Best practices: How to maximise your mobile strategy

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Section 1:
Introduction, Christian Louca, Founder & CEO, Tamome

Tamome is a boutique mobile demand side platform (DSP) with both non-RTB and RTB buying capabilities.

At Tamome we formulate media strategies and execute them for and on behalf of our clients on a global basis, optimising activity to the best performing media placements in real time.

The Tamome DSP collects vast amounts of data with advanced tracking and analytics. We manage lead generation, customer acquisition and brand awareness across the mobile landscape, as effectively as possible at scale, under one platform.

We target and price impressions and clicks based on the needs of the advertiser. As a result, we are able to generate more of what the advertiser wants and more cost effectively. Effective analysis of data and fine-tuning the strategy means Tamome can generate a high return for every ad-dollar spent and increase performance up to 20x non-optimised campaigns.

Why is having a mobile strategy important?

Simply put, without one, the probability is that you will fail as an organisation, in the connected world that we live in today.

How many boxers do you see enter the ring without religiously studying their opponents, so that they can formulate a strategy how to defeat them. Football Managers meticulously study and analyse the opposition, before they pick the team and formation. Being a parent is much the same. It requires a strategy on how to raise the children, school them and finance their upbringing and education. In fact, we are constantly putting strategies in place, without even realising it. We are doing this at home, for the weekend, for the journey to work, for holidays, for health and wellbeing. The list goes on and on and on.

Mobile is no different, you need to put a strategy together and execute it. Running in blind can have disastrous consequences. You need to approach mobile with caution.

A step by step guide to formulating a strategy:

Understand your market, do your **research**.

Understand the **building blocks**, what **foundations** you need to build from. Mobile web and applications can be built, but both are not necessarily relevant to all.

Deliver the best possible **experience** to those that you want something from. Otherwise, do not bother them, you are wasting your time, frustrating the people you rely on and damaging your brand.

Engage with your **audience** on a personal level, keep the messaging consistent and make them feel important across all touch points.

To **stand out**, you need to be seen. To get your message across, you need to have a strong **creative strategy**. However, your creative strategy needs to be tied in with your **media strategy**. If not, you run the risk of limiting your ability to **communicate** with your audience.

Should your creative define what roads you can **walk** down and which ones you cannot, you may not reach **your audience** effectively.

If you need paying customers to drive your **acquisition strategy**, look at the costs that could be associated with acquiring them through mobile search and display. If the cost to acquire a customer is greater than the return, you need to ask the question whether this is sustainable and for how long? You need to be a master at running your media campaigns. It will be very damaging if you get this wrong.

Define your **business goals** and make sure they are realistic. Unrealistic goals will lead to disappointment and ultimately failure. Know your game plan. Learn what is possible and how to get there. It will be challenging and not easy, so be ready to adapt. Having **flexibility** in your approach is key. If your foundations are not right; then be prepared to extend. If your deco is not tasteful, redecorate. Have a backup plan.

We live in a technology era, collating and aggregating vast amounts of data to allow the flow of content. In a constantly connected world, engagement, experiences and relevance is demanded upon every second of every day across the world. You need to get to grips with this. Understand how **technology and data** can enhance your business and how to utilise and unlock its benefits for you as a brand and for your audience.

If you want to be the best at what you do, you need a strategy that encompasses all of the above and summarised below:

• Knowledge & understanding

• Building blocks

• Delivering experiences

• Personal engagements

• Creative flair
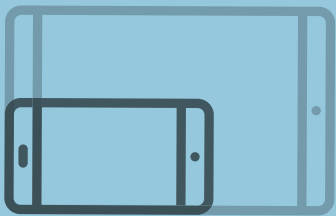
• Media ninja

• Meeting your KPIs

• Technology & Data

Stick to your plan whilst being responsive and ready to adapt. Follow these principles and you have every chance to succeed.

Section 2:
How to maximise your mobile site

This section seeks to serve as best practice guide on how to build an effective site that strengthens your brand.

According to the IAB's Top 250 Mobile Audit 84% of the top 250 UK advertisers now have a mobile site. As consumer expectation becomes higher when visiting sites on smartphone and tablet devices it's never been more important to build an effective mobile strategy. Brands need to put their customers in control, and think about how to effectively give the user a seamless mobile experience.

Section 2: How to maximise your mobile site

No excuses, make sure your website is mobile optimised
– A separate mobile site allows you to create bespoke mobile experiences and ensures that the content is optimised for the device it is being viewed on. If you know what action your customers are likely to perform on mobile, a separate site is great approach which allows you to tailor your content accordingly

– Responsive web design means your site, as a general rule, will be usable no matter what device the user is browsing on. The advantage of responsive design is the fact you only need to develop one site which will have a consistent look and feel across the different devices and screen sizes

– Regardless of whether you have a responsive or separate mobile site, make sure your site loads quickly on all devices and operating systems to reduce drop off rates. Test your site speed on this handy Google tool *http://tiny.cc/pagespeed*

– Adobe flash does not work on a large number of mobile devices. This should be a key consideration when developing your mobile site. The solution? Develop in HTML5, which is a type of computer code that works across all smartphone and tablet devices

"In 2012 we took the step of all new site builds using responsive web design along with a progressive move to 'mobile first' development. This has had a significant cultural impact on our teams, structures and ways of working." **Aviva**

"Improvements in technology enabled us to build a single responsive site that changes dynamically responding to the device the customer is using - laptop, tablet or mobile - making it easier for us to manage and great for customers to use." **Tete Soto, GM Online, O2**

The look and feel of your mobile site

– When building your mobile site exploit the features that are unique to mobile e.g. the touch screen and click to call, so that your customers high expectations are met and your site engagement is increased

– Make sure your product images on mobile are expandable and that information is displayed in an easy to read format (think about how you'd like to view the information on a mobile)

– 'Fat fingers' can sometimes be an issue on mobile so place hyperlinks far away enough from each other that each can be easily tapped

– Make sure your site search is prominent and visible at all times and design your site with ease of navigation in mind

Two top tips to make your forms on mobile better

– Minimise the number of fields needed and reduce text entry through list options. This could include a drop down menu when inputting a date or a list of countries when inputting your location

– Choose the simplest input method for each task and ensure that the relevant keypad is provided to the user based on the field they are filling in e.g. telephone entry is restricted to dial pad numbers only

We asked best in class advertisers:
What single piece of advice
would you give to businesses
that are still getting to grips with
mobile? Here's what they said…

"Be led by the customer. User test and test again. Spending time understanding the fine detail of how your customers relate their devices and your businesses' content upon them will almost always provide valuable insight on how to engage and match their expectations better."

Aviva

Section 3:
How to maximise your app

This section seeks to serve as a best practice guide on how to build an effective app.
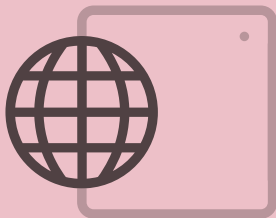
According to the IAB's Top 250 Mobile Audit 68% of the top 250 UK advertisers have an app. Furthermore, 81% of smartphone owners go on the Internet via an app or a browser on a daily basis (Source: IAB Mobile, Tablets, and other Media). This presents a huge business opportunity if you implement your app strategy correctly.

Section 3: How to maximise your app

The download
– Before developing an app, make sure there is a clear and defined use case, understand what you want to get out of the app by setting KPIs

– Focus on acquiring high quality users, rather than just achieving an initial high volume of downloads

– Run mobile advertising campaigns to reach your relevant audience who are likely to have a vested interest in your offering (for more info please refer to our 'The importance of data and targeting in the 'Mobile Display Advertising' section of this document)

– Invest in app store optimisation so that your app ranks highly in search results and top chart rankings. There are lots of ways this can be done including using relevant keywords in your app description, the use of relevant in app screen shots, as well using an app logo that stands out from the crowd

How to keep people coming back to your app
– Use a combination of in-app messaging and push notifications to reach your entire audience with content and offers

– Don't ignore user feedback and release regular updates to keep your content fresh and give users a reason to come back

The look and feel of your app
– Make sure its simple and easy to use with the sole purpose of improving the brand experience and increasing customer loyalty

– Search should be displayed prominently - clear navigation is a must to ensure a simple user journey

– Ensure basket or booking symbols are displayed and clearly visible at all times - and make sure that the user has an option to save their basket to complete a purchase, on any device and at a later date

> *"It is important for us to make the booking process for our customers as easy as possible and whenever we can support them to have a more comfortable trip, we'll do that. Our customers with an Apple Watch can now retrieve all the necessary information about their booking straight to their wrist - without the need to search through their bags."* **Daniel Craig, Senior Director Mobile, Hotels.com**

– For retail, ensure your app is transactional so that items can be easily purchased within the app environment

– Where applicable, utilise click to call in your app

– If a user closes your app during a partial check out, when re opened, make sure all form inputs are restored enabling the user to continue conveniently

– When your app crashes, it should restart and return the user to the last screen used to avoid giving your user a frustrating experience

– If your app requests sign up, the user should also be able choose to continue as a guest

– When a user has to sign in to your app, give them the option to stayed signed in

Measuring app success

– Ensure in-app tracking is implemented prior to launch. This can be done using an SDK which will give you detailed understanding on the value of your customers

– Set up customised 'events' such as app open, click, or transaction to be able to measure, and respond to app usage. Measure these event separately and optimise the users experience based on the data you get back from your analytics

– Use data from your SDK to segment audiences and create 'lookalikes', which are people who act like your current users. This enables you to use your data to find and target new users who are more likely to be interested in your app.

> *"Our first App, the highly successful My O2, enables customers to manage their account, view bills and check their usage. We believe it's important to always make apps available on all the key operating systems (iOS, Android & Windows) but effectively apps should always follow good marketing principles."* **Tete Soto, GM Online, O2**

We asked best in class advertisers:
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mobile? Here's what they said…

*"Mobile shouldn't be treated as a channel,
but more an enabler for all other communications,
be it across paid, owner or earned, in both the
digital and physical worlds."*

**Nick Buckley, Head of Digital Media & Mobile Marketing,
Global Marketing, Sony Mobile**

Section 4:
How to maximise your mobile display

This section seeks to serve as a best practice guide on how to create effective mobile advertising campaigns.

According to IAB's Top 250 Mobile Audit 75% of the top 250 UK advertisers ran a mobile display campaign in 2014. This, coupled with a 96% year on year (2013 to 2014) increase in mobile display spend (Source: IAB / PWC Digital AdSpend Study), highlights the fact that mobile advertising is both a powerful and effective way of engaging with your audience.

Section 4: How to maximise your mobile display

"Mobile advertsing is absolutely core to Sony. Globally we spend at least 10% of our digital budgets on mobile, however in some markets its as much as 70%. This number will only increase in the next 6-12 months. I think the best is yet to come, as we organise our data to become more insightful and actionable, the oppotunities for mobile is huge." **Nick Buckley, Head of Digital Media & Mobile Marketing, Global Marketing, Sony Mobile**

The do's and don'ts of a mobile ad creative

– **Do:** build mobile specific creative that meets the objective of your campaign: A&B tested creative for DR to drive performance, interactive creative for branding to drive engagement

– **Do:** use all the unique capabilities of mobile. Rich media allows you to tap into the different native device features, such as the touch screen, location function, accelerometer and gyroscope, so consider this when trying to drive engagement

– **Do:** build your ads in HTML5 to ensure the creative works on every device

– **Do:** use good call to actions in the creative to entice users to interact with your ad

– **Do:** use IAB/MMA mobile phone creative guidelines to achieve scale with your mobile campaigns

– **Do:** employ frequency capping to determine the optimum number of times a consumer should be exposed to an ad to drive recall and make them take action, this will help you reach as many engaged consumers as possible

– **Don't:** repurpose assets built for desktop. Unsurprisingly, ads built for the desktop environment perform badly when resized for mobile

– **Don't:** clutter images with copy. You want to make sure your message and brand is clear and gets through to the user effectively when their attention span is limited

Think beyond the click

– Make sure you have clearly defined business objectives i.e. I want to drive online sales, generate leads, acquire customers, drive footfall in-store, provide content and drive engagement

– Ensure your site is optimised and tailored to delivering against those objectives

– A&B test creative assets and post-click experiences as much as possible – using analytical data will help you shape the user experience and optimise its effectiveness

The importance of data and targeting
– Track your campaigns as much as possible, but be realistic; tracking and attribution systems can't capture everything

– Cookies don't work in the app environment. Make sure you track Device ID's for remarketing purposes. For more on this topic read the IAB's Mobile Post Click Tracking FAQs available here *http://tiny.cc/postclick*

– Measure and evaluate your campaigns against your KPIs. Whilst click through rates can be a good indicator of creative interaction it is unlikely to be the only value you should be measuring in determining campaign effectiveness

– Real time tracking and data mining means you can optimise your advertisement. Why spend more on what you don't need when you can buy more of what you do need? Turn your data into intelligence to deliver better performance

Think about the consumers 'mobile mind-set'
– Mobile devices are more personal than ever. For this reason, your message should be more personal and relevant than ever

– User behaviour on mobile is very different to fixed web. Do not try to get users to behave on mobile as they would on desktop. For example, long sign up processes, filling in credit card details, complicated payment processes and setting up lengthy account information

– Consider the context of your audience – for instance time of day and connection type can give you a good indication of where, and what, they are doing. If they are connected over a network connection during rush hour there is a high chance they are on the go and have a short attention span.

We asked best in class advertisers:
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mobile? Here's what they said…

"The advice I would give to businesses that are still getting to grips with mobile is to be customer centric in their approach and build flexibility for the future. Customer behavior continues to change as they increasingly expect to be able to interact with brands in whichever way best suits their needs. Therefore it's crucial that businesses deliver a consistent and engaging service across all channels, including mobile, whenever and wherever customers choose to connect with them."

Tete Soto, GM Online, O2

Section 5:
How to maximise your paid search

This section seeks to serve as a best practice guide on how to create effective mobile search campaigns and harness the unique capabilities that mobile offers.

According to the IAB's Top 250 Mobile Audit 69% of the top 250 UK advertisers are optimising their paid search for mobile. Furthermore mobile search spend grew 43% year on year (2013 to 2014) and is headed toward the £1bn mark in 2015 (Source: IAB / PWC Digital AdSpend Study).

Section 5:
How to maximise your paid search

Getting mobile paid search right
– Ensure that your mobile search links through to a mobile optimised site, this is particularly important because of Google's update to it's algorithm in 2015, which is designed to boost mobile-friendly pages in Google's mobile search results

– Leverage the unique capabilities of mobile search e.g. 'click to call' and 'get directions' ad extensions. Customers searching on mobile are often looking for local businesses so use location customised ads to show where stores are which will drive footfall

– Schedule 'click to call' extensions to drive calls during relevant times of a day when your store or call centre is open

– Use Google forwarding numbers. These are unique phone numbers from Google that you can use in your ads to track calls to your business. This will enable detailed reporting on phone conversions

– Use mobile specific search creative e.g. 'call on your mobile now', 'book a test drive on your mobile' to increase search engagement

– Mobile searchers may be on the go, less patient, more task driven and closer to the end of their buying journey so make sure your mobile search strategy reflects that

"More and more customers were using their phones to access the internet but it was clear that the experience was not always easy, with most websites shrinking to fit the small screen and built with a mouse and clicks in mind, not fingers. Our simple mobile-friendly site quickly gained traction and helped us to build a case for bigger investment in mobile." **Tete Soto, GM Online, O2**

"Mobile advertising is becoming an increasingly key part of our marketing mix. Whilst we mainly see our apps as a great loyalty and retention platform, we have been successful in scaling customer acquisition marketing to the apps since their launch. We have been one of the first brands to scale cross device advertising with a number of partners and our early adoption of social adverting for mobile was a big success." **Daniel Craig, Senior Director Mobile, Hotels.com**

"Placing the customer at the heart is a fundamental prerequiste to everything we do, including applications. We know that if our customers regularly use our apps, they have a far higher propensity to repurchase one of our products or services." **Nick Buckley, Head of Digital Media & Mobile Marketing, Global Marketing, Sony Mobile**

We asked best in class advertisers:
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"Start investing in your mobile presence or products. The usage of mobile devices has increased so much over the past few years, even months, globally that at some point in the near future mobile will be more important than desktop.

Listen to your customers what they really expect from a good mobile product and focus on providing these offers. This enables you to reach your customers wherever they are and whenever they want to use your business."

Daniel Craig, Senior Director Mobile, Hotels.com

With thanks to everyone who contributed

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