

WHITE PAPER

Mobile Elite October 2015

The challenges of Mobile Marketers

Introduction

The Dutch mobile landscape is changing rapidly. Apps are becoming increasingly more important in the daily lives of all consumers and businesses in all segments. To further develop this knowledge area, a small team of mobile specialists set up a think tank under the flag of the DDMA Commission Mobile. The commission organized an expert brainstorm session to investigate the challenges Mobile Marketers face during the creation, development and promotion of apps, alongside driving mobile engagement and conversion for their brands.

Mobile has disrupted businesses in the past few years and touches all parts of a company's existing activities and strategy. Like magnets, apps are sucking in new audiences, new revenue streams, new privacy policies, new design & user experience challenges, new content creation challenges, sales departments, CEO & CMO strategy changes, and so on. Mobile is here to stay, it has changed our visions of future media consumption and they will keep pushing the disruption forward.

Because the mobile landscape is developing rapidly, the DDMA commission Mobile decided to organize multiple Mobile Elite Expert Sessions. During these sessions many different topics related to mobile have been discussed and documented. For these expert sessions only the best and most experienced mobile specialists are invited, under the name "Mobile Elite".

During this third session we focused on mobile marketing. What challenges do mobile marketers face and what are best practices they can share? What tools do they use and what are their biggest challenges in optimizing their mobile marketing strategy?

This whitepaper summarizes the insights gathered during this session.

Regards,

DDMA Mobile commission

Tim Akkerman, Emesa (chairman)

Bart Fussel, aFrogleap

Jorik Dopmeijer, NU.nl

Flip Tonkens, ABN AMRO

Suzan Fluitman, FLUITMAN.com

Thomas Morselt, Green Orange

Emilie Hardick, KLM

Jasper Olieroock, Resoluut

Rory de Graaf, The Valley

Monique Rutten, DDMA

DDMA Mobile Elite: 6 key insights on mobile marketing

The third session of the Mobile Elite DDMA took place in October 2015. A selection of Dutch mobile experts from corporates (Ziggo, KLM, Eneco, Philips, T-Mobile and ABN AMRO), online publishers and e-commerce parties (Wehkamp, Marktplaats, Bol.com, Emesa, Albelli and NU.nl) and top mobile agencies and consultancies (aFrogleap, IceMobile, Media Bunker, Green Orange, Resoluut, The Valley and FLUITMAN.com) talked about the future of mobile marketing. Here are the six key insights that emerged from the session.

1. Create a mobile first environment

In order for (mobile) marketing managers to do their job and include mobile to their scope of activities, it is crucial that they have the support from board level (budget and resources) all the way to the web/app developers (mobile first website). Marketers are often struggling in getting this support, because the ROI of mobile cannot directly be proven. One thing mobile marketers have learned is that measurement on mobile is definitely not the same as on desktop, and we need to let this go and believe in being where your customers are. Mobile usage is overgrowing desktop and this awareness should be enough to keep focus and do the right things. The technological developments are at a speed that when this focus is not there, you can't keep up. Therefore working agile is one of the major pillars of a mobile first strategy.

2. Lucky shots don't exist

A good app strategy is not built in one release. Allocate sufficient time and budget, work agile, plan enough releases, test your app with your end users and create a solid approach to launch your app successfully. Lucky shots don't exist! Users expect a minimum level of quality, but also regular updates in which their problems are resolved and their requests taken seriously. So listen to their feedback and mention the improvements in the release notes. Increased professionalism is required, also expect this from agencies; the marketing of apps is a different playing field, this knowledge should be present. Your app needs to be strategically positioned in the market, so get your target audience involved.

3. Don't be pushy

Push notifications are an effective channel to engage with and (re)activate your users. Start with your service and operational messages to make sure your users experience the notifications as useful. Once you begin sending commercial messages, be careful and most of all, try to make your offer as relevant as possible. It is a fine line, before you know it your users are annoyed and uninstalling your app. A good strategy is setting up a lifecycle for your push messages (and aligning this with your other communication channels). Determine when a push is the right medium for which message and send notifications based on behavior in the app. Then you can ensure the relevancy and avoid annoyance.

4. Get your facts straight

Mobile analytics seem to be one of the most challenging parts of mobile marketing. How can we prove what Mobile adds to the marketing mix? How can we attribute downloads or mobile sales to the right channels? How do we show the upper funnel behavior on mobile which leads to conversion on desktop? There are many tools available (think of Google Analytics and Adjust), however none of them cover all the tracking that you would like as a marketer.

It is important to select a small portion of tools (maximum 2 or 3) which are able to track all in app behavior. When you have selected these tools, you need to set up a mobile tagging plan to be sure you track all in app events. Besides tagging you need to formulate (mobile) KPI's (eg Cost Per Install, Cost Per Acquisition, Monthly Average Users, Live Time Value, etc.). The addition of an extensive tagging plan will also help you gather and interpret the data correctly. This data will help a mobile marketer to convince management of a mobile first approach.

5. The black box of mobile marketing

For many mobile marketers the App Stores are the most important mobile channel for acquisition. Knowledge in the field of tracking, analytics and optimization within these app stores is still premature. You can send a lot of traffic to your app in the App Stores, but what happens next? The selection of the right mobile tracking tools will result in deep dive reports of how new users are behaving after installing the app. Most promising mobile tracking tools at this moment is Adjust. Both the DDMA session '[Mobile Elite edition Development](#)' as 'Mobile Elite edition Marketing' concluded that analytics and optimization are still unexplored areas in which mobile specialists expect much development in 2016.

6. Go omni, create value

Customers aren't just mobile. They move between different devices on their path to conversion. This omni-channel experience is still far from optimal for many brands. Even though customers already expect a seamless experience, regardless of the device he or she is on. This is a great challenge for the mobile marketers. Features that can help facilitate cross device behavior, are persistent log in, a wishlist, abandoned cart e-mail, etc. The Mobile Elite group concluded that the hybrid customer – who uses multiple devices – is often the most valuable.

What's next

On Thursday afternoon 3 December 2015, the commission Mobile hosts the 'Mobile Wave'. An annual event for mobile and digital marketers. [Sign up here for free.](#)

The results from the DDMA Mobile Research will be announced during the Mobile Wave. The study is still open for participation and will take 5 minutes of your time. [View the questionnaire here.](#)

The next Mobile Elite edition will take place in 2016 and is intended for mobile developers as well as mobile marketers. Several startups will be present during this session.

Who was present?

Matthijs van Giffen (Philips), Almar van der Krogt (Philips), Tobias Braam (Marktplaats), Rik Hoogkamer (Bol.com), Karlijn van den Berg (Icemobile), Joost Verbiesen (Eneco), Martijn Hazelhorst (Wehkamp), Arjen Veerman (T-Mobile), Edward Hulsken (Mediabunker), Martijn van Dijk (Ziggo), Bart Voets (Albelli), Tim Akkerman (Emesa), Bart Fussel (aFrogleap), Jorik Dopmeijer (NU.nl), Flip Tonkens (ABN AMRO), Suzan Fluitman (FLUITMAN.com), Thomas Morselt (Green Orange), Emilie Hardick (KLM), Jasper Olieroock (Resoluut), Rory de Graaf (The Valley), Monique Rutten (DDMA)