



Leapfrog Online: the importance of being on mobile now



About Leapfrog Online

Founded in 1995 in Chicago, Leapfrog pioneered the digital direct-marketing category and continues to be a leader in the field. By focusing on five key industries, Leapfrog applies deep domain knowledge and expertise to build targeted industry solutions and proven results.
www.leapfrogonline.com

Leapfrog Online, one of the largest digital marketing companies in the US, helps Fortune 500 companies build digital channels that capture new customers at dramatic rates. With clients including Autonation, Culligan, Comcast, and Time Warner Cable, Leapfrog's success is based on its unique "end-to-end" management of the entire sales process: from initial customer targeting through the purchase of a good or service across multiple response channels. As early stewards of digital as a true sales and marketing channel, Leapfrog quickly recognized the role of mobile and made a commitment to become a leader in the space.

Testing the waters early

Taking a forward thinking approach, Leapfrog began to run mobile search ads for their clients as early as 2008, with an objective to test and learn. When Google launched feature phone targeted ads, Leapfrog saw a growth opportunity and yielded excellent results from their tests.

"Almost immediately, we saw conversions happen, and volume continued to increase each month," explains Tim Ossmo, Leapfrog's Senior Director of Media. "Our closed-loop approach and tracking made it easy to identify mobile as a pivotal new opportunity. We moved quickly to expand our investment."

Making mobile a priority

With smartphone adoption taking off, Leapfrog sensed an opportunity to quickly build on their early success. In fact, by using Google Mobile Ads across their client portfolio – which includes leading brands in the telecommunications, financial services, automotive, home services, and education industries – Leapfrog has seen mobile sales grow 300% from 2010 to 2011.

Clearly, the opportunity is significant and growing at an exponential pace. Mobile sales range from 15-125% of desktop sales across Leapfrog clients. That means that now some clients are seeing mobile sales eclipsing desktop. Additionally, Leapfrog launched its first mobile optimized site for a large client in the telecommunications industry in 2009. With this new site, sales through mobile campaigns skyrocketed by 35% and led to similar results across Leapfrog's portfolio.

"We are always testing new and different approaches to deliver a transformative sales channel for our brands. Mobile has demonstrated unprecedented growth – we have not seen another approach deliver this much volume over such a short period of time, with no end in sight to the opportunity," says Cass Baker, Executive Vice President of Leapfrog Online.

Mobile has now become critical to any new client launch – "Leapfrog believes that if you are not in the mobile space you are losing customers to your competitors," says Ossmo. As a result, new client launches at Leapfrog now include mobile optimized campaigns and sites on day one.

All of Leapfrog's advertising efforts are measured on a strict ROI basis, with an ROI outcome defined as a sale or new customer. Mobile ads have been hitting and exceeding those targets. To ensure this type of success, each mobile campaign is scrutinized, tested, and optimized just like a desktop campaign. By being involved in their client's campaign from start to finish, Leapfrog can track a mobile campaign's entire performance from ad impression to site performance, call center performance and, ultimately, sales. With control over each of these components, the mobile channel is incredibly measurable.

Continued mobile focus, client satisfaction & success

Going forward, Tim Ossmo believes that, "Leapfrog will continue to focus heavily in mobile advertising, including search, display and beyond."

Adds Baker: "Our role is to identify, test, and innovate with new sales and marketing approaches to drive new levels of sales growth for our clients. Our brands expect that from Leapfrog, and it's this commitment to innovation that led us to mobile early on. Because of the rapid changes in the mobile marketplace, we will continue to work with Google and be nimble so that we can take advantage of every new product and testing opportunity from day one."

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