

WHITE PAPER

Mobile Elite June 2016

The challenges of Mobile Marketers



Introduction

The Dutch mobile landscape is changing rapidly. Apps are becoming increasingly important in the daily lives of 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 are discussed and documented. For these expert sessions only the best and most experienced mobile specialists are invited, under the name "Mobile Elite".

During this marketers 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

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DDMA Mobile Elite: Mobile in the Netherlands is still in its infancy

In June 2016 the DDMA Mobile Marketers Elite took place in a wine cellar in Amsterdam. The most experienced mobile marketers joined to discuss the current state of affairs in the field of mobile. Attendees were corporates (KLM, Ahold, Philips, RTL Nederland, ING, Suitsupply, Lotto, NU.nl) online publishers and companies in e-commerce (Marktplaats, Bol.com, Google, Bux, Ideahackers, Letterschool) and the top mobile-agencies and consultants (App Annie, aFrogleap, The Valley, Resoluut, FLUITMAN.com).

The main objective of the discussion was to analyse the current status of mobile marketing in The Netherlands; what are the main hurdles and what solutions could lift mobile marketing to a higher level. Some interesting insights have surfaced; first the fact that mobile specialists (Marketers, Developers and Strategists) are hard to find in the Netherlands. Second, corporates are still not fully aware of the impact mobile has on the business, which makes it hard for mobile to fully integrate within the business. But besides the challenges we face, there are also some smart solutions which are ready to be implemented. The Elite is pleased to share the key outcomes of the session with its mobile marketing peers:

1. Mobile marketing specialists are hard to come by.

There are quite a few deal breakers within mobile marketing, but making sure you have the right people on the job is crucial in making a difference. True mobile marketing specialists turn out to be hard to find in the Netherlands. The choice abroad seems to be much bigger, hotspots like Madrid, Berlin and London are well ahead of the Dutchies in terms of recruiting mobile marketers. Obviously it's a platitude that a specialised mobile marketer only makes sense when the company is big enough for it to make sense. But once you have found your (international) specialist, spread his knowledge throughout the organisation and get him up to speed as soon as possible. Organise workshops to get the rest of the marketing team and company on board. Train the existing marketers into becoming mobile marketing specialists. The online marketer could start targeting mobile devices by integrating deep links in their campaigns. Learn by doing! A CRM specialist could become a Mobile CRM specialist within 1 or 2 years, as soon as the marketer learns to deal with push marketing as well. Push is a very strong and new marketing channel. But to become a true mobile specialist and to completely understand the omni channel approach it is important to be involved full time.

2. Avoid isolated mobile marketing; integrate!

Most companies have not integrated mobile marketing within their marketing strategy yet. Some companies still have a separate department for mobile. Most of these departments are isolated from the rest of the company. Keeping your expertise within your own department is a waste, so ensure that the organisation gets a mobile mind set. Making mobile an integrated part of the complete digital strategy is a good start. In addition ensure that mobile is aligned with the product roadmap: The marketing strategy should be the 'skin' of the product roadmap. Analyse where your customers are going now, tomorrow and in the further future. Don't focus on what they say, look at what they do by analysing the data. Use this data and create a strategy that supports what your customers want and where they are moving to. Finally spread your strategy within the company and integrate your data, channels, but also your knowledge and skills internally to spread the mobile mind set.

3. ROI from mobile might look like a challenge at first sight.

It is very important to map the role of mobile in the total customer journey, and include conversion! Mobile can contribute to conversion on different channels, so take your blinkers off and look at the bigger picture. KPI's are important, but bad KPI's can ruin your story. So base your KPI's looking at your mobile service level. KPI's (to measure your mobile success) are set different cross device category. Try setting and measuring hard KPI's the same as desktop, think of conversion. Use soft KPI's cross platform, think of add to cart. Keep in mind that a service app doesn't have direct conversion, but could contribute to the total customer journey. Make sure that the decision makers are able to look further than first glance. Mobile can be seen as a separate channel, but in the end it is fully integrated in the customer journey.

4. Mobile Marketing Tools

There is no 'one tool to rule them all' so attribution to campaigns remains a challenge. Still there are many tools the mobile marketer can use to measure and optimise campaigns. Tools that are popular amongst mobile marketers are: SensorTower, a tool for ASO (App Store Optimisation) and measurement of the most important keywords used by customers to find your app in the app stores. Google Firebase and Adjust are used to measure mobile marketing campaigns. Optimizely, Mixpanel and Usabilla are tools to test and optimise mobile product development and mobile marketing campaigns. Urban Airship and Notificare are used for sending out push notifications. These tools are used to optimise campaigns, but also to demonstrate the added value of mobile within the company.

5. What the future will bring

A lot of companies are looking to integrate with existing chat platforms, like Facebook Messenger and WhatsApp, to try and meet the customer where they are already spending their time. There are certainly benefits to this, the user doesn't have to download yet another app. But there are also drawbacks; it's harder to control the overall user experience and it's harder to monetise your offering on these platforms. And then there is the challenge of the ever evolving mobile operating systems. These operating systems and their AI assistants like Siri and Google Now are more and more becoming the interface to your service. When a user asks their phone to put something in their shopping basket, what basket will the assistant choose? Or what airline will it pick when it's being asked to book a flight? This new interaction opens up a whole new range of challenges and opportunities for the mobile marketers.

What's next

- The next DDMA Mobile Elite is scheduled for Thursday 13 October.
- [DDMA Data Dag](#) will take place at Pakhuis de Zwijger at 10 November 2016

Who was present?

Gaston Bremer (Ahold), Remy Bleijendaal (App Annie), Rik Hoogkamer (Bol.com), Tim Vogel (Bux), Olivia Harvey (Google), Nikky Hofland (Ideahackers), Sjoerd Huitema (Letterschool), Wim Franssen (Lotto), Machteld Wytéma (Marktplaats), Matthijs van Giffen (Philips), Norman van Ameyden (RTL Nederland).

DDMA Commission Mobile: Tim Akkerman (Suitsupply), Bart Fussel (aFrogleap), Jorik Dopmeijer (NU.nl), Flip Tonkens (ING), Suzan Fluitman (Fluitman.com), Rory de Graaf (The Valley), Jasper Olieroock (Resoluut), Emilie Hardick (KLM), Monique Rutten (DDMA).