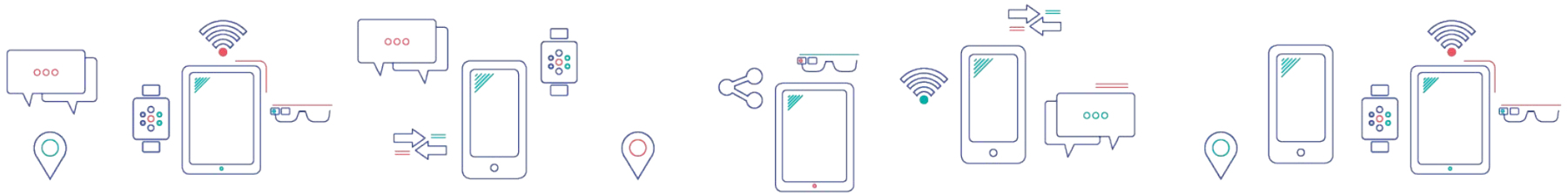


Let's refresh memories first!



10



A large, hollow outline of the number "2" is centered on the page. The outline is dark blue and is designed for tracing or coloring. The number is positioned to the left of a period.



Location - GPS

Microphone

Touch

3D-VR

Proximity

Click to Call

Click to Message

Scan Codes

Location - GPS

Meat Pack Hijack - Run to Get D
Countdown: Other When Entering (long)

BRUSH
MUSTERS

Summers Kitchen - Best Your Own to a level that
improves your cooking skills

Miss 1000 Challenge
to see how you do

Beach Bunker - Test your IQ
through various logic puzzles

Click to Call

Click to Message

Scan Codes

Location - GPS

Progressive
Personal Learning with Gamification

PayPal - Pay with Engagement
through Gamification

PayPal - Pay with Engagement
through Gamification

Competition Sales App
to see how you do

Get the Best
to see how you do

Click to Call

Click to Message

Scan Codes

Location - GPS



Mobile Academy 2017

1.

Module 1
Mobile Wake Up

2.

Module 2
Mobile Masterclass

3.

Module 3
Mobile: Build for the future



Program

Kick off

What we learned from 600+ optimization projects Martin Lundvall - Conversionista

Work session on Assets

How to do your managers job

Johan Eriksson - Google

Work session on People & Org

Information Advantage

Robin Cavonius - Precis Digital

Work session on Measurement

Take Advantages of digital signals

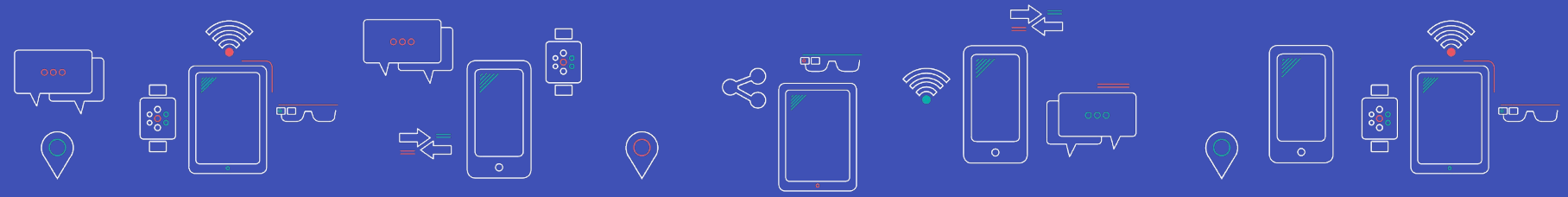
Martin Ramel - Google

Work session on Advertising & Audience

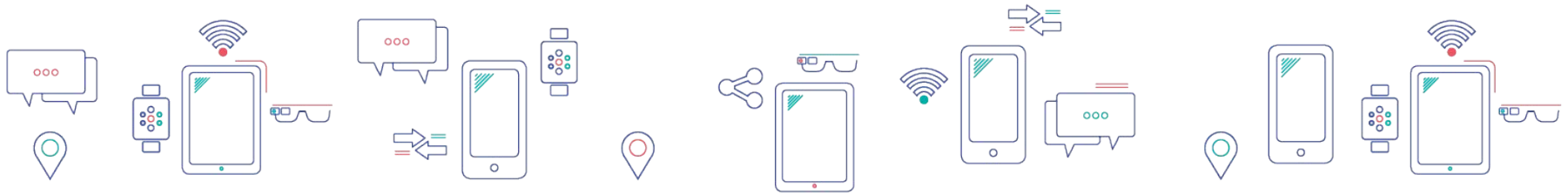
Closing & Graduation

Light Lunch

It is not the thought that counts



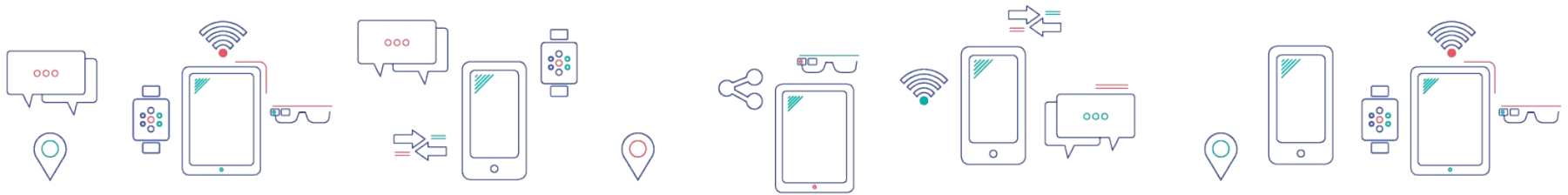
But first, quiz time!



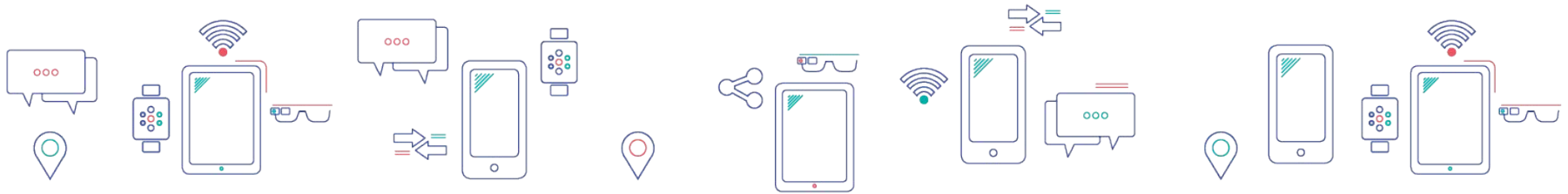
Join the quiz!

Go to: www.macademy17.com

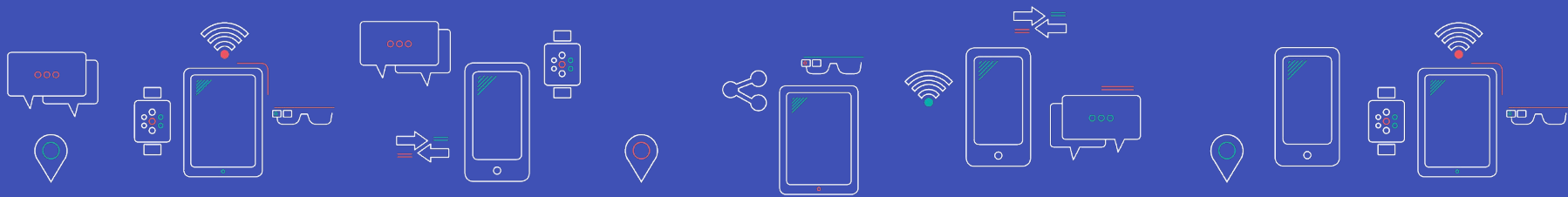
Code: Class



And the winner is.....



Mobile Academy 17



We are nr

1

We are

30

people

We have done more than

600

projects



CONVERSIONISTA!

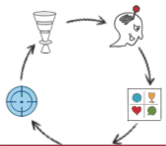
1. Don't do Shotgun Testing



The Optimization Wheel Timeline



1. Identify Areas of Improvement



Conversion Review

Ongoing findings

Backlog/
Action List



2. Plan & Prioritize



Experiment Area
Priority Meeting



HEAT-meet



3. Execute



Design &
Tech Spec.



Code & QA



Deploy &
Monitor

Live

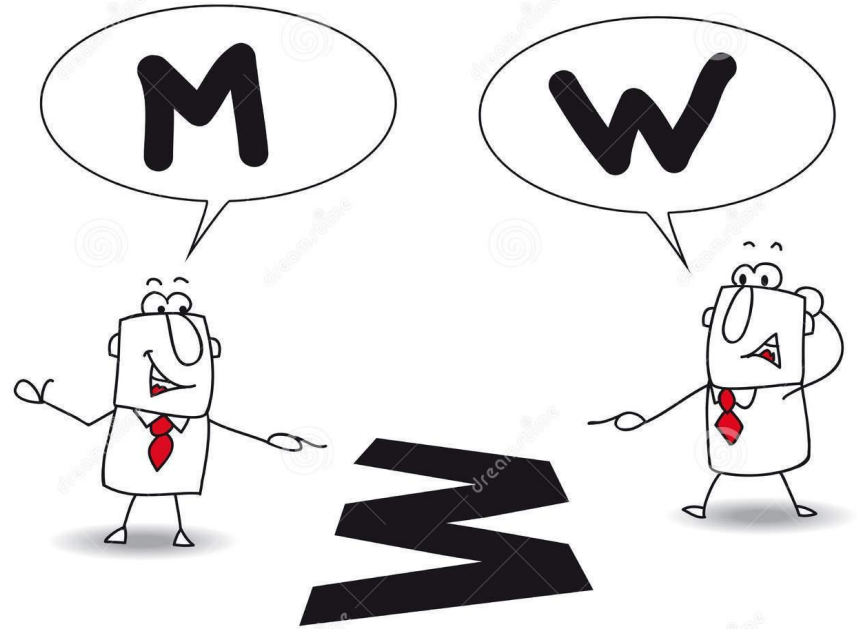


Analysis &
Report

Result &
Share Learnings



2. Highlight your data from different angles





GA is the mothership of Analytics

 SessionCam





hotjar



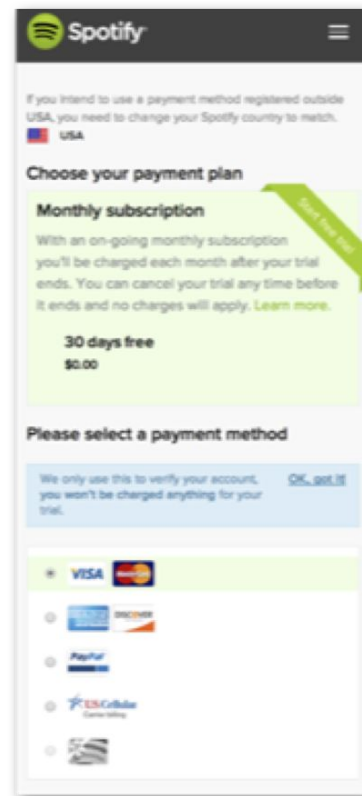
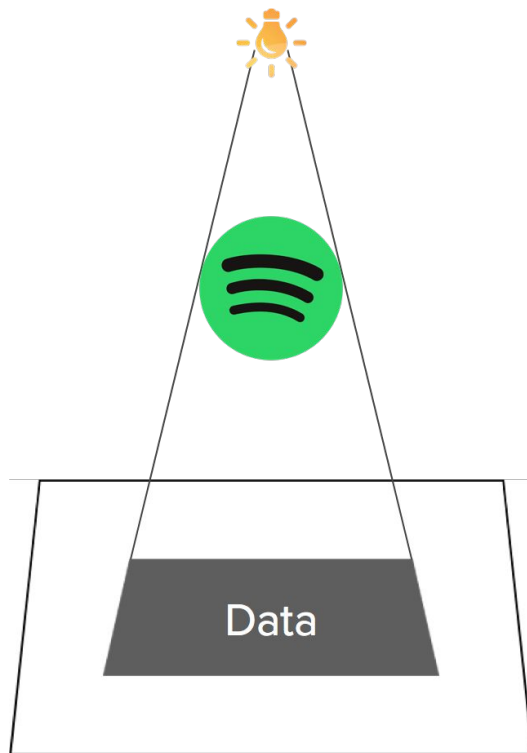
The Spotify Surprise

C!

The Spotify Surprise

Premium Trial for US market

GA: “High drop-off”



C!



Let's ask the users WHY

What's preventing you from starting a trial?

"I don't want to leave my credit card details for something that is free!"

A screenshot of a survey form with a blue background. The question is "What's preventing you from starting a trial?". There are five radio button options: "I'm not quite ready to start my trial", "I don't have enough information yet", "It lacks a feature that I need", "The prices are too high", and "Other (please specify)". A "SEND" button with a right arrow is at the bottom right.

What's preventing you from starting a trial?

- I'm not quite ready to start my trial
- I don't have enough information yet
- It lacks a feature that I need
- The prices are too high
- Other (please specify)

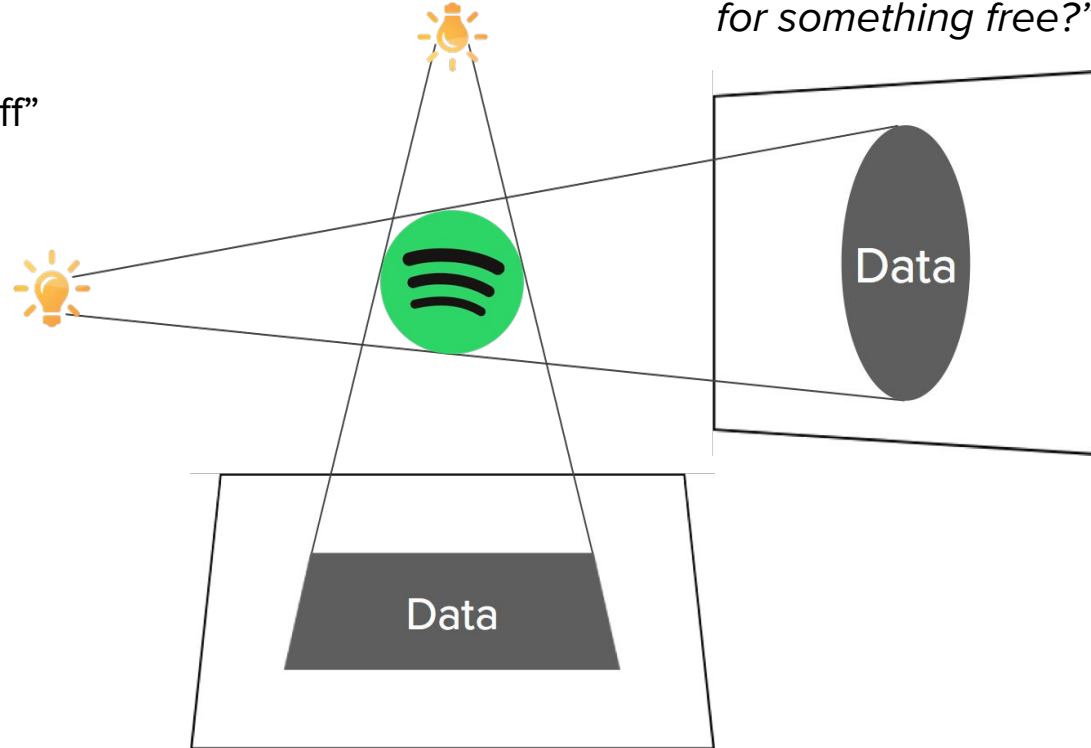
SEND →



WHAT + WHY

GA: “High drop-off”

Exit Survey:
“Why leave credit card details
for something free?”



C!



A/B/C-test: Give the user a reason why

A

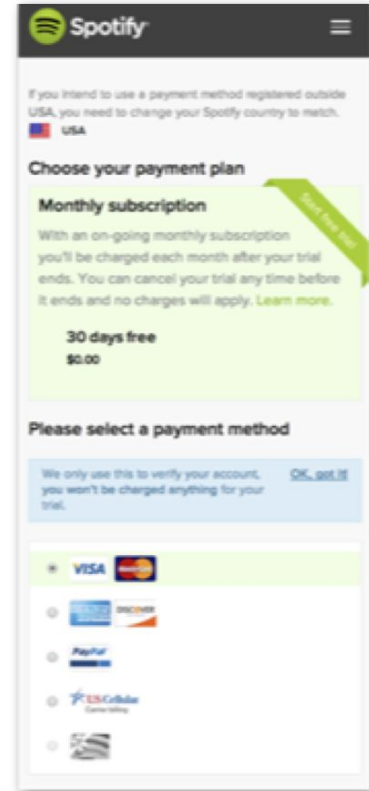
We only use this to verify your account, you won't be charged anything for your trial

B

We need this because our music deals only allow free trials for users that are credit card or PayPal holders

C

We need this just in case you decide to stay Premium after your free month



C!



One row of copy making massive impact



Winner: “We only use this to verify....”

C!

Hypothesis Generator (with I.A.R-formula)



1. Insight

*What have you noticed, from your data,
that makes you want to do a change?*

2. Action

What kind of change do you want to do?

3. Result

*What do you want to accomplish and how
do you measure it?*

Since we have observed that.....

.....

Therefore, we want to.....

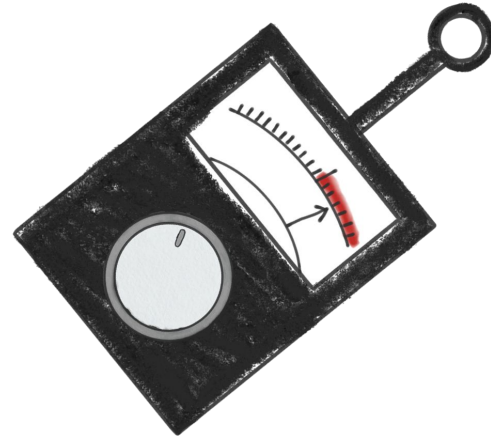
.....

Which should lead to.....

.....



3. Detect the Bullshit!



Hypothesis Generator (with I.A.R-formula)

ICA



1. Insight

*What have you noticed, from your data,
that makes you want to do a change?*

2. Action

What kind of change do you want to do?

3. Result

*What do you want to accomplish and how
do you measure it?*

Since we have observed that a vast amount
of users (from survey) have trouble finding campaign products.
.....

Therefore, we want to use badges on campaign
products to make them more visual prominent.
.....

Which should lead to an increase in purchases
and a higher amount of sold campaign products.
.....

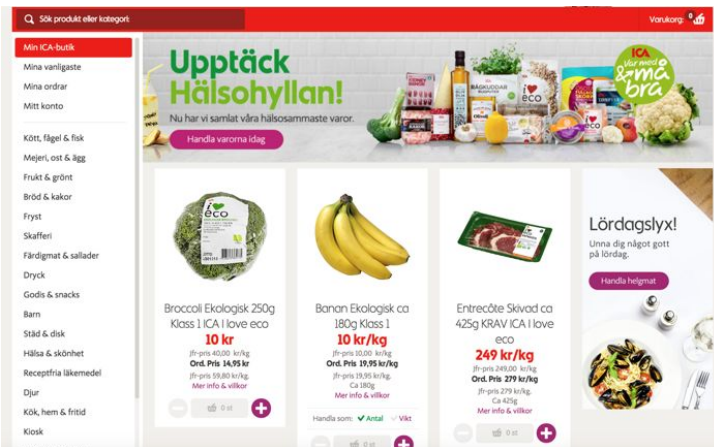
C!

Bringing an hypothesis to life

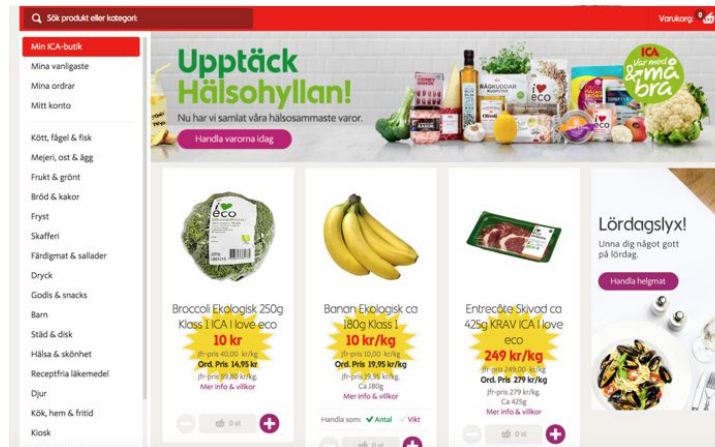
ICA



A



B



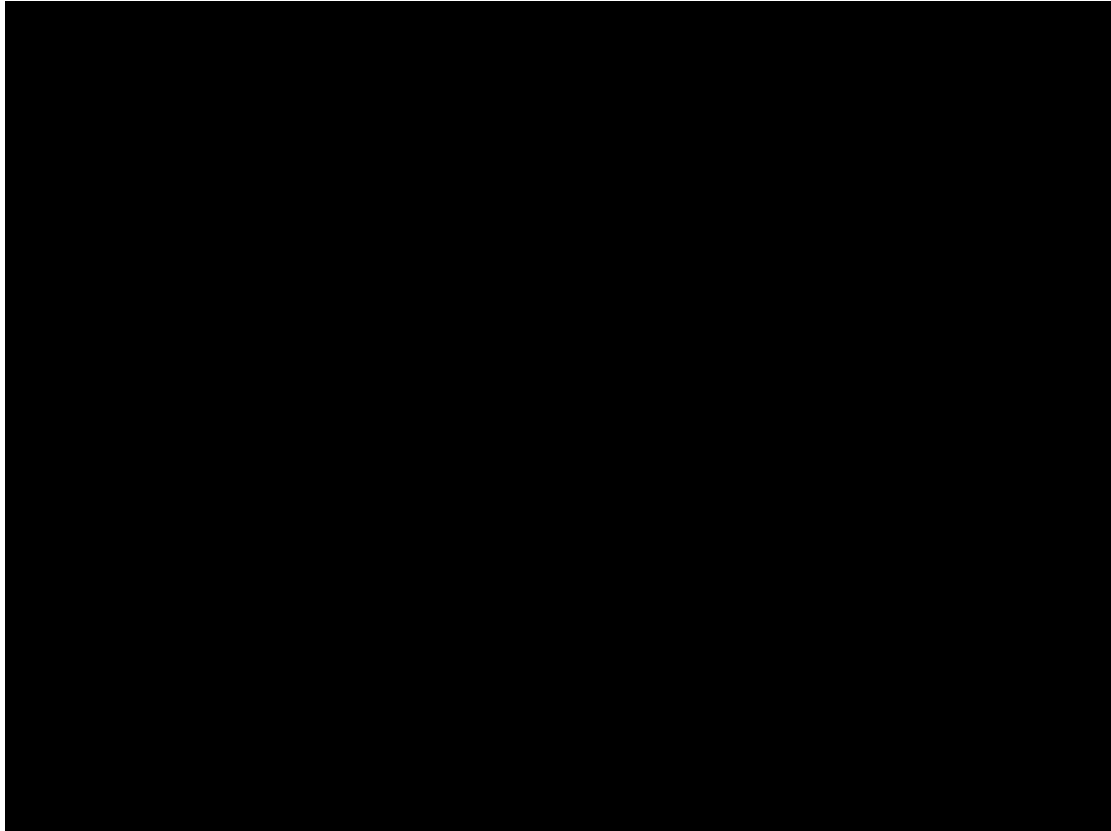
C!

+10% transactions

+16% Avg. order per user



At the same time in the real world



C!

4. Get out of the office



5. Share Learnings!



Stop to think, and Learn!



1. Insight

What data made you realise your learning?

2. Action

How will you change your way of working after learning this?

3. Result

What result will you measure to know that your learning made a difference?

We have learned that.....

.....

Therefore, we want to

.....

Which should lead to

.....



GOALS

TRAFFIC

SIGNUPS

DEMO REQUESTS

TRIAL REQUESTS

"CONTENT" DOWNLOADS

55 L
3 CU

13 L
1 CU

11 L
1 CM

55
3

13
1

11
1

55
3

13
1

11
1

55
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11
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13
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11
1

31 OCT
4 NOV

7 NOV
11 NOV

14 NOV
18 NOV

21 NOV
25 NOV

28 NOV
2 DEC

5 DEC
9 DEC

12 DEC
16 DEC

19 DEC
23 DEC

26 DEC
30 DEC

102,000 SEK

102,000 SEK

102,000 SEK

102,000 SEK

102,000 SEK

102,000 SEK

102,000 SEK

102,000 SEK

102,000 SEK

CASH MONEY
(SM, DR, TR)

LEARNINGS

PAST LEARNINGS

TOTALS
NOV-DEC

MND - Learnings Template

1. Topic Learning in one sentence	We have observed that problem description
2. Insight What did make you realize you wanted it?	Therefore, we want to enable this change
3. Action How will you change your way of working after learning this?	Which should lead to desired change in behavior
4. Result What impact will you observe in when this "your learning" takes place?	

Learning - Examples

...due to lack of traffic

...not receiving enough data to enhance

Takeaways:

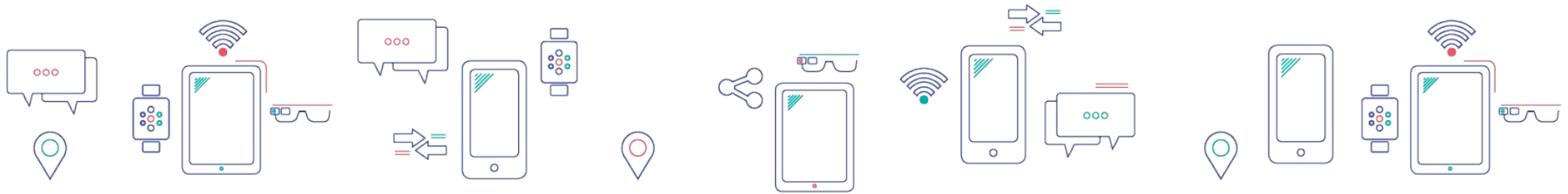
1. Use a solid process
2. Highlight data from different angles
3. Get rid of the bullshit
4. Get out of the office
5. Share your learning

Thanks!

martin@conversionista.se

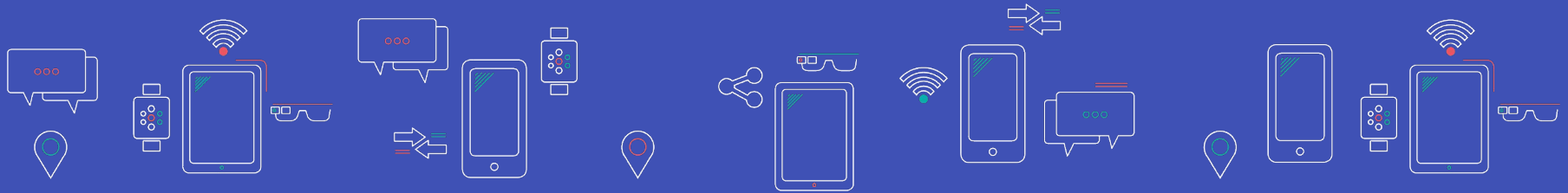


Let's put this to work!



How to do your managers job

Johan Eriksson - Google



Setting your organization up for success

A man with glasses and a light blue button-down shirt is shown from the chest up, celebrating with his arms raised. He is surrounded by a shower of colorful confetti (red, yellow, green, blue, pink) falling around him against a dark background. The overall mood is one of joy and achievement.

Move everything at the same time

Organize with one team around the customer journey

Have KPIs supporting both mobile and transformation

Always innovate

Get the right people in the right place

Move everything in parallel to avoid snapbacks based on interdependencies

- ★ **Vision and leadership**
Without executive vision to win in mobile you will not win in mobile
- ★ **Customer centricity**
The starting point for everything if to win in mobile
- ★ **People and operations**
Getting the right people & partners in place organized efficiently
- ★ **Innovation**
The realization that we need to do something drastically different and the resources to do so
- ★ **Tech, data and automation**
The enabler to win in mobile

KPI structures that supports the transformation

Mobile KPIs

&

Transformational KPIs

examples:

Mobile vs Desktop
Conversion Rate

Mobile traffic vs
conversions

examples:

% budget in
experimental innovation

of learnings

Weekly management dashboard

Required additional capabilities to win with Mobile

Capability

Innovative/creative bus dev

Design

Software developers

Conversion Rate Optimization (CRO)

Responsibility

Mobile requires a completely new approach to customer interaction

Mobile design experience, understanding small screens

Continuous understanding of new modern web such as AMP

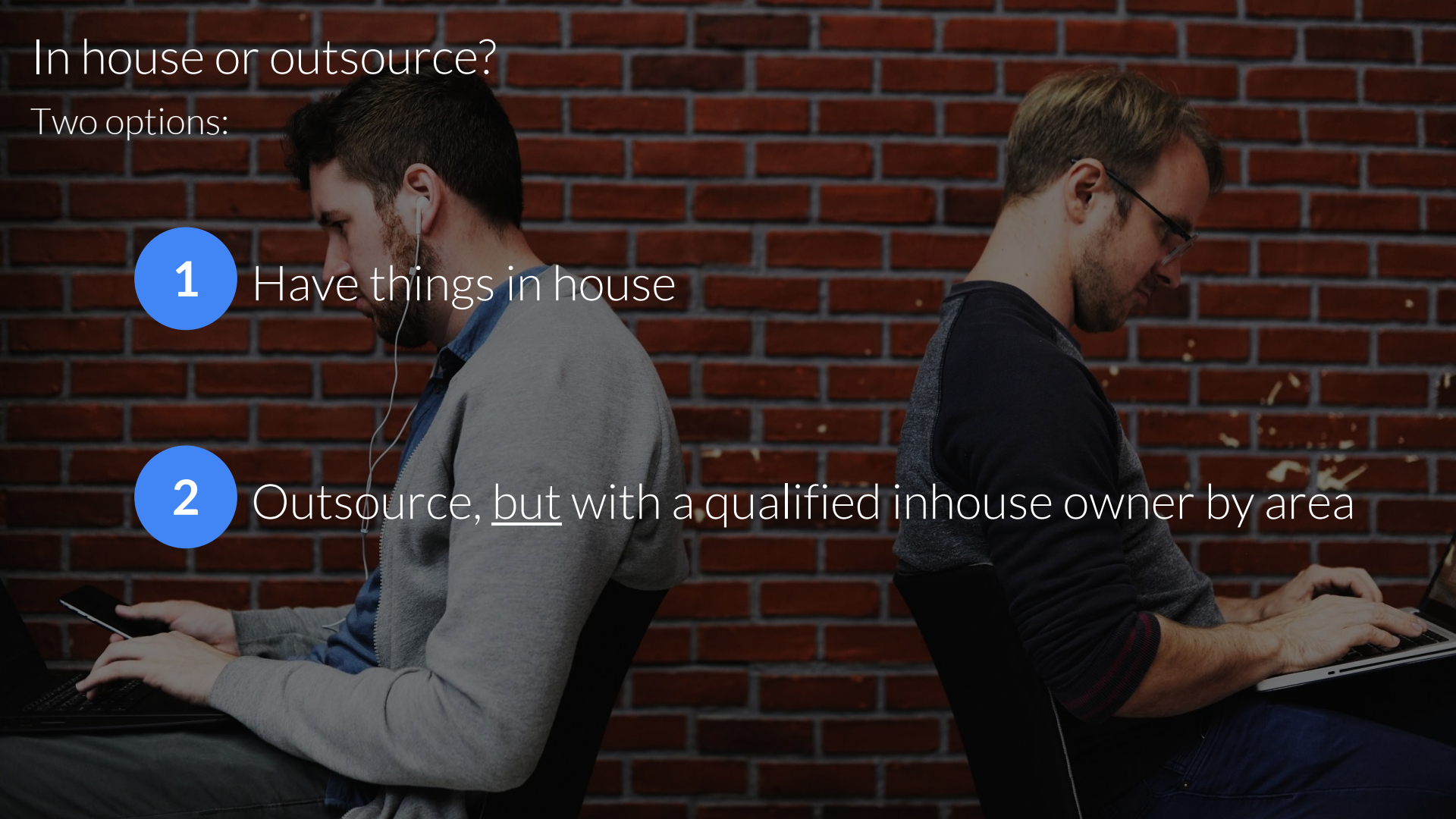
Continuous improvement of site

In house or outsource?

Two options:

1 Have things in house

2 Outsource, but with a qualified inhouse owner by area



Organize with one team around the customer journey



SEE

THINK

DO



“Leadership will need to understand that to achieve growth and innovation there is a need for companies to organize around customer stages and customer goals”

- Julie Bornstein

Tech:	Video, Mobile	VR / AR, Mobile, Geo	Video, Mobile	Machine Learning, Automation, Mobile, IoT	Mobile, Automation	Video, Livestream	Cloud, Video, Automation, 3D printing
Solutions:	Energizing video about traveling	VR experiences	Reinforcement video	What you LOVE tool	All you need digital pack	Livestream to friends & family	Auto-generated drive, video, magnets etc
Delights:	Happy	Getting new ideas	Great to make a choice	Thinking about things I like	Great to make a choice	Feels great	Having great memories
Stage:	Thinking about going somewhere	Researching trips	Buying a trip	Thinking about what to do there	Booking activities	Experiencing the trip	Coming home
Pain points:	Not sure where to start	Too many options	Financial commitment	Not sure where to start	Difficult to judge if I made the right call	Too touristy	Tough to unpack, shop etc
Solutions:	Perfect trip tool	Perfect trip tool	Travel bank	Aggregator / perfect activity tool	360 video experience	Local track with work and dining	Free home cleaning and food delivery
Tech:	Machine Learning, Automation, Mobile, IoT	Machine Learning, Automation, Mobile, IoT	Mobile, Blockchain	Machine Learning, Automation, Mobile, IoT	360 video	Geo, dB, Mobile	Machine Learning, Automation

Give everyone a voice

fixmobile@yourdomain.com





In a rapidly changing world, the only long-term sustainable strategy & competitive advantage is **learning** things faster than the world changes around you, and translating that into meaningful **innovation**

Setting your organization up for success

A person with glasses and a light-colored button-down shirt is shown from the chest up, smiling and looking upwards with their arms raised. They are surrounded by a shower of colorful confetti (red, yellow, green, blue, pink) against a dark background. The overall mood is one of joy and achievement.

Move everything at the same time

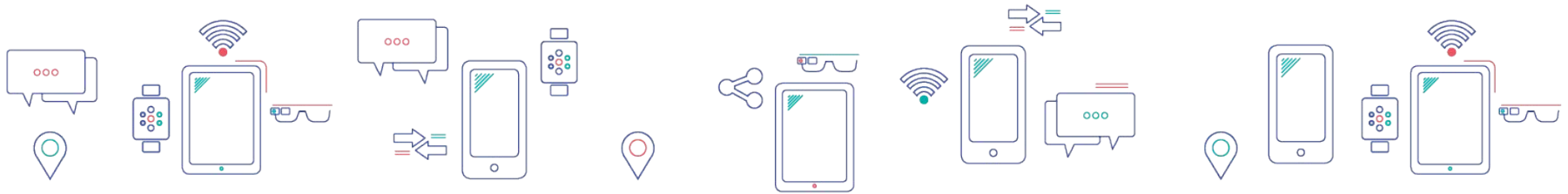
Organize with one team around the customer journey

Have KPIs supporting both mobile and transformation

Always innovate

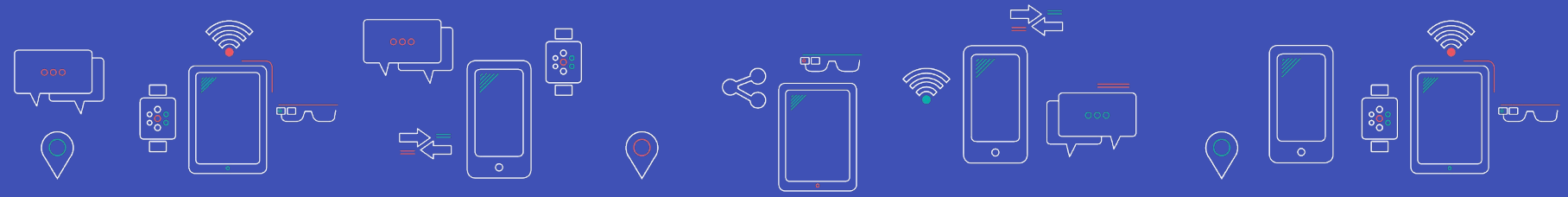
Get the right people in the right place

Let's put this to work!



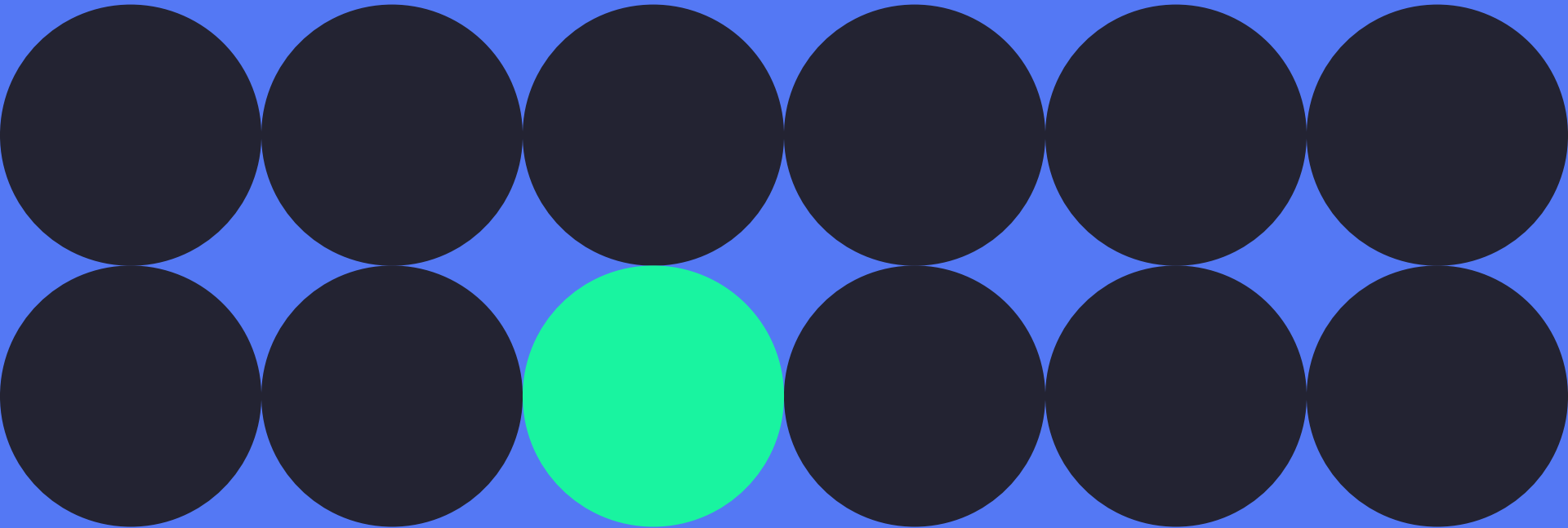
Information Advantage

Robin Cavonius - Precis Digital



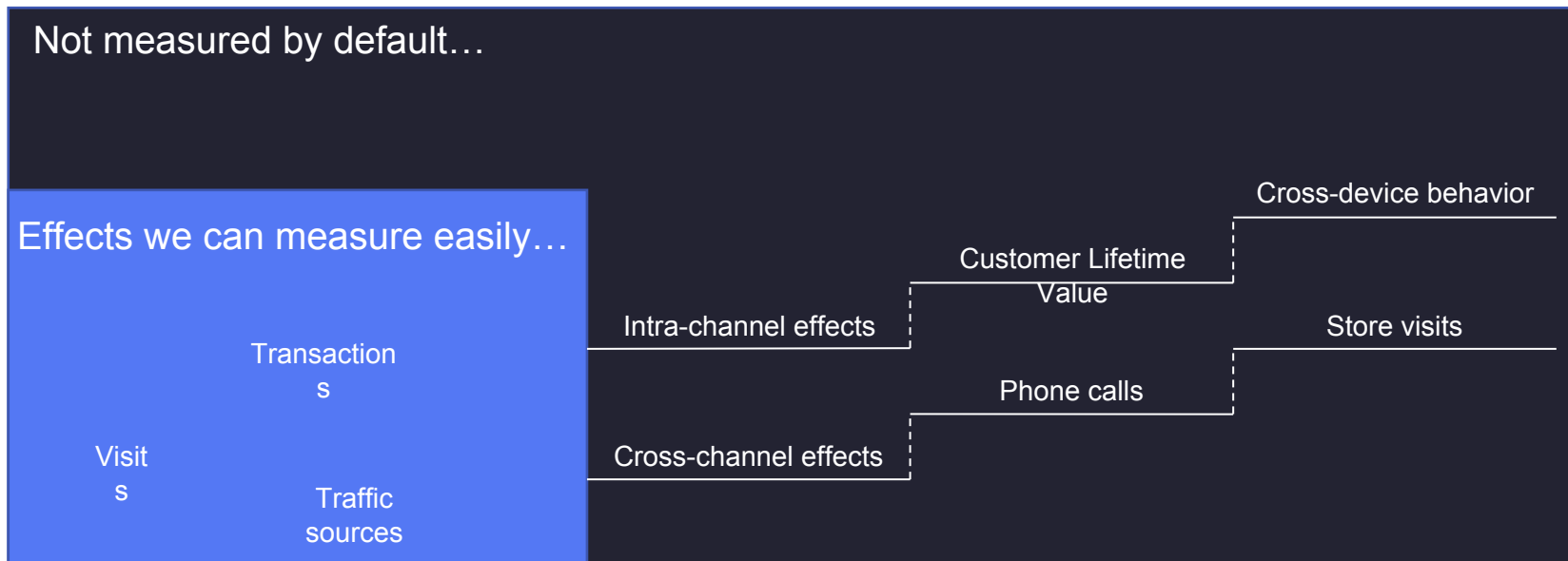
Mobile Academy

23-24 october, 2017



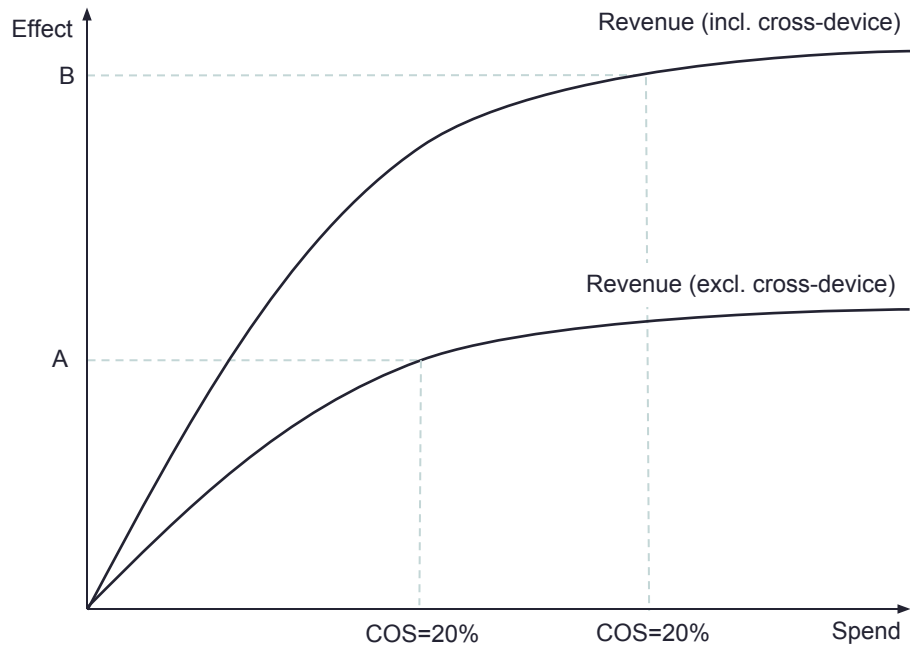
Information asymmetry deals with the study of decisions in transactions where one party has more or better information than the other. This asymmetry creates an imbalance of power in transactions.

Gain information advantage



Value of information asymmetry

- Information asymmetry generates competitive advantage (B-A).
- True CoS-optimum (incl. cross-device) is at a higher spend
- Not considering these values creates sub-optimal investments and missed revenue.



Quick tip – Use Facebook cross-device data

Account name				Website purchases Click attribution ⓘ	Website conversion value Click attribution ⓘ ▾
Facebook	Feed: News Feed	Mobile	All Conversion Devices	—	kr0.00
Facebook	Feed: News Feed	Mobile	Conversion Device: iPhone	1,674	kr4,132,387.00
Facebook	Feed: News Feed	Mobile	Conversion Device: iPad	342	kr582,266.00
Facebook	Feed: News Feed	Mobile	Conversion Device: Android ...	2,617	kr5,062,554.00
Facebook	Feed: News Feed	Mobile	Conversion Device: Android ...	141	kr212,008.00
Facebook	Feed: News Feed	Mobile	Conversion Device: Other	1	kr684.00
Facebook	Feed: News Feed	Mobile	Conversion Device: Desktop	1,360	kr1,931,887.00

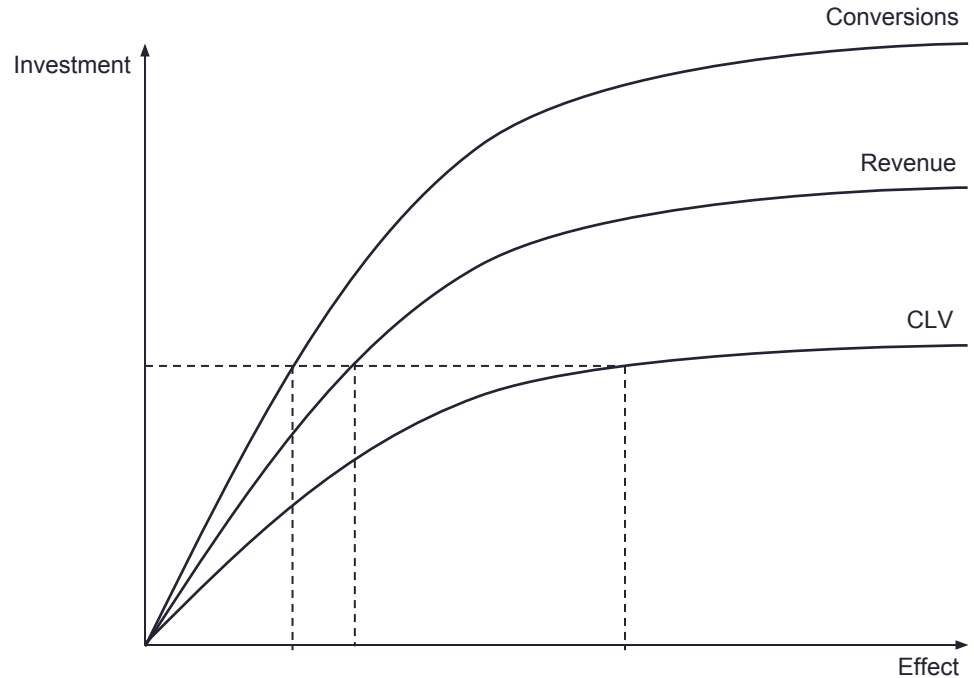
- ✓ For Facebook, we observe that 22% of conversions (1360 of 6135) happened "cross device", where mobile placements resulted in purchases on Desktop.
- ✓ Compare this to AdWords data

Case 1: Zmarta group

1. What value should be attributed?
 - 85% growth in mobile traffic
2. Solve tracking problems
 - 111% increase in revenue
3. Create a new model
 - 59% increase in ROI
4. Adjust targets and move budgets
 - Mobile now makes up 59% of total revenue
5. Evaluate effect

Case 2: Overestimating the value of digital marketing

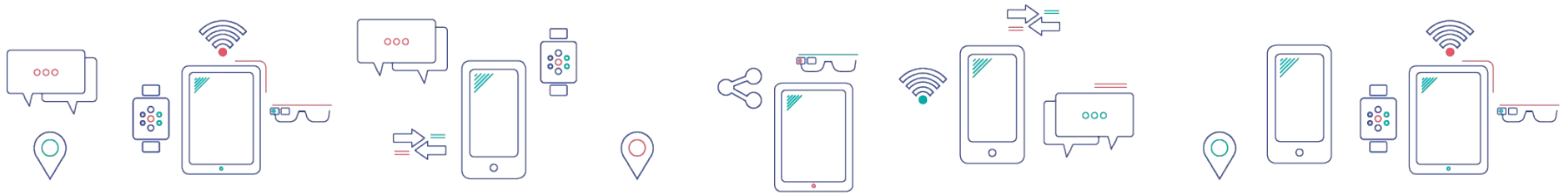
- True value is important
 - Revenue
 - CLV
- How does it affect spend?
- How does it affect CPC?
- How does it affect volume?



Next steps

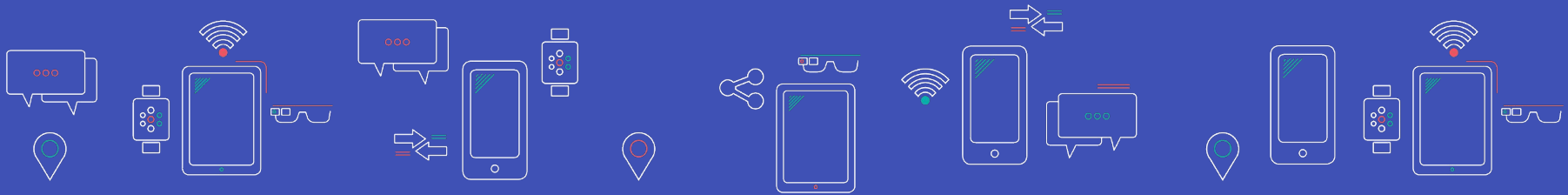
1. Find your information advantage
2. Apply it
3. Evaluate the effects of your change

Let's put this to work!



Take advantages of digital signals

Martin Ramel - Google





Data can be used to personalize your user experience

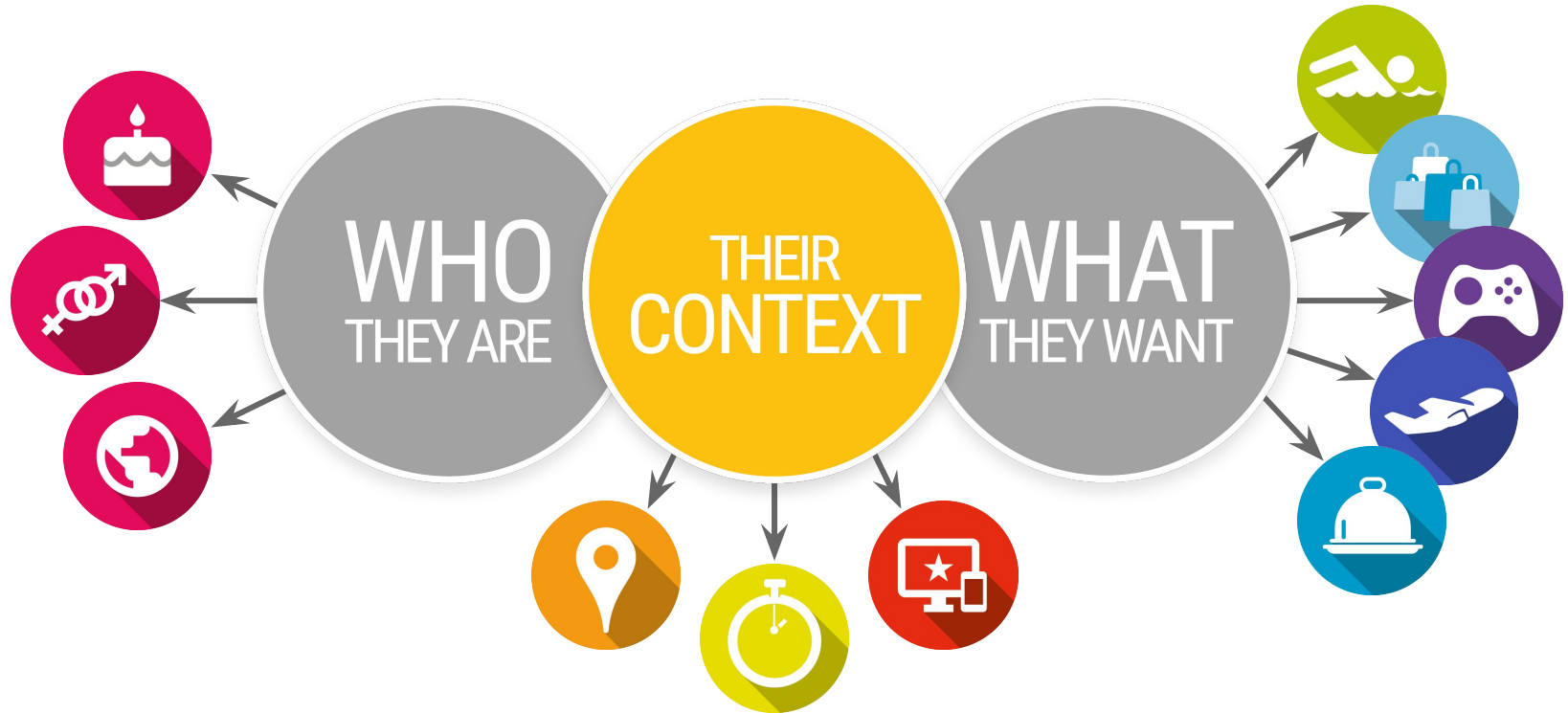
Use data to increase your chances of winning moments that matter

Let data inform your decisions

Pre-Mobile Era



Adding Mobile to the equation...

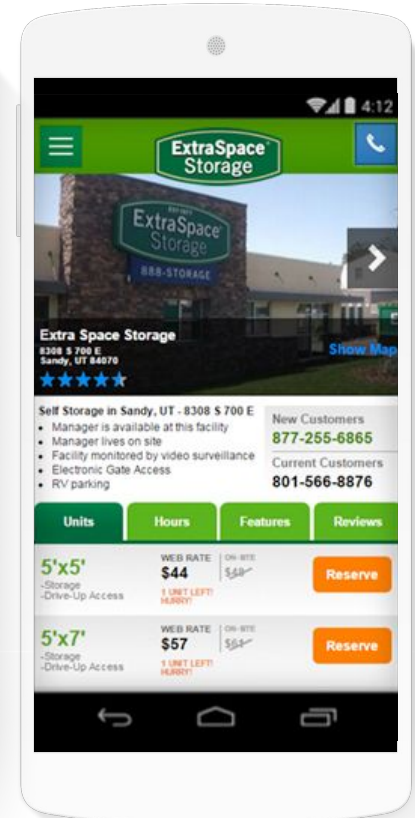


Personalized assets

Extra Space Storage

- **WHAT:** Created personality segments based on a range of data sources. (demographics, search, site traffic patterns, simplified Myers Briggs profile, location, previous visits)
- **WHAT:** Provided customised site experiences to users labeled “fast & logical” vs. “slow & emotional”.
- **WHY:** To better understand how to convert their most valuable customers

24% increase in total mobile conversions
53% increase in mobile call conversions

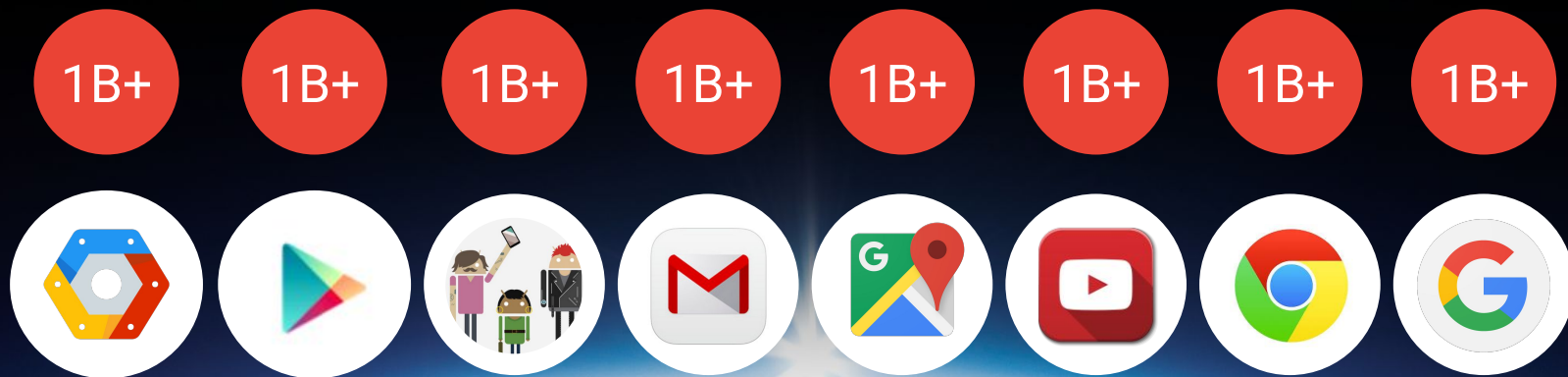


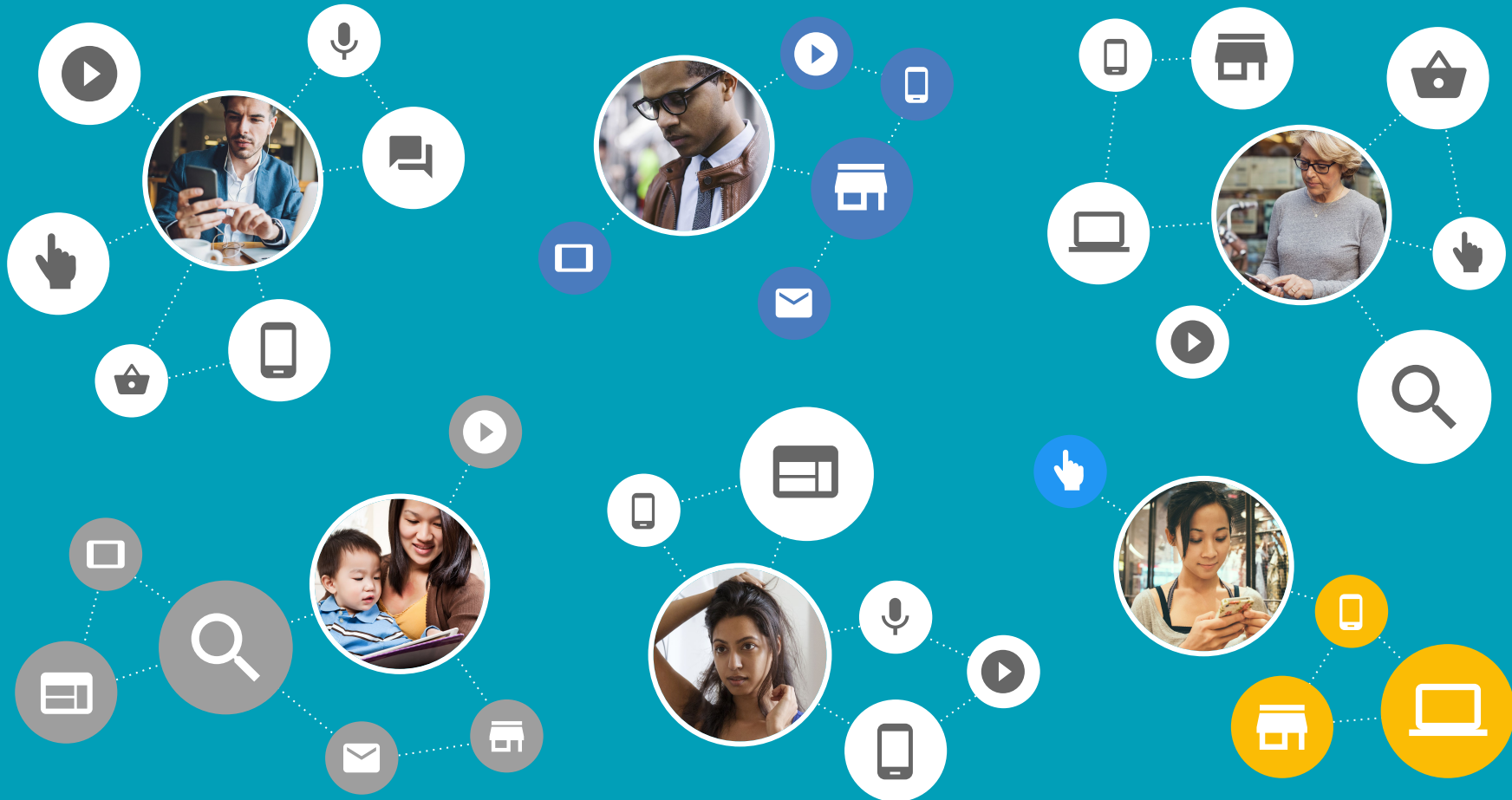
The right message..
..to the right person..
in the right time..

Can it be done?

The Enabler:

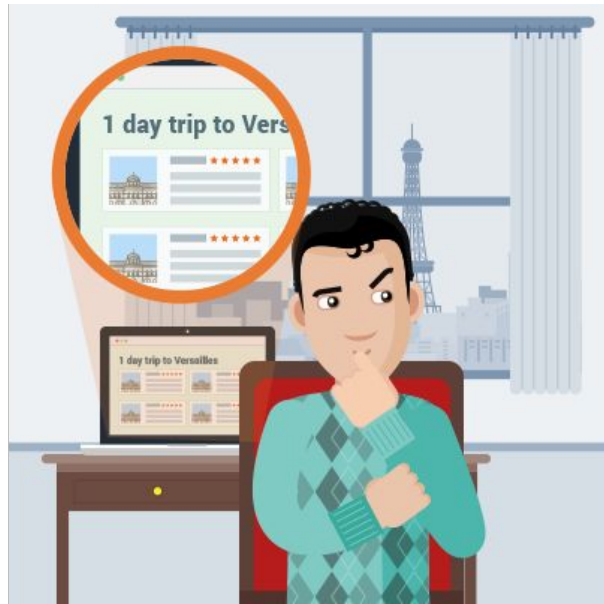
1B+ users on eight Google platforms





Three people, one query...

Imagine a scenario where three people give us the same intent signal, a search query for “Hilton London”...





4 types of data:

Website Data

Business Data (CRM)

3P data (ex Google Data)

Campaign data



Collect data for Hilton..

Website

- Site visit
- Language selection
- Viewed Special offer
- Visited Conference section
- Abandoned booking
- Used site-search
- Bounced visitor

Google Audience Signals

- Similar users to Converters
- International travellers
- Travel buffs
- Audience Insights
- Affinity segments: Newly weds

Demographics

- Gender
- Age

CRM

- Hilton Honors members
- Previous customers
- Frequent stayer
- Active Leads

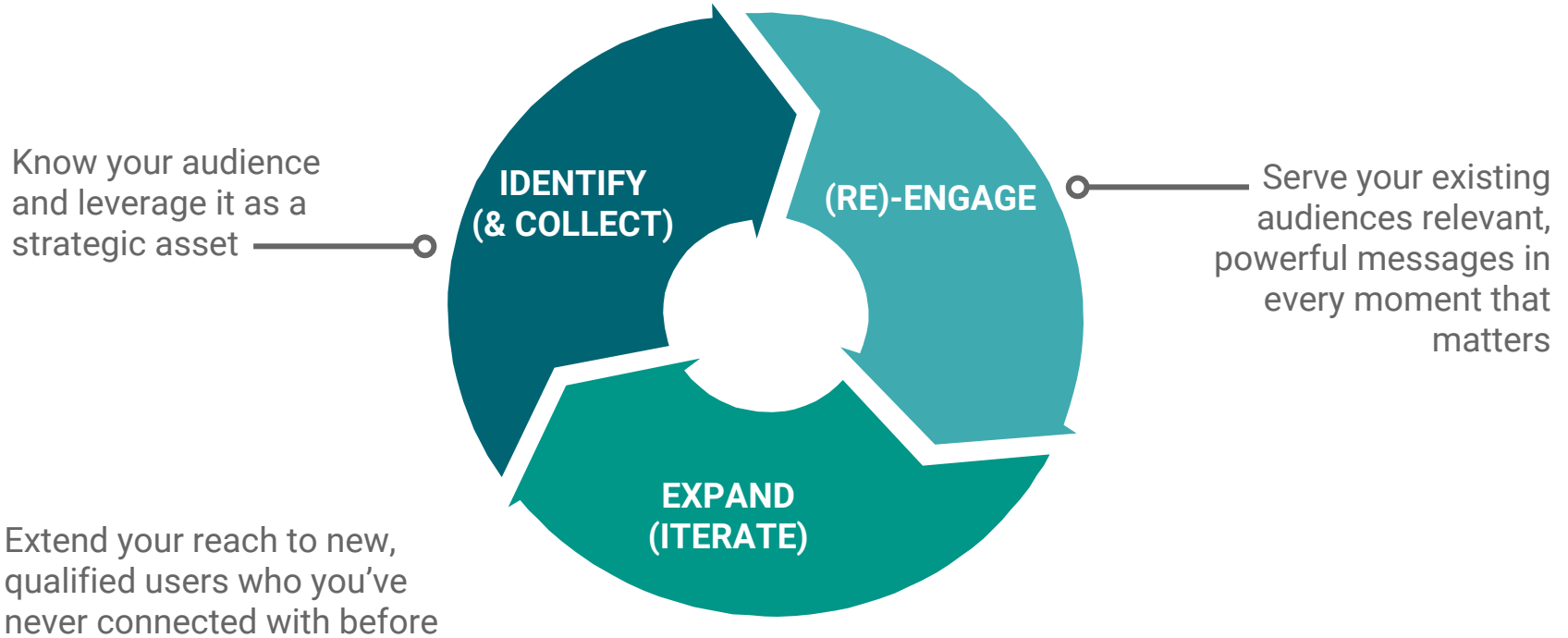
Previous Campaign Activity

- Engaged with Ad
- Watched Video Ad
- Responsive to Remarketing

Other?

- Social signals
- Downloaded App

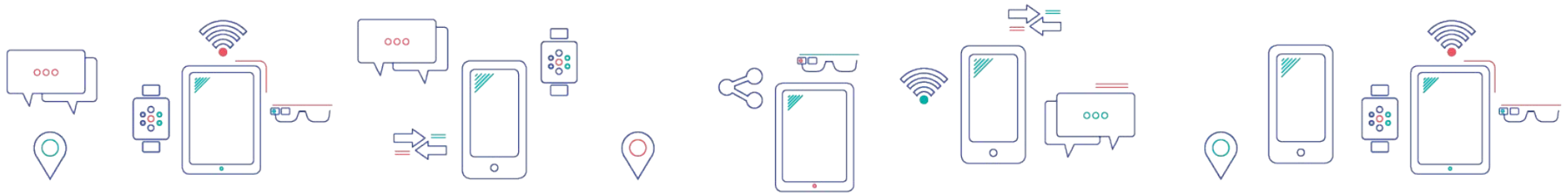
Craft your Audience strategy



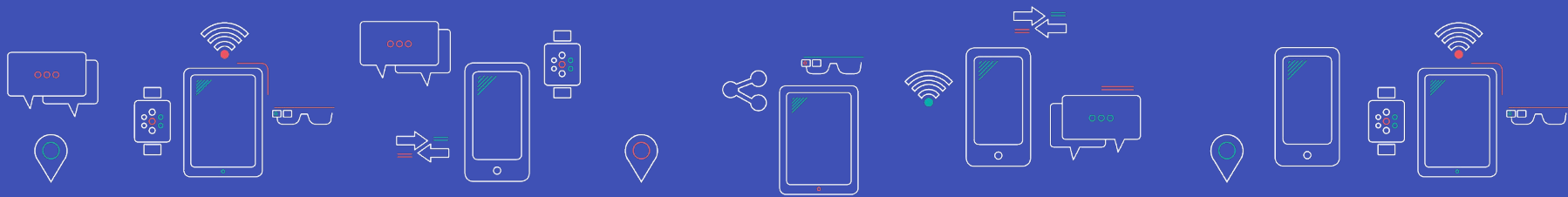
Let's put this to work!

What data could be used to personalize your user experience?

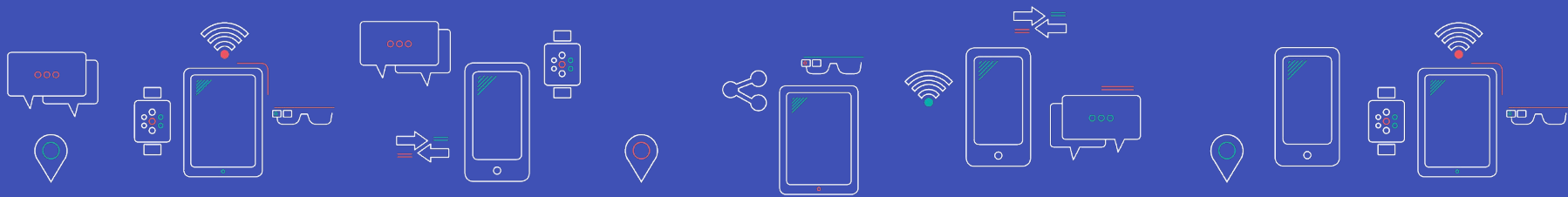
What data could increase your chances of winning moments that matter?



Mobile Academy 17



Over to you!



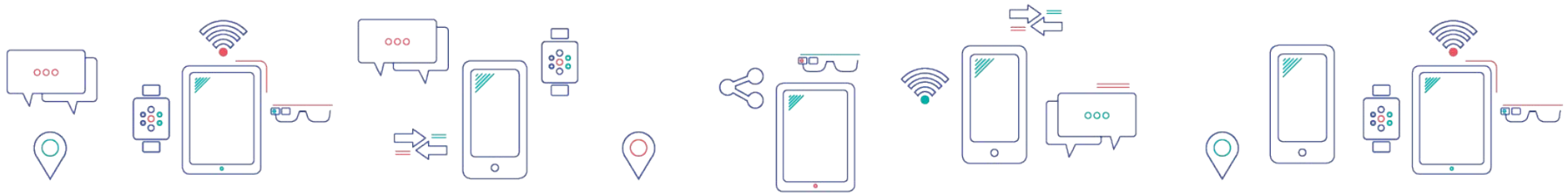


Your feedback is really important!

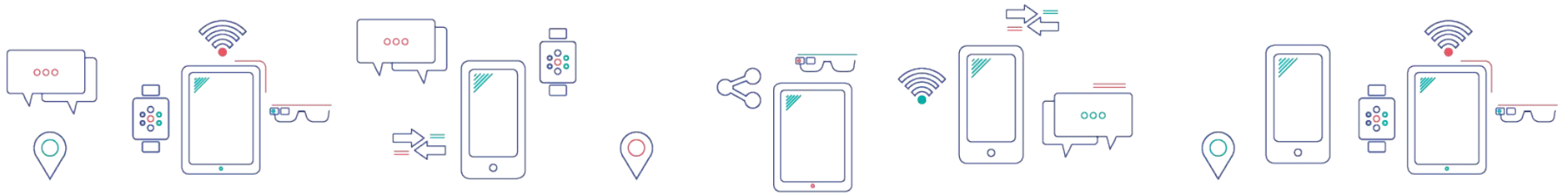
Go to: www.macademy17.com

Click on: Survey

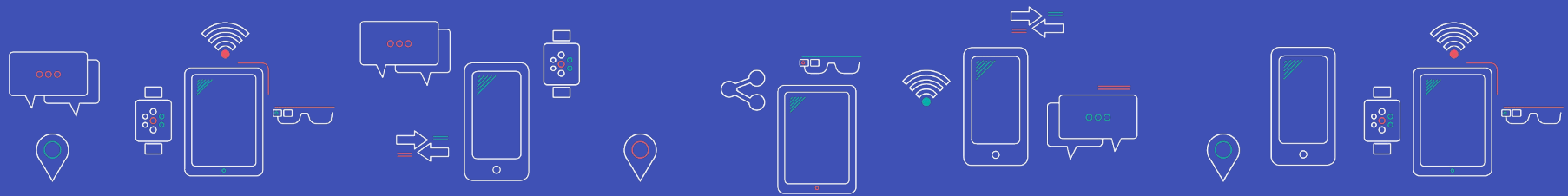
What's next?



Let's meet again in 2018!



Graduation ceremony





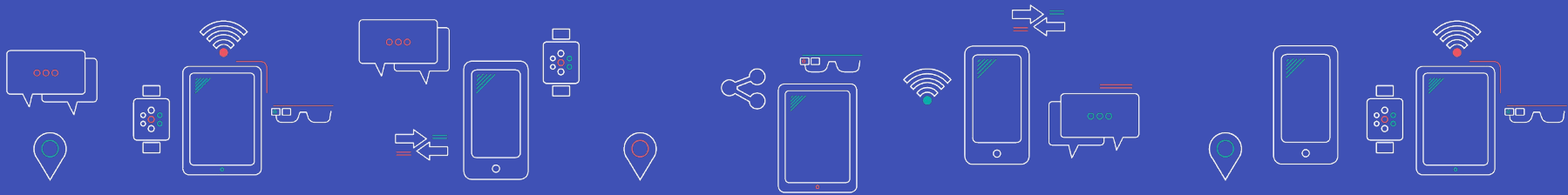
Share your accomplishment!

Social media: #mobileacademy

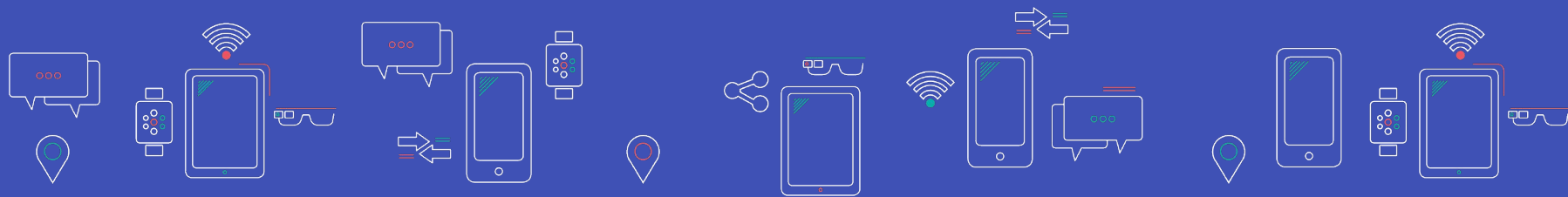
Google Mobile Academy



It is not the thought that counts



Graduation photo



Mobile Academy 17

