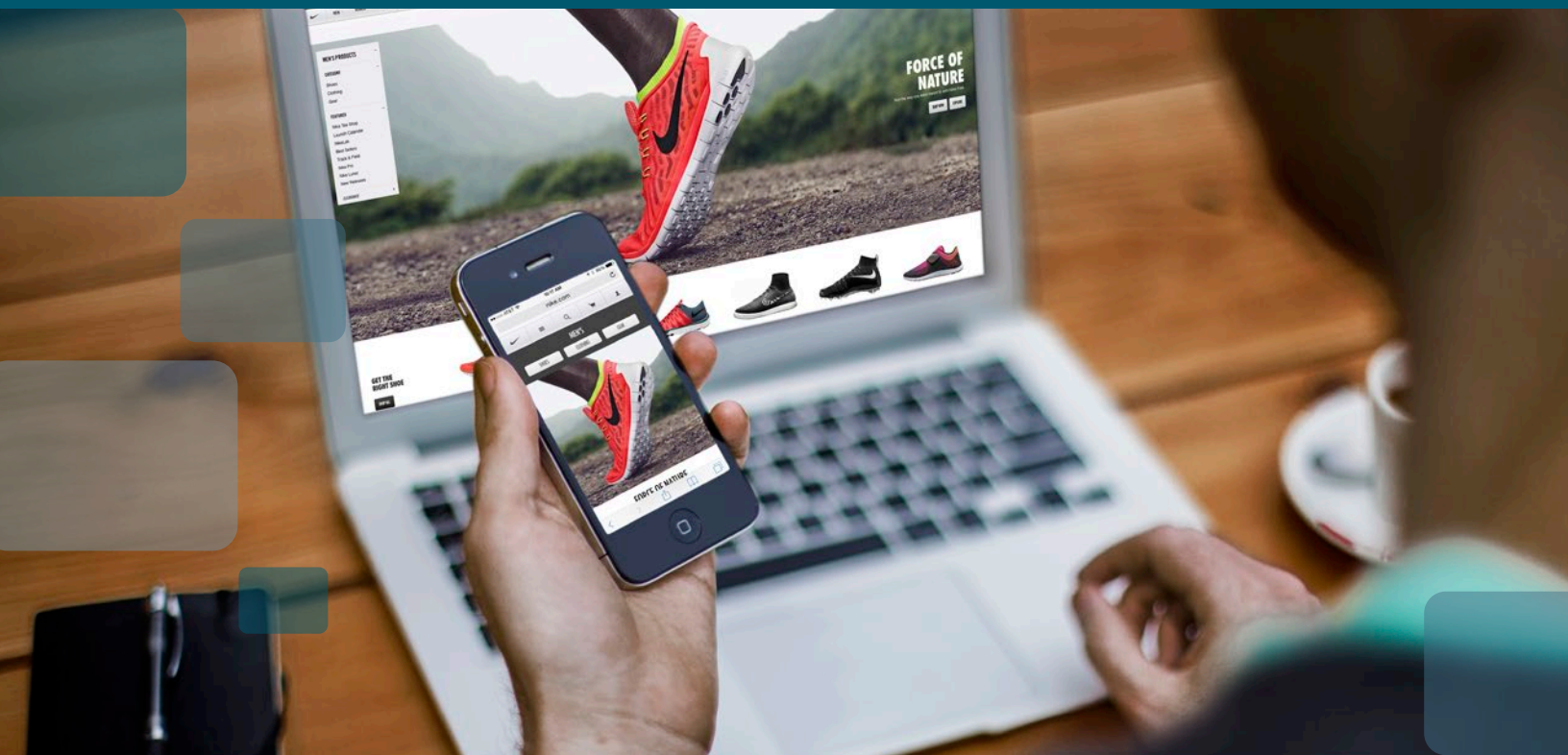# Filling in the Gaps:
Uncovering Mobile's Increasing Role in the Customer Journey

FiKSU ®

Data-fueled
mobile marketing

www.fiksu.com

The customer journey just got a whole lot more complicated

No matter what business you're in, the concept of the customer journey is likely discussed time and time again. The customer journey includes all of the interactions a customer has with your brand, product, or service.

It wasn't that long ago that those interactions started moving to digital—which then meant desktop Web. At the time, brands were suddenly able to get a more consistent picture of the customer journey, using cookies to track their customers' interactions and measure the impact of their marketing programs to a level of detail that had never been possible offline.

But as mobile has taken over digital and revolutionized those interactions, that picture has changed. The customer journey in general, and more specifically how marketers track it, has gotten significantly more complicated. As we'll discuss, the rapid growth of mobile is making it much more challenging, though not impossible, for marketers to account for its increasing role in the customer journey: the digital marketing infrastructures that worked so well on desktop haven't yet caught up to mobile.

Customers not only now have many critical interactions along their journey on mobile, but they also bounce back and forth between channels more than ever before *(See example on next page).* 86% of senior-level marketers say it's absolutely critical or very important to create a cohesive customer journey—and that's practically impossible without a solid understanding of mobile.
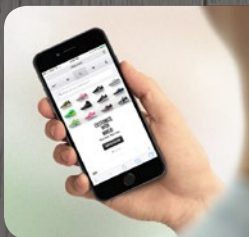
Example Customer Journey: Nike shoes

Awareness

A customer who's in the market for a new pair of sneakers sees a Nike ad while watching their favorite television show.

Research

Without even getting off the couch, they reach for their smartphone, download the Nike app, and begin browsing the latest styles.

Consideration

Before following through on a purchase, they take a quick trip to the nearest Nike store to get a better feel for the weight of the shoe, while also making sure they know their appropriate size.

Purchase

While they're close to committing, they're not quite ready yet. So, they go home, do a little more research on their laptop, and decide to purchase their new pair of sneakers on nike.com.

Brand Advocacy

Once the shoes arrive, they grab their iPad and write an awesome review on Nike's mobile website.

This customer's interactions went from television, to mobile, to in store, to laptop, and back to mobile. As we'll discuss, this type of journey is now the norm, and as a marketer, you need to be accounting for this complexity.

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Mobile's role in the customer journey: from the **customer's standpoint**

You don't have to tell consumers that mobile has arrived. According to Neilsen, 71% of Americans over age 18 have a smartphone. And, according to comScore, consumers now spend more time on mobile—177 minutes per day—than they do on television—168 minutes.

Just what are they doing on these mobile devices? According to eMarketer, 82% of people with smartphones use them to browse, research, or compare when shopping, and 43% use smartphones to purchase. And that's not all: when it comes to brand advocacy on social, mobile sharing is dramatically outpacing desktop sharing. According to *ShareThis*, in Q2 of last year, social sharing from smartphones and tablets grew more than 30%, while sharing from the desktop actually declined 5%.

Your customers have clearly taken the plunge into mobile, and they're not looking back.

The question is, have you?

Average Time Spent per Day by US Adult Users of Each Major Medium, 2011-2015 (hrs:mins)

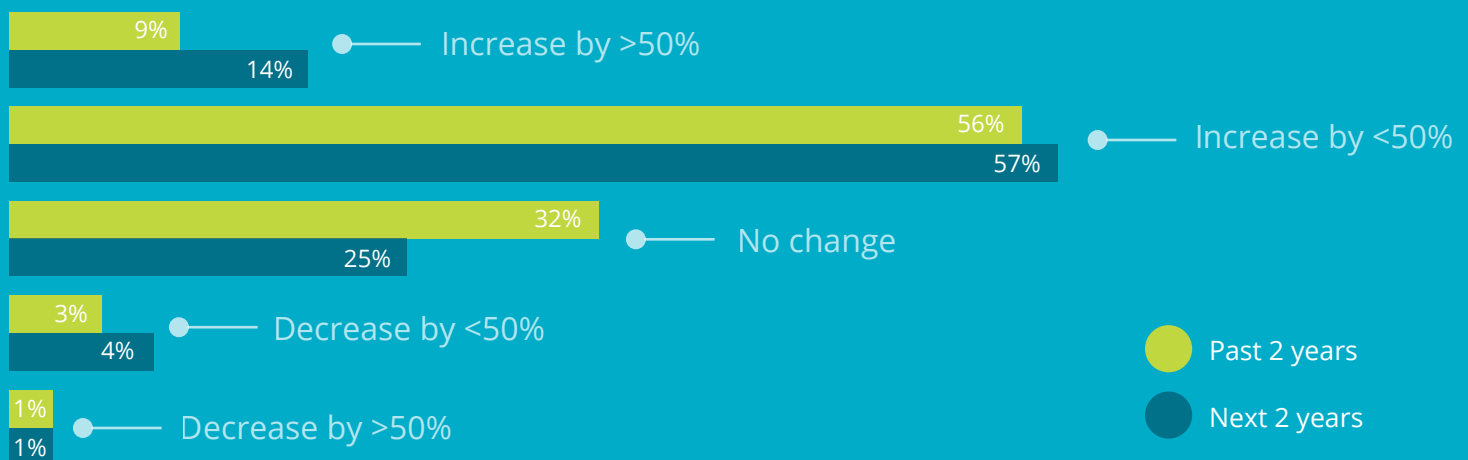|	2011	2012	2013	2014	2015
TV	4:37	4:44	4:39	4:32	4:27
Desktop/laptop	3:14	3:03	2:49	2:50	2:47
Tablet	1:38	1:59	2:22	2:28	2:35
Smartphone (nonvoice)	1:03	1:35	1:57	2:03	2:09
Radio	1:42	1:39	1:38	1:36	1:35
Print	1:05	1:00	0:55	0:47	0:39

Source: eMarketer, April 2015

Mobile's role in the customer journey: from the **marketer's standpoint**

For marketers, the adoption of mobile has been a bit slower. According to a recent Salesforce report, 68% of marketers have integrated mobile marketing into their overall marketing strategy. And, those that have integrated mobile report that it has made all *other* marketing technologies and channels more effective. That's great news, except for the 32% of marketers who haven't integrated mobile into their strategy.

If you're among that 32%, now might be the time to reassess your broader marketing approach. And even if you are marketing on mobile already, don't go patting yourself on the back just yet. If your mobile spend is a test budget, or siloed off from the rest of your digital marketing efforts, you've still got work to do, too. Mobile should not only be integrated into your marketing strategy, it should actually be on its way to becoming the cornerstone of that strategy.

Change in Mobile Ad Budget Over the Past vs. Next 2 Years According to US Mobile Marketers, Jan 2015 (% of respondents)

- **9%** / **14%** — Increase by >50%
- **56%** / **57%** — Increase by <50%
- **32%** / **25%** — No change
- **3%** / **4%** — Decrease by <50%
- **1%** / **1%** — Decrease by >50%

- Past 2 years
- Next 2 years

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In order to make that possible, there are a few things you need to be doing.

1. You need to be spending on mobile

If you want to be really successful on mobile, then you need to really invest in mobile— and all signs point to increasing spending on mobile advertising.

It's likely you already know this, but just in case you don't, now might be the time to jump on board with the rest of the industry.

According to eMarketer, 2015 mobile ad spending in the US will reach $28.72 billion, accounting for 49% of all digital ad spending. 2016 is predicted to be the year that mobile spend finally surpasses desktop, and by 2019, mobile is expected to account for 72% of all digital ad spend, or $65.87 billion.

If that's not enough, a recent Mobile Marketing Association study found the optimal spend for mobile is a double digit percentage of total campaign spend—far more than most marketers are currently allocating. But remember, it's not just about spending on mobile, but spending smart. This can include strategies like targeting specific audiences to achieve optimal results. More on that to come later.

US Mobile Ad Spending, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
Mobile ad spending (billions)	$10.67	$19.15	$28.72	$40.50	$49.81	$57.78	$65.87
—% change	120%	79.5%	50%	41%	23%	16%	14%
—% of digital ad spending	24.70%	37.70%	49.00%	60.40%	66.60%	69.70%	72.20%
—% of total media ad spending	6.30%	10.80%	15.30%	20.40%	23.90%	26.30%	28.60%

## 2. You need full visibility into your customers' mobile interactions

We mentioned earlier how the customer journey has not only gotten more complicated, but also now includes an increasing number of mobile interactions. Imagine trying to follow your customers' journeys with large gaping potholes along the way. Well, that's what you could be doing if you're not tying mobile into your overall view. Whereas previously you may have been able to use a cookie-based marketing cloud like Adobe, SAS, or IBM to track your customers' complete journey, no matter how complex—from awareness through to consideration, purchase, and advocacy—you're now potentially noticing major gaps in that path if you can't see all the mobile interactions increasingly present along that journey.

Remember the Nike example we presented earlier? In that instance, 2 of the 5 interactions occurred on mobile. That's likely a common scenario, and in fact, it's potentially even more likely that many of your customers are taking a mobile-only journey. Imagine how much you're missing if you don't have visibility into these critical interactions.

3. You need to be able to track all of your marketing (including mobile) in one place

Mobile shouldn't live in its own silo: your desktop marketing shouldn't be separate from your mobile marketing. Collectively, they should both be part of a cohesive digital marketing program, and you should be able to track and view all your digital marketing metrics and results in one place.

It's understandable why mobile often lives in its own silo. Cookies, the cornerstone of customer tracking on the desktop, don't work on mobile. Instead, mobile campaigns rely on a combination of mobile ID tracking and digital fingerprinting, depending on whether the ads are in-app or on mobile web.
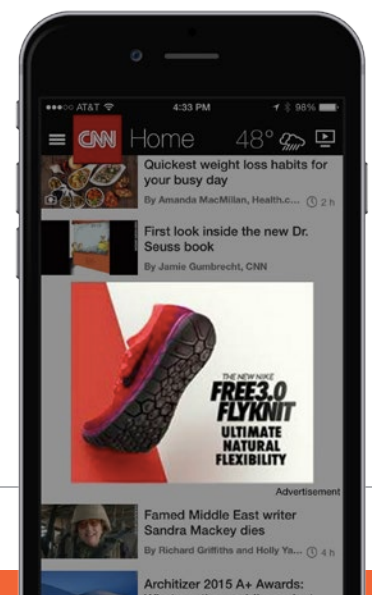
The problem is, if mobile is separated, it probably doesn't get as much attention. And, if it doesn't get enough attention, you won't be taking full advantage of its potential or taking lessons learned there to the rest of your digital campaigns.

But that doesn't have to be the case anymore. With the right solutions in place, you can unify all your marketing efforts and see some undeniable benefits as a result.
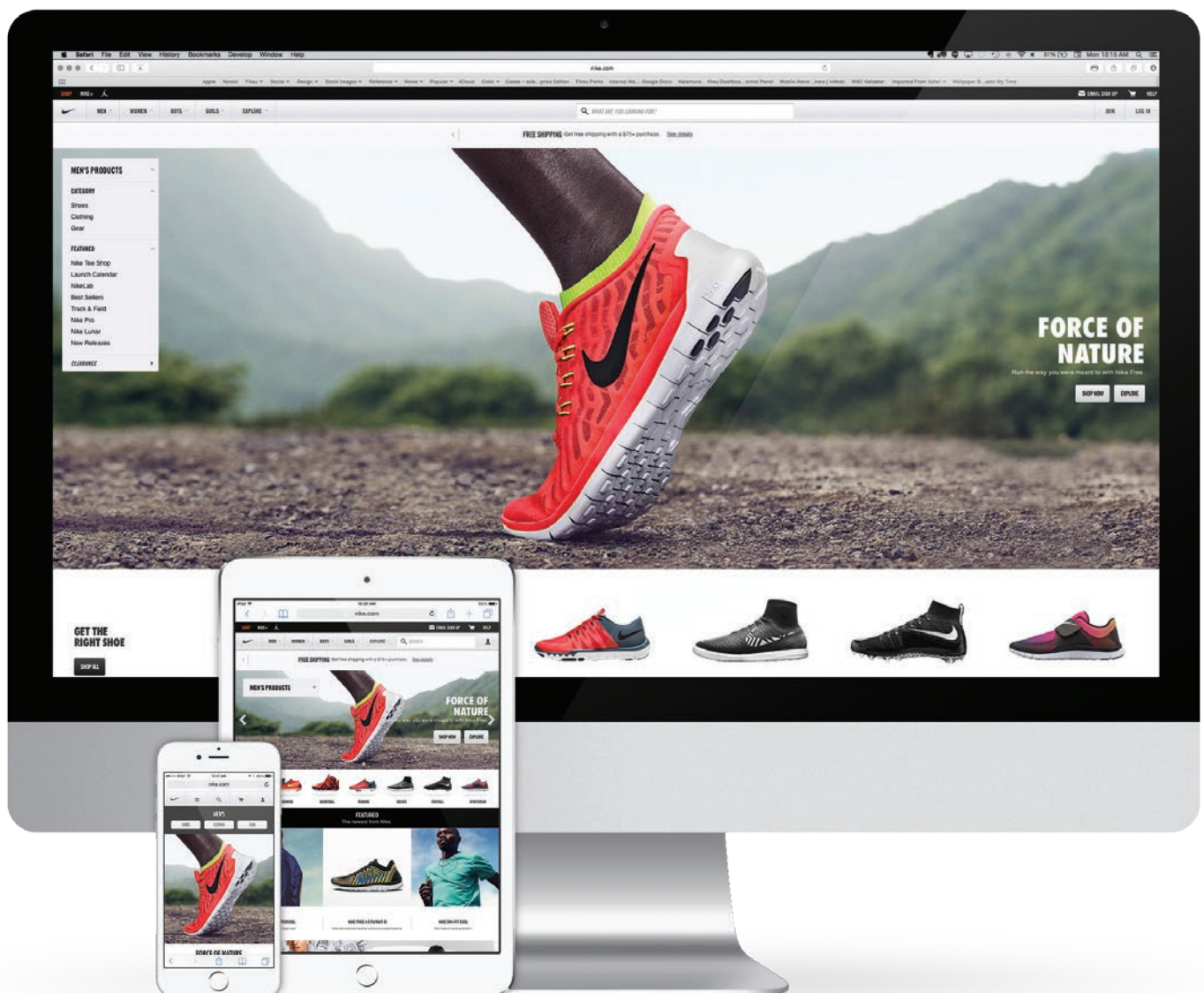
How you'll benefit from a comprehensive view

Better audience targeting

Reaching the right person, in the right place, at the right time, with the right message has long been any marketer's dream. But now, it's a reality. A unified system like the one we've described allows you to reach your target audience with a message appropriate for both the stage of the journey they're in and the device they're on.

Not only that, it also allows you to learn a lot more about your users by being able to compare and contrast their desktop and mobile behaviors, which will in turn further refine your targeting capabilities. If you track and measure mobile audiences and desktop audiences separately, you might not have any idea how much those audiences overlap or perhaps differ. A unified system allows you to measure and subsequently target those audiences more comprehensively and more effectively.

In addition, a unified approach also makes cross-device targeting much more effective by allowing you to isolate your desktop-only users and convert them to mobile.

Better data

In today's digital age, data is perhaps the most valuable marketing asset you can have. Better data fuels more targeted marketing strategies, which ultimately lead to improved results. And a unified system gives you full visibility into all of your data—including mobile and desktop—in one place, so it will be much more valuable to you as you look to interpret and act on it (more on that next).

In particular, a comprehensive view of all your marketing, from desktop to mobile to offline strategies, will allow you to determine the total value of your customers, and get a more accurate idea of:

- ROI
- Performance of creative
- Performance of different audience segments
- Geographic facts
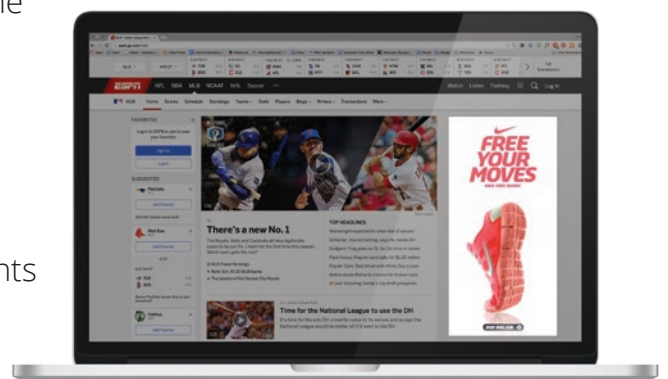
Better insights

It's one thing to be able to track your marketing efforts and another to be able to glean valuable insights from those results. Better data means you can derive better insights: when your desktop marketing lives separately from your mobile marketing, you could be missing key lessons that would be obvious if everything was tied cohesively together.

Examples could include:

- How mobile shopping impacts in-store sales
- How best to reach different audience segments
- What role mobile plays in each of the various stages of the customer journey
- What types of engagement readily indicate long-term customer value
- And many more!

Essentially, while the information won't be any different, your understanding and interpretation of it will be. By having a more complete picture at your fingertips, it's likely you'll see things you otherwise wouldn't have had that picture been split up in several different places.

Conclusion

It's clear that mobile has had a significant impact on the overall customer journey and on marketing in general. As a result, a partial view into that journey and a disjointed view of your marketing efforts won't cut it anymore. Moving into the mobile-dominated future means integrating all of your digital marketing into a single comprehensive system.

Fiksu–Adobe integration

The good news for marketers: this is all possible thanks to a new integration between Fiksu and two Adobe tools: Adobe Analytics and Adobe Audience Manager. This unique integration combines the power of Fiksu's mobile-first marketing platform with the tracking and reporting capabilities of Adobe Analytics to create powerful analytics and optimization opportunities for your organization. This integration also combines Fiksu's advanced audience targeting capabilities with Adobe Audience Manager to allow marketers to build unique audience segments and target them across any digital channel —including mobile.

Analyze
- Mobile app user acquisition campaigns
- App re-engagement campaigns
- Performance of mobile media channels versus web and other channels
- Customer behavior across mobile and other channels
- Mobile brand awareness campaigns

Track
- Daily spend
- Impressions
- Clicks
- Network attribution
- Conversions/downloads
- Re-engagement actions
- Actions at a device/consumer level
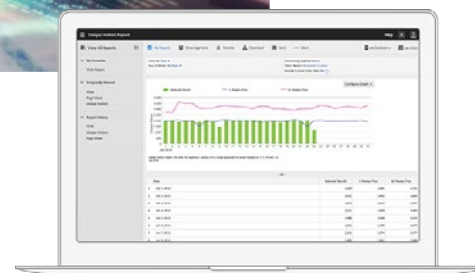
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How it works

• Integrates via Adobe Data Connector drag and drop interface
• Predefined Fiksu dashboard reports are automatically available in Adobe Analytics
• Fiksu data can be included/integrated in any Adobe report

Target

• Use your audience data to build segments in Adobe Audience Manager
• Port those audiences to Fiksu for retargeting or re-engagement
• Audiences are automatically refreshed daily
• Target those segments and lookalike audiences across the entire mobile ecosystem

Sample Fiksu
reports in
Adobe Analytics
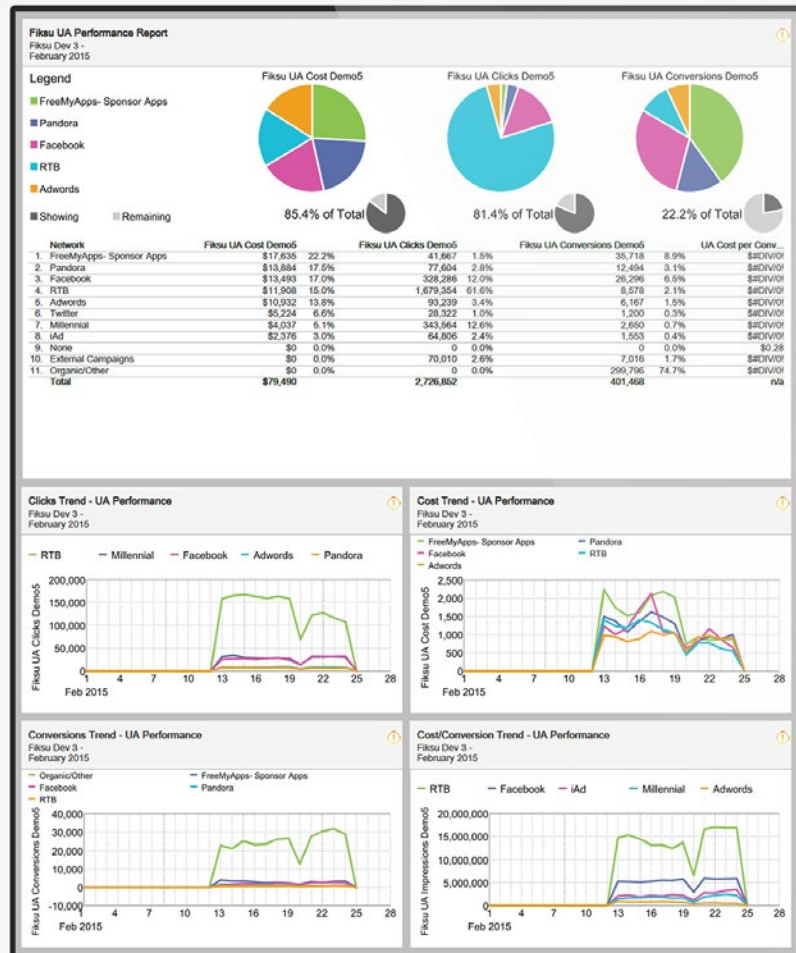
Fiksu and Adobe are working for Scotts
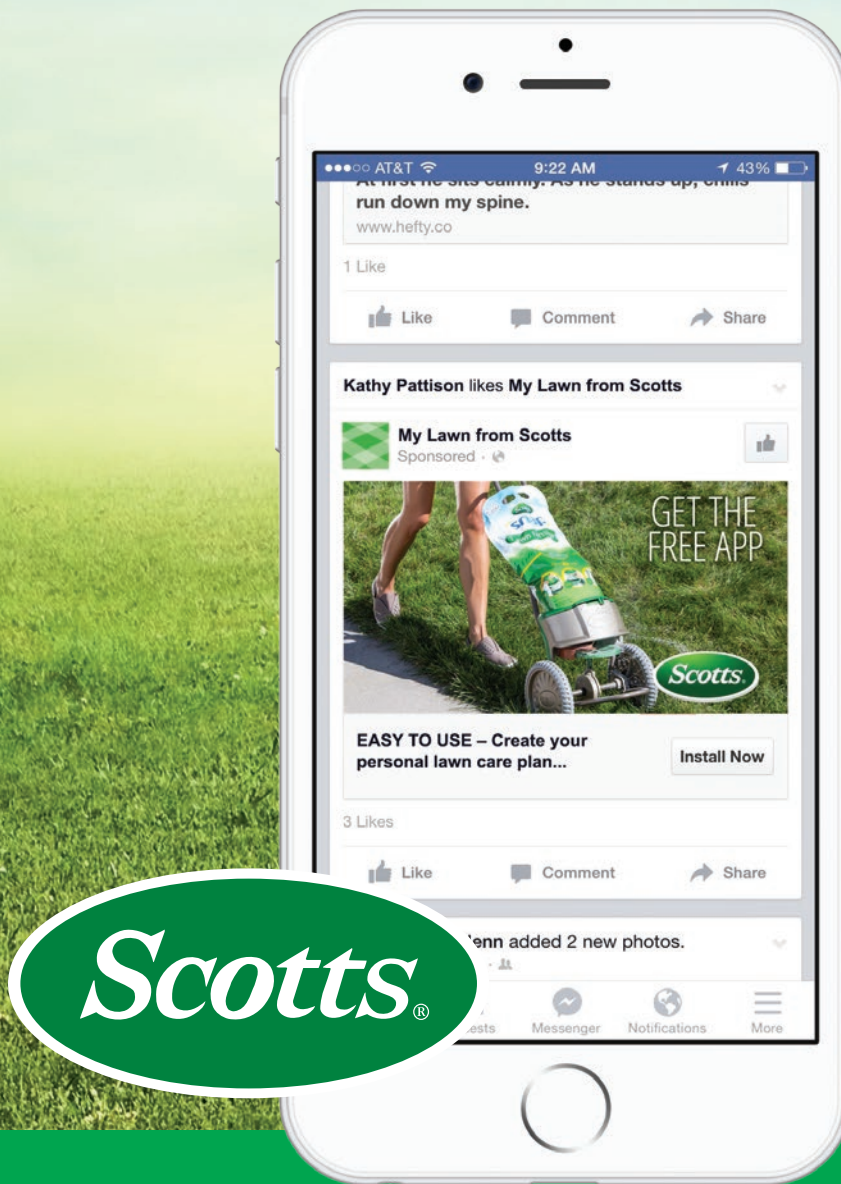
Scotts, a leading global consumer products company and a joint Fiksu and Adobe customer, is already benefiting from this integration.

"Having one dashboard in Adobe Analytics that provides an overview of our Fiksu mobile ad campaigns alongside our larger digital marketing efforts addresses a specific need we had to understand the full scope of our marketing performance across all channels."

- Ana Dan, Director of Digital Marketing at The Scotts Company

FIKSU®

Fiksu provides data-fueled mobile marketing technology that connects brands, agencies, and app advertisers to targeted mobile audiences. Fiksu delivers up to 3x overall campaign performance improvement through the industry's only complete mobile marketing infrastructure that combines actionable data, programmatic reach, and ad performance optimization.

Adobe

Adobe is the global leader in digital marketing and digital media solutions. Their tools and services allow marketers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success.

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