Adobe guide to mobile optimization

Optimize mobile, resonate with customers, and reap giant rewards
Adobe guide to mobile optimization

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ADobe TARGET: Mobile Optimization Guide
Mobile represents an engaged consumer audience for brands, and that level of engagement is only increasing. eMarketer estimates that by the end of 2014, consumers will be spending 2 hours and 51 minutes on their mobile devices each day for activities other than talking, a 23% increase from 2013.¹

But how are consumers using those devices? They’re using smartphones to “check in” to locations, get more information by scanning quick reference (QR) codes, research and compare products and prices while in the physical location of a retailer or restaurant (“showrooming”), receive push notifications for offers and find nearby stores and restaurants. They’re using tablets, in particular, for email, playing games, checking the news, watching videos and shopping.

The Adobe 2014 Mobile Consumer Survey² defined the mobile elite: those consumers who reported spending more time and money on mobile devices compared to the general sample. What this group does on mobile—things like banking, posting to social, consuming music, and booking travel—offers a strong indication of what the overall population will soon be doing.

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¹ Source: eMarketer
² Source: Adobe 2014 Mobile Consumer Survey

ADOBE TARGET: Mobile Optimization Guide
Mobile marketing has officially joined the ranks of established marketing practices like website and email marketing. Companies recognize mobile’s importance; according to the Adobe 2014 Mobile Marketing Survey, fewer than 4% of companies surveyed lack a mobile marketing strategy, and a full 98% view mobile as somewhat to extremely important to their overall marketing strategy.

Spending reflects this understanding of mobile’s value, with the same survey showing mobile marketers spending $5.5 million per year on mobile apps, and $4.9 million per year on mobile websites. A full 83% already have a dedicated mobile app team, and 61% intend to dedicate more full-time staff to those teams in the next year.

$5M
Mobile Websites

$5.5M
Mobile Apps

Average annual spend for mobile marketers

Of the companies surveyed, 61% plan to add more full-time employees to mobile app teams in the next year.

Source: Adobe 2014 Mobile Marketing Survey
Leaders in mobile marketing have shown consumers what mobile can deliver, and now consumers expect those experiences. These leaders have gone beyond simply developing mobile web sites and apps, they’re using optimization and personalization to make sure the experiences on those mobile channels deliver what the customer wants and needs.

So how can your organization step up to meet consumer expectations around mobile?

In this guide, we provide three key strategies for getting started with mobile optimization and describe ways that companies have applied these strategies. We also offer practical advice to consider when building an app or mobile site. Finally, we introduce the Mobile Software Development Kit (SDK) from Adobe Mobile Services, providing marketers a quick way to begin optimizing their mobile apps.

84% smartphones are their primary mobile device

predicted global smartphones 2014
Source: Predictions 2014 Mobile Trends For Marketers, Forrester, 2014

ships of tablets increased by 23.9% in 2013 to 256M
Follow mobile marketing leaders.

Only 23% of digital marketers—not just mobile marketers—plan to optimize their mobile channels, and 51% didn’t know if A/B testing or multivariate testing (MVT) was part of their 2014 strategy. Marketers say that it is difficult to optimize and personalize their mobile channels due to a lack of mobile strategy, no executive sponsorship, unclear ownership of mobile channels, limited resources, and fragmentation of the numerous devices and operating systems of mobile.

In spite of these challenges, digital marketers can’t simply offer experiences and cross their fingers that those experiences will drive conversion. They need to do what leading mobile marketers do: measure customer engagement and usage over time, calculate customer lifetime values based on on-site or in-app behaviors like sharing content and making purchases, optimize customer conversion funnels in mobile using A/B testing, and use targeting technologies. Three-quarters of these leading mobile marketers measure engagement over time, typically weekly, and more than half (56%) optimize apps with A/B testing.

Top Roadblocks to Mobile Optimization.

- Lack of mobile strategy
- No executive sponsorship
- Ownership unclear
- Limited Resources
- Technology fragmentation
When marketing on mobile channels, brands have to consider all the characteristics and capabilities of mobile that make each user’s mobile experience different. This includes the device used, the operating system on that device, the connection speed, built-in GPS capability to track location, cameras, and other sensors such as accelerometers. Combining these characteristics with consumer profile data—consumer preferences, time they’re using the device, online behavior, their social graph, and offline data—allows brands to create experiences designed for mobile users. For example, customer geo-location data plus consumer preferences can allow a consumer to receive timely, relevant offers while showrooming or to receive more location-specific content.
Three strategies to get started optimizing mobile.

Optimizing for mobile doesn’t have to start with complex implementations. In fact, you’d be surprised that just three basic mobile optimization strategies can get you well on your way to winning in mobile engagement.

1. **Make that first impression count.**
   With so many options to choose from, you typically only have one chance with the customer when launching your new mobile site or app.

2. **Monetize your mobile efforts.**
   Once you have mobile users visiting your site or using your app, make sure that their activity helps you meet your specific business goals.

3. **Re-engage your users.**
   When users visit your site or download your app, you need to have a strategy to bring them back again and again.
Strategy 1: First impressions matter.

Once you’ve invested in your mobile site or app, you want to make sure that customers connect with your brand through these touchpoints in a way that engages and makes them return. The average time a visitor spends on an app the first time they open it is just under one minute for over a third of people who use an app the first time, and the retention rate is about 26%. You want to make sure you capitalize on your mobile traffic as evidenced by high bounce rates and low conversion rates. Much like job interviews and first dates, that first impression matters.

When designing your mobile site or app, consider first what would drive customers to it. Generally, customers who download and visit apps do so in exchange for some value or utility, so use apps to drive engagement with loyal customers. Visitors typically find mobile sites through search, display ads, social media and other similar avenues, so use mobile sites to engage new visitors. You also want to be clear what you want them to do when they first arrive and what value they get from taking that action—sometimes that means making the design of that first impression clean and simple. Then test to see if you got it right, and if not, reiterate to make it better.

One tactic proven successful is including a clear call to action (CTA) such as bookmarking the mobile site or downloading the app to make it easy for return afterwards. Testing is a great way to ensure your mobile visitor sees the CTA and converts.

Ford has a clear CTA to the mobile visitors: Bookmark us! How will first time visitors react? To optimize for the best first impression, a few tests could be:

- when to place the CTA—as the visitor arrives on the mobile site homepage, after a few minutes of browsing, or just as he or she is about to leave the site?
- where to place the CTA—at the top of screen or the bottom?
- the design of the CTA—is the text resonating? Is the blue background engaging or distracting? Size of the pop up?
Redbox calls out app benefits, increases installs.

Video rental leader Redbox wanted to determine which CTA for downloading the mobile app resonated most with their mobile visitors. They tested four different variations, including one with a standard smartbanner and three others showing different messages that described what benefits consumers would get from the application.

While all three experiences outperformed the standard smartbanner in App Store leads, one experience emerged as a winner, with a 187% increase in app installs compared to the smartbanner control.
Optimizing the onboarding experience is just as important as getting a mobile user to download the app. You have to get them to use it. The first impression on an app includes onboarding your visitor for repeat engagement. Optimize the experience by asking users for their permission to share information such as their location or contacts, or to accept notifications and alerts. Mobile is a very personal channel, so make sure they know how you will use the information they provide and what they get by accepting your push notifications or alerts. Test your different approaches to see what works best. How many notifications is optimal? When should you ask them for more personal information?

You might also consider if consumers need a tutorial to get started, and if so, test what kind of tutorial works best? You may need to offer a free trial of your app before making them log in. Test to see the difference in use between those who get the free trial and those who don’t.

Consider looking at onboarding experiences that you’ve had, and deconstruct them to see what about each experience you liked or disliked, what worked and what didn’t. The website www.useronboard.com does this for apps, and showcases how WhatsApp does an excellent job of onboarding new customers.
Strategy 2: Monetize mobile.

Once your visitors have engaged with your app or site, what do you want them to do? What’s the goal? Whether you need to drive them to purchase a product, call for service, check in to a location, or share an article, optimization is key to meeting your business goals for mobile. For example, retailers can use testing to optimize the customer journey to a purchase such as the mobile site or app homepage content and design, the checkout flow, or even the CTA on your product detail page. Testing something as simple as the size of a “Buy Now” button can lead to significant increase in sales.

Automated personalization provides additional ways to monetize mobile. For example, it can automatically categorize your site based on an individual’s interest categories, and provide relevant items, content, and offers in those categories. Plus, automated recommendations based on in-app or onsite behavior can deliver offers and content that are more likely to lead to upsell and cross-sell success.

Finally, consider creating targeted campaigns that take advantage of mobile characteristics and technologies like geo-location and beacons, bluetooth low-energy wireless transmitters that present highly personalized experiences to consumers through a relevant app when the consumer is within range of the transmitter. Geo-location and beacons can be used to apply tactics like geofencing, in-app messaging, or push notifications. For example, Best Buy sends push notifications to its in-store loyalty program members with offers of loyalty points for checking in during their visit.
Beacon technology takes location-based targeting to a whole new level.

Major League Baseball uses iBeacons from Apple to give users of the MLB app who have enabled Bluetooth, location services, and push notifications an extraordinarily personalized mobile device experience when they’re attending a game. As the user enters the ball field, the app sends their mobile device a welcome message, then helps them navigate to their seats, and even pushes offers for discounts on food and drinks.

When customers receive highly personalized experiences and relevant offers at the right moment, they are more likely to make purchases.
Strategy 3: Re-engage users.

But what do you do when users drop off your mobile site or stop using your app? How do you bring them back? You can communicate with them by email, in-browser, or push notifications.

If the customer authenticates by logging in, you know who they are and can test the effectiveness of reminding them about your apps or sites via email.

If they abandoned your app, but returned to your mobile site, test a smart banner campaign, including the various elements in it such as CTA button, text size, background color and images.

For apps, you can even personalize communication with a customer based on their location or by push notifications. Consider testing the copy you include on these notifications or location-based incentives. Avoid the “one-time-too-many” pitfall by testing the frequency with which you send them.
The responsive web design (RWD) question.

The previous three strategies can help you optimize your site or app, but first you have to build it. One of the first questions you’ll have to address is if you need responsive web design (RWD) to meet your mobile site strategy. For some, it may be the magic bullet, but for others, especially when customers expect different experiences across their various devices, it can be their downfall.

Consider the benefits of optimizing a site for a specific channel or device. A number of different features—camera, touch screen, accelerometer, GPS, screen size, and phone—allow you to create a specific user experience and one-of-a-kind value for your customers. While RWD does not preclude you from adding special features for different screen sizes and devices, you should evaluate whether a responsive design can support a strong user experience as you add different features and functionality for each device.

It’s important to remember that responsive web design is more than just pixels and a fluid experience in the browser, it is feature- and context-specific to a device.
Practical tips for building mobile sites and apps.

If you determine that RWD is not the answer, you will build your site or app outside of that design process. When creating a mobile site or app, following just a few rules of thumb can help ensure that the increase in mobile traffic that you’re experiencing translates into an increase in customer conversion, not frustration.

Consider the device the site will be used on—real estate is at a premium on smartphones, so design it on the back of a business card to ensure that critical items like calls to action don’t fall below the fold. Minimize the navigation using the three-line menu item, but call attention to it if your users aren’t yet accustomed to it.

Mobile consumers use mobile devices for different reasons than they do PCs. Use visitor behavior data to see what they want and deliver it. For example, smartphones users use these devices to find contact information for businesses, so include a map and make your phone number clickable. Because not everyone has pinpoint accuracy when they tap on a screen, design sites and apps with fat fingers in mind. Take advantage of tap and swipe touch capabilities, by locating items for actions like thumb swiping.

While you want to deliver compelling content and offers, your site or app pages must load quickly—typically in less than a second. You may have to forego using the gorgeous but huge graphic. Change up your site and app frequently with new offers and content to keep them coming back, it’s key for building strong customer-brand relationships through your mobile channels.
Measure effectiveness with analytics.

Mobile may have a different role than your web site. Is it to generate leads and build brand buzz? Is it to offer discounts to drive people to the site to then purchase? Analytics helps marketers see where the opportunity lies with mobile. Unfortunately, while 66% say that mobile is very or somewhat important to cross-channel marketing efforts 4, only 46% have implemented a mobile analytics solution to gain visibility to their mobile results.6

Organizations could use mobile analytics solutions to understand if a mobile site or app is meeting its defined purpose. They can do that by defining KPIs and metrics that align with business objectives—at a minimum, measuring basic KPIs. For example, with an app, this could be launches, crashes, and days since last use as well as app store data on downloads, ranking, revenue, ratings and reviews. With mobile sites, it could be the number of visitors, keywords used, bounce rate, referring sources, landing pages, and conversion actions like purchases, bookings, and completed forms.

66% “Mobile is very or somewhat important to cross-channel marketing efforts


Mobile analytics solution implemented by 46% of eBusiness professionals

Optimize mobile sites and apps quickly and easily.

Adobe has invested deeply in developing mobile services and offers an mobile-specific interface for app analytics and optimization. With it, companies can test, target, and see how their optimization investments in mobile pay off in terms of ROI and other key performance indicators. Adobe Mobile Services also includes targeting for location-based and iBeacon technology so marketers can use all the key location-based tactics for targeting. Additionally, Adobe Target customers can set up and manage advanced optimization and personalization tactics for both mobile sites and apps within the product’s interface.

Adobe Analytics and Adobe Target customers can add mobile analytics and optimization with the Mobile Software Development Kit (SDK), which is fast and easy for mobile developers to implement for their apps. It also provides tools to verify data collection.

With the Adobe Mobile Services SDK, marketers:

- Gain app engagement and app store insights, such as number of downloads, ranking, revenue, ratings, and reviews
- Run app A/B testing to identify winning experiences
- Target audiences using app “lifecycle data,” including launches, crashes, days since last use
- Geo-target mobile users within proximity to points-of-interest and iBeacons
- Power data collection and analytics with Adobe Analytics
- Implement advanced targeting and optimization tactics with Adobe Target
- Use audiences for targeting from Adobe Audience Manager

ADOBE TARGET: Mobile Optimization Guide
Without a doubt, today’s consumers are shifting more and more of their brand interactions to their mobile devices. As this shift occurs, we can look to the mobile elite to show us what the future holds around consumer use of mobile. Plan to serve the mobile elite, and you’ll likely be well ahead of the curve when the general population inevitably follows.

While the mobile elite takes advantage of complex mobile use cases, you can start right now by taking some basic, strong steps with mobile optimization: make a great first impression, monetize your efforts, and make sure you bring back your users. When you build that new mobile site or app, consider the tips presented in this guide. Adobe Target and Adobe Mobile Services makes it quick and easy to get started with optimizing your mobile investments.
Adobe Target offers a robust set of capabilities to help marketers optimize and personalize each critical interaction across channels, including mobile. By leveraging a foundation of optimization tactics such as A/B and multivariate testing, rules-based and automated personalization, recommendations, and targeted search and navigation, marketers maximize results and revenue from their mobile websites, apps, and campaigns.

Adobe Mobile Services provides easy-to-use, integrated app analytics and targeting capabilities and workflows to help mobile teams understand and improve user engagement with mobile apps, which leads to improved consumption and monetization of content through the mobile channel. App-specific reports and visualizations help marketers understand how frequently people use an app, what paths they take through it, and if they convert effectively to drive monetization. Adobe Mobile Services helps marketers understand the return on investment from their mobile app strategy by measuring activity in a consistent way across iOS, Android, Windows Phone, and the various app stores. It also helps them measure user engagement after they have downloaded an app, and provide those mobile app users a better experience to drive monetization.

As a core service for the Marketing Cloud, Mobile Services provides integrated app capabilities via an app-centric user interface, along with innovations such location targeting with points of interest and iBeacons. Mobile Services also provides integrated data and workflows with solutions including Adobe Analytics, Adobe Target, and Adobe Audience Manager.

Learn more about Adobe Target at www.adobe.com/target
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References: