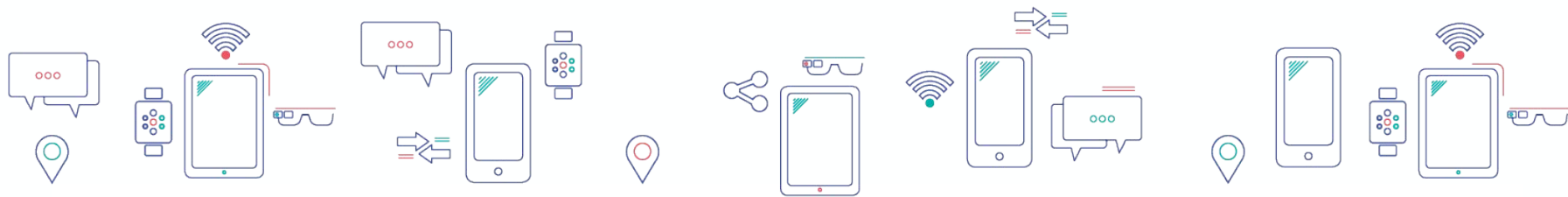
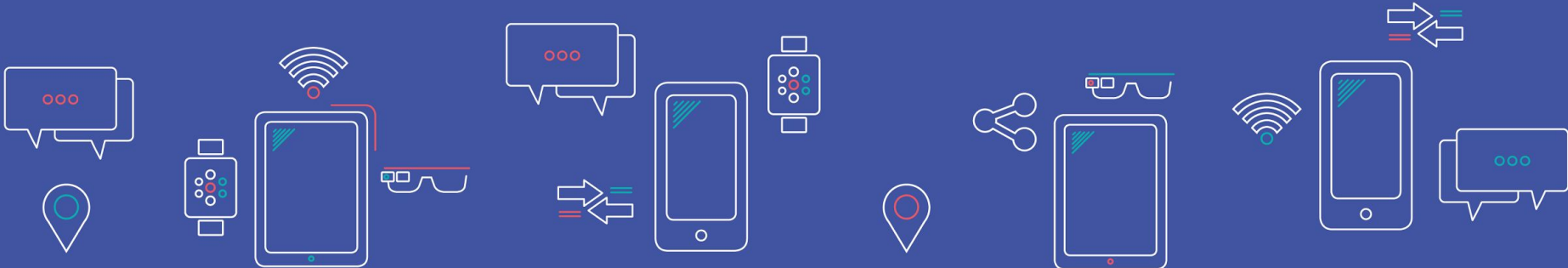




# Mobile Academy 17



# Welcome



# 2017 - Mobile Academy Program

1.

**Module 1**  
Mobile Wake Up

September 5  
September 6

2.

**Module 2**  
Mobile Masterclass

October 3 & 4  
October 5 & 6

3.

**Module 3**  
Mobile: Build for the future

October 23  
October 24

# The challenge

Google



## Relevant

*What would it take to make things personal at scale?*



## Convenient

*What would it take to make things friction-free?*

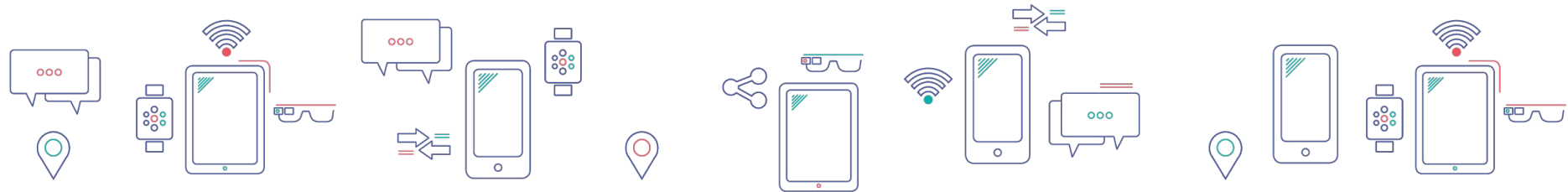


## Fast

*What would it take to make things instant?*



# Is this truly what the customer wants?







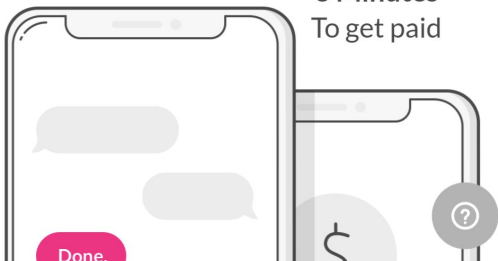
## Instant Everything

Maya, our charming artificial intelligence bot, will craft the perfect insurance for you. It couldn't be easier, or faster.

▶ [See the Lemonade App in action](#)

**90 Seconds**  
To get insured

**3 Minutes**  
To get paid





## BOLLPLANK

Bolla tankar, idéer och materialval med vår utbildade personal. Varmt välkommen in till En riktig bygghandel!

https://www.xlbygg.se/faringe

Vi tar hjälp av cookies för att ge dig bästa möjliga kundupplevelse. [Mer information](#)  Jag förstår

XL BYGG  
En riktig bygghandel

Fler butiker | Logga in  
**XL-BYGG Faringe, Vällingby**

☰ 🔍 📝 👤

🕒 Öppettider 📍 Hitta hit 📞 Ring 📧 E-post

**HÖSTENS STORA BYGGGREA!**  
ALL INOMHUSFÄRG **25%**  
LÄS MER!

MARKETTCOOL **från 249:-**  
ELFA INREDNING **25%**

**BYGGGREA!**  
Höstens stora byggrea är här.  
Läs mer på vår kampanjsida här!

**KÖK**  
Se vårt köksortiment och låt dig inspireras!



Väntetid drop-in cirka

53 minuter

Logga in

Visa hur KRY fungerar



**JUST NU**

► Över 50 döda i tågolycka

ANNONS

Med Telenor Change kan du byta mobil varje år.



IPHONE 7  
**499 kr/mån**  
med Frihet 1,5 GB i 24 mån.



## EXTRA



## DET VITA SNITTET



### Blev lobotomerad – för sin dyslexi

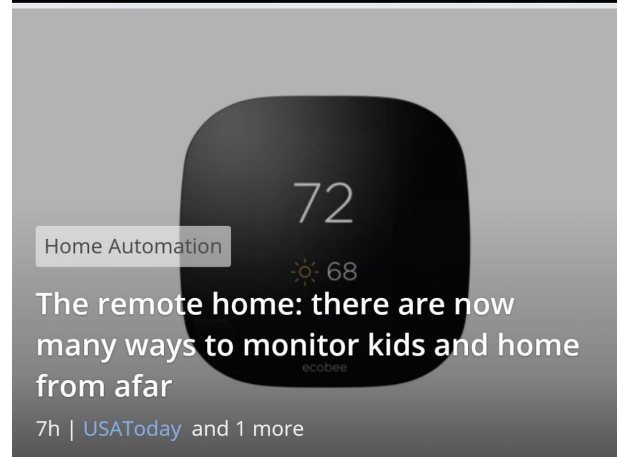
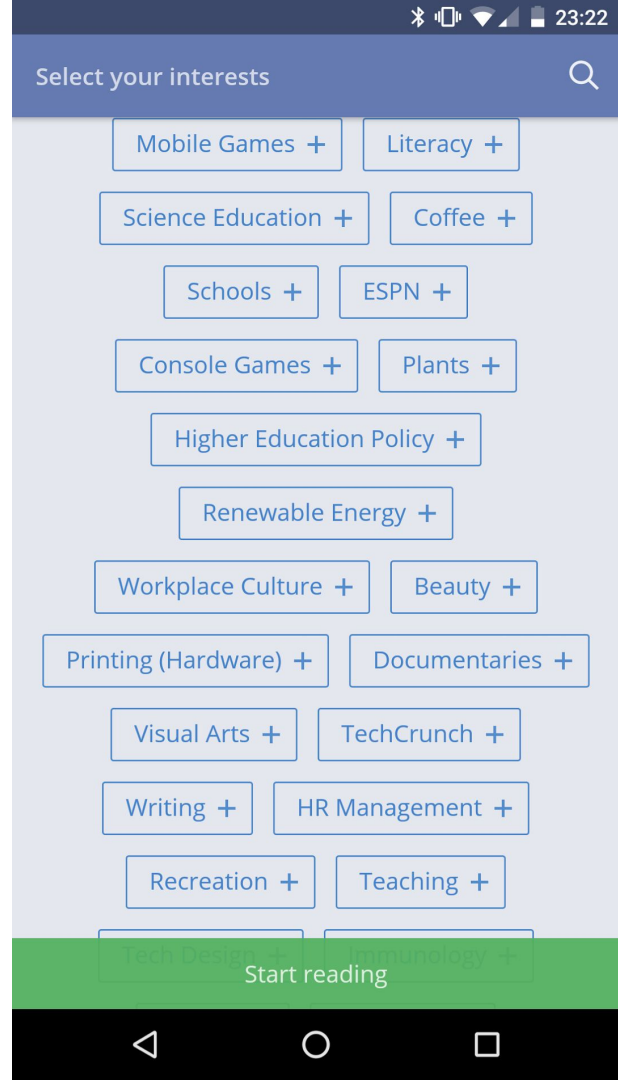
**PLUS** Läkarna bökade runt i Lisbets hjärna: "Folk kände inte igen mig efteråt"

**PLUS** "De gjorde min man till en grönsak"

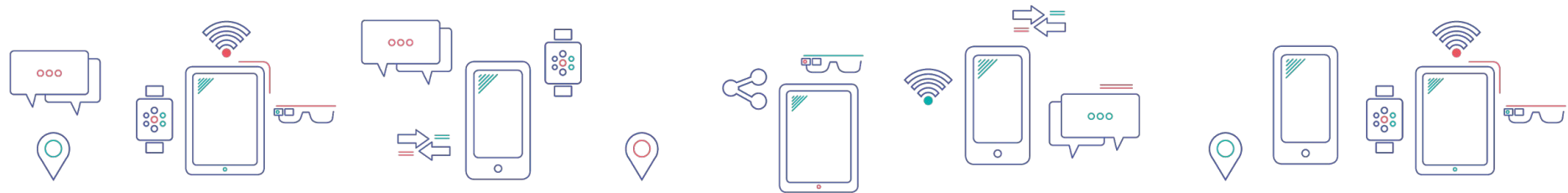
### SENASTE NYTT

- 22:54** "Troligen ingen attack mot Sverige"
- 22:18** Fullsatt tåg i olycka - över 50 döda
- 21:23** Vägbomb krävde två polisers liv
- 21:18** Trump-advokater: Förbjud anklagelser
- 20:53** Landaren krossades mot Mars yta

Till Senaste nytt

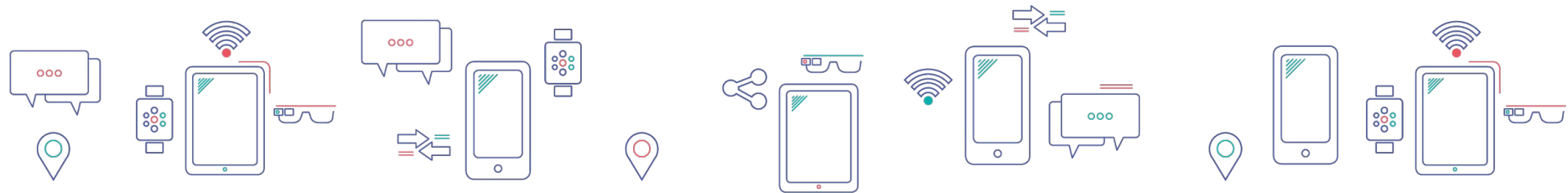


Being non-customer centric is the biggest threat to any business!



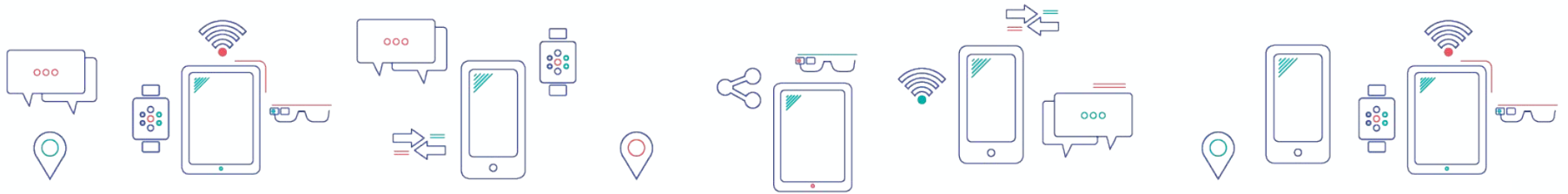


# Is this truly what the customer wants?





# Welcome to Module 2





# Mobile Masterclass



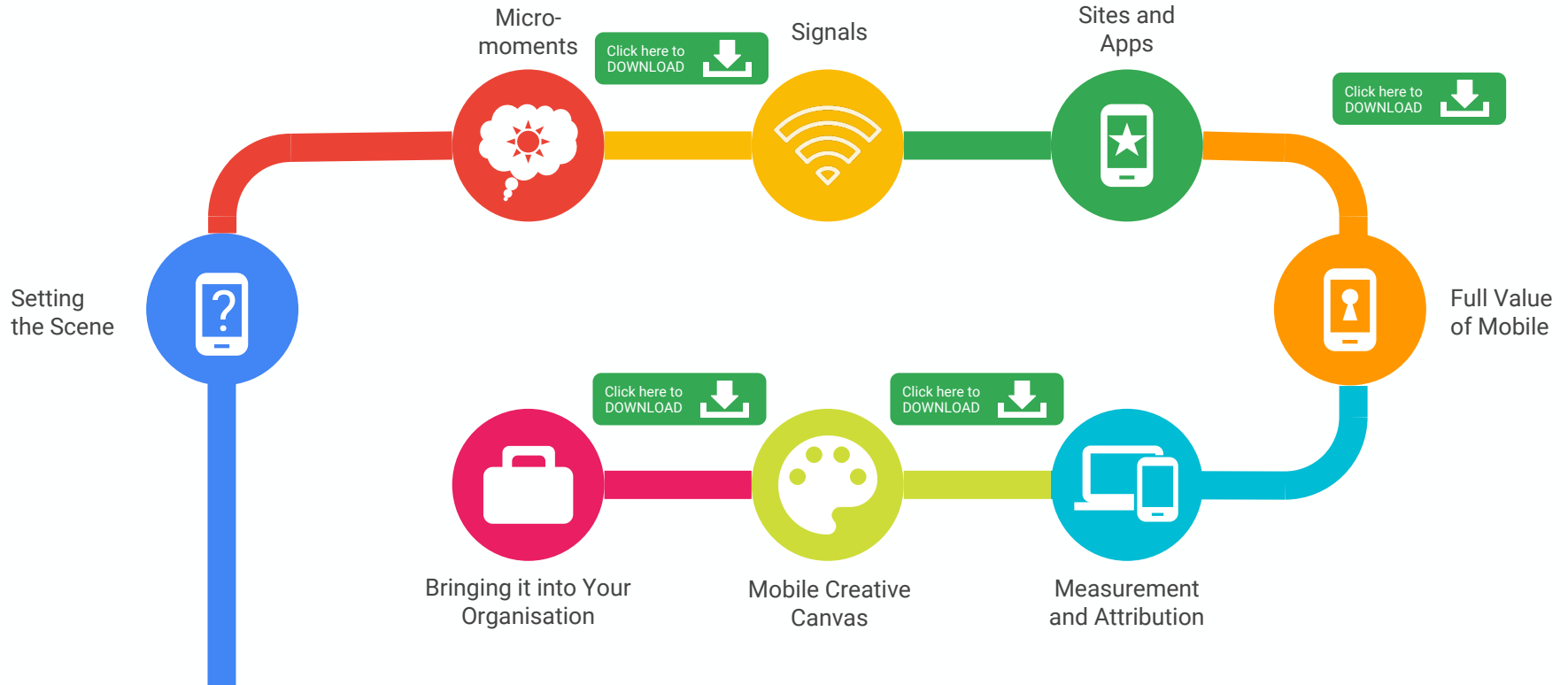
# Expectations



“Guess who this is, you  
sorry sonofabitch?”



# Masterclass Journey



# The 5-Step Process



Make a  
Moments  
Map



Understand  
Customer  
Needs and  
Prioritise



Use Intent  
and Context  
to Deliver  
the Right  
Experience



Optimize  
Across the  
Journey



Measure  
Every  
Moment that  
Matters



This is an  
**EXPERIENCE,**  
be present



**BUILD,**  
don't break



**THINK BIG,**  
be different



**FAIL**







# Mobile Profile Activity



# Your Mobile Profile

Before getting into the Mobile Masterclass, let's review where you are at today. Understanding your current mobile strategy will help us focus on solving the right problem, and also help us figure out what to improve for a better tomorrow.



## AUDIENCE

Who are you targeting and what do you know about them?

(For example, working professionals in their 30s - 40s who are interested in health insurance but do not have time to get in-person consultation.)

## GOALS

What are the top 3 goals you want to achieve with mobile?

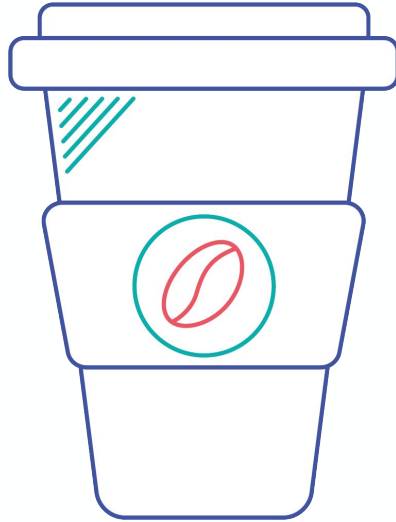
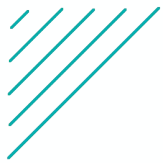
(For example, lead generation, transactions, app downloads, increase in-store traffic, etc.)

## CHALLENGES

What are your top 3 challenges / barriers to implement new mobile strategy?

(For example, lack of in-house talent dedicated to mobile, lack of skill set, difficult to align with other teams, etc.)





Break



# What Do We Need to Have in Our Smartphone... Already!



# Micro-moments

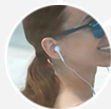




# 150x per day



Wake up and  
read news online  
6:50am



At bus stop, listen  
to new music playlist  
8:30am



On the bus, read articles  
about Coachella  
8:42am



Buy new tote to  
take to Coachella  
11:15am



At work, book  
Coachella tickets  
11:36am



On bus, check email  
for sales this weekend  
5:29pm



Use maps to get  
directions to Creole  
food truck  
1:13pm



Browse festival  
styles on YouTube  
7:15pm



At lunch, play Scrabble  
while waiting in line  
1:33pm

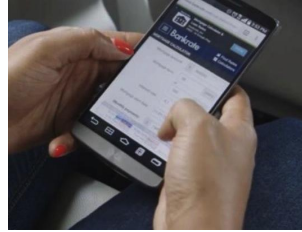


Use flashlight app to  
find dropped earring  
11:09pm





# Our Biggest Opportunity is in the Smallest Moments...



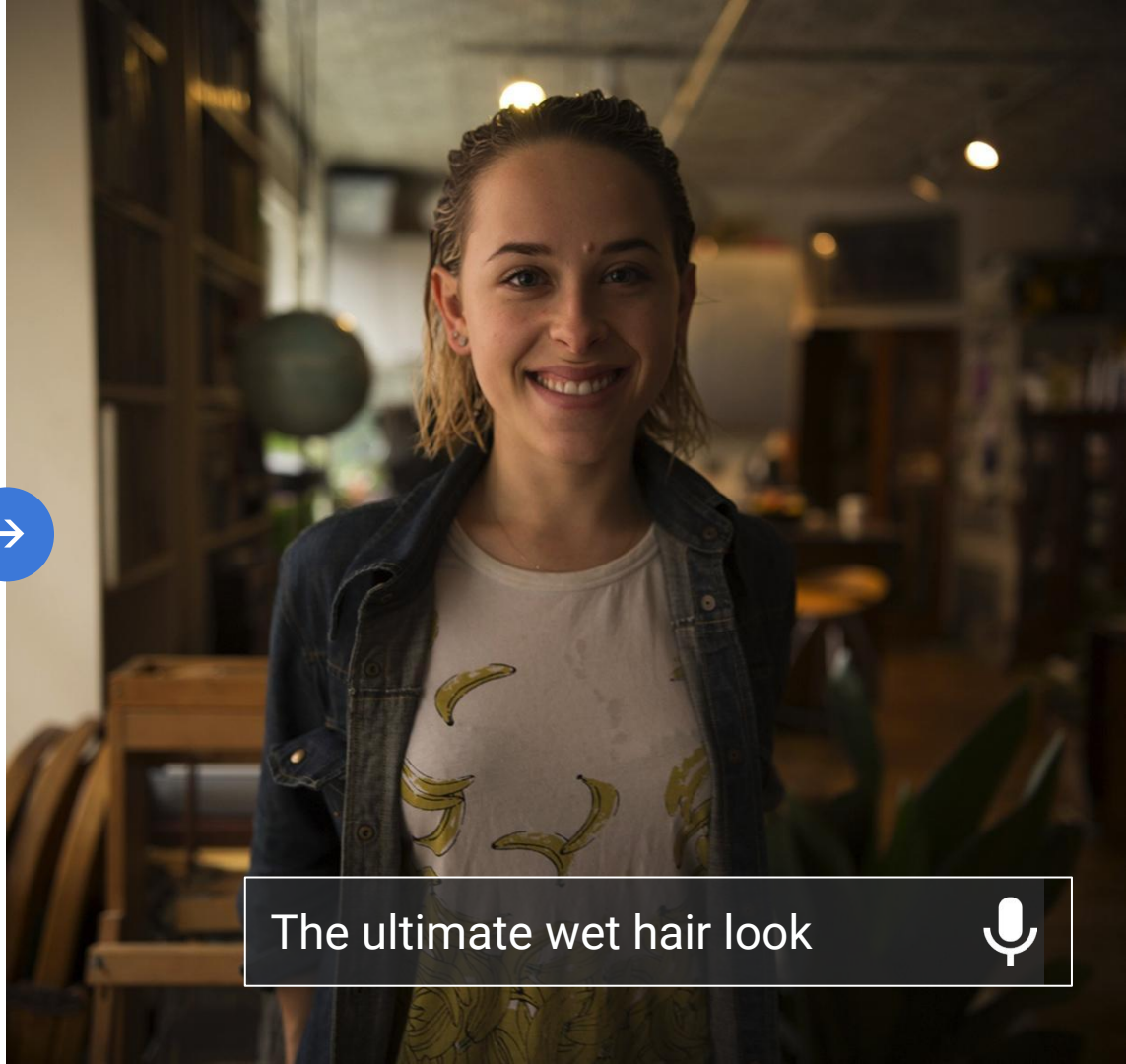
# Case Studies



# Meet Mabel

student of Field Biology,  
and maker of the most  
awesome crème brûlée...

Getting ready for university in the morning, Mabel decides to try a new hairdo. She reaches for her phone to learn how to achieve the look.



The ultimate wet hair look



# Meet Pilar

Trainer, digital enthusiast and keen to travel at any given opportunity



Having spent a week in her hometown with her best friend they both plan to see each other soon. Pilar's best friend lives in Senegal, a French-speaking country.

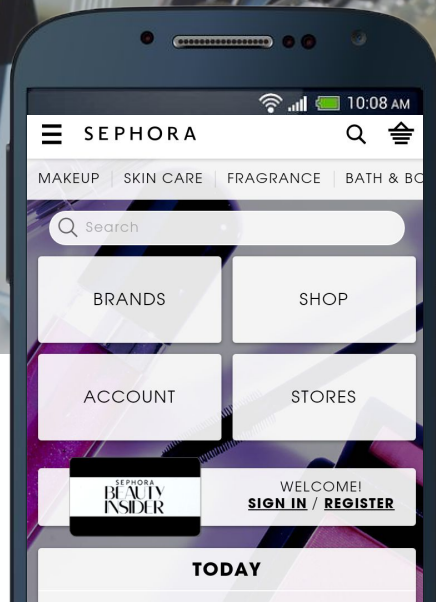












# WHICH-ONE-IS-THE-RIGHT- ONE MOMENTS

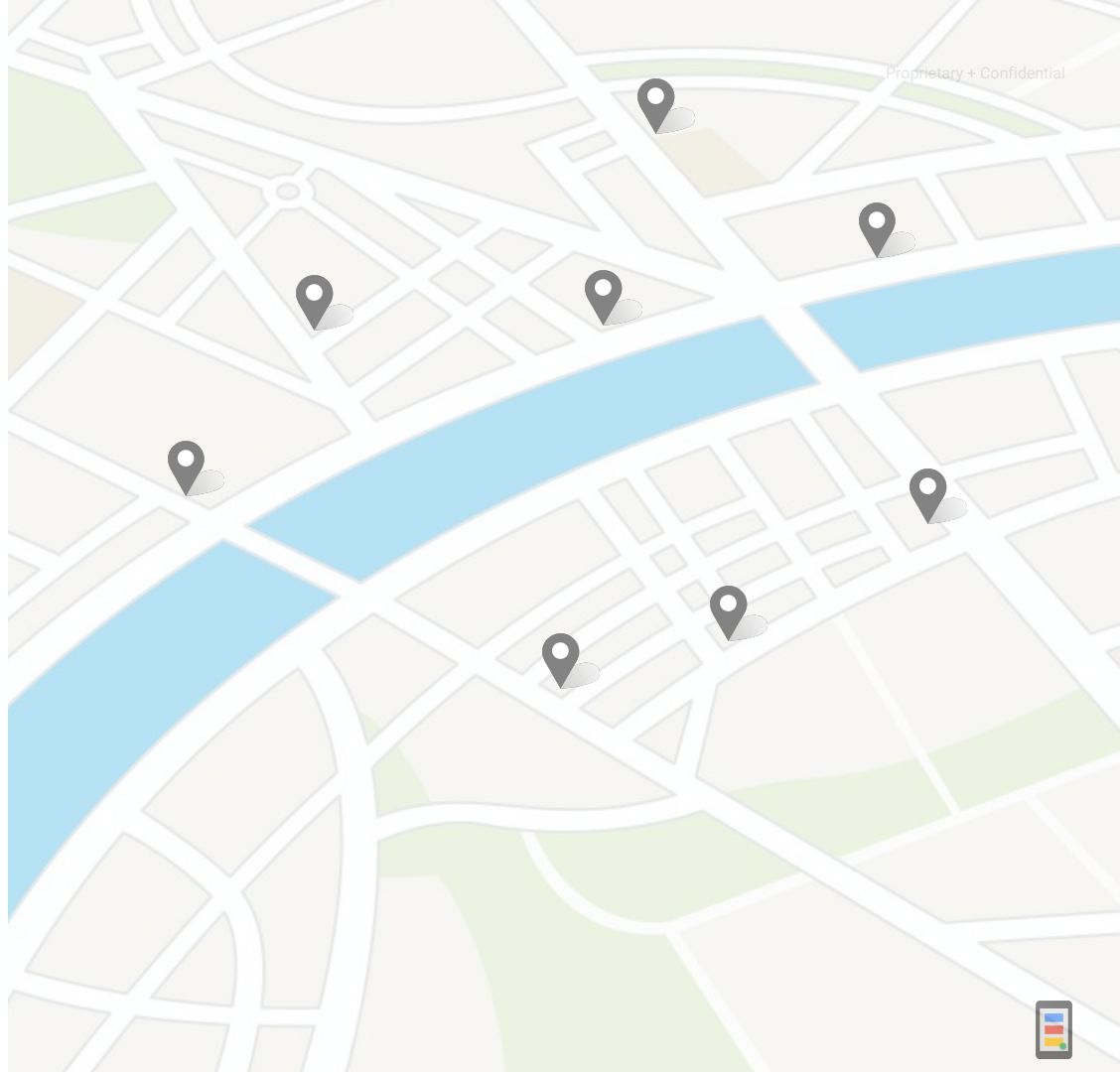
Sephora rethought their in-store and mobile experience for the empowered Customer.

SEPHORA




# Moments


-  7:05am Text Jim
-  7:45am Check time
-  8:12am Read text from Jim
-  9:03am Send work email
-  1:23pm Post vacation photos
-  3:29pm Text Karen
-  5:38pm Take picture of traffic
-  5:40pm Post picture of traffic




# Micro-moments

 **7:15am Find brunch place** (Balthazar on my mind...)

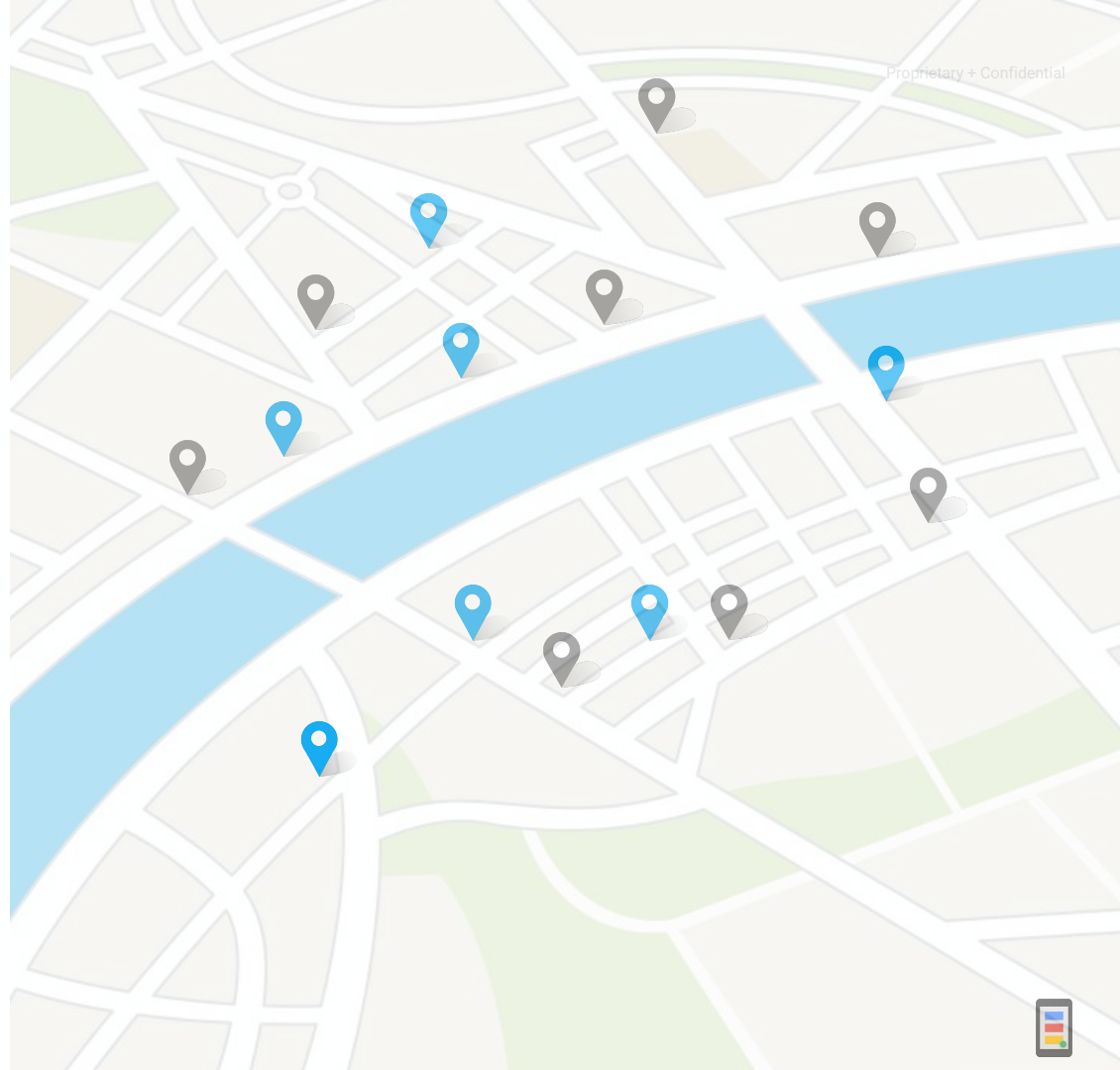
 **7:53am Watch how-to fix-faucet video**  
(Some good options on Pinterest)

 **8:59am Research vacation destinations**  
(Lookup Puerto Plata that Jim was raving about)

 **10:07am Read about best running shoes**  
(Check out Saucony Triumph)

 **1:23pm Watch mountain biking videos**

 **5:38pm Lookup mortgage rates**





I-want-to-watch  
what-I'm-into  
moments

53%

of online video viewers  
watch online video to be  
inspired or entertained

YouTube is the  
**#1**

platform 18-34 year-olds  
choose to explore their  
passions



I-want-to-know  
moments

65%

of online Customers  
look up more information  
online now versus a  
few years ago

66%

of smartphone users turn  
to their phones to look up  
something they saw in a  
TV commercial



I-want-to-go  
moments

2X

increase in "near me"  
search interest in the  
past year

82%

of smartphone users use a  
search engine when  
looking for a local business



I-want-to-do  
moments

91%

of smartphone users turn  
to their phones for ideas  
while doing a task

100M+

hours of "how-to" content  
have been watched on  
YouTube so far this year



I-want-to-buy  
moments

82%

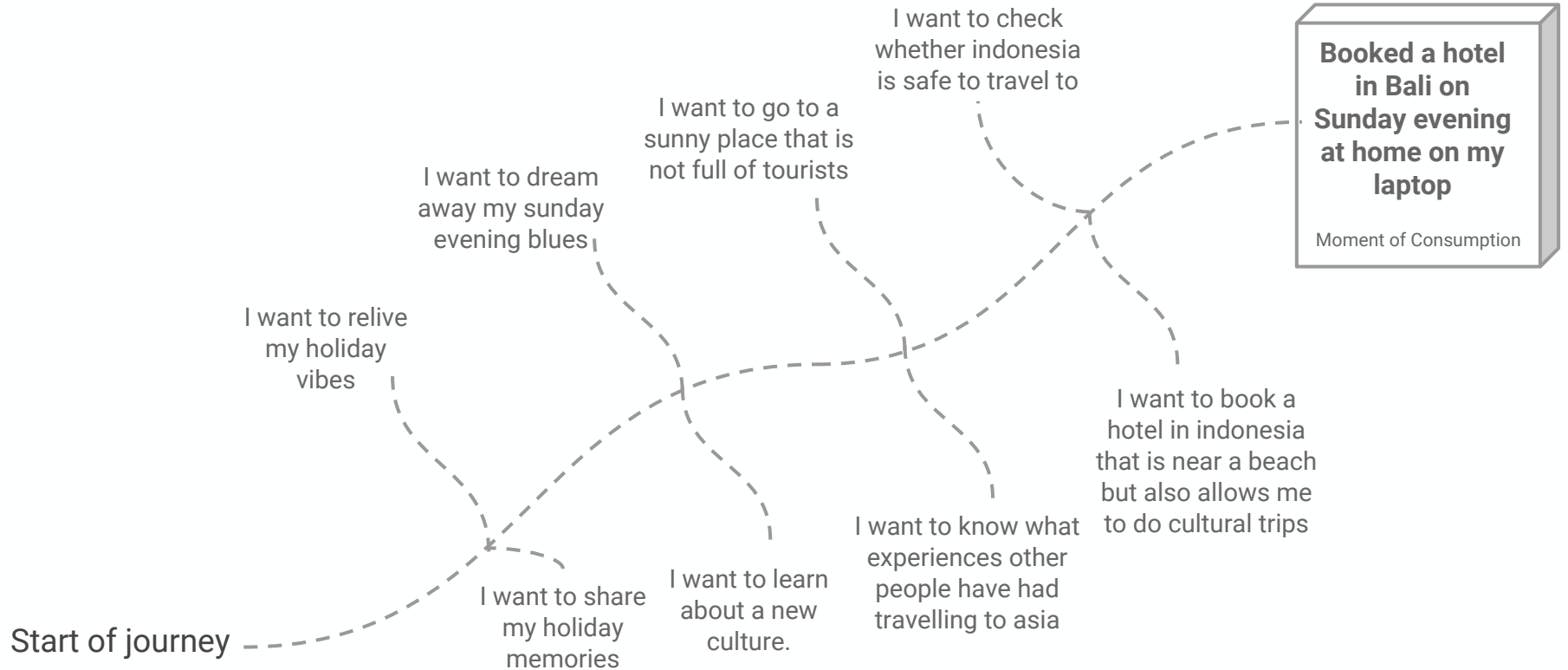
of smartphone users  
consult their phones  
while in a store deciding  
what to buy

29%

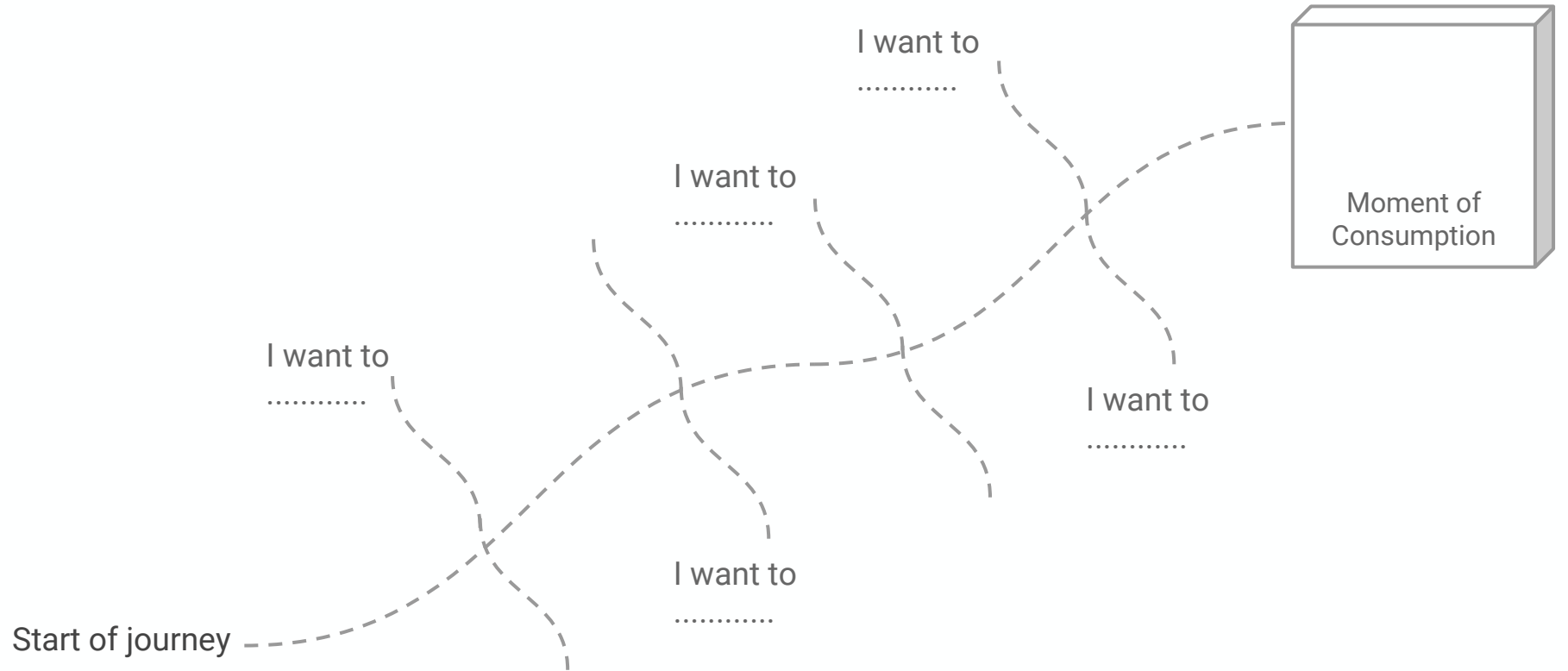
increase in mobile  
conversion rates in  
the past year



# Micro-moments Map: Example



# Micro-moments Map: Activity

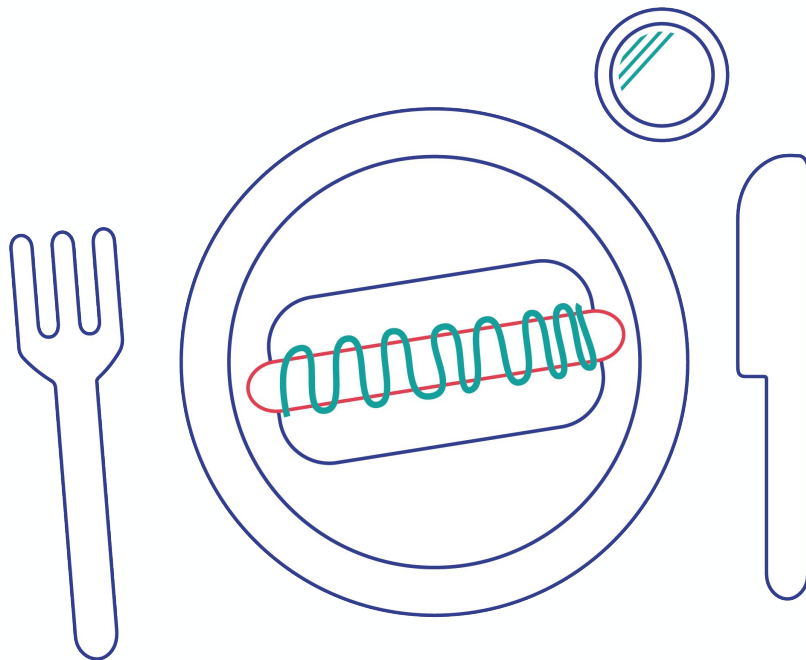
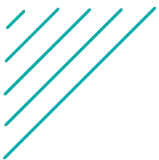


# Click here to DOWNLOAD



- Think of mobile as a gateway to the world instead of a smaller screen: does that change your mobile challenge?
- What micro-moments should you be claiming?
- Does that change how you think about your audience?





Lunch





# Signals





EVERY  
SECOND

## Audience



## Media



## Environmental





# Audience



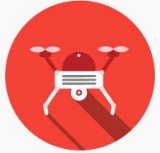
Gender



Marital Status



Thrill Seekers



Technophiles



Luxury Shoppers

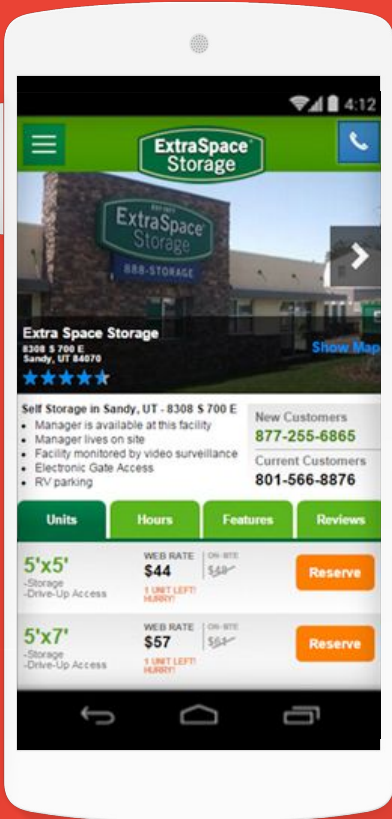


Purchase History



# CASE STUDY

## Extra Space Storage



# CASE STUDY

## Extra Space Storage

Provided customised experiences to people on the go

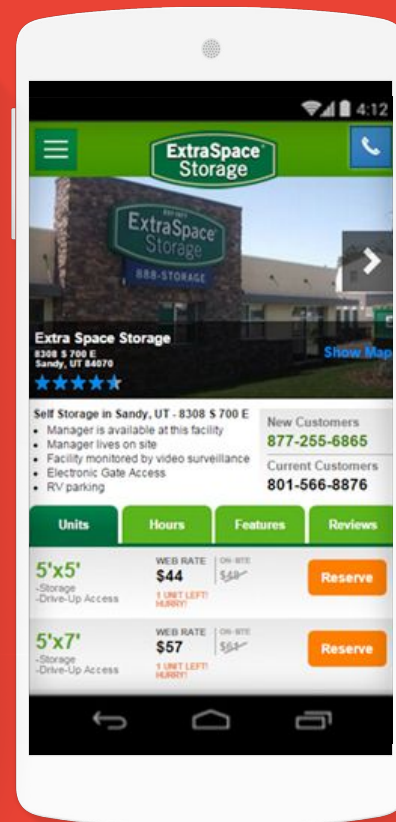
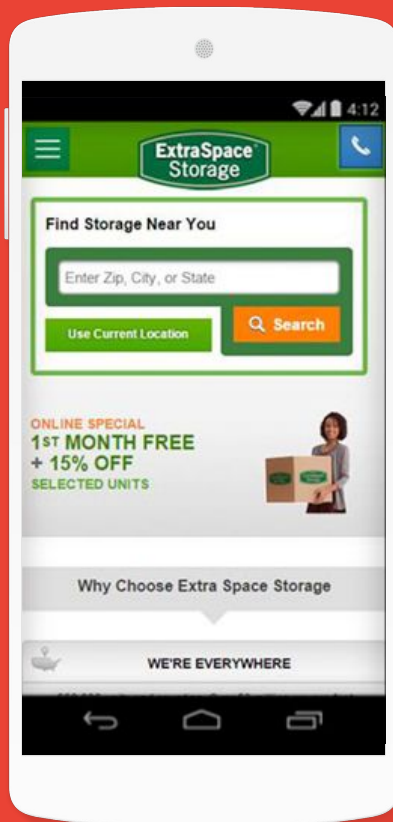
Better understood how to convert most valuable Customers

Created personality segments based on a range of data sources. For example, demographics, search, US census, Myers Briggs profile, location, previous visits, and more

24%  
increase in total mobile conversions,

53%  
increase in conversions from mobile phone calls,

33%  
growth of paid search conversions from mobile



# Media



- Keyword Content
- Searched For
- TV Ad Syncing
- Website Category
- Device Type
- Website





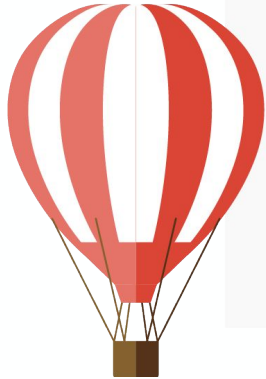
# CASE STUDY

## Nike Phenomenal Shot

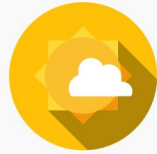
Proprietary + Confidential



# Environment



Sports Updates



Weather Syncing



Traffic Updates



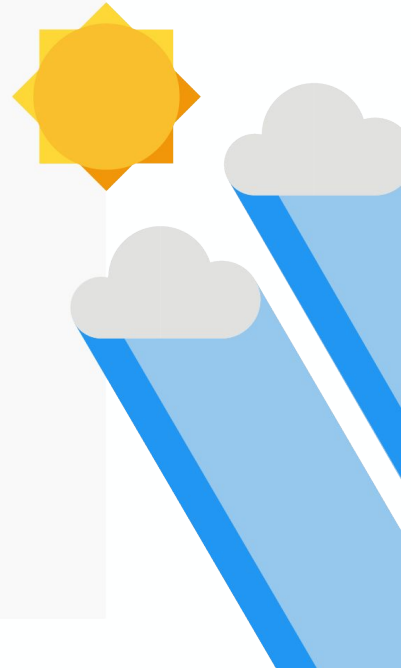
Events & Concerts



News



Financial Markets





# CASE STUDY

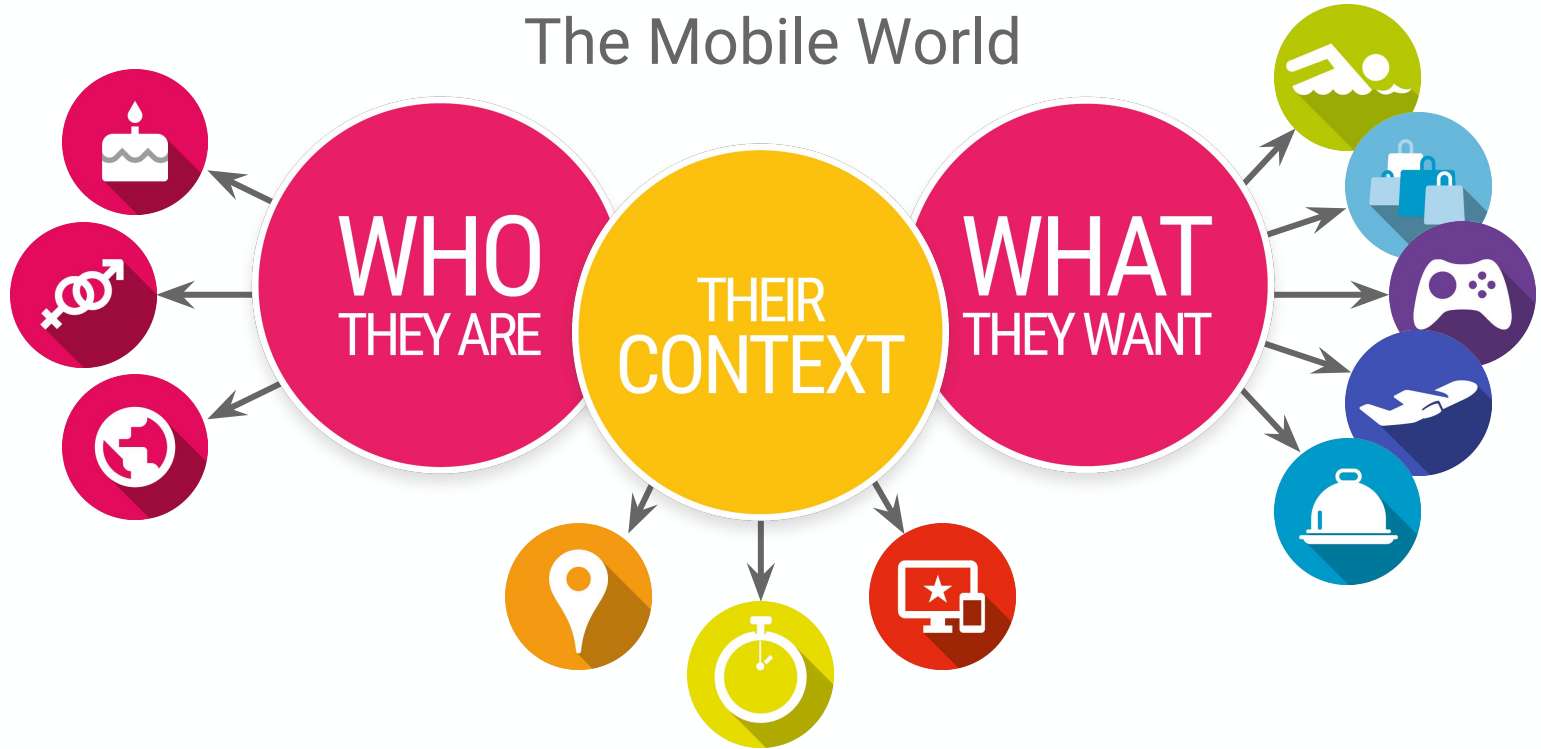
## Meat Pack

Proprietary + Confidential



# What Do We Learn from Signals?

## The Mobile World



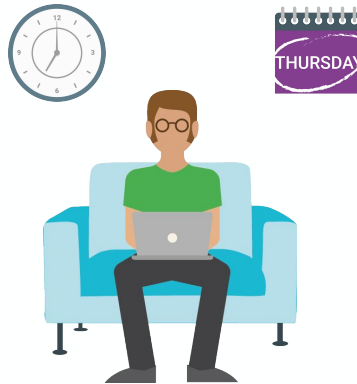


# The Impact of Context

**WHO**  
THEY ARE



THEIR  
**CONTEXT**



Home, Laptop, Thursday, 7pm

**WHAT**  
THEY WANT

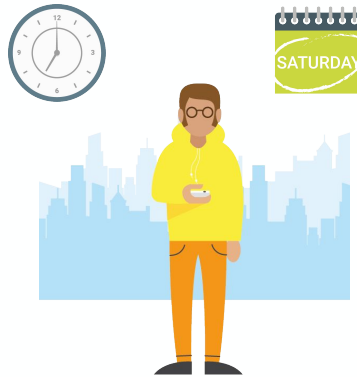


# The Impact of Context

**WHO**  
THEY ARE



THEIR  
**CONTEXT**



**WHAT**  
THEY WANT



Smartphone, City centre, Saturday 7pm

# The Impact of Context

**WHO**  
THEY ARE



THEIR  
**CONTEXT**



**WHAT**  
THEY WANT



Smartphone, City centre, weekday, 2pm

# Collecting Data Signals

---

## PHASE 1

(10 mins)

Get in pairs of two

Pick two or three micro-moments  
(so you cover all moments with your whole group)

Use the book of Audience Signals

Pick the signals that help you find your audience  
in your micro-moment (write them on the handout).

## PHASE 2

(10 mins)

Go back to your table and pick up the cards you find there

Randomly pick a day, time, device, and a location

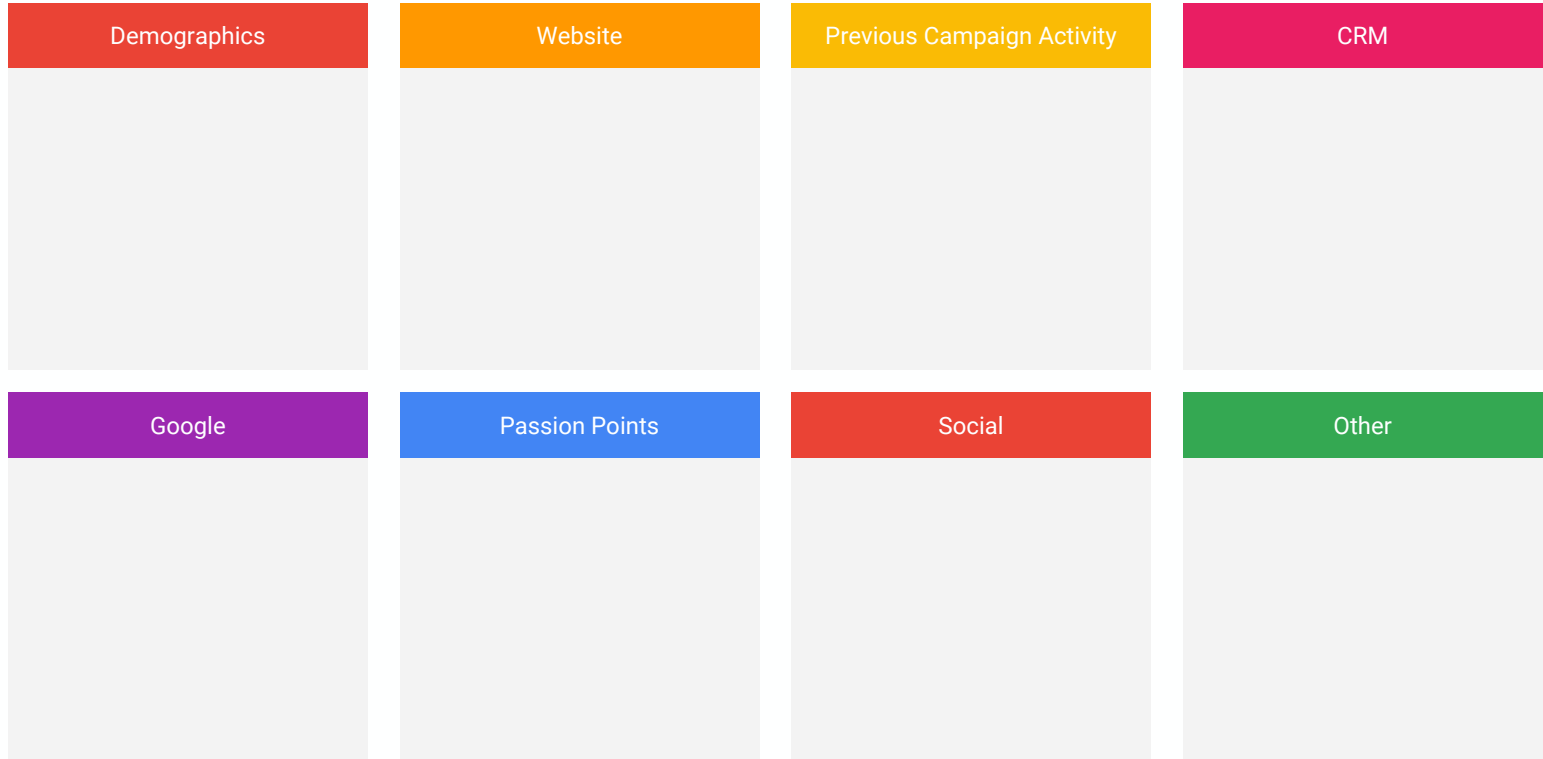
Add these to your micro-moment

- Does this change the message you would communicate?
- Does this change the call to action you would give?

Repeat this multiple times for each of your  
micro-moments

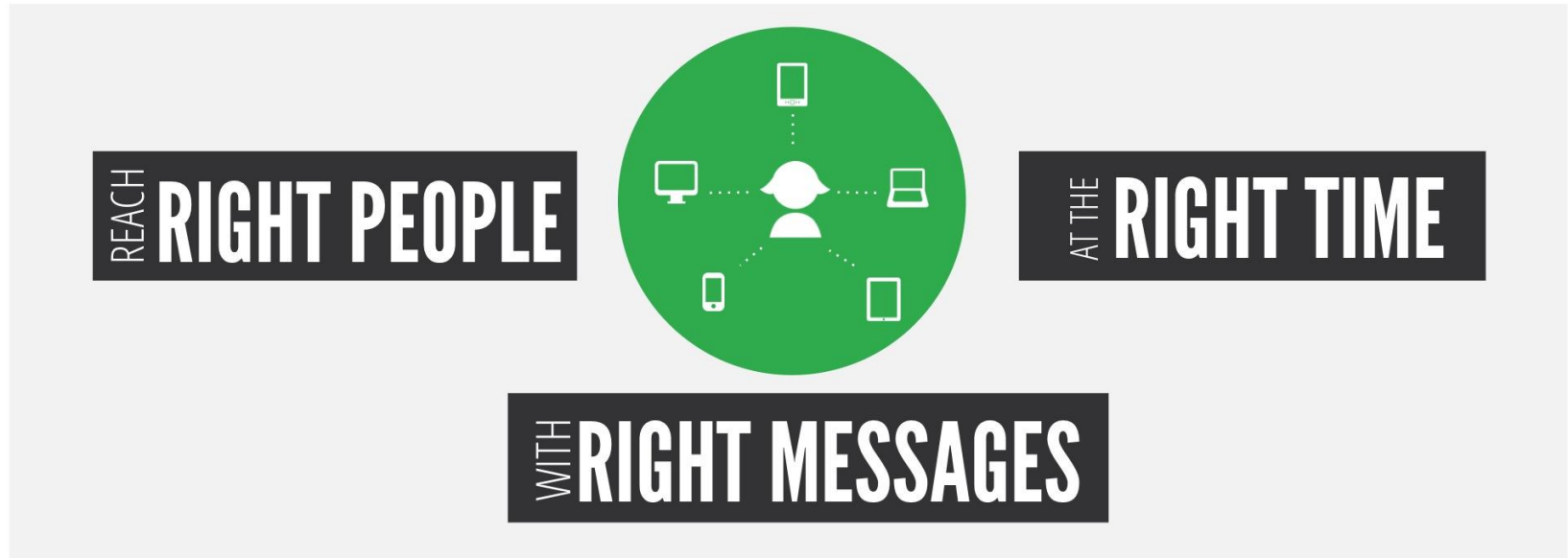


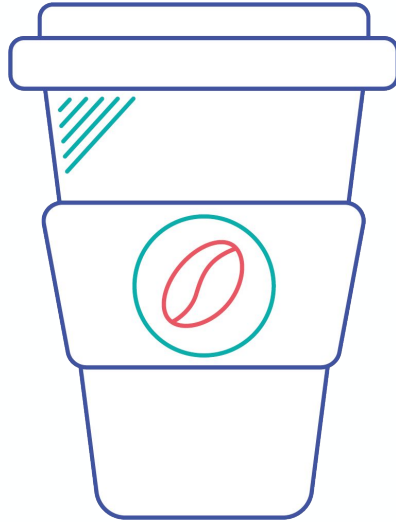
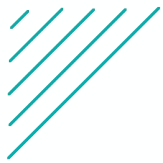
# Collecting Audience Signals



# The Impact of Context

## FIND THE MOMENTS THAT MATTER TO YOUR AUDIENCE





Break



# SUPER SYNC SPORTS!





# mSites and Apps



# Strategic Thinking – Mobile Users, Apps, and Sites

---

Time is not the same as value

**Apps Continue to Dominate the Mobile Web**

**The decline of the mobile web**

**Mobile App Usage Increases In 2014, As  
Mobile Web Surfing Declines**

***“The mobile war is over and  
the app has won.”***

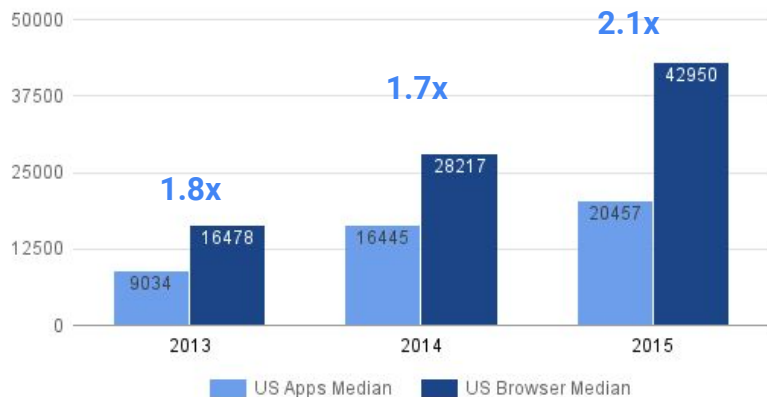
*venturebeat.com 2013/04/03*



# But

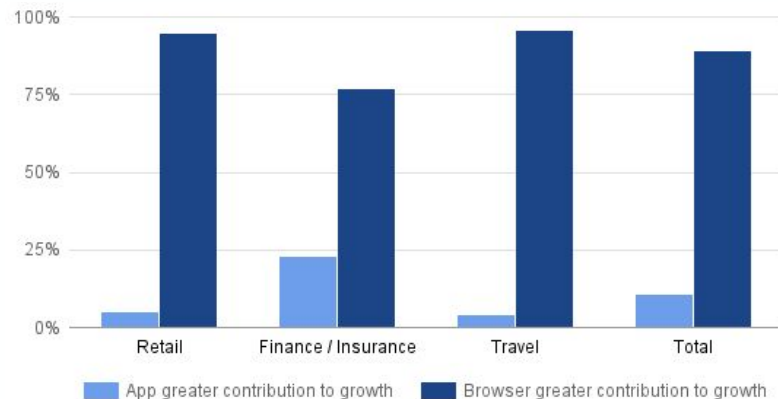
Apps versus mobile web:  
web winning?

Unique visitors  
(thousands)



90% of the companies in travel retail, and finance get over 50% of their visits from the mobile web

Contribution to  
traffic growth

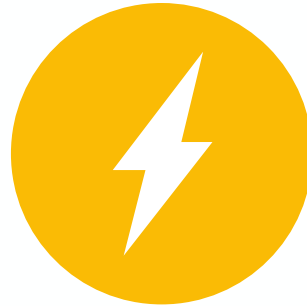


# Mobile Sites – Intuitive, Lightweight, and Easy to Discover

---



Users are familiar  
with how  
Websites work



Limited device  
memory for  
installing



Mobile sites  
are easily  
discoverable

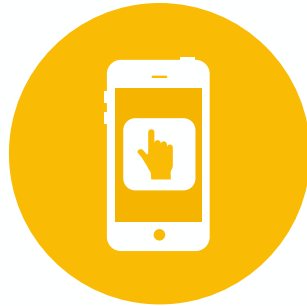


# Why Native Apps?

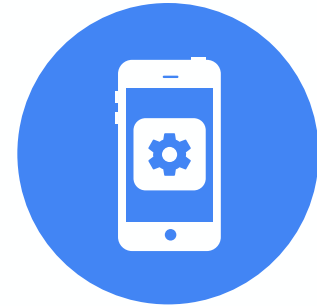
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Native apps are  
convenient



Mobile apps are  
always available

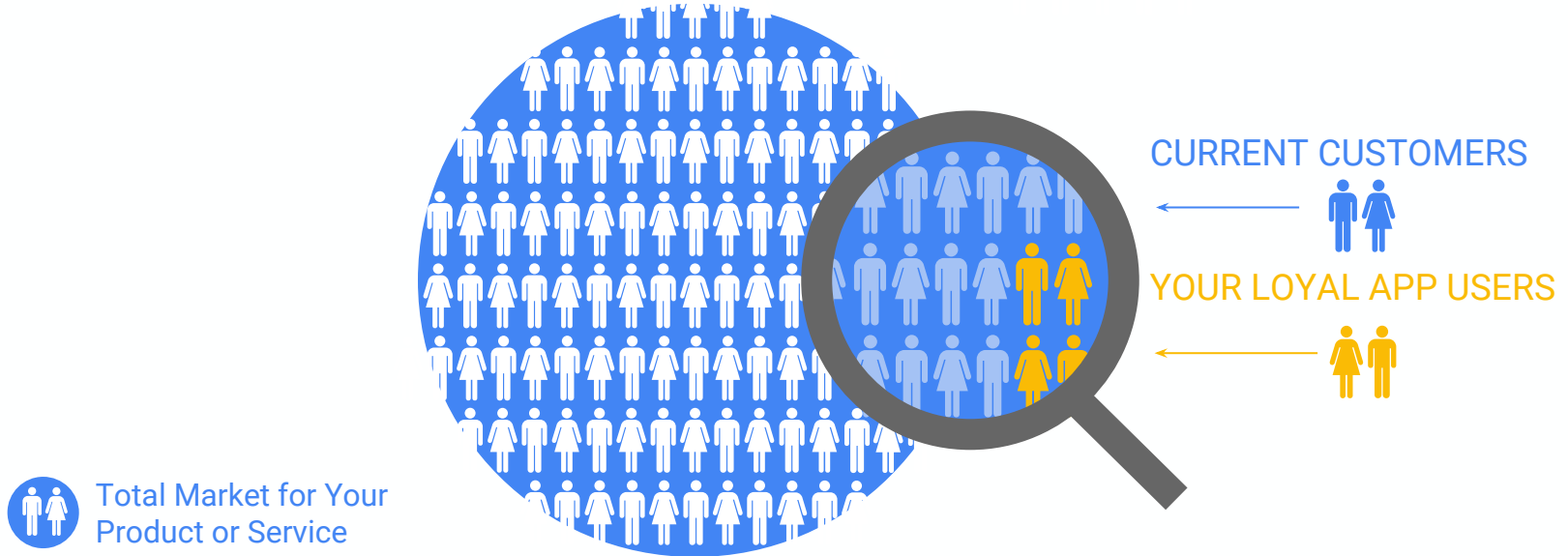


Apps are integrated  
natively with the  
Mobile Operating  
System (OS)



# Potential Customers and Loyal Customers

Compare the size of audience engaging with each platform.  
Will you build for **App**, **mSite**, or both?



# Strategic Thinking – Mobile Users, Apps, and Sites

## First: Build a great site for the majority of users

- 1 **Build a mobile site** to meet needs of (esp. new) users. This should be **priority #1**
- 2 Focus on **core capabilities** including **commerce** and other **key conversion events**
- 3 Understand and **optimise to user behaviour**. Use the **25 mobile design principles**

## Next: Build an App for your power users

- 4 Identify **unique, app-only capabilities** that complement site functionality
- 5 Build an app that **goes beyond commerce** for loyal, repeat users who **engage deeply**
- 6 **Promote your app to an audience that is ready** to use it (this may not be 1st time users!)



# So, Apps, Sites, or Both?

## APPS FIRST

For example. Uber, Hotel Tonight

### WHO: APP-CENTRIC MODELS

Intended for high frequency use (e.g. daily)

Delivers app-only capabilities

Entertainment, media, or gaming uses

## SITES FIRST

### WHO: MOST ORGANISATIONS

Fully optimised for mobile

Fully functional core capability like commerce

Built with your future Customer base in mind

## SITES + APPS

### WHO: ORGANISATIONS WHO HAVE NAILED THEIR SITE

...and want to expand onsite capabilities...

...with app-only capabilities (for example, offline)

Focused on the most loyal, engaged Customers





# What is a Progressive Web App?

Fast-loading

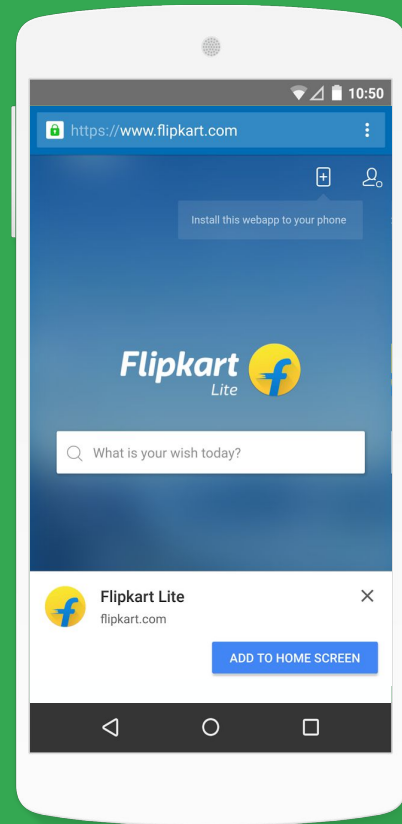
One click away from accessing content

Smooth animations and navigations

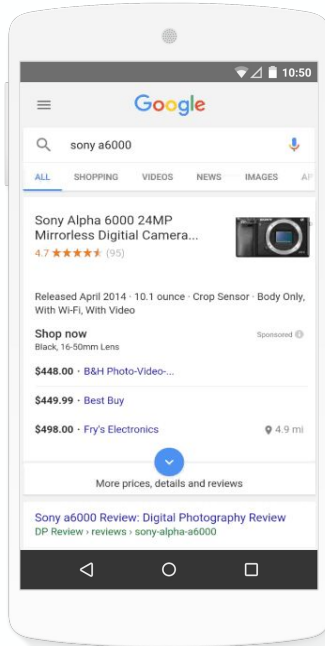
Re-engages with push notifications

Good experience on flaky network connections

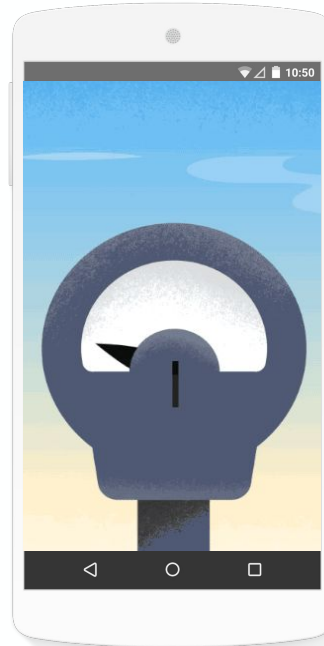
Consistent experience across browsers



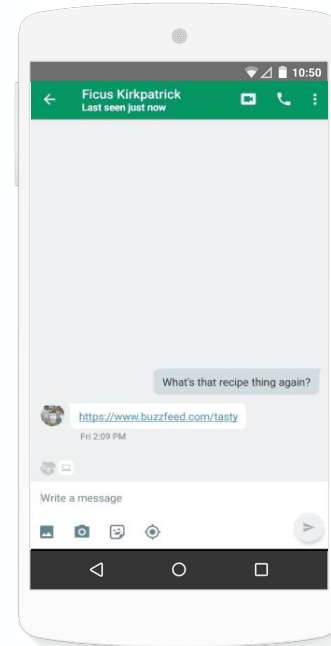
# Is it a Site or an App? Android Instant Apps...



B&H Photo  
(via Google Search)



Park and Pay  
(example, via NFC)



BuzzFeedVideo  
(via a shared link)

# The Web and App Face off

	2013	2014	2015	2016
	Web / Native	Web / Native	Web / Native	Web / Native
Deep Linking	YES / <b>NO</b>	YES / <b>NO</b>	YES / YES	YES / YES
Single click install and launch	YES / <b>NO</b>	YES / <b>NO</b>	YES / <b>NO</b>	YES / <b>KINDA</b>
Geo	YES / YES	YES / YES	YES / YES	YES / YES
Gyro	YES / YES	YES / YES	YES / YES	YES / YES
Offline	<b>KINDA</b> / YES	<b>KINDA</b> / YES	YES / YES	YES / YES
Camera	<b>KINDA</b> / YES	YES / YES	YES / YES	YES / YES
Push	<b>NO</b> / YES	<b>NO</b> / YES	YES / YES	YES / YES
Contacts	<b>NO</b> / YES	<b>NO</b> / YES	<b>NO</b> / YES	<b>NO</b> / YES
Auth	<b>NO</b> / YES	<b>NO</b> / YES	<b>NO</b> / YES	YES / YES
Payments	<b>NO</b> / YES	<b>NO</b> / YES	<b>NO</b> / YES	YES / YES



So When Are Your Assets Doing a Good Job?

**The right answer**  
in the right  
**micro-moment**

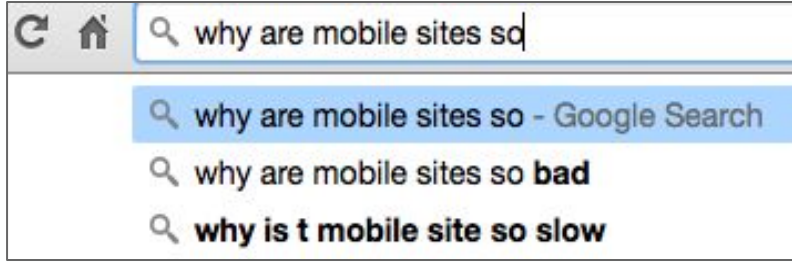
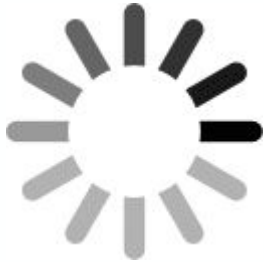
**1**

**Delivered**  
at  
**the right speed**

**2**

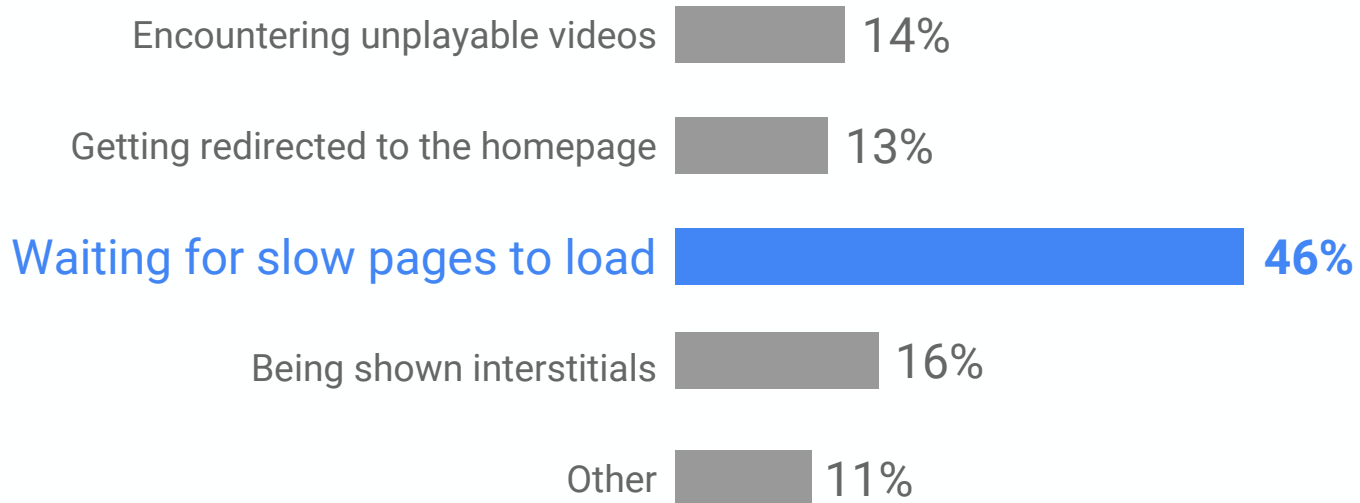
# Loading...

---

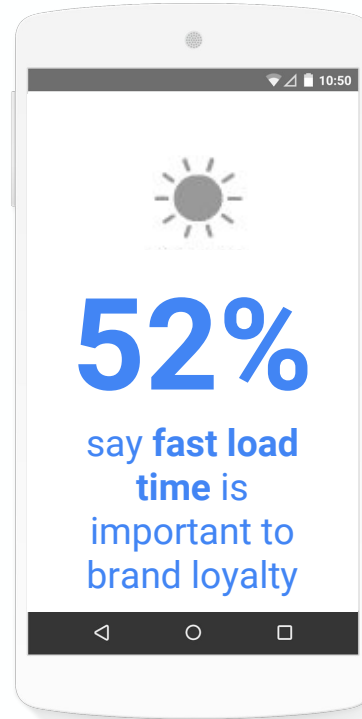
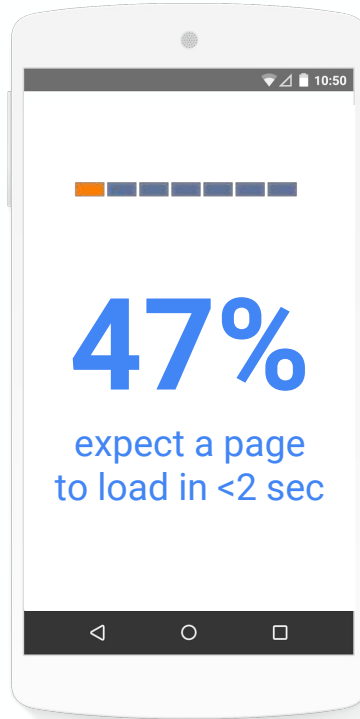
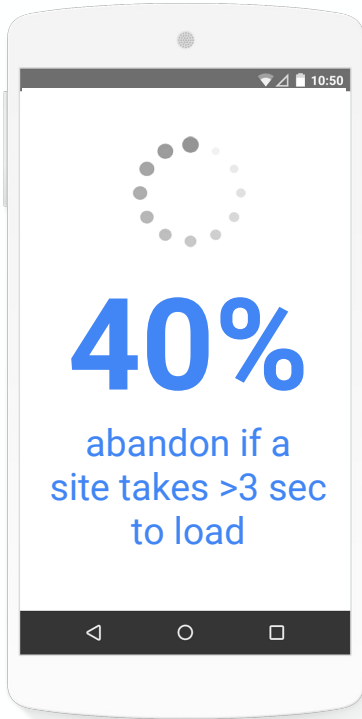


# Site Speed Matters...

“What do you dislike the most when browsing the web on your mobile device?”

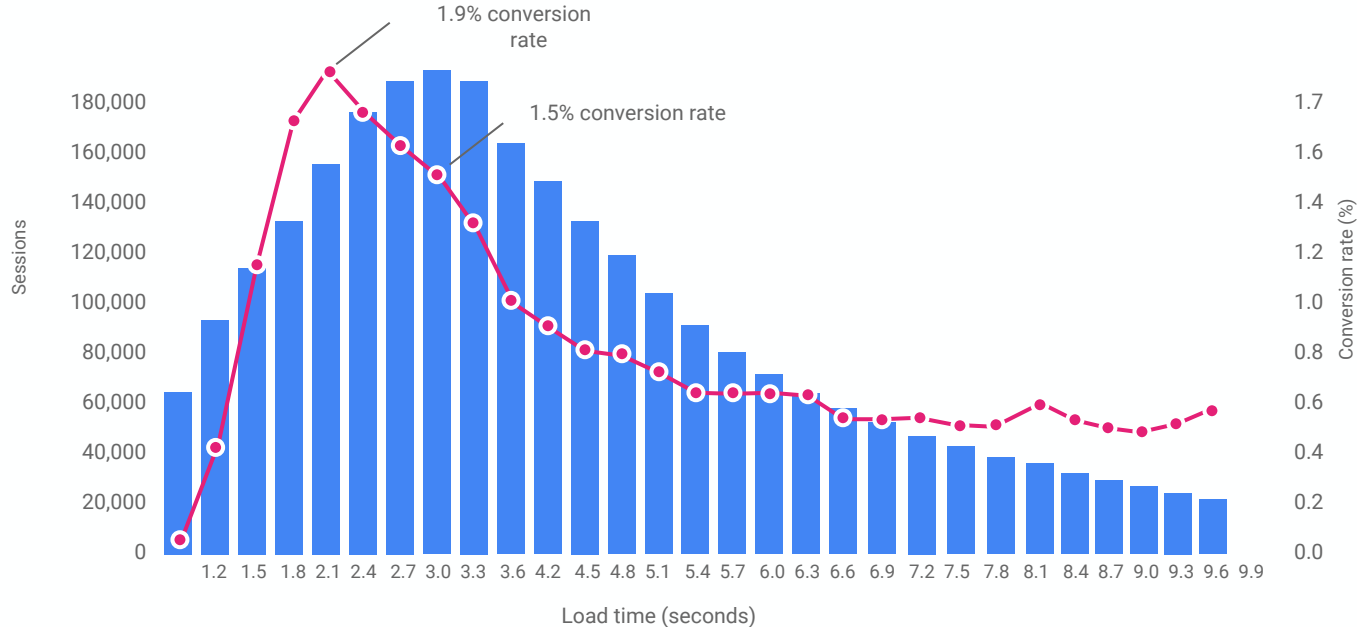


# ...Because Fast is Better than Slow



# A Little Speed Makes a Big Difference

Mobile pages that load 1s faster see up to 27% increase in CvR

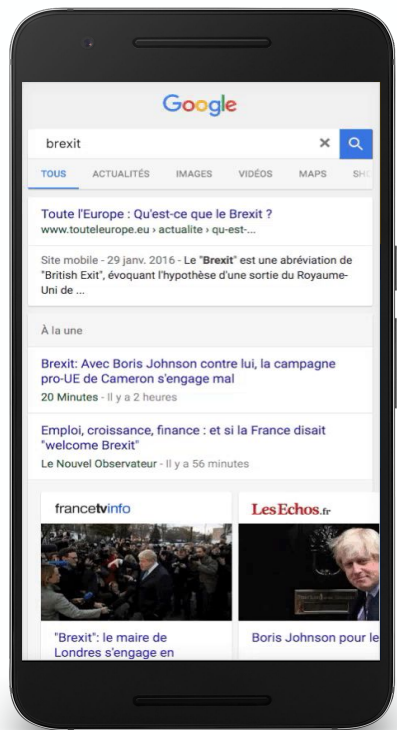


**Note:** Some of the pages that were faster than 2.4 seconds experienced a lower conversion rate. While we don't know for sure, the most common reason is because a lot of the faster pages are 404/error pages.





# AMP: Accelerated Mobile Pages



**0.7 seconds**

*median load time*

**4x**

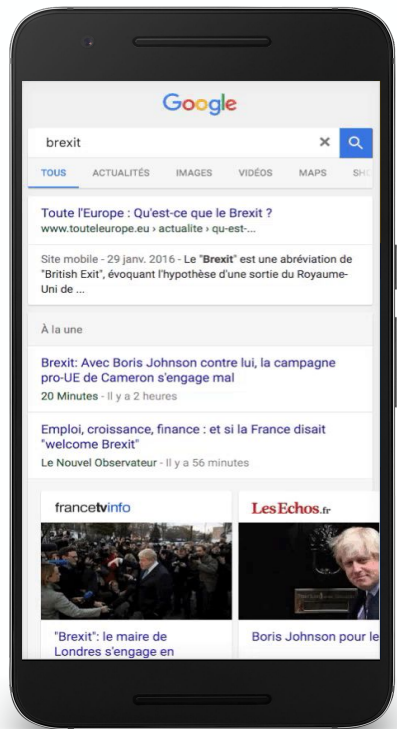
*faster*

**10x**

*less data*



# AMP: Accelerated Mobile Pages



## Scripts & Resources

- Allow only asynchronous scripts
- Size all resources statically
- Prioritize resource loading

## JavaScript

- Don't let extension mechanisms block rendering
- Keep all third-party JavaScript out of the critical path

## Design & CSS

- All CSS must be inline and size-bound
- Font triggering must be efficient
- Minimize style recalculations

## Animations

- Only run GPU-accelerated animations



# Test Stage 1: Run the Micro-moment Test

---

- Ask for the URL of the site of the group next to you
- Study their micro-moments
- Each person picks one micro-moment
- Visit their site
- **Try to find what the Customer would be looking for**
- **You have only 2 minutes time for this**
- Does the site give a good answer?
- What could the site do better?
- Write down your feedback



## Test Stage 2: Run the Site Speed Test

---

- Type the URL of your site in the speed test below



or

[goo.gl/ogg0Y3](https://goo.gl/ogg0Y3)

- Discuss results with your group
- What would you change if this was your site?
- Include notes from the micro-moment test in your advice



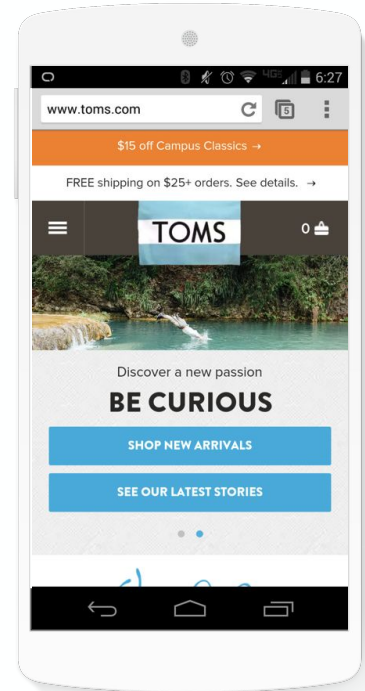
# Design a Better Mobile Experience



2009



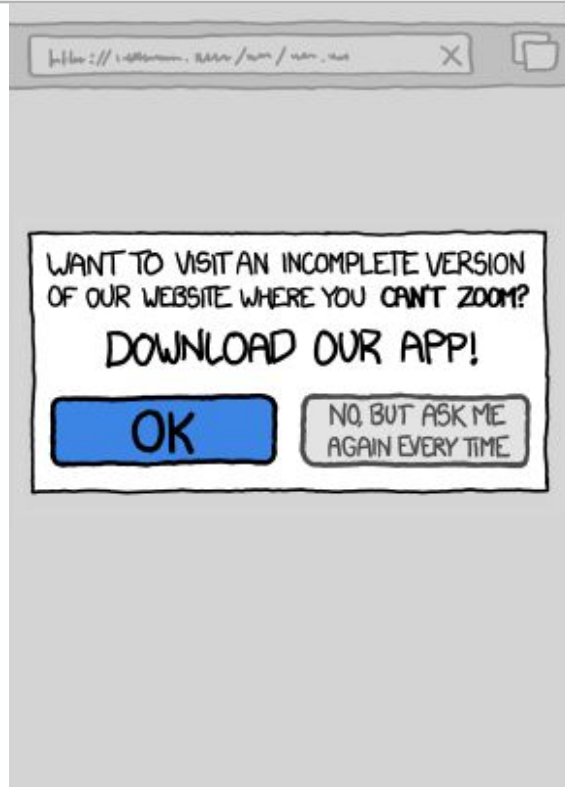
2012



2016



# Focus on the User and All Else will Follow



# Principles of Mobile Design

---



Homepage &  
Site Navigation



Site  
Search



Commerce &  
Conversions



Form  
Entry



Usability &  
Form Factor



# Principles of Mobile Design



Homepage &  
Site Navigation



Site  
Search



Commerce &  
Conversions



Form  
Entry



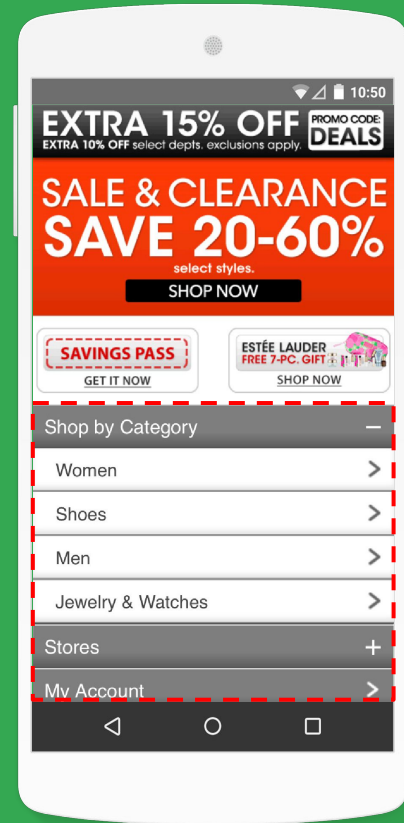
Usability &  
Form Factor

Calls-to-action are front and center

**Menus are short and sweet**

It is easy to get back to the homepage

Promotions don't steal the show





# Principles of Mobile Design



Homepage &  
Site Navigation



Site  
Search



Commerce &  
Conversions



Form  
Entry



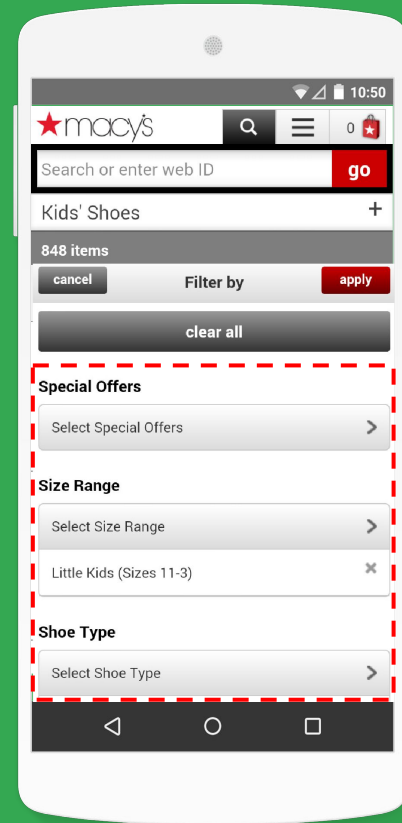
Usability &  
Form Factor

Site search is visible (top of the page)

Site search results are relevant (autocomplete)

**Filters are there to improve search results**

Guides users to better search results



# Principles of Mobile Design



Homepage & Site Navigation



Site Search



Commerce & Conversions



Form Entry



Usability & Form Factor

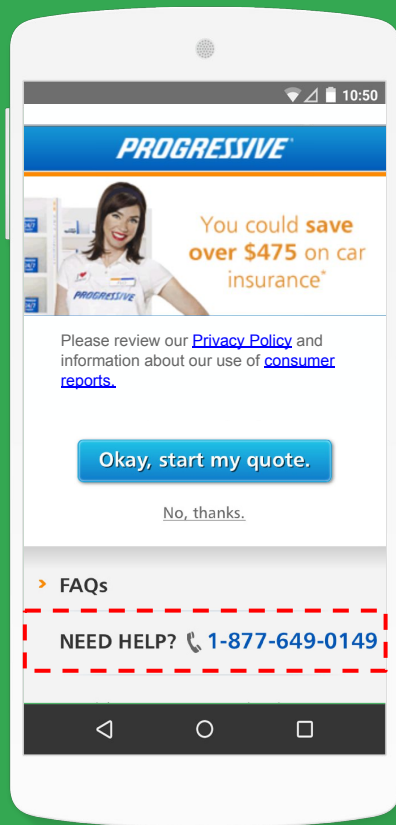
Users can explore before committing

Users can purchase as guests

Existing information is used  
(for example, 3rd party payments)

**Click-to-call is present for complex tasks**

It is easy to finish converting on any other device



# Principles of Mobile Design



Homepage &  
Site Navigation



Site  
Search



Commerce &  
Conversions



Form  
Entry



Usability &  
Form Factor

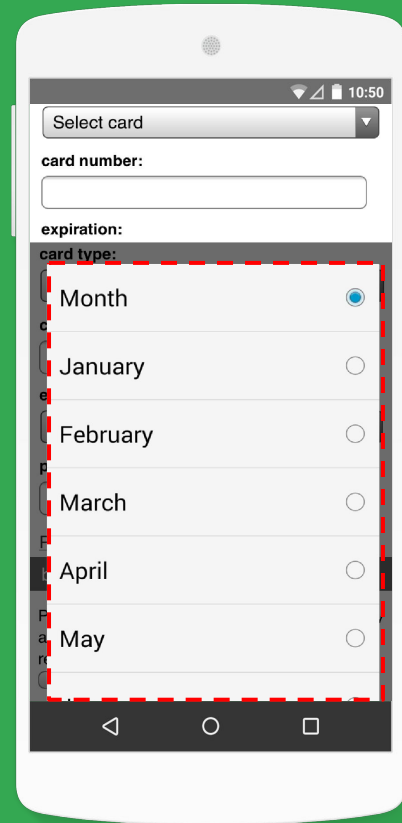
Info entry is streamlined

**It uses toggles/dropdowns to simplify input**

Visual calendars are used for date selection

It minimises errors with labeling and real-time validation

Form design is efficient (auto-fill, progress bar)



# Principles of Mobile Design



Homepage & Site Navigation



Site Search



Commerce & Conversions



Form Entry



Usability & Form Factor

Entire site is optimised for mobile

Don't need to pinch + zoom (especially CTAs)

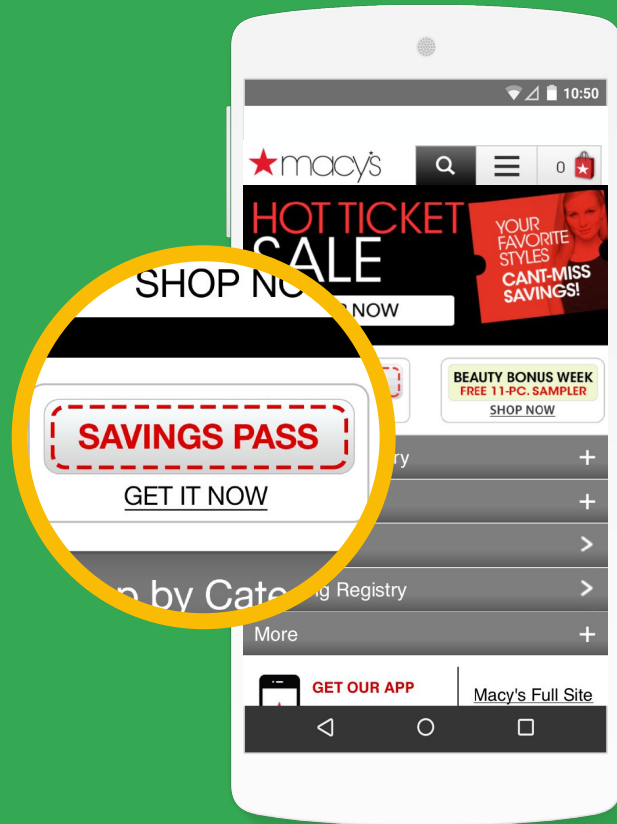
Product images are expendable (and high quality close-ups are available)

Shoppers are told which screen orientation works best (and site works in all orientations)

**Users aren't brought to new browser windows (calls-to-action stay in same window)**

Site avoids "full site" labeling (uses "desktop" instead)

Site is clear about why it needs user's location (and what it intends to do with it)



# Focus on User Experience to Ensure Success

---



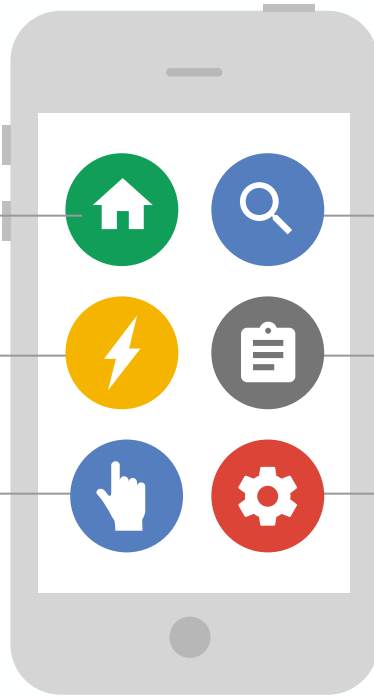
# Focus on User Experience to Ensure Success

## Getting started tips:

**Homepage navigation** should be clear and mobile-friendly

**Streamline** the user's ability to convert

Focus on **usability and form factor** on every page



Ensure **Site Search** is present on every page

Keep **form fields** to an absolute minimum

Constantly **analyse and optimise** your mobile site



# Redesign Your Site or App

## Split your group in two sub-groups

Each group picks a micro-moment, on which your site/app is **NOT** providing a good answer

Use the feedback from both the micro-moment and the speed test

Brainstorm on how you can provide a better answer

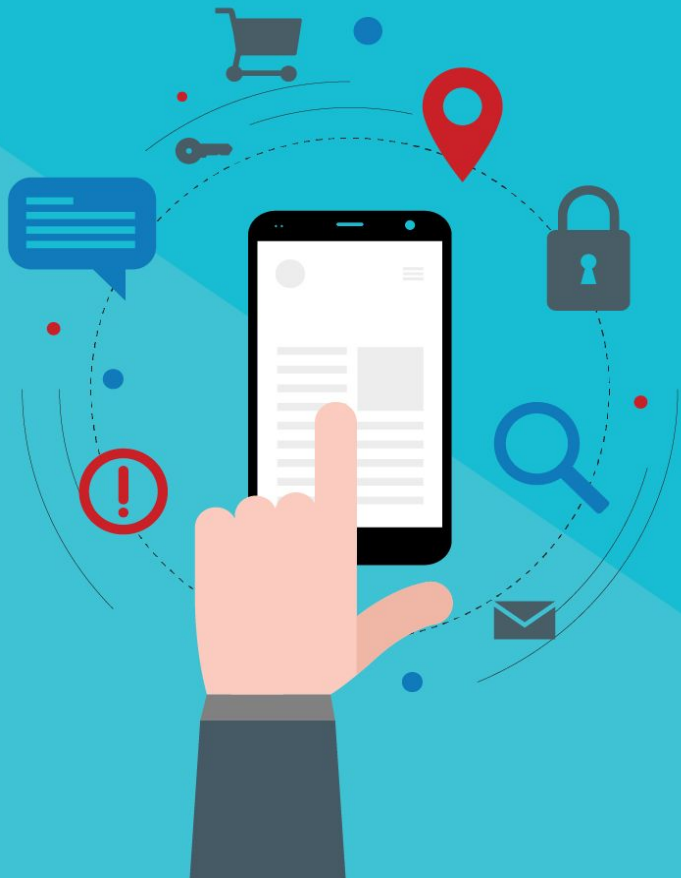
Use the checklist with 25 design principles to assess your site and idea

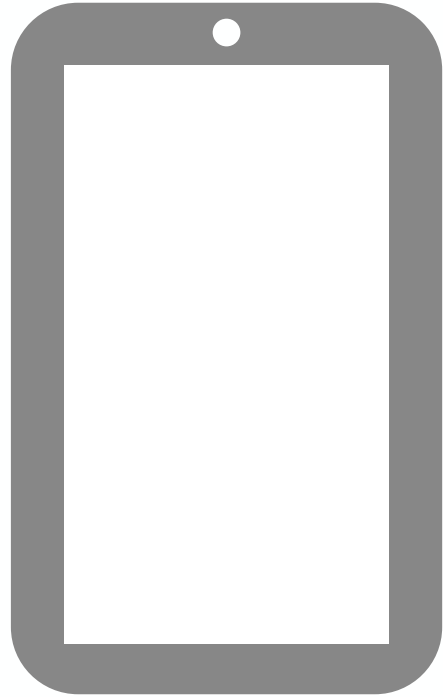
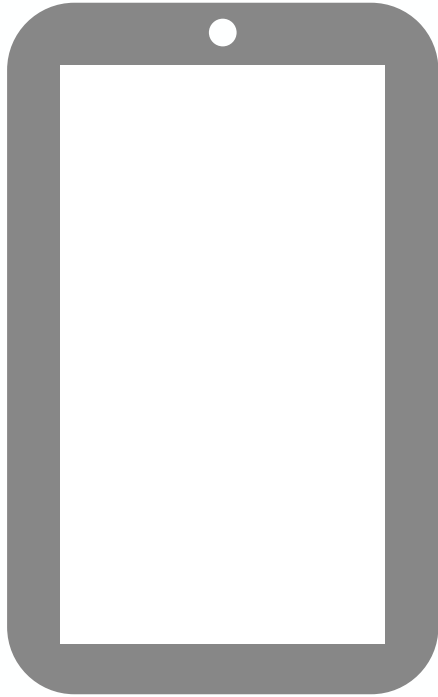
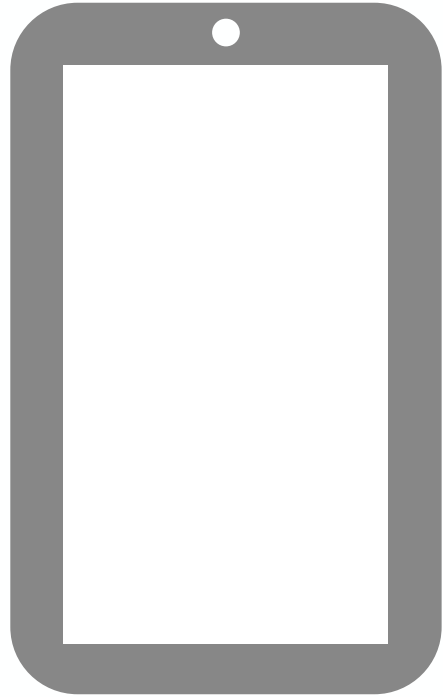
If you build an app:

- Why use an app?
- What makes it different from the site?

Design a few pages of a revised mobile experience

Draw them on the worksheet









# Click here to DOWNLOAD



- Are you using signals to find people in micro-moments?
- Should you adapt campaigns for time/day/device/location?
- Do your assets give an answer in all micro-moments?
- Is your site fast enough?
- Are you addressing the 25 principles for mobile design?



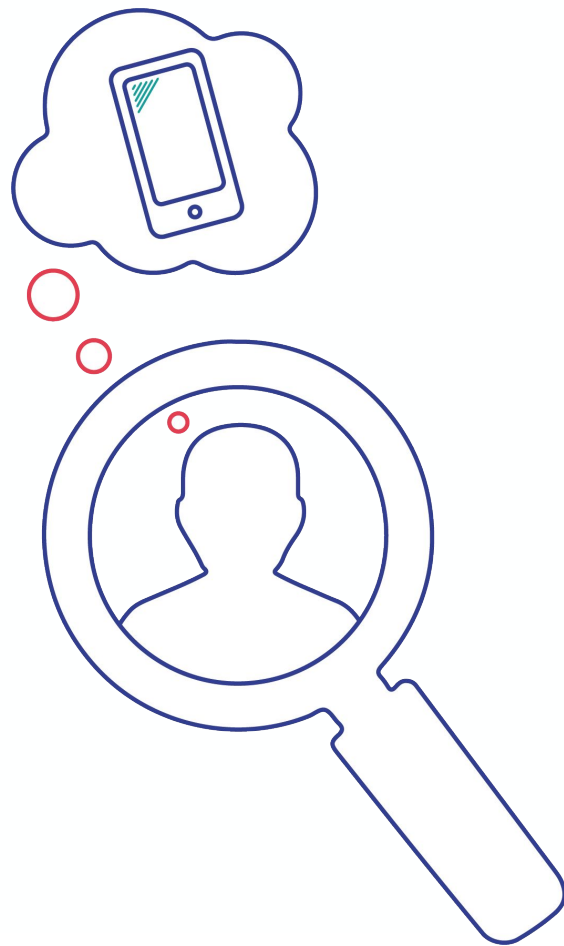


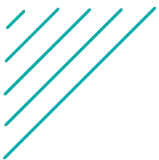
# Homework for tomorrow!

Find a **'normal'** person (that is someone who is not in marketing)

Ask that person:

- What is your favorite app? Why?
- What app(s) have you deleted? Why?
- Report your findings to us tomorrow!

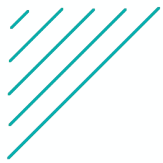




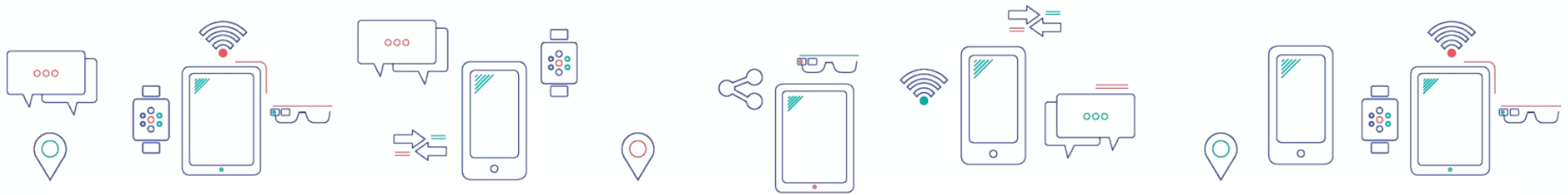
# See you tomorrow!

Walk in at 9AM - Start masterclass at 9.30AM





# Mobile Academy 17

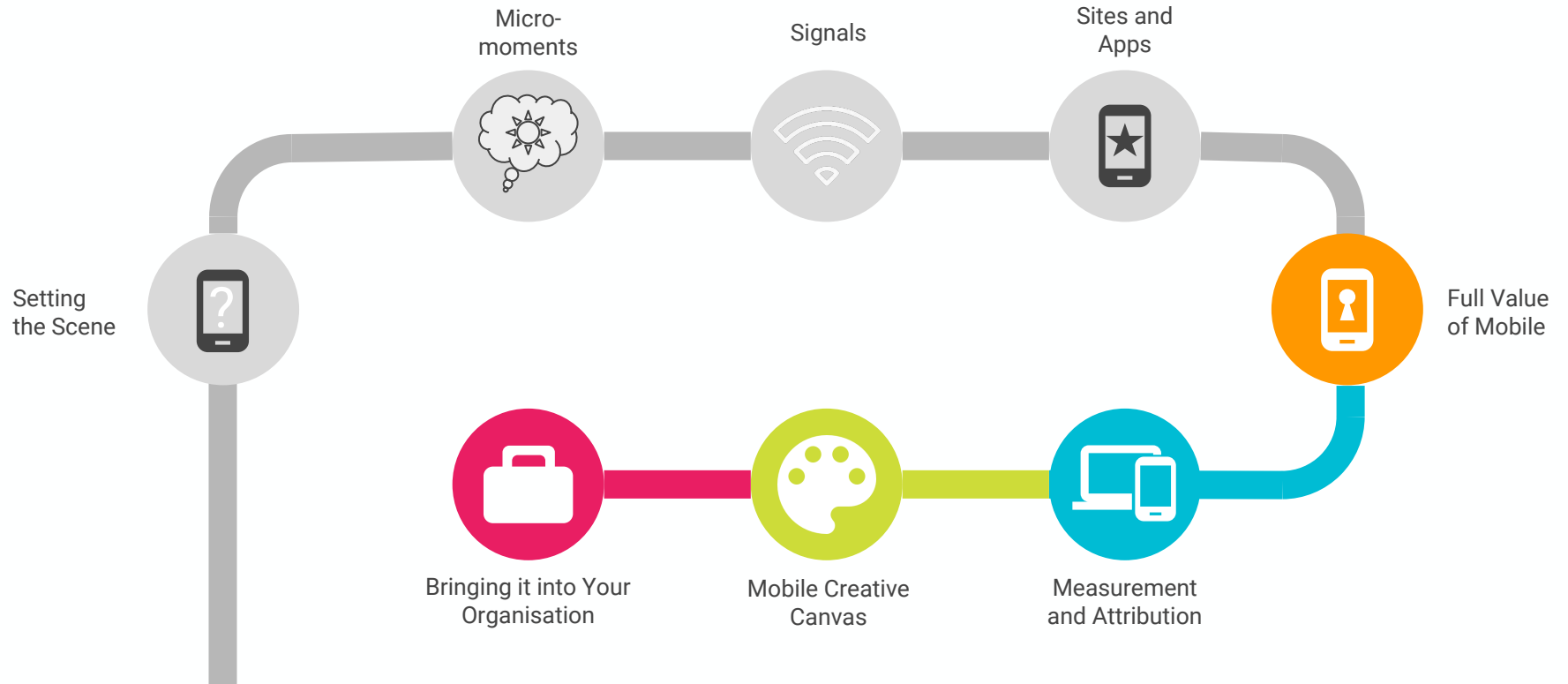




# Welcome back!



# Masterclass Journey



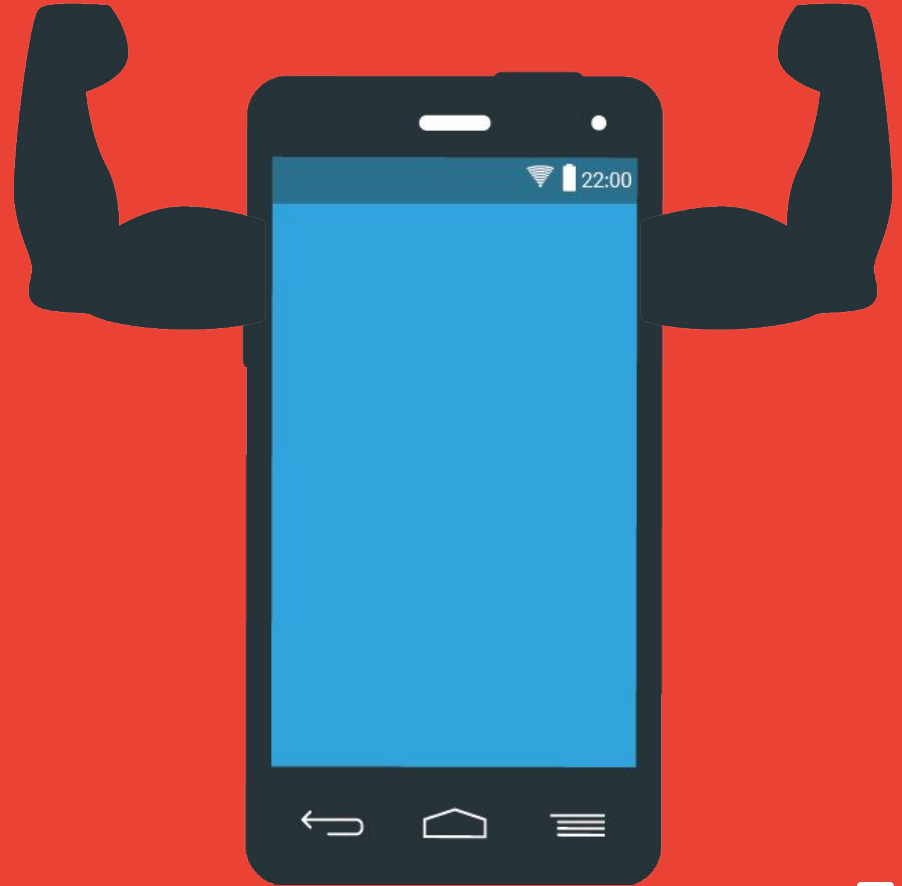
# The Full Value of Mobile





# It's a Different Device With a Strong USP

Proprietary + Confidential



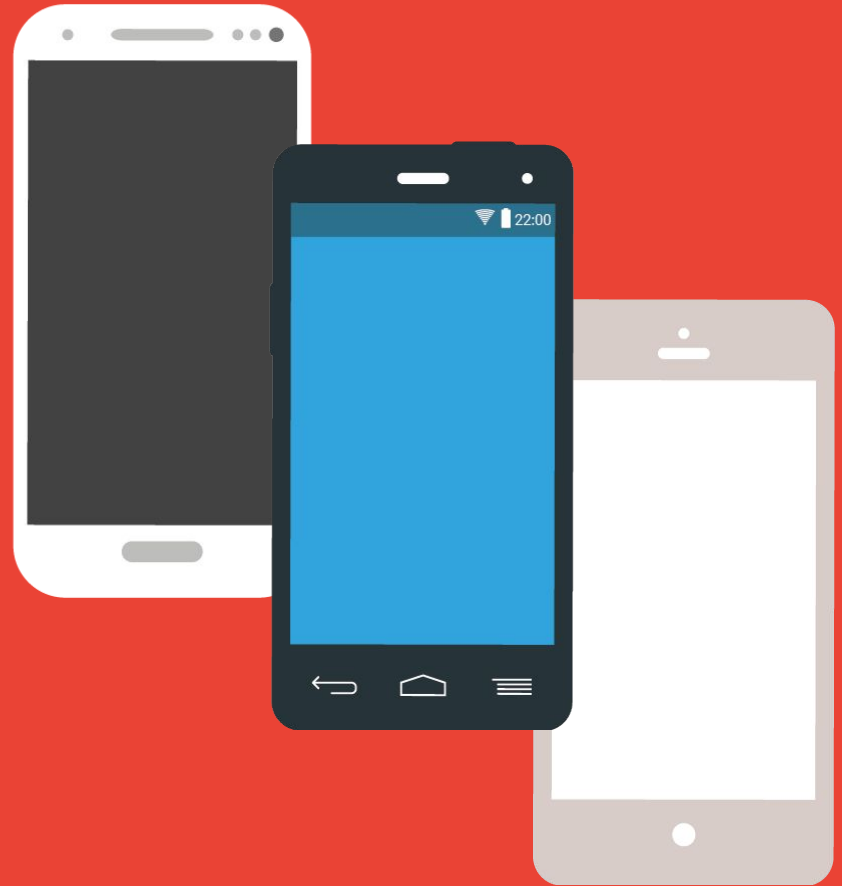
# Disadvantages and Advantages of Mobile Phones

## Advantages

- Find User Locations
- User Makes Calls
- Suitable for Apps
- Very Personal
- Plenty of Other Utilities

## Disadvantages

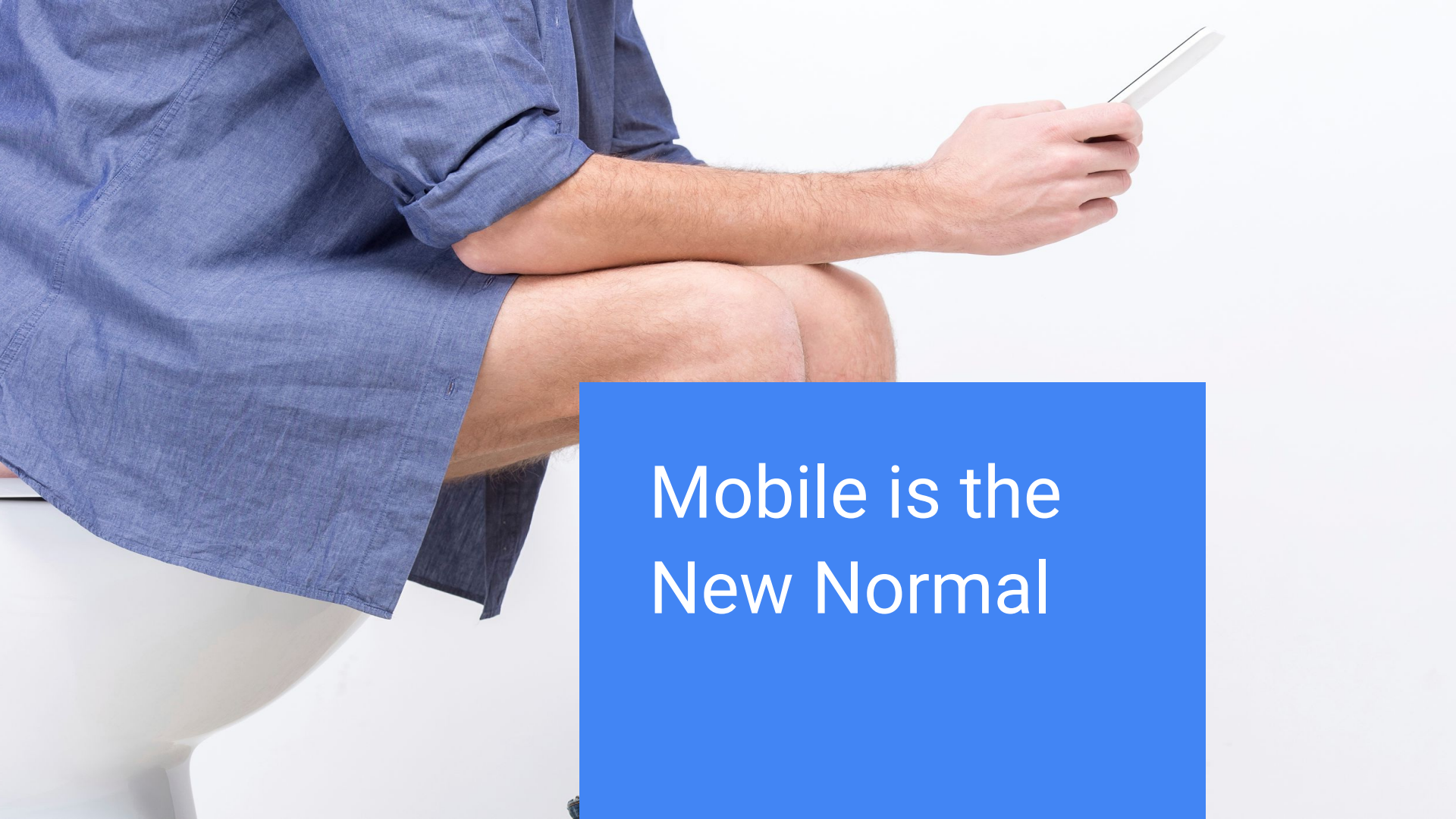
- Slow typing
- Smaller Screen Size





The value of a mobile interaction will eventually be higher...





Mobile is the  
New Normal

“ Mobile? Yeah, we tried it. Doesn't convert. Seriously, mobile drives no value for us. Conversion Rates are terrible, especially compared to desktop! ”

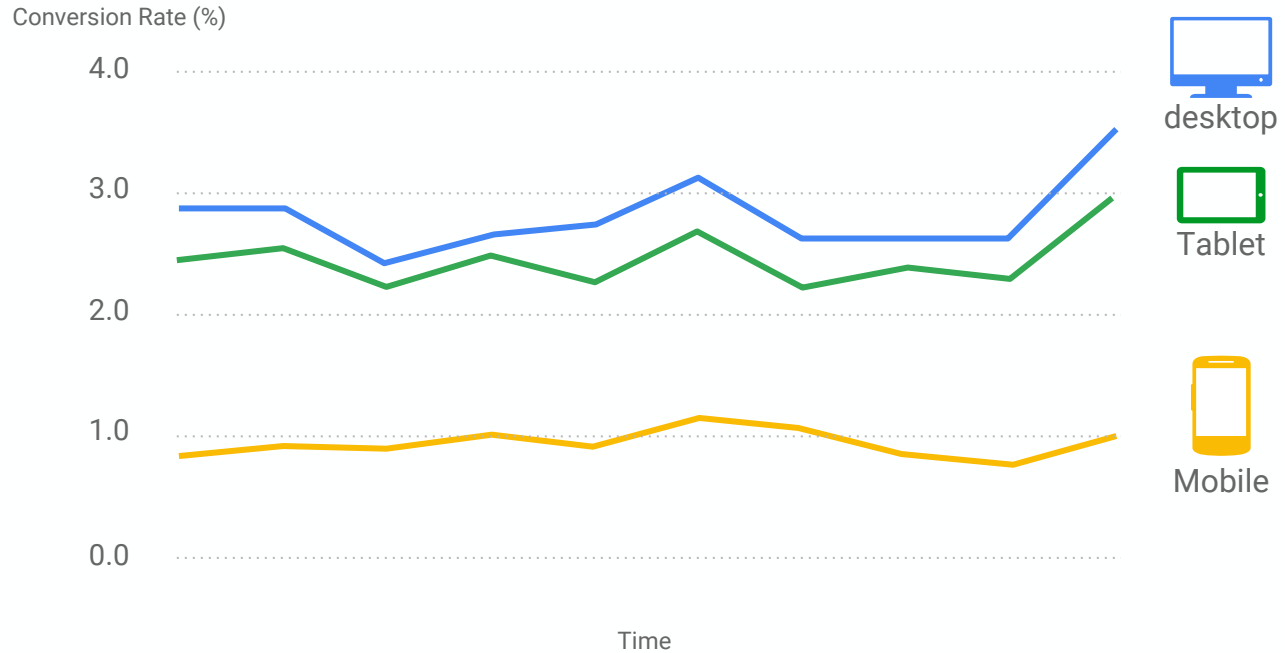


Ben, random CMO



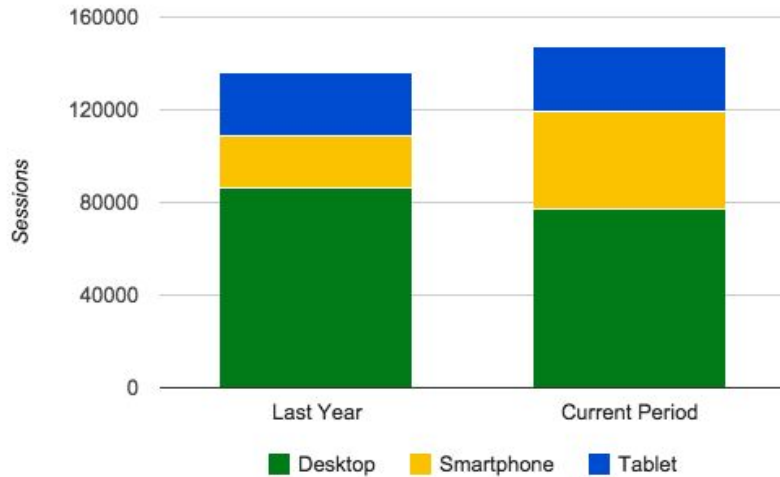
# Common CMO Issue – Poor Mobile Conversion Rates

The desktop Conversion Rate is Almost 3x the Mobile Conversion Rate



# Mobile Drives Growth

## Visits per Device Category



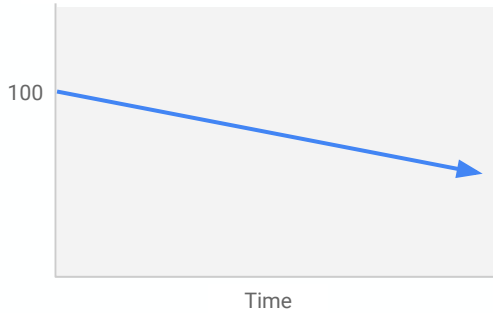
## Conversions per Device Category

Device	Last Year	Current Period	Change (%)
desktop	4420	4,170	<b>-6%</b>
Smartphone	280	450	<b>+61%</b>
Tablet	1000	1,050	<b>+5%</b>



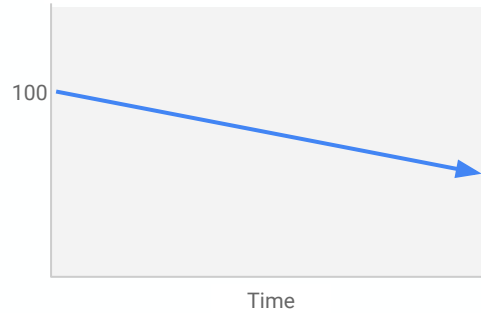
# What Do You See?

Average **Page Views**  
for desktop Converting  
Sessions (Indexed)



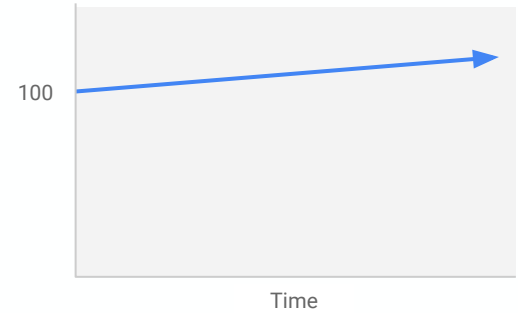
desktop users now  
**look at less pages**  
before converting

Average **Session Duration**  
for desktop Converting  
Sessions (Indexed)



desktop users now need  
**less time on site**  
to convert

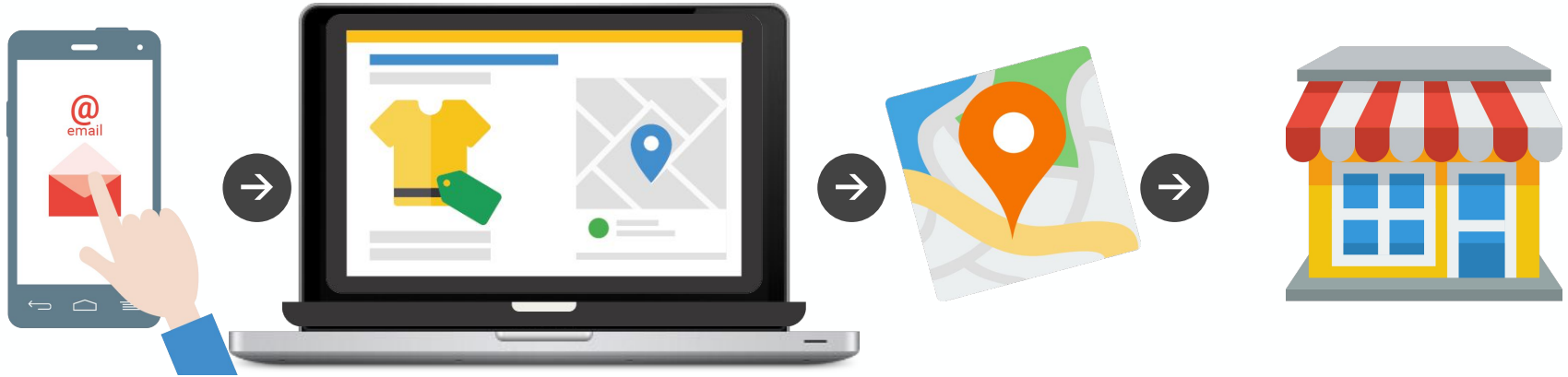
Percentage of desktop  
**Conversions by New Users**  
(Indexed)



More users now  
**convert on their**  
**1st desktop visit**



# An Example of a Customer Journey



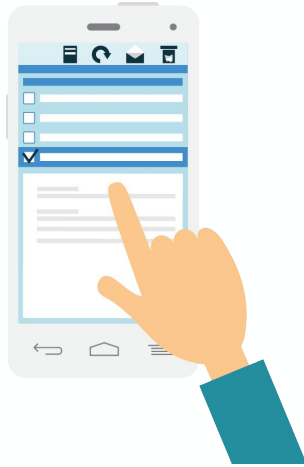
1. Opened G-Star e-mail on my smartphone

2. Visited G-Star website on my laptop

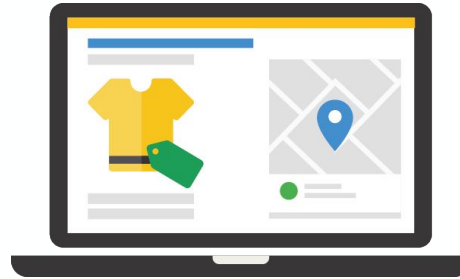
3. Found a local store that has the G-Star blazer I like through the store locator

4. Bought the blazer in the local store two weeks later

# Most Databases



Joris Merks-Benaminsen, a loyal customer, opened the mail on his smartphone but did not visit the site and didn't buy anything.

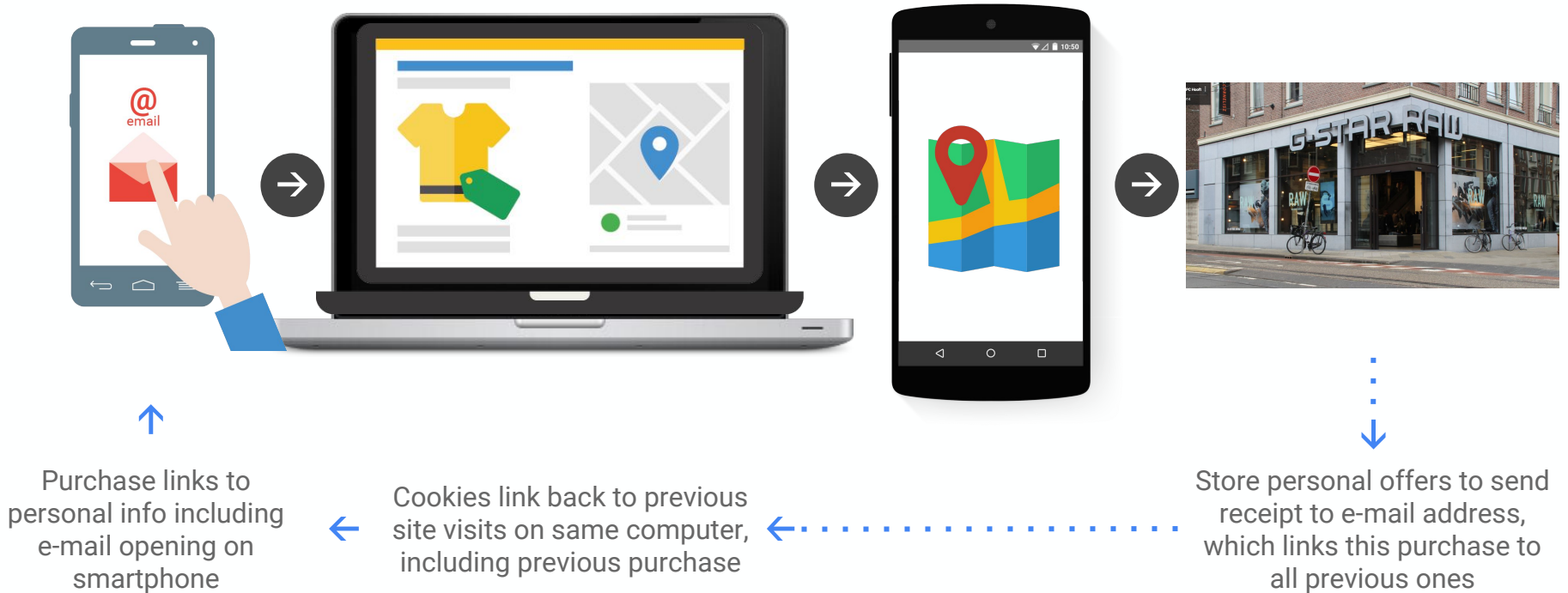


Someone visited the site on a laptop, looked at the new collection, and used the store locator, but didn't buy anything.



Someone visited the offline shop in the PC Hooftstraat in Amsterdam and bought a blazer.

# Integration of CRM and Real-time Data



# Ideal Customer-centric Database

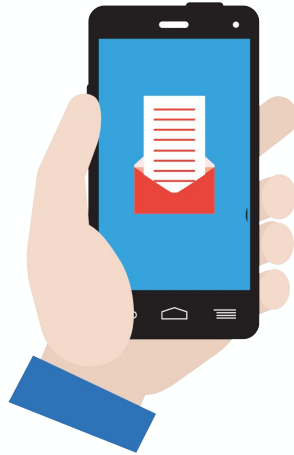


Joris Merks-Benjaminson, who is a loyal customer, **opened the mail on his smartphone**, then **visited the Website** two days later **on his laptop**, looked at a new collection, **used the store locator** and ended up **buying a blazer in the PC Hooftstraat in Amsterdam**, two weeks later.

# Example of Front-end Integration



Shop  
on mobile



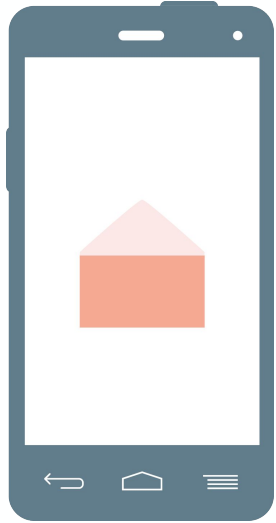
Send shopping  
list to **your mail**



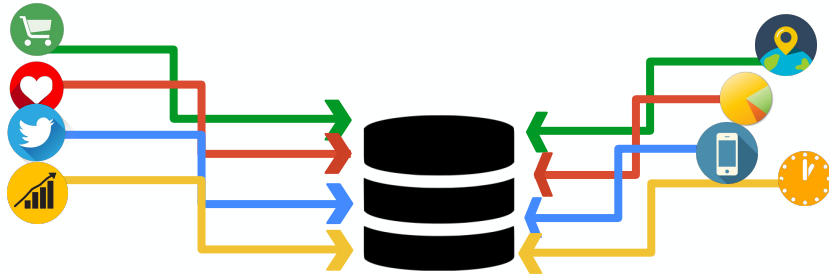
Pick it up **on your laptop**  
later, and checkout



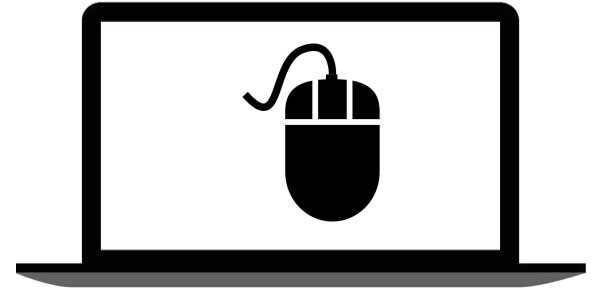
# Example of Back-end Integration



E-mail interactions stored in the CRM Database



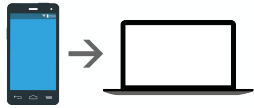
Single view of cross-screen journey



Site visits stored in Analytics Database



# Fixing the Gaps – Activity



Front-end

What service can you offer to provide a seamless transition **from** the **mobile** micro-moment **towards** a **desktop** purchase?

**Example:** Send your shopping basket to your e-mail



What service can you offer to provide a seamless transition **from** the **mobile** micro-moment **towards** an **offline store** purchase?

**Example:** Do you want your receipt in your e-mail?



What service can you offer to provide a seamless transition **from** the **mobile** micro-moment **towards** your **other purchase channel(s)**?

**Example:** Call Centre, Events, etc.



Back-end

What connections can you create in your data to see one journey between **mobile** and **desktop**?

What connections can you create in your data to see one journey between **mobile** and the **offline store**?

What connections can you create in your data to see one journey between **mobile** and **your other purchase channels**?



# Fixing the Gaps – Activity



Look at your Micro-moments

1. For each moment, **imagine that the Customer uses a smartphone first and buys in another channel**

- Buys on desktop  
(left column of worksheet)
- Buys in an offline store  
(middle column of worksheet)
- Buys in another sales channel important to you  
(right column of worksheet)

2. Describe your **front-end** integrations

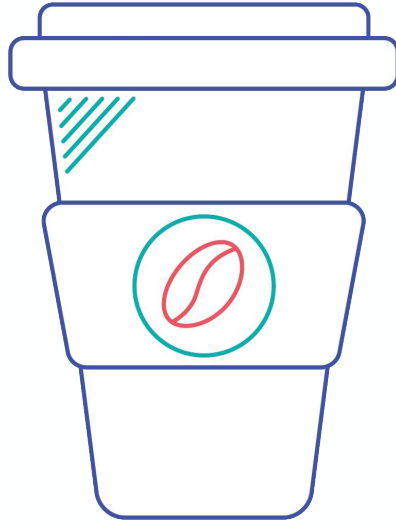
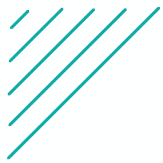
- Discuss what you can do to make the transition from mobile to the other channel easier for the Customer?
- Write solutions on your worksheet

3. Describe your **back-end** integrations

- Discuss what data sources you can integrate to get a better view of what happened between channels/devices
- Write solutions on your worksheet







Break



# Measurement



# Measurements for Today's Customer Journey

---



Focus on  
the Right **Metrics**



Value your  
Best  
**Customers**



**Attribute**  
Value across  
Channels



**Validate**  
Impact



# Focus on the Right Metrics



# Marketing Activities and Business Goals

---

**SEE**



**THINK**



**DO**



**CARE**

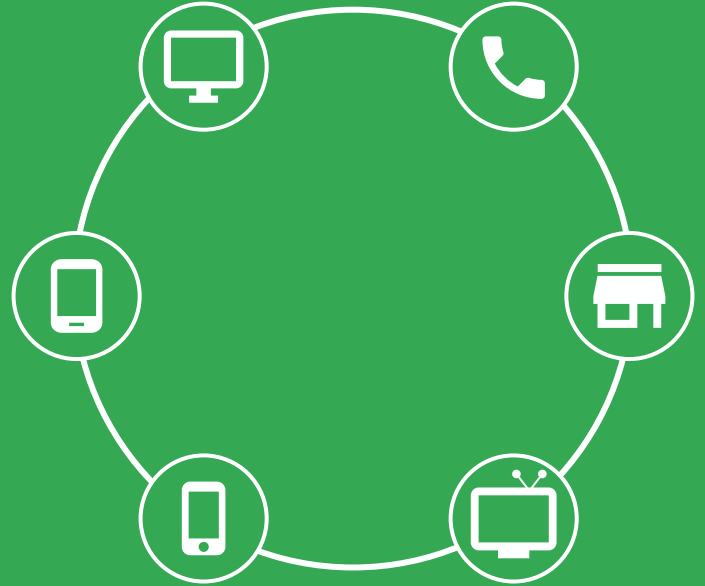


# Measure Customers Not Transactions



Are a small fraction of your Customers driving most of your revenue and profits?

# Attribute Value Across Devices and Channels



# Capture the entire path to purchase





Better attribution for all

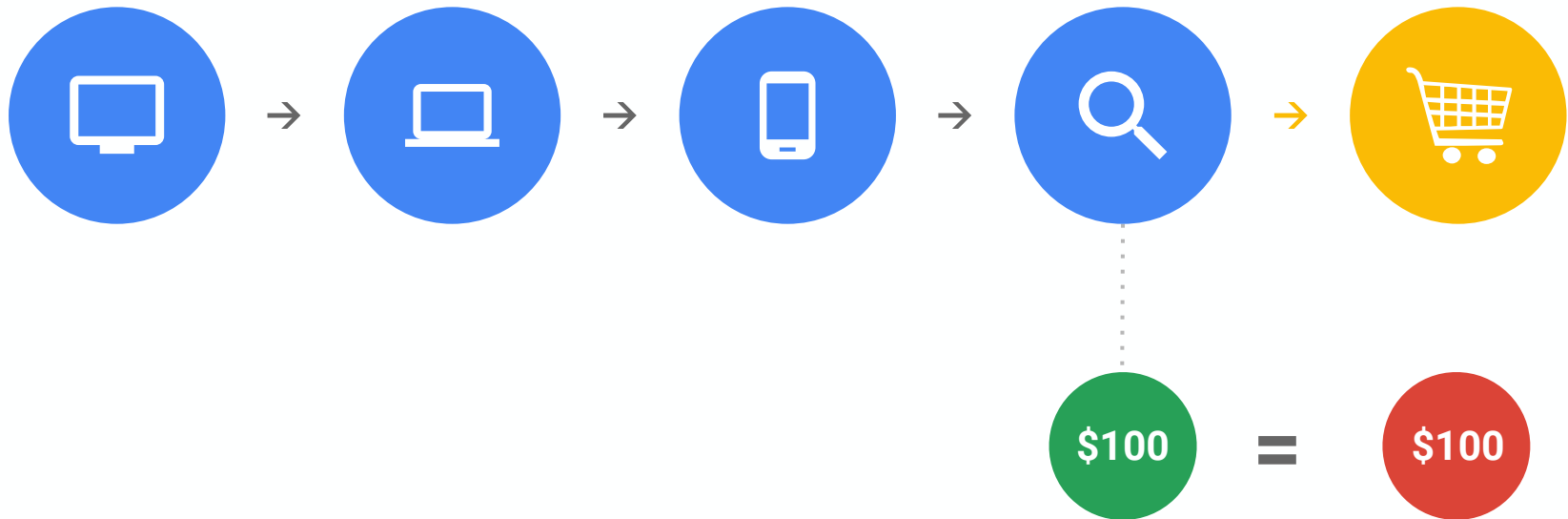




**CAUTION!**  
**WITCHES AND**  
**WIZARDS ONLY**

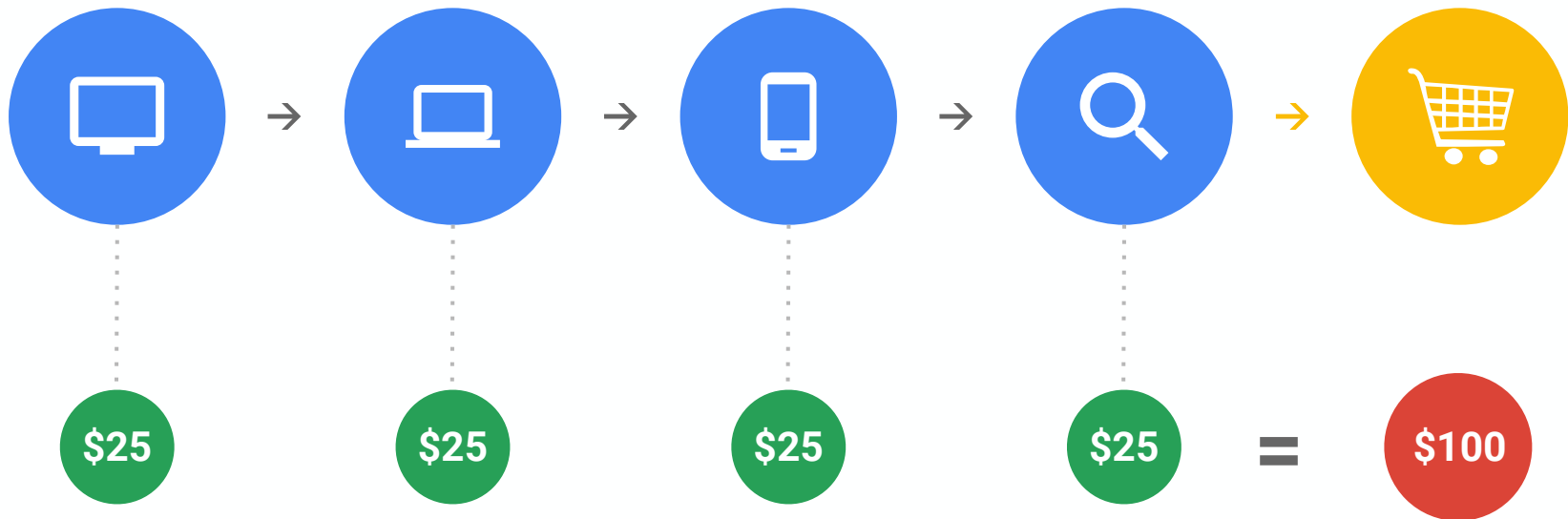
# What is Attribution Modelling?

Most tools, by default, give credit to the **last touchpoint** of a journey.



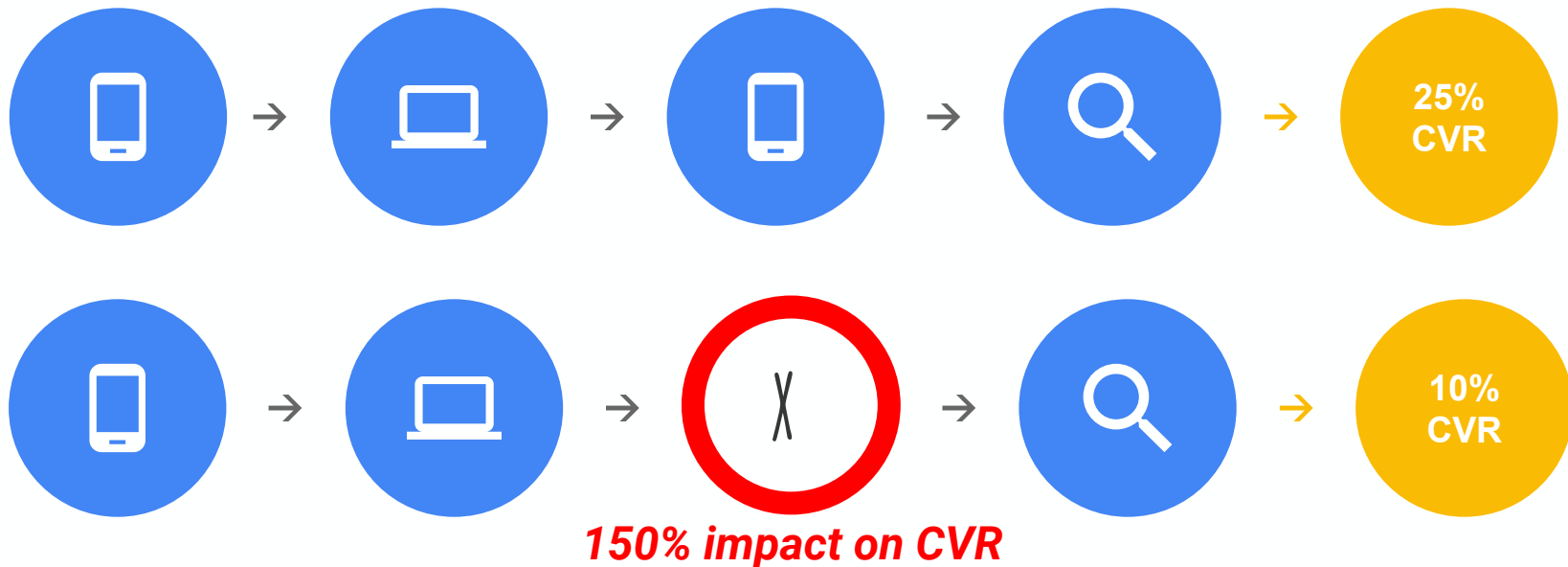
# What is Attribution Modelling?

Distribute credit to **multiple touch-points** along the path to purchase.



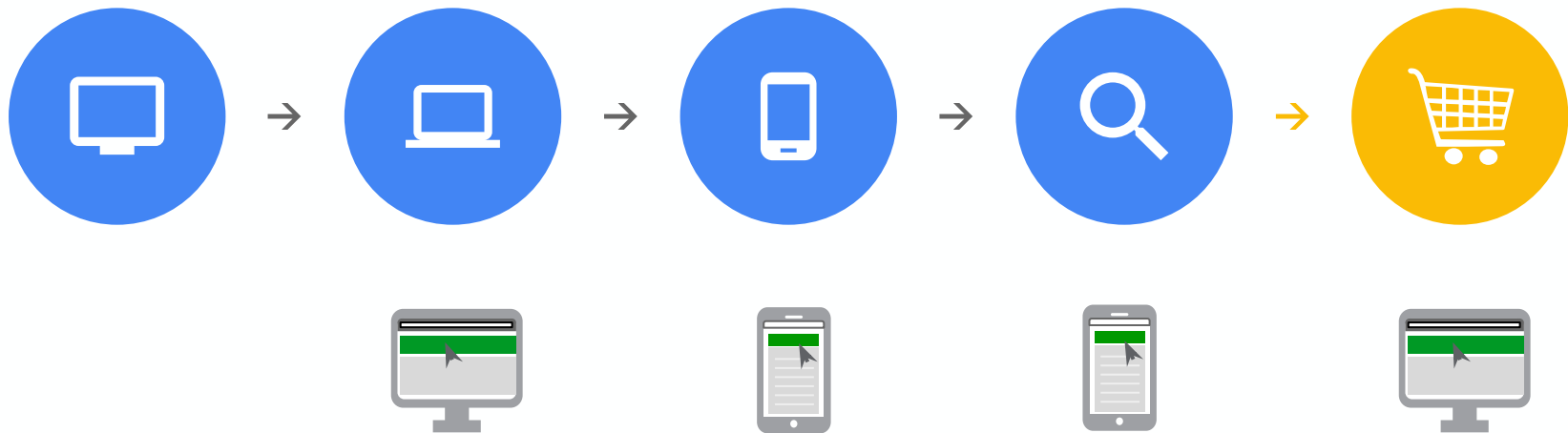
# How does Attribution Modelling work?

Data-driven model assigns a fractional credit **to each touch-point**



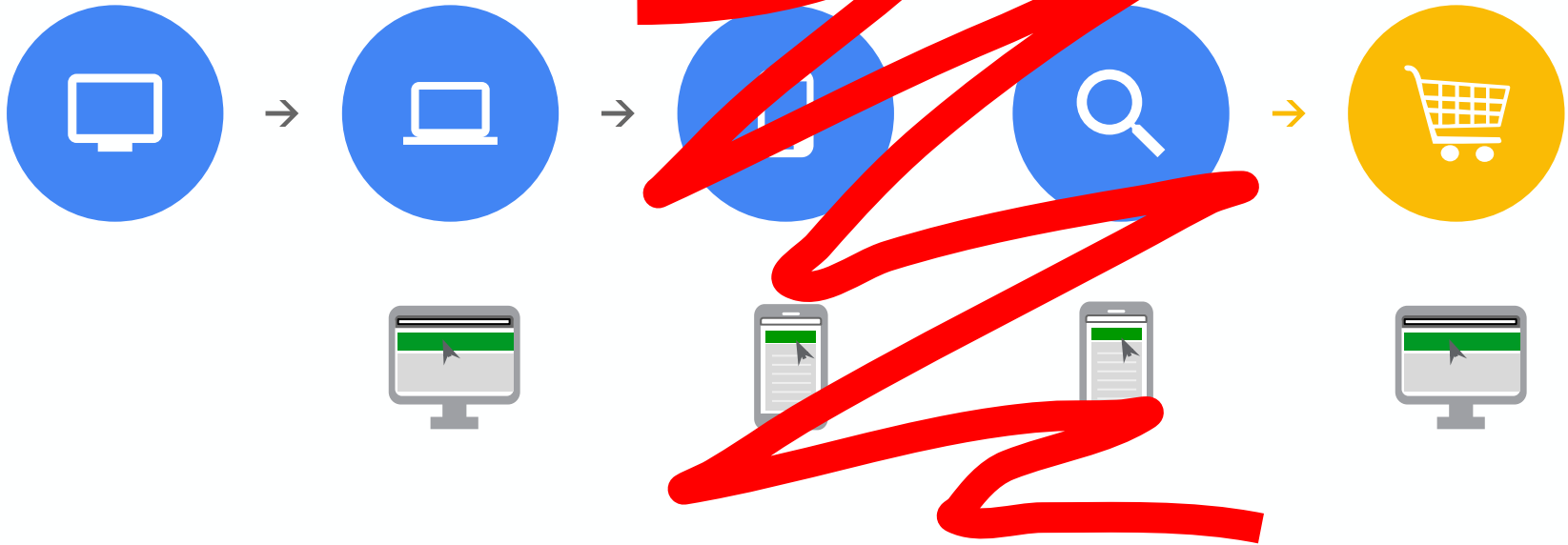
# Does Your Model Work Across Devices?

Most tools can not track Customer journeys across devices.



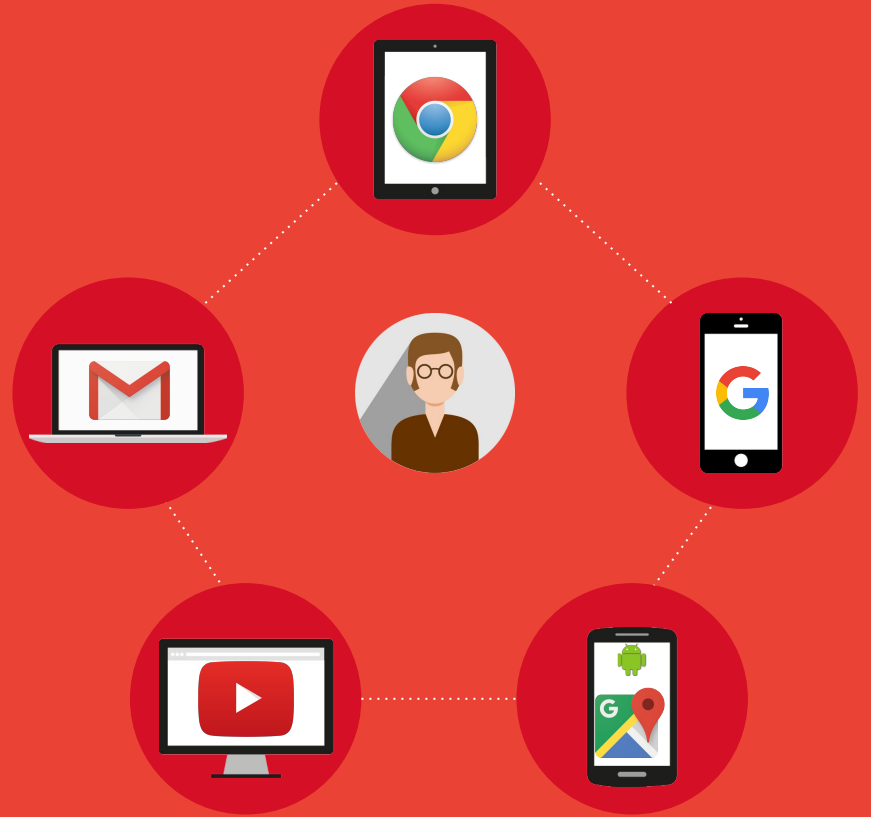
# Does Your Model Work Across Devices?

Most tools can not track Customer journeys across devices.



# How Google Measures Cross-device Behaviour

1BN +  
monthly active users each

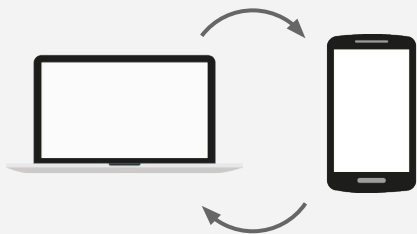




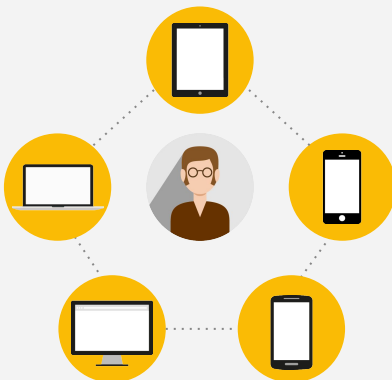
# How Google Measures Cross-device Behaviour

**1**

Observe cross-device conversions

**2**

Estimate cross-device users and expand data to non signed-in users

**3**

Surface data only when highly confident

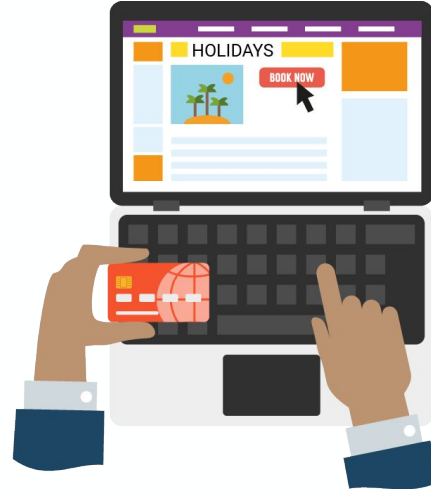


# What is a Cross-device Conversion?



Customer researches holidays on mobile, and clicks an ad, but does not purchase

[User Signed into to Google Services on Mobile]

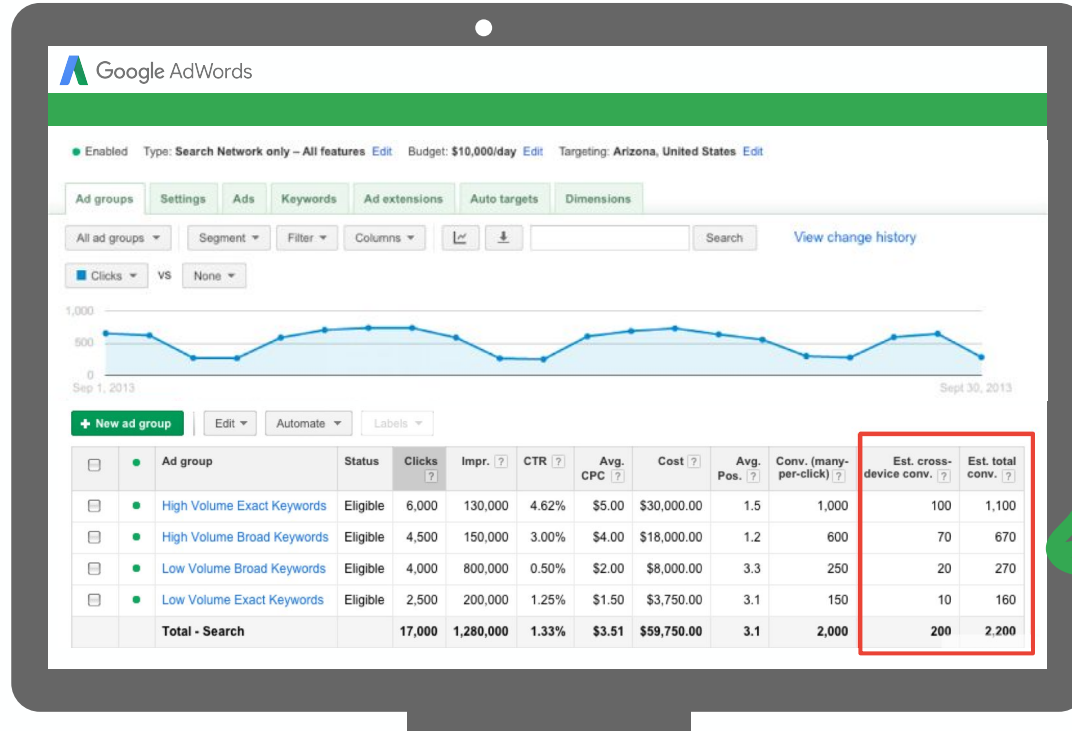


Customer visits site directly on his laptop to purchase last minute holiday

[User Signed into to Google Services on Desktop]



# How Do We Report Cross-device Conversions?



Conversion attributed to mobile ad.

Click in Cross-device conversion Column

# A finer point: Cross-device Conversion vs. Attribution

## Cross-Device Conversions

Measures conversions that start as an ad click from one device and end as a conversion on another device



## Cross-Device Attribution **NEW**

Measures the full cross-device conversion path for search





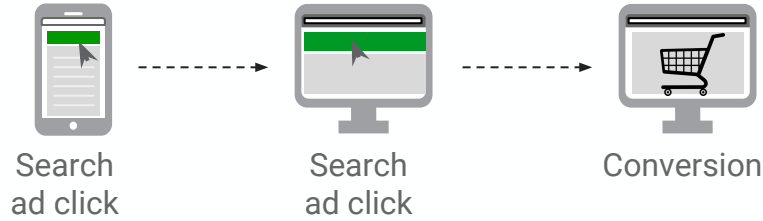
*Cross device  
conversion  
or not?*



**YES**

**NO**

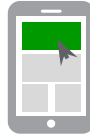
# Cross Device Conversion or NOT?



# Cross Device Conversion or NOT?



Display  
ad click



Organic  
search click



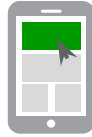
Conversion



# Cross Device Conversion or NOT?



Display  
ad click



Display  
ad click



Conversion





# Cross Device Conversion or NOT?



# What Else We Can Help You Track

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Cross-device Conversions



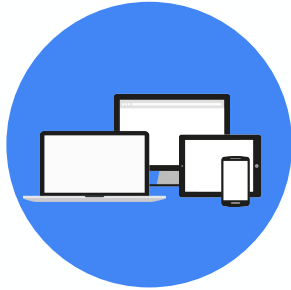
Store Visits



Calls



# ...So You Can Assess Conversions



Cross-device  
Conversions  
in AdWords



Store visits  
in AdWords  $\times$   
In-store Conversion Rate  
= Store Conversions



Clicks call extensions  
in AdWords  $\times$   
In-call Conversion Rate  
= Store Conversions

Using these data points to set mobile bids, will enable you to unleash the full value of mobile!



# Pragmatic Attribution:

## Calculate mobile bids by dividing the value per click on each device

Once you have determined your total cross-device and cross-channel value per device, you can calculate the optimal mobile bid!

### MOBILE BID MODIFIERS

$$\left( \frac{\text{Value per mobile click}}{\text{Value per desktop click}} \right) - 1$$

= **Mobile Bid Adjustment**

Example:

Device	Value of direct conversions	Value of cross-device conversions	Value of store conversions	Value of call conversions	Total value	Clicks	Value per click
Mobile	7,000	4,000	20,000	2,000	33,000	10,000	3.3
desktop	10,000	2,000	10,000	/	22,000	10,000	2.2

**Mobile Bid Modifier = ( 3.3 / 2.2 ) - 1 = +50%**

# Get the Whole Picture!

In-device Conversions



X-device Conversions



X-channel Conversions



Micro-conversions



Mobile Branding





**CAUTION!**  
**WITCHES AND**  
**WIZARDS ONLY**

# Mobile KPI's activity!



## 1. Look back at your micro-moments:

Which Customer behaviours would be indicators that the person is successfully engaging with your brand/organisation in this moment?

- Use worksheet as source of inspiration – example behaviours are on the left side
- Write desirable behaviours on post-it notes and stick them on the micro-moments they apply to

## 2. Ask yourself for each micro-moment:

How would you translate the desirable behaviours into KPI's?

- Use worksheet – example KPI's are on the right side
- Write KPI's using different coloured post-its and stick them on the micro-moments they apply to



# What Behaviours are Indicators of Success in your Micro-moments?

## Which KPI's Quantify Success in Your Micro-moments?

### Example Behaviours

I am using a product / page / app / service

I went to a physical store to buy something after some online research

I've interacted with an ad

I've downloaded and installed an app

I've researched something on one device and bought it on another

A friend shared a link and I clicked it

I watched a video till the end

The amount of money I spent in total for this product

I purchased this product x-many times

I look for a specific product on a Web page

I've seen this before and I've come back to do more reading

I use the app several times a day/week/etc

I purchase this product on a regular basis

I searched and found online without clicking an ad

I've made a search for a nearby local business

I've signed up for something / subscribed for something

I purchase a product / subscribe

I've seen a video ad

I spent x€ on average regularly on something

I explore on multiple (sub-)Web pages for a product

I've searched for opening hours & directions

I have configured a product

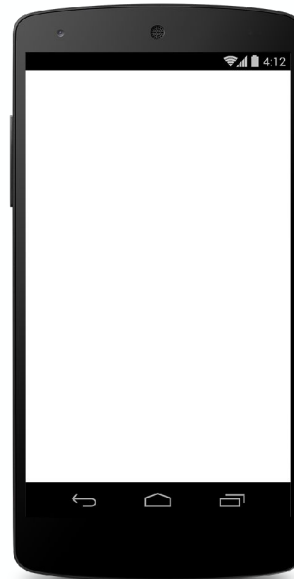
I remember that I've seen an ad

I know about a particular brand

I'm considering buying a product

I have a positive opinion about a brand / product

I'm planning to buy a product



### Example KPI's

View Through Rate	Call center calls
Ad Engagement	Store locator clicks
Brand Awareness	Likes
Conversions	Subscriptions
Traffic from social sites	Comments
Consideration	Forwards
Configurations	Endorsements
App Installs	Ratings
Video Views	Clicks to navigate
Average order value	Offline store visits
% New Users	Content views
Organic Search Traffic	Document downloads
Purchase frequency	Opening time checks
Favorability	Quote requests
Offline Conversions	Helpdesk requests
App Openings	Sample/trial/Test orders
Purchase Intent	Calculator/Test completions
Returning Non-converters	Product reviews
Maps MyBusiness clicks	Product comparisons
Ad recall	Wishlist creations
Total conversion value	Contact info submissions
Page Depth	Account creations
Cross-device conversions	Product stock checks
Registrations	App engagements
Category / Product page traffic	View time
Lifetime value	Information requests





# Validate Impact



# Ice Lolly + Sharks = Death?

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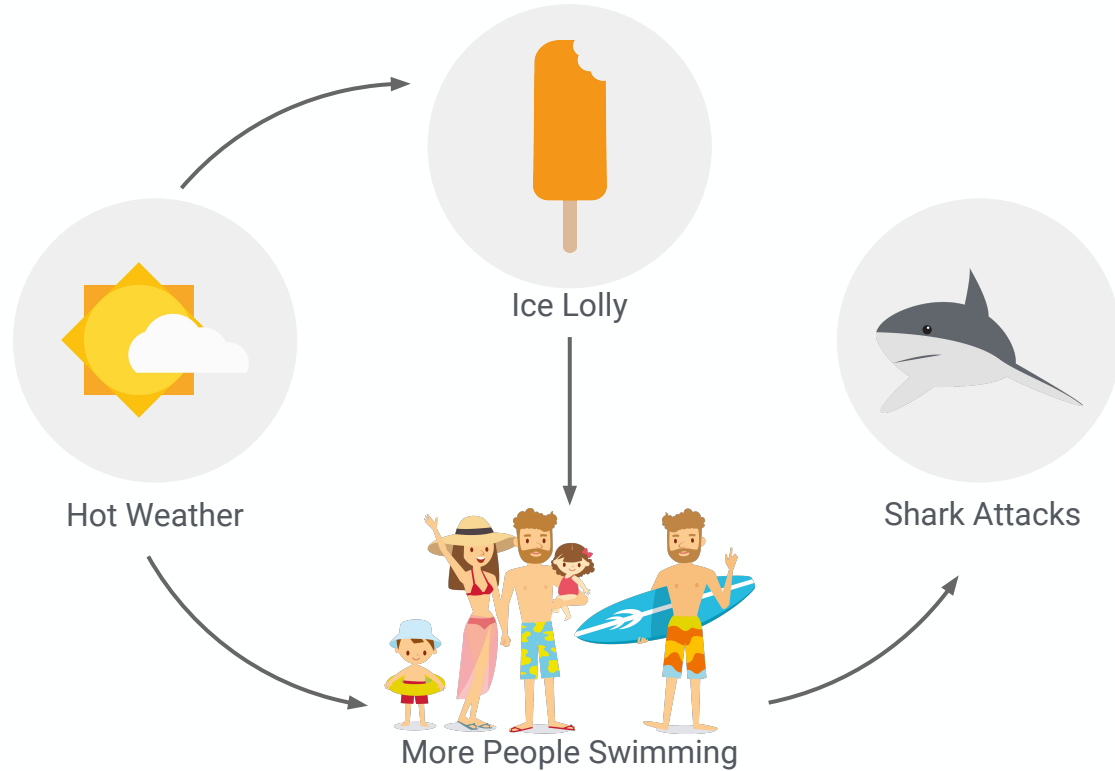
Ice Lolly



Shark Attacks



# Ice Lolly is NOT the Enemy!



# How to Measure Causal Impact of Changes

---

## Controlled User Experiments



### Geographic Split

Paid Search Geo  
Marketing Experiments



### Cookie Split

Display/YouTube  
Conversion Lift



# Summary



Focus on the  
Right **Metrics**



Choose metrics that align with real business goals, and break down silos

Value your Best  
**Customers**



Measure Customers, not transactions, and focus on your best relationships

**Attribute** Value  
across Channels



Give credit to all of the touchpoints along the Customer journey

**Validate**  
Impact







Use experimentation to uncover the incremental impact of your marketing



# Measurement Activity



1. Use the measurement checklist
2. Think back about the behaviours and KPI's defined in the previous exercise
3. Formulate actions and learnings that help you build a measurement plan. This plan should allow you to assign (estimated) financial values to the KPI's from the previous exercise
4. Write learnings and actions on post-its and stick them on the download poster

 Focus on the Right <b>Metrics</b>	 <b>Attribute Value</b> across Channels	 Value your Best <b>Customers</b>	 <b>Validate</b> Impact
<p>Have I selected relevant <b>metrics</b> and <b>benchmarks</b> to measure marketing success?</p> <p>Do my marketing metrics align with business goals like <b>revenues and profits</b>?</p> <p>How can we break down silos and make teams <b>jointly accountable</b>?</p> <p>Do I have the right <b>measurement tools</b> at hand?</p>	<p>Am I measuring all my Customer <b>touchpoints</b>?</p> <p>What does the full Customer <b>journey to conversion</b> look like?</p> <p>Do I know the <b>value</b> of each channel / touchpoint?</p> <p>Am I applying attribution results to improve my <b>investment</b> decisions?</p> <p>Am I using <b>pragmatic estimators</b> to overcome a lack of data?</p>	<p>How much do I really know about my Customers? <b>Have I defined "Customer" clearly</b>?</p> <p>How do I acquire more Customers who resemble my <b>best existing Customers</b>?</p> <p>Do my advertising investments align with today's <b>Customer behaviour</b>?</p> <p>Am I taking advantage of today's technologies like <b>remarketing</b> and <b>personalisation</b>?</p>	<p>Am I relying on <b>correlations</b> to make decisions, or can I measure <b>causal</b> impact?</p> <p>Do I know the <b>incremental value</b> of each of my media investments?</p> <p>How can I incorporate <b>experimentation</b> to prove the value of my marketing?</p> <p>Do I have a plan to evaluate the effectiveness of <b>new marketing channels</b>?</p>



# Measurements

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## Key learnings

## Actions to take

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Focus on the Right **Metrics**

---



Value your **Best** Consumers

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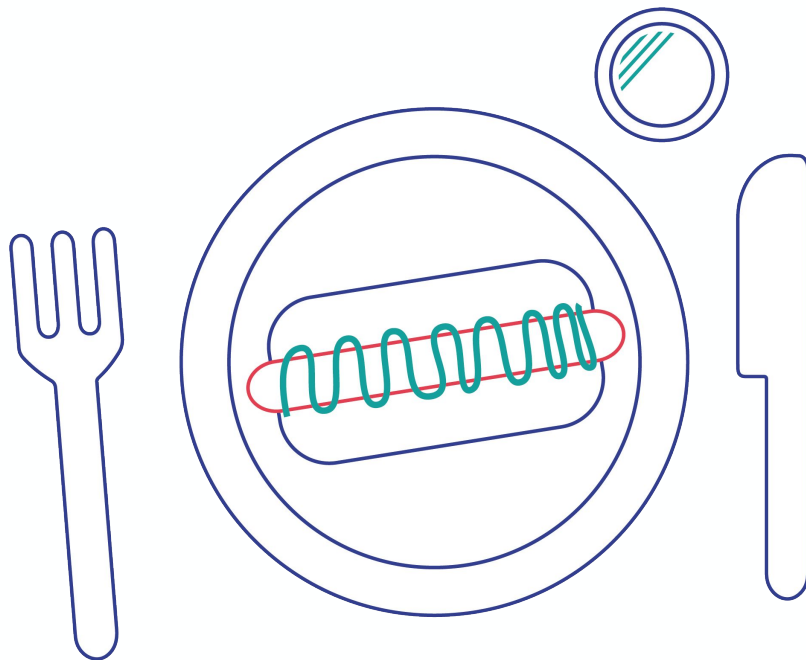
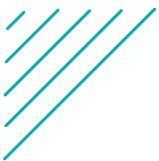
**Attribute** Value Across Channels

---



**Validate** Impact





Lunch







# What Makes Mobile Unique?



# Sensors



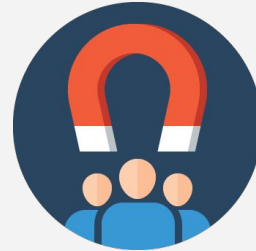
Photo Camera



Motion Sensor



Mic



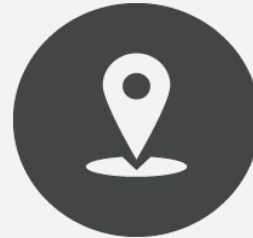
Proximity



Video Camera



Touch Screen



Geo Location

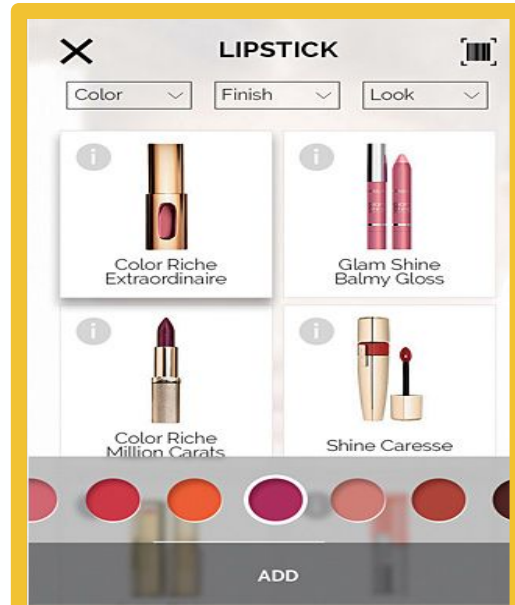
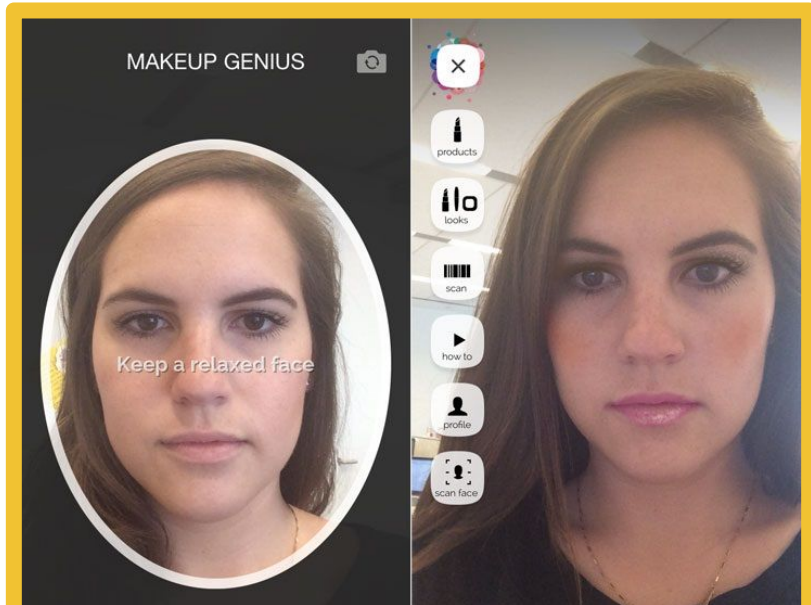


VR

**These are the sensors that you can use to whip up the magic!**



# L'oreal Makeup Genius



Video Camera

Plots makeup onto real-time video image



**Sun**  
Total  
Magic Balance

Cajolint

Pestis

# Aviva – Discount for Safe Drivers

The image displays three sequential screenshots of the Aviva mobile application interface, illustrating the process of recording a journey and receiving a score based on driving behavior.

**GPS** (indicated by a location pin icon on the left)

**Record your journey** (Screenshot 1): Shows a "Let's Go!" button and a car icon. A note at the bottom states: "To help score accuracy we advise using a cradle. Be safe, never use your phone while driving."

**My journeys** (Screenshot 2): Shows "You just drove 46.6 miles" and "112 miles completed!". It features a progress bar and three milestone buttons: 50 Miles, 100 Miles, and 150 Miles. Below, it displays the "Latest badge earned" (Corner Master) with a description: "Fantastic! You've earned the Corner Master badge for safe smooth cornering." and social sharing options for Twitter and Facebook. A table titled "Journeys completed" is shown below:

Date	Time	Miles	
16/07/2013	00:03:09	46.6	👍
16/07/2013	00:01:08	18.3	

**Your score** (Screenshot 3): Shows a score of **9.7** OUT OF 10. It includes a comparison bar for "YOU" (4.9) and "AVG" (4.9), and a "Motion Sensor" icon. A callout bubble says "Excellent! Great driving. Save up to 20% off comprehensive car insurance." A "Get a quote" button is present, along with a link: "Existing car customer? Give us a call".

Measures driving behaviour through GPS



# Volvo XC90 Cardboard



VR

3D test drive with Cardboard



# Philips Brush Busters – Toothbrushing Game



Mic

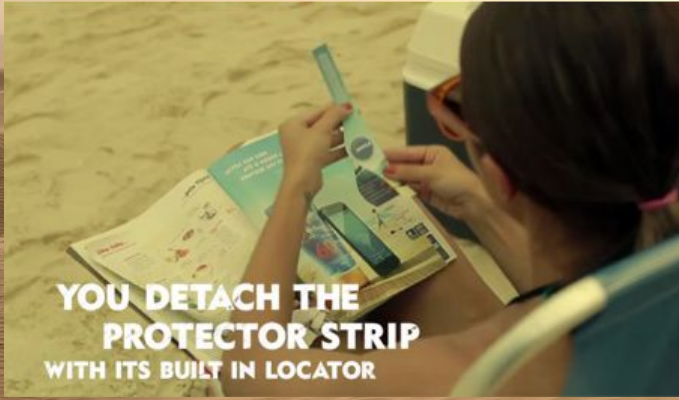
Captures the sound of the toothbrush in a game





# Nivea Sun Bracelet; Track Your Kid

Proximity



**Measures kid distance through Bluetooth**



# The 'Larry-experiment'



# Mobile Creative Canvas Activity



## Stage 1: Work in Pairs on 1 Micro-moment (15 mins)

Each pair picks one micro-moment

Walk to the wall for inspiration

For each sensor think what you could do with it in that micro-moment

Capture strong ideas on post-its



## Stage 2: Work With Your Whole Team on 1 Micro-moment (15 mins)

Share ideas within your group

Agree on one micro-moment with most potential to create an awesome experience

Design an awesome experience using various sensors (draw on your worksheet)



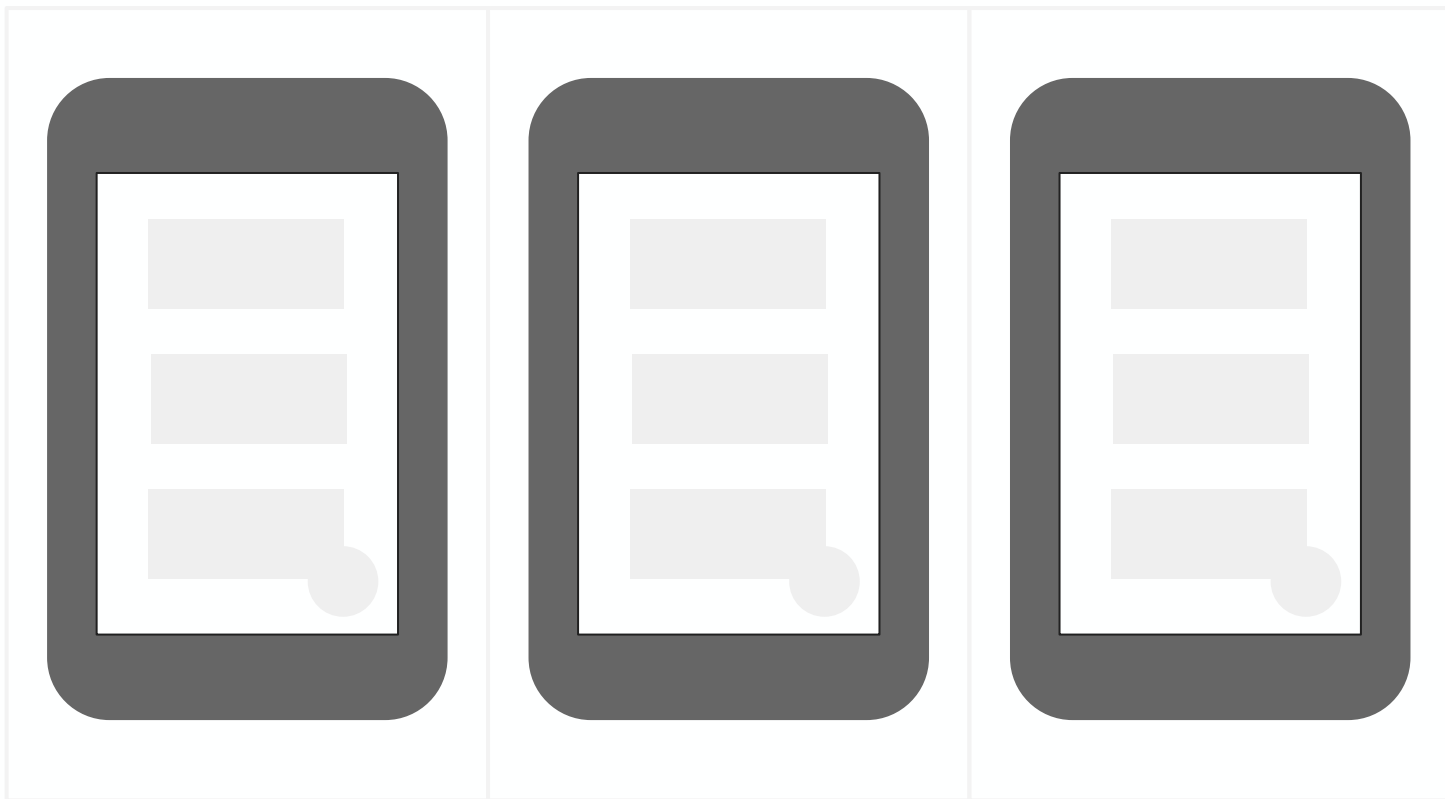
## Stage 3: Prepare your Dragon's Den Pitch (5 mins)

Prepare a 1 minute pitch to sell your idea to the Dragon's Den jury

You can use the flip chart to draw if you want (or can use any other tool)



# DRAGONS' DEN



	1	2	3	4	5	6	7	8	9	10
<b>SCORECARD</b>	<b>Meaningfulness for the Customer</b> How meaningful are you engaging in this micro-moment?									
	<b>Use of Unique Mobile Capabilities</b> How well are you using all tech and sensors?									
	<b>Creativity</b> Is it a compelling idea?									
	<b>Feasibility</b> Can it really be done?									
	<b>Brand Fit</b> How well does the idea fit the brand?									
	<b>Pitch Power</b> How well did you sell your idea?									
										<b>Overall Score</b> <input type="text"/>

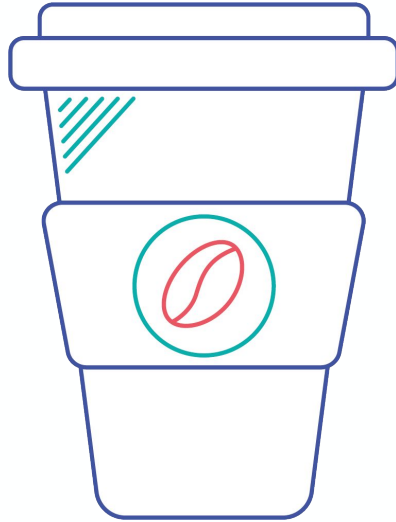
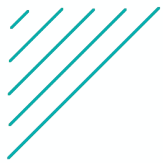


# Click here to DOWNLOAD



- Are you leveraging the full mobile creative canvas?
- How can you use all sensors to win micro-moments with a mobile experience that you could never have on a laptop or a desktop?





Break







# Bringing it Into Your Organisation





Now

Next

Long

**Tech**

What technology infrastructure must be laid down?

**Process**

What new activities / processes need to be happening?

**People**

Which people need to be involved to make this happen?

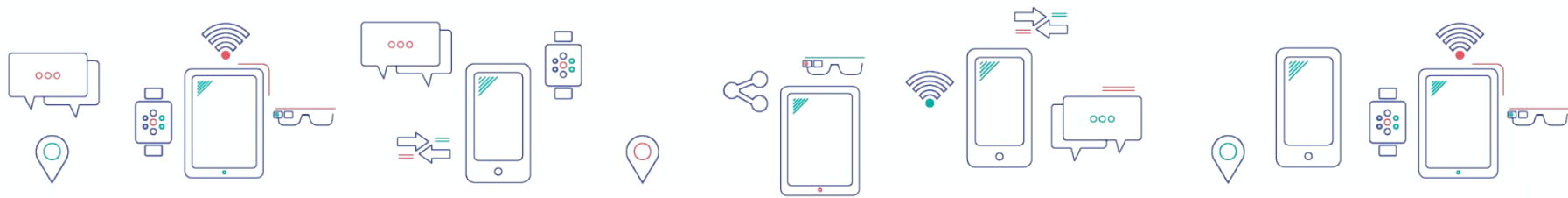
**Org**

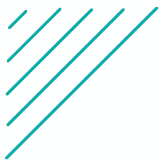
What changes might be required in organisation / partners?



# Mobile Masterclass

Round up





# Your feedback is *really* important

Pick your survey:



**Client**

Go to [www.macademy17.com](http://www.macademy17.com)  
and login with **1client**



**Agency partner**

Go to [www.macademy17.com](http://www.macademy17.com)  
and login with **1partner**



**Googler**

Go to [www.macademy17.com](http://www.macademy17.com)  
and login with **1googler**

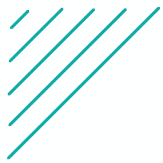


# Personal Commitments



COMMITMENT





Next steps...

# 2017 - Mobile Academy Program

1.

**Module 1**  
Mobile Wake Up

September 5  
September 6

2.

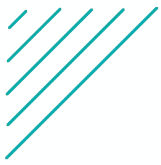
**Module 2**  
Mobile Masterclass

October 3 & 4  
October 5 & 6

3.

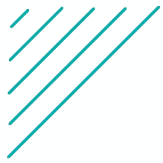
**Module 3**  
Mobile: Build for the future

October 23  
October 24



# See you at Module 3!

23 or 24 October 2017



# Mobile Academy 17

