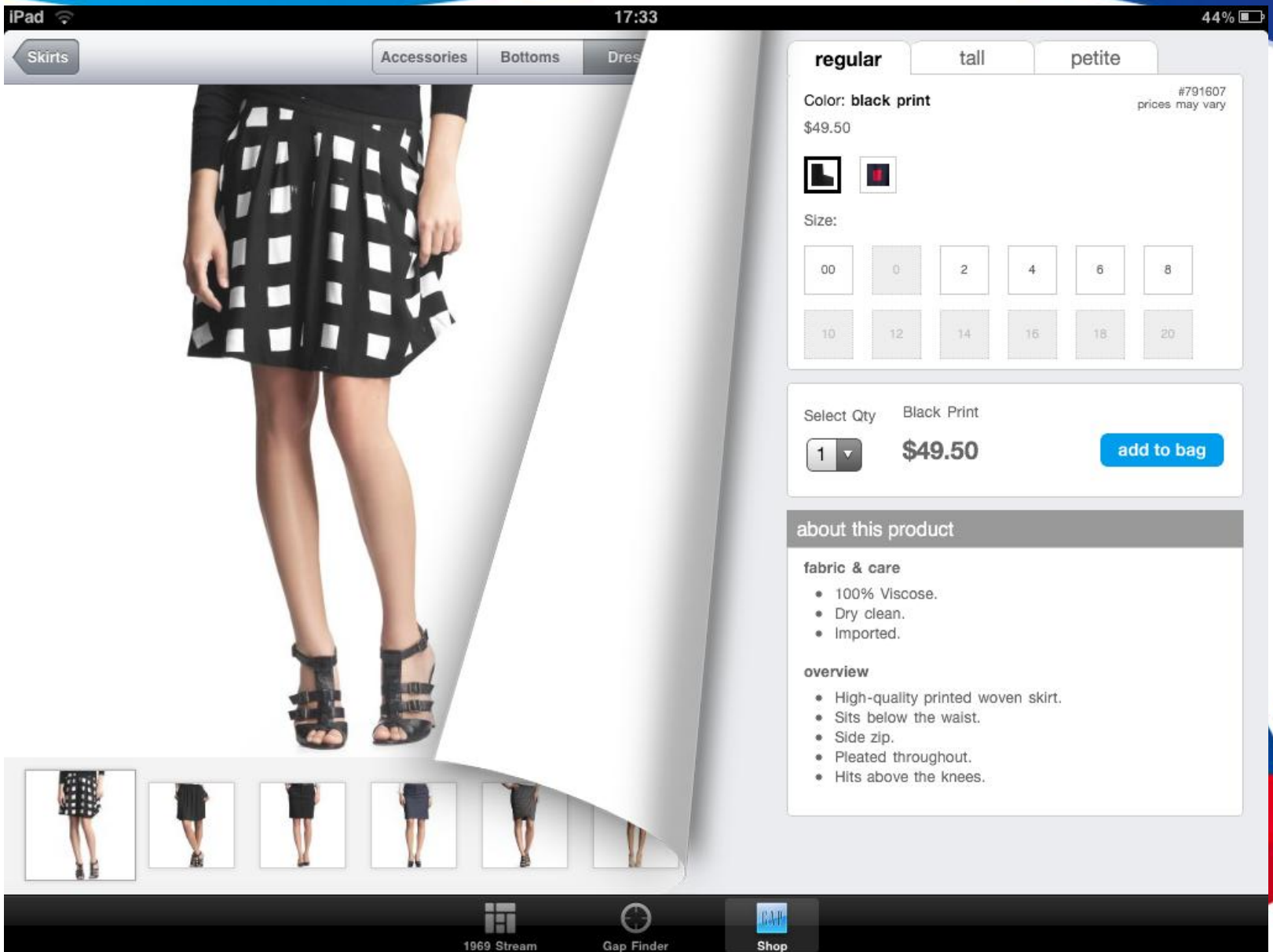
In 2010 m-commerce accounted for £127m worth of goods in UK and its predicted to doubled to £275m by 2012 (eBay & MMA)

Not creating something new – extending existing services





Not creating something new – extending existing services



Not just big brands…..

iPad 17:29 46%

Sign In | Recent | 165 Search Results | electronics

€ | Garage Equipment & Tools | All Listings | Sort by Best Match | Advanced...

ELECTRONIC WIRING FAULT DIAGNOSTIC TRACKER TOOL NEW !!

0 bids €99.99
2d 16h FREE SHIPPING

Ring 3Pin Electronic (Ford G.M.) Flasher unit RFL3

Buy It Now €14.79
6d 23h + €22.85

GAS SOLDERING IRON - Electronic Instant Ignition S

Buy It Now €11.40
26d 19h + €3.15

GAS SOLDERING IRON - Electronic Instant Ignition

Buy It Now €20.56
15d 18h + €3.15

ELECTRONIC COMPONENT ENGINE STETHOSCOPE

Buy It Now €89.32
17d 4h + €18.31

GOOD QUALITY 15 PCE ELECTRONIC SCREWDRIVER TOOL SET NEW

Buy It Now €8.01
22d 22h + €5.72

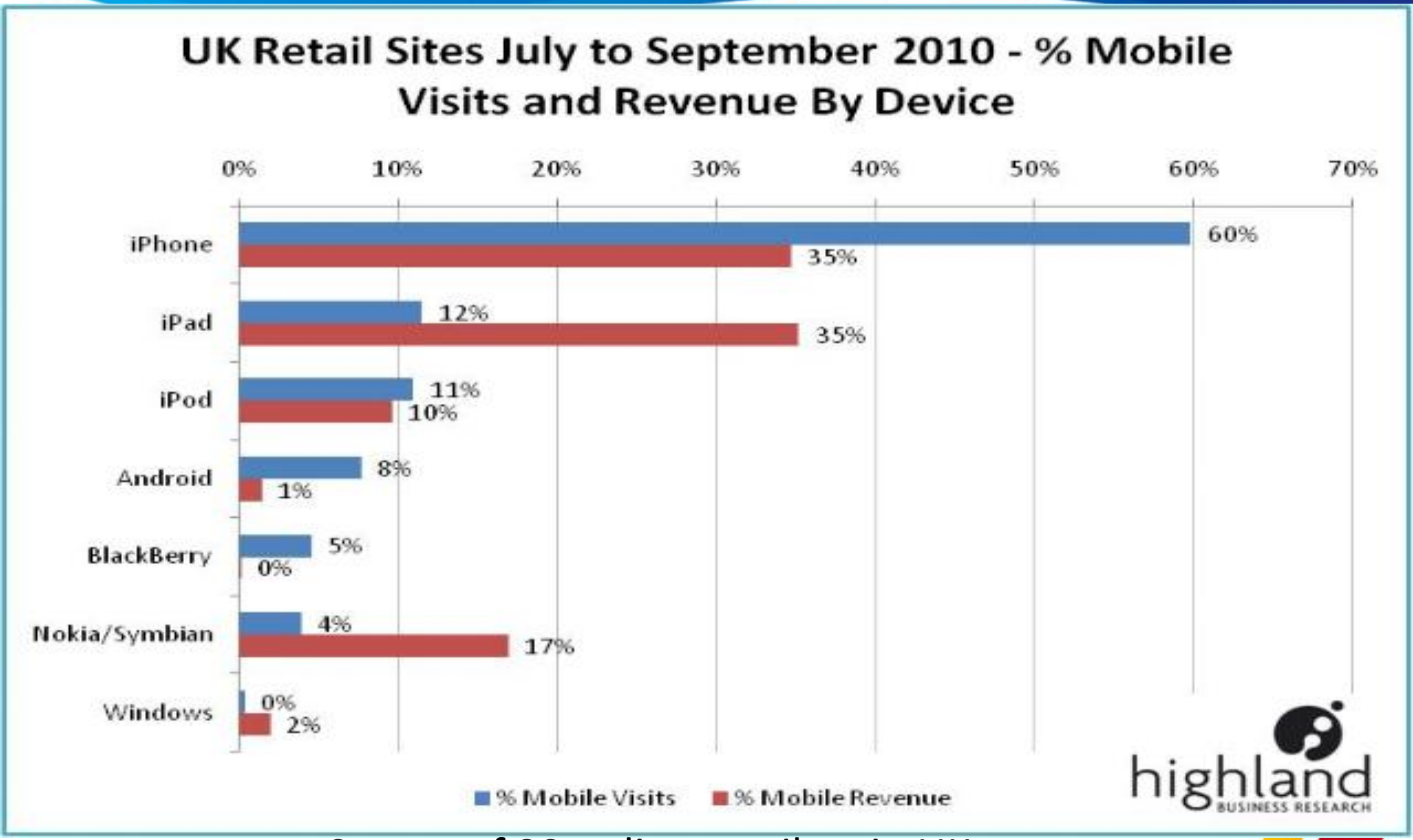
THERMOPHIL ELECTRONIC THERMOMETER PYROMETER TUNING

0 bids €34.35
5d 3h

Sealey Autocharge12 Electronic Battery Charger 6V 12V

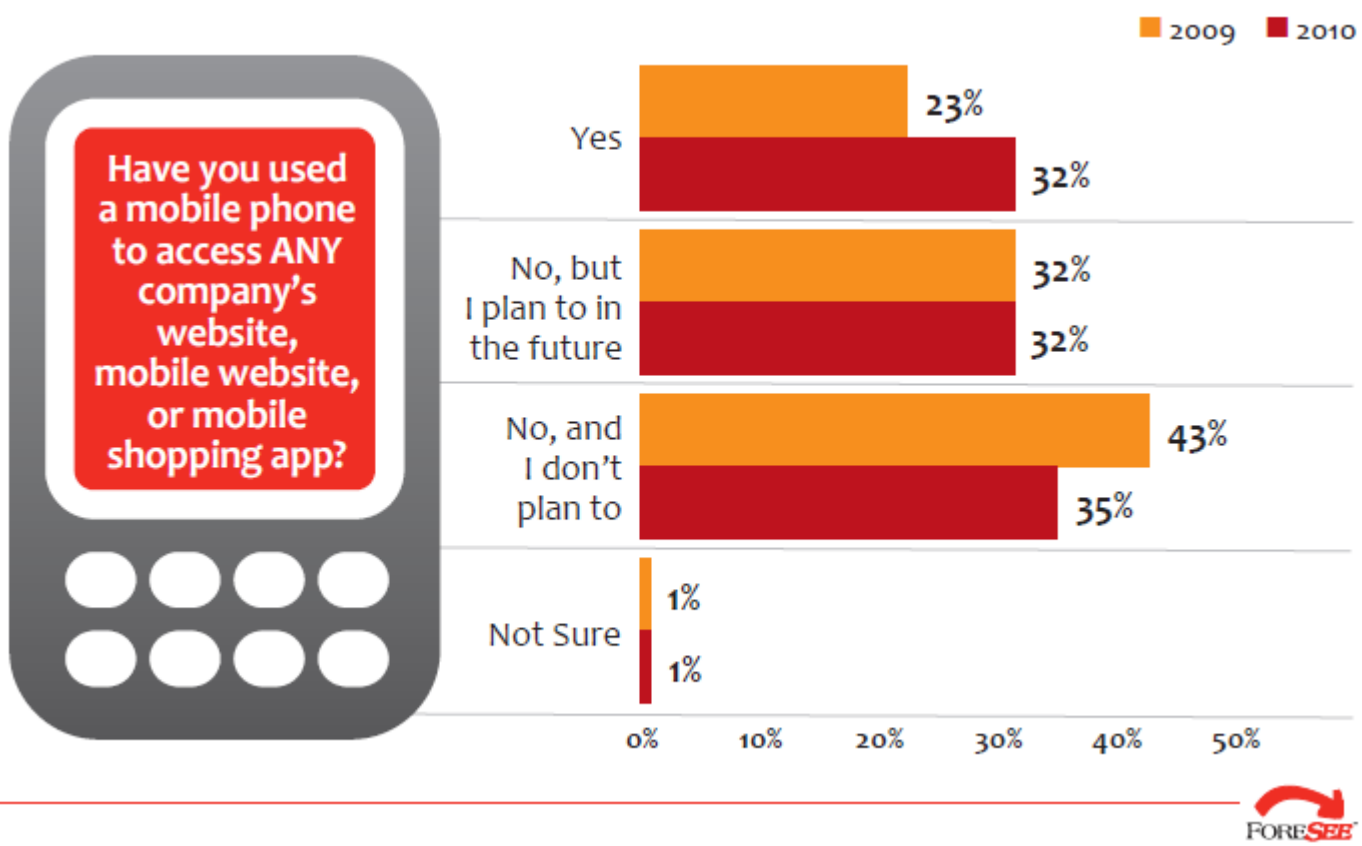
Buy It Now €45.75
18d 18h + €28.58

Different devices are more likely to purchase…



Survey of 32 online retailers in UK

Two thirds of online shoppers use or will use mobile



Research, purchase and compare.....

Ways shoppers used a mobile phone to access retail websites, mobile sites, or mobile apps this Christmas season:	2009 U.K.	2010 U.K.	2009 U.S.	2010 U.S.
I used my mobile phone to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	14%	30%	11%	30%
I made purchases online from my phone	2%	8%	2%	11%
I used my mobile phone to compare products or prices while I'm shopping in person in a store	4%	11%	3%	15%
I used retailer-developed mobile shopping applications	1%	5%	1%	7%

In-store purchasing behaviour

In which of the following ways did you use your phone while shopping in a store?		
	2009 U.K.	2010 U.K.
I accessed that store's website on my phone	56%	67%
I accessed a competitor's website on my phone	17%	26%
I accessed a shopping comparison website (Shopzilla.com, Shopping.com) on my phone	18%	21%
I accessed that store's mobile shopping application on my phone	5%	14%
I accessed a competitor's mobile shopping application on my phone	3%	6%

Mobile is good for online and for brand too...

	Mobile Shopping Satisfaction 80+ (Highly Satisfied)	Mobile Shopping Satisfaction 69 or Lower (Dissatisfied)	% Difference Between Highly Satisfied & Dissatisfied
Brand Commitment	88	65	35%
Likelihood to Return	93	73	27%
Purchase Next Time	91	69	32%
Purchase Offline	77	59	31%
Purchase Online	90	68	32%
Recommend	92	67	37%
Retailer Satisfaction	91	67	36%

What does this mean for you?

Key Considerations

- What are your objectives?
- Who is your target audience – what kind of devices are they likely to use?
- m-commerce is not e-commerce
  - Always on, always with us, unique features
  - Personal, screen size
  - Redemption mechanics
  - Location based – 50% of mobile activity starts with search
- Best practice

Its not just apps

In 2011 there will be three dominant formats

- A mobile Internet site working across all phones old and new
- Mobile apps optimised for key devices eg. iPhone, Android and Blackberry …app store
- Browser based apps – designed for the browsers on latest smartphones …HTML5…design once for many phones. Benefits of app but delivered in the browser.

Creating a mobile sales channel

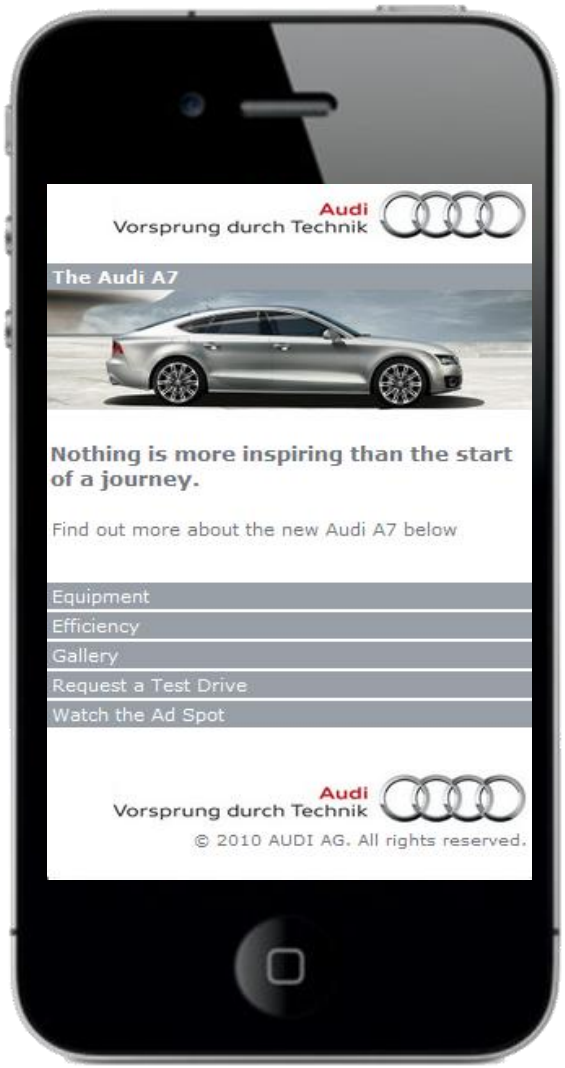
- Clarity of message and easy navigation are important on mobile devices, the user has limited time and limited screen real estate
- Flash elements of your website will not render on most mobile devices, notably the iPhone
- Make use of the unique possibilities on mobile: touch screens, voice and location capabilities, click to call
- Focus on the key messages and elements
- Auto-detect and re-direct from your website
- Promote through offline channels

Optimisation is key....

Website viewed on mobile

Vs.

Mobile optimised website



Considerations in build....

Structure:

Less casual browsing, more of a specific task oriented therefore minimise the number of pages and maximise flow of information

Content:

Volume of content should be tailored and specific – key messages

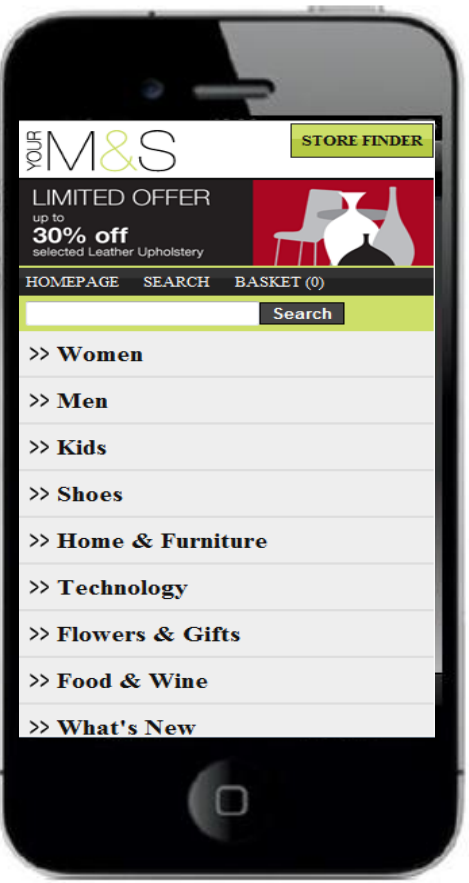
- minimal number of clicks to the most relevant information

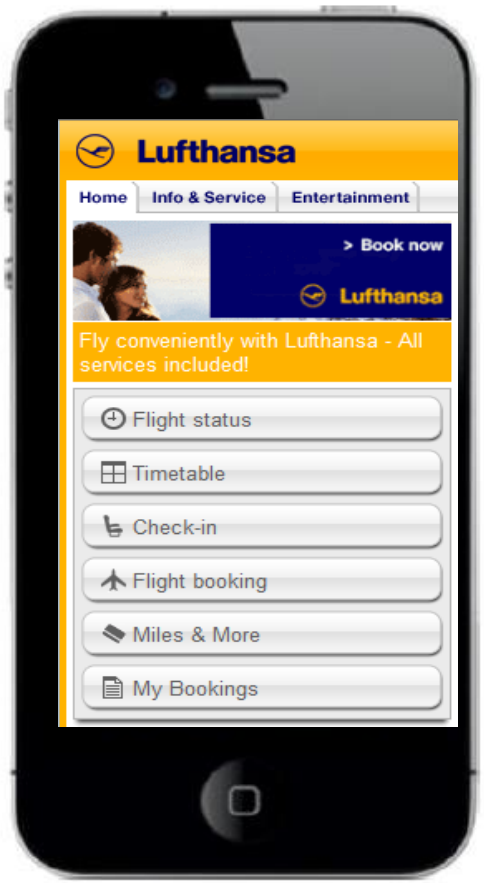
- images and video are highly engaging and can influence purchasing decisions (Wi-fi) Rhythm NewMedia

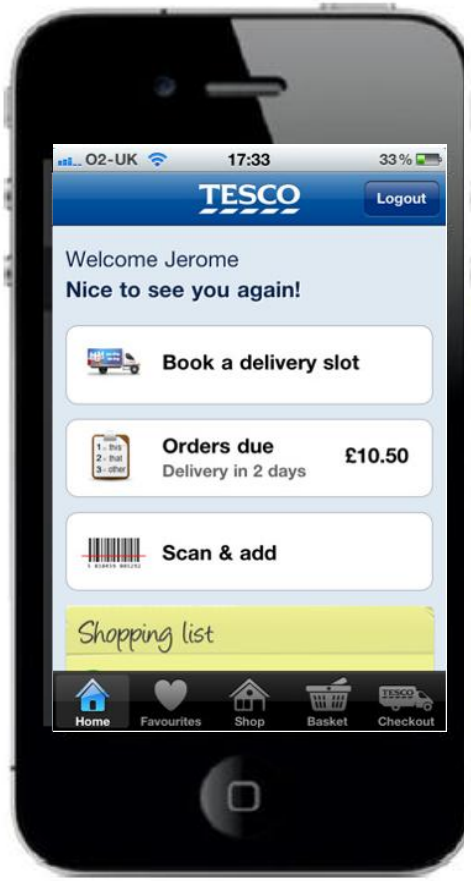
Language:

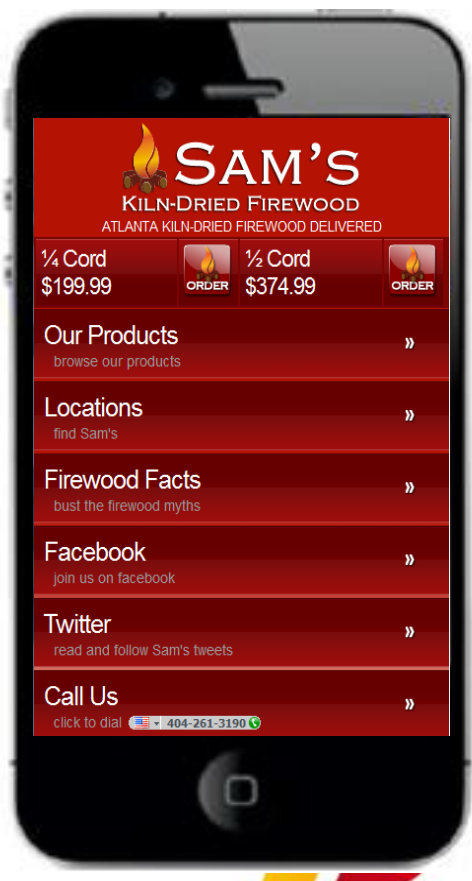
Byte size chunks require simple language, mobile is not for prose

Some good examples









Mobile Advertising and Marketing

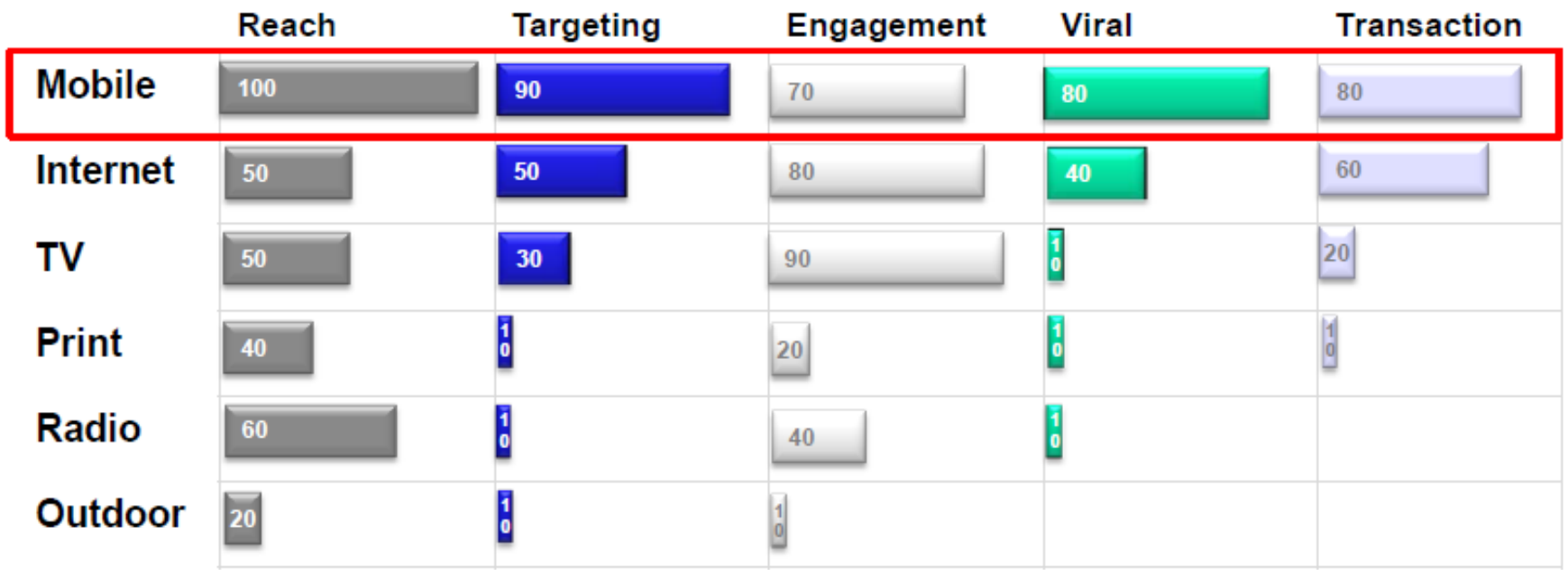
DRIVING TRAFFIC AND DOWNLOADS

Audi A7

Search Cars
Carzone.ie
37,348 Cars Found. Displaying Results 1 - 30
Make & Model
Year
Price Range
Location
Sort Order
Body Type
Fuel Type
Engine Size
htc
RTÉ NEWS NOW
LIVE
NEWS
SPORT
BUSINESS
ENTERTAINMENT
O'Driscoll and Heaslip may face Clermont
O'Grady strongly backs Irish Open
Hodgson has 'no fear' about future
Goggins beaten in semis of amateur worlds
TP Mazembe 2-0 Internacional
Top Stories
Watch Live
Share
Mobile
Vorsprung durch Technik
The Audi A7
4-zone Automatic A
Ambient Lighting
LED Headlights
Head Up Display
Nothing is more inspiring than the start of a journey.
Find out more about the new Audi A7 below
Equipment
Efficiency
Gallery
Request a Test Drive
Watch the Ad Spot
© 2010 AUDI AG. All rights reserved.

Mobile Advertising is highly effective

Relative Efficacy of Mobile vs. Other Advertising Media, 1/11



Source: Chetan Sharma, January 2011

New ad formats – Video, Calendars

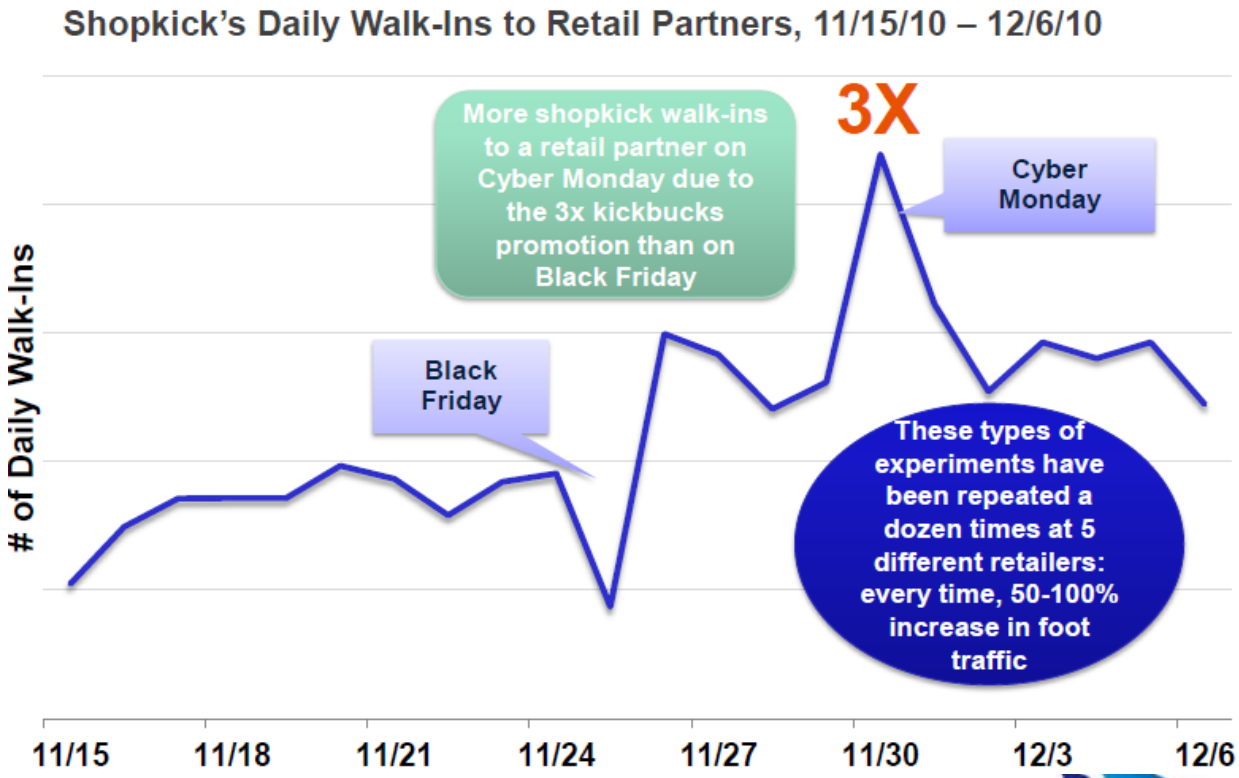
New formats – iPhone Social Media

Connect with Facebook

New formats – Rich Media

Using mobile to drive traffic in-store....

Location-Based Services
Shopkick iPhone App
Finds deals and offers
in your area



Mobile Marketing

Marketing tools available:

QR codes

Small interactive icons which are read by a phone and take the user to a mobile destination.

Text Messaging

All handsets have SMS capabilities

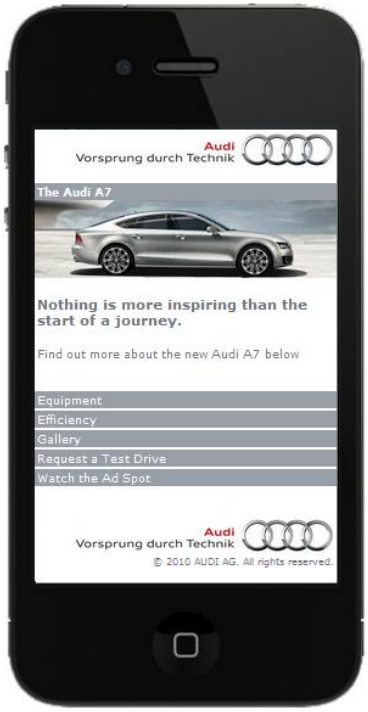
Send your customer a message that is personal, immediate and relevant.

Mobile Coupons

Use mobile coupons to increase sales and drive store traffic!

Mobile Microsites

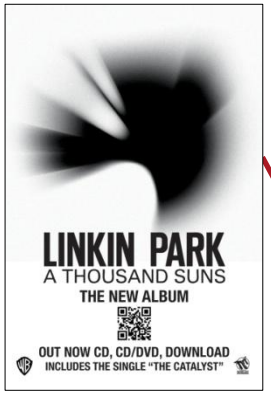
Campaign microsites and ad banners built specifically for mobile & tablet devices.



Integrate mobile across your marketing channels

SMS

In Store
Flyers
Posters



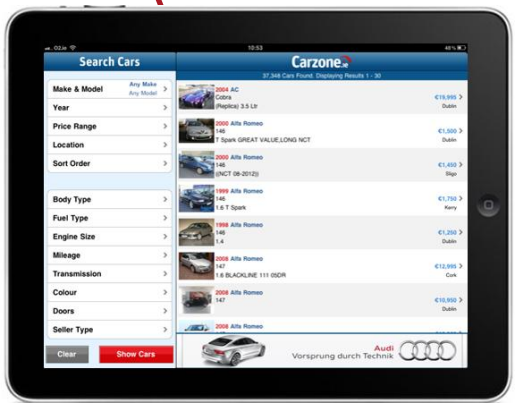
Mobile Web
& Apps

Print

YOUR BRAND

Online

Tablet PCs



Outdoor

DRG Marketing works with clients to design and develop a fully integrated, multi media campaign tailored to meet marketing objectives

Build a Database

QR Code

SMS Shortcode

What

Code Name

Code Placement

Who

User ID

Age

Gender

Income

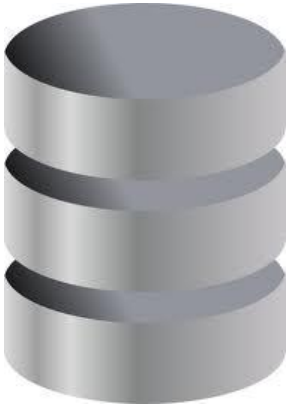
Handset type

When

Where

LBS

Database



QR Codes

QR Codes

QR Codes

Quick Response (QR) codes are small interactive icons which when read by a mobile phone send the user directly to a mobile destination where they can:

- access special offers
- shop online
- enter a competition
- play videos and games
- download contact information
- and much much more...

Example Campaign – 3 mobile outdoor

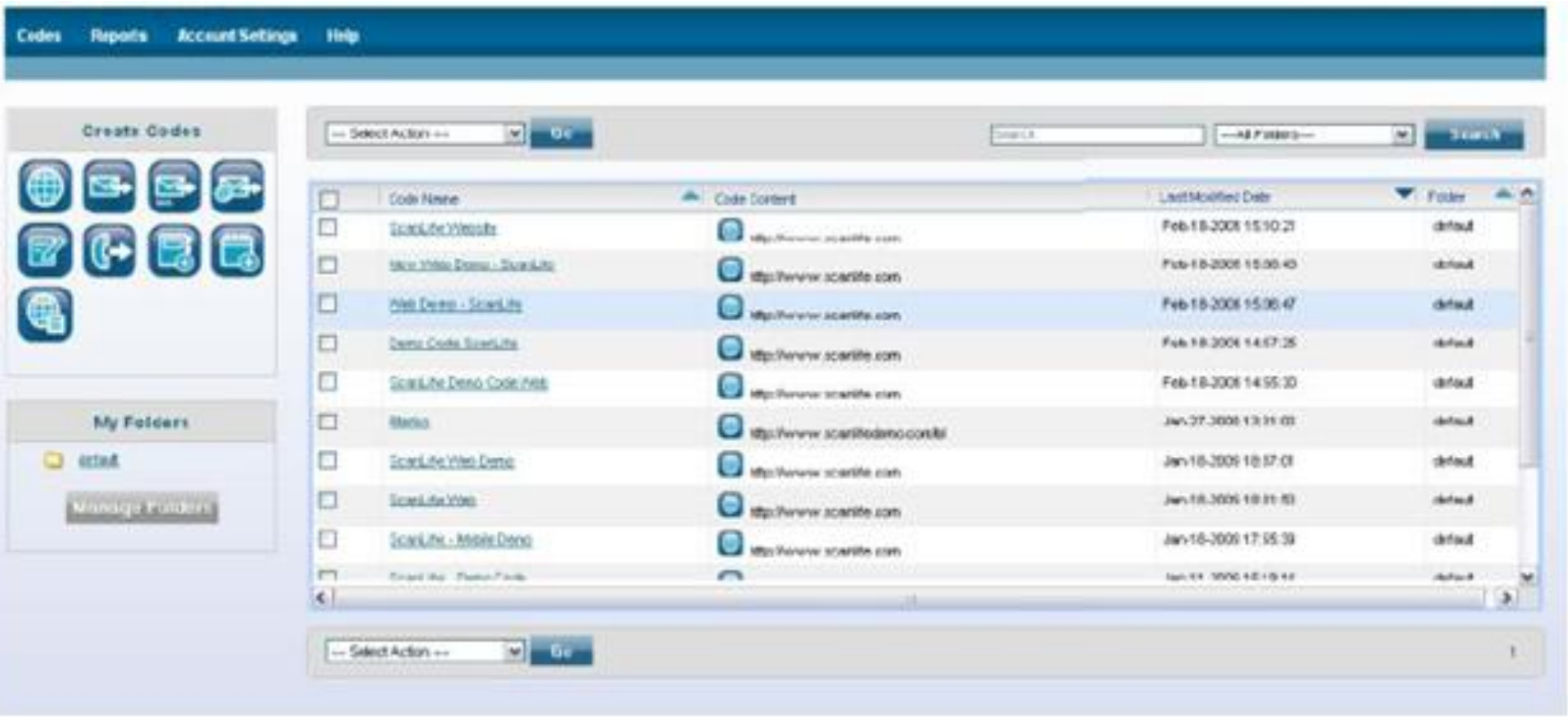
URL:
http://m.three.ie/campaigns/2010/10/iphone/qr

Systems Management and Reporting

Create

Manage

Track



SMS

SMS Marketing

All handsets have SMS capabilities

Use in conjunction with marketing on other platforms & media

Send your customer a message that is personal, immediate and relevant

Drive traffic to your mobile sites and offers

Build your database

Mobile Coupons

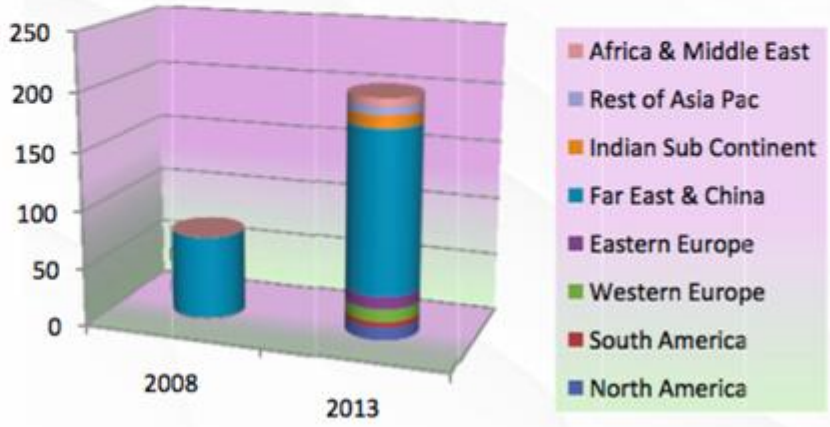
Mobile Coupons

Mobile coupon market size

Benefits of mobile delivery over paper and printing are producing strong global results.

3 Billion mobile coupons 2010

Source: Juniper Research



Predicted 6 Billion USD in revenues 2014

‘The Counter’ Mobile Coupons

Mobile Coupons - POS Redemption Options

Start Simple

Check scans/SMS/stock for redemption

Gain More Control: Unique Codes

Staff enter code into database

Streamlined Solution: Send Barcodes

Scan Code at POS

Mobile Coupon Case Study – 7Eleven Norway

Coupon ordered by SMS.
Drives consumers into store

6 weeks

70 000 vouchers redeemed

What's hot for 2011 in Ireland….

Smartphone

Tablet

Think beyond iPhone

Top Tips

- ***Do Something!*** ASOS mobile revenues topped £1m in December 2010 twice expectations
- Don’t obsess over apps...
- Keep pages and call to actions ***clear*** and ***simple***.... Less is more
- Use specials and promotions
- Make use of customer loyalty and utilise a multichannel mobile approach
- Build a permission-based mobile database

Summary

Some interesting videos

Appendix

Digital Reach

Digital Reach Group
23-25 Grantham Street
Dublin 8
www.DRG.ie

Emma Flanagan
emma@digitalreach.ie
Tel: +353 1 485 2011
Mob: +353 85 738 5752

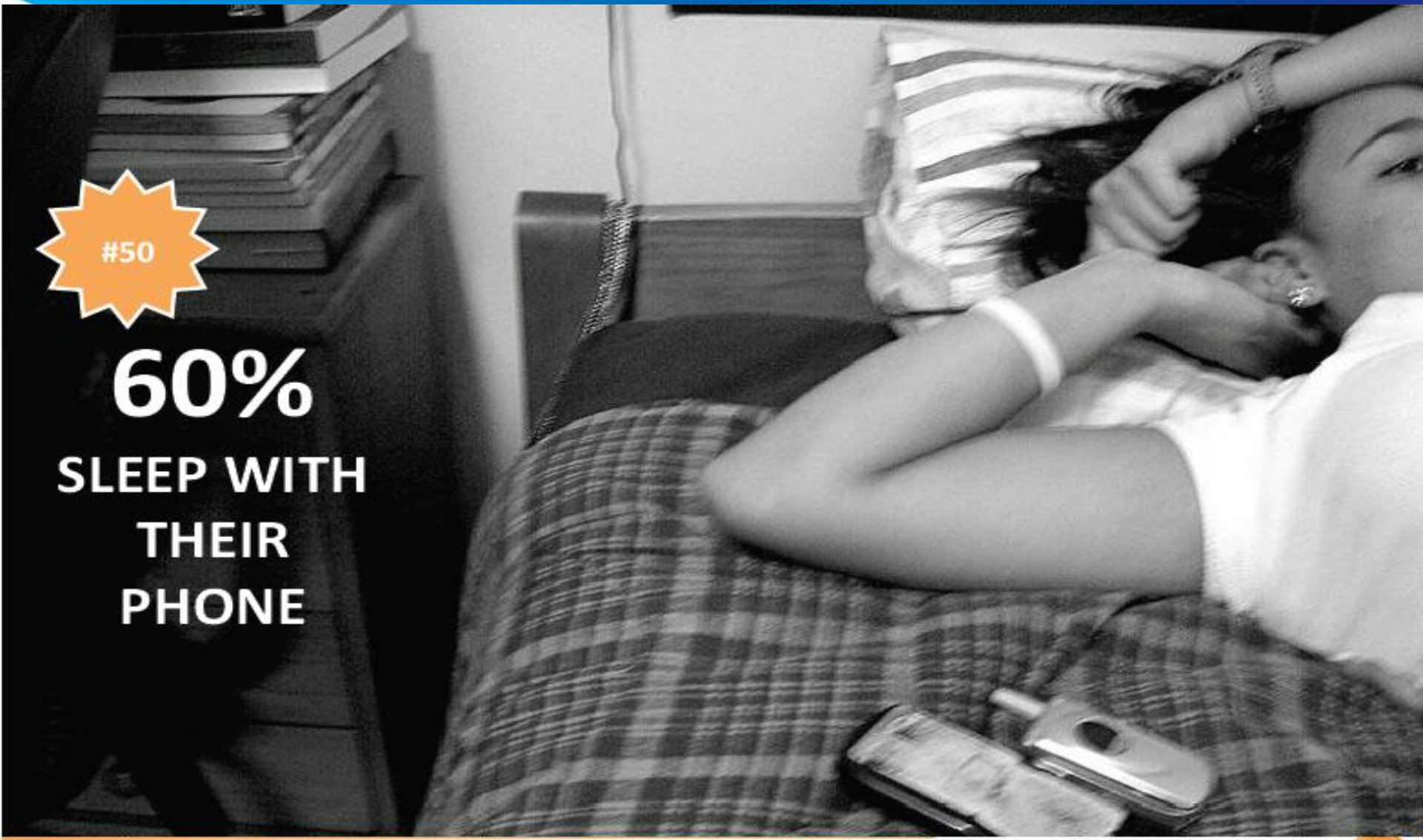
Scan this code to save my contact details directly to your phone:

New behaviour patterns

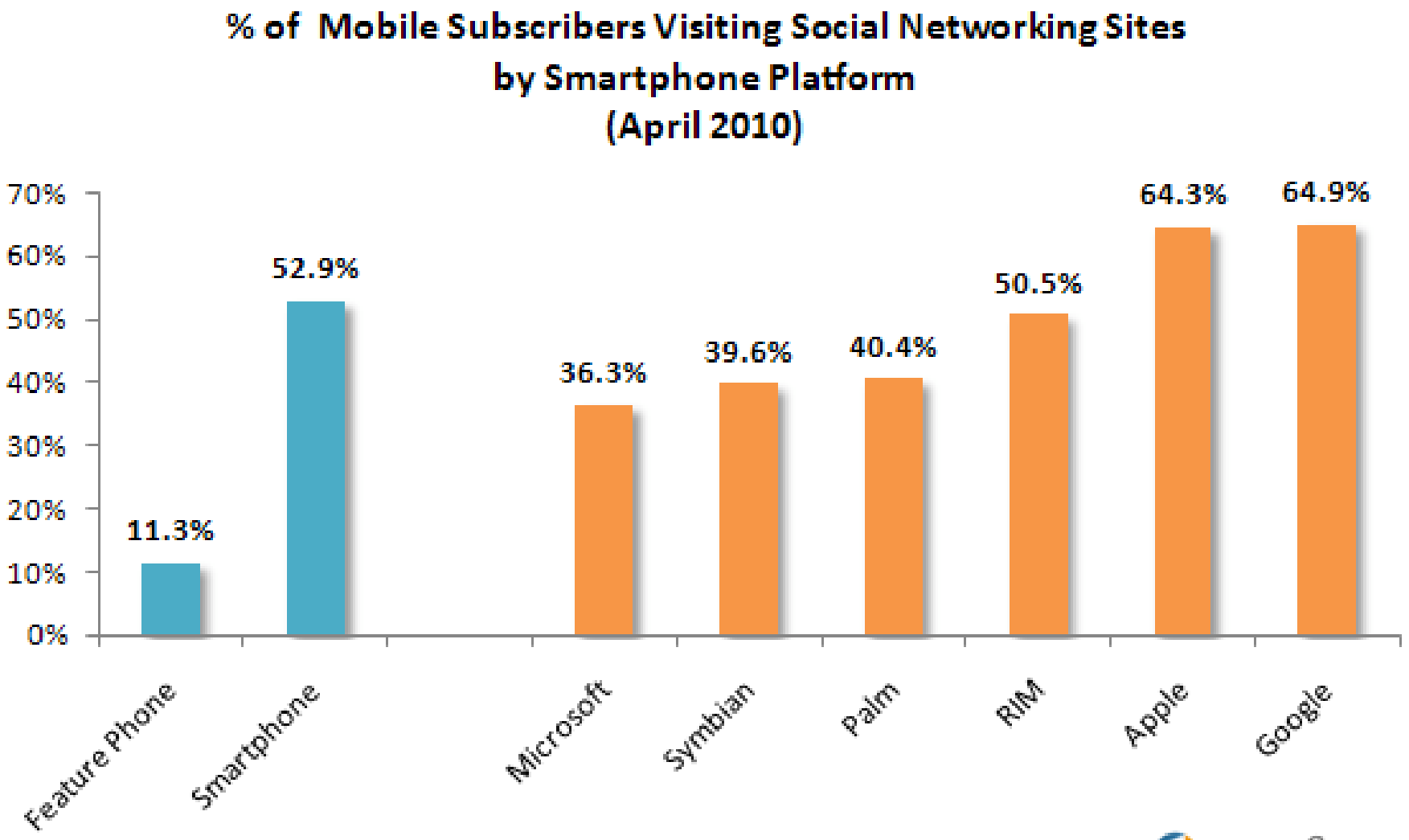
download this
http://www.mobileYouth.org/download

MOBILEYOUTH®
UNDERSTANDING MOBILE YOUTH CULTURE SINCE 2001

There is a new mobile generation driving the pace….



Mobile is at the heart of their lives….



comScore

Their phone is their PC….

240%

#27

ANNUAL GROWTH RATE OF MOBILE SOCIAL NETWORKING IN THE US AND UK