

Mobile Shopper Marketing Strategic Framework



Introduction

The MMA Mobile Shopper Marketing Committee seeks to help brands to understand and utilize the vast opportunities that mobile marketing can offer that satisfy the needs of the mobile consumer on their path to purchase. Additionally, the MMA MSM Committee seeks to foster sharing, continued learning and innovation of mobile marketing and tactical strategies that will grow the shopper marketing ecosystem and mobile user experience.

Background

Smartphone penetration has grown from 35% in 2011 to nearly 70% in 2015. Mobile commerce was \$13.6B in 2011, at 7% of sales, and totaled more than \$100 billion in 2015 which is more than 30% of all ecommerce in the US. It is expected to grow to over \$113.5B in 2017. (Source: <https://www.internetretailer.com/2015/08/18/mobile-commerce-now-30-all-us-ecommerce>) eMarketer recently quoted that 40% of 2017 advertiser spend will be going to digital, with a quarter of total spend going mobile.

As customers shop from their phones more in every category, marketers need to be able to make it easy for customers to conduct transactions with their brands on their devices. Over 80% of customers use their mobile devices before heading to the store. These activities often involve researching products before heading to a store, locating stores or checking shopper hours before even leaving their house.

61% of Americans say they check their mobile device while out shopping. Deloitte's [2015 Global Mobile Consumer Survey](#) 75% of customers use their cell phones in-store to run comparison shopping (22%), using coupons (19%), and looking up products for details and review insights (18%). (Sources: a) <https://www.internetretailer.com/2015/04/09/75-store-shoppers-use-their-mobiledevices-store>. b) Forrester North American Consumer Technographics Retail Survey, 2015)

80% of customers are happy to receive alerts from brands and retailers in store, and nearly all of them (77%) are willing to share their location if it means they'll save money. Mobile-influenced store sales have grown over 6X since 2012, from \$0.16T to \$0.97T in 2014. (Source: <http://www.slideshare.net/G3Com/a-retailers-guide-to-ibeacon-marketing> (slide 40))

comScore Inc recently reported in their [The 2016 U.S. Mobile App Report](#) that while time spent in smartphone apps accounts for the majority of consumers' time, retail apps are a fraction of this time, at 4% of mobile app time. They also noted that the rate of consumer app downloads is starting to reduce, where only the most brand loyal consumers download a new app. According to the survey (June 2016), 49% of consumers downloaded no new app for the three months ending June 30th.

What does all this opportunity mean for mobile marketers and publishers? How can they harness the opportunities and avoid some of the threats that continue to arise in the mobile shopper industry? The Mobile Marketing Association launched the Mobile Shopper Marketing Committee in late 2016 specifically to address this, and to explore and define the mobile consumer's path to purchase and to educate and promote best practices amongst MMA members.

Mobile Shopper Marketing Strategic Framework



Mission

With the consumer experience top of mind, the MMA Mobile Shopper Marketing Committee will share, explore, define, educate and promote how mobile devices and related mobile technologies can provide an additive experience for a consumer's path to purchase. The MSM committee initiatives will drive understanding, usage, and best practices of mobile marketing tactics for mobile marketers that can foster trust and loyalty from mobile consumers on the go.

Goals and Objectives

- Define each moment of truth in the mobile consumer's path to purchase
- Provide a glossary of shopper marketing technologies and best practices
- Establish shopper marketing best practices, specific to mobile, for leading brands and technology enablers

Tactics

- Develop comprehensive understanding of the mobile consumer's path to purchase, including each "moment of truth" where the consumer can actively or passively be influenced further down their path
- Promote relevant case studies and best practices from leading brands across all verticals to increase the exposure to shopper marketing initiatives
- Be the pre-eminent source to provide insights and educate on the various shopper marketing tactics and technologies, and the key use cases for each
- Communicate to the MMA membership and beyond via webinars that emphasize the appropriate and evolving use cases for the essential elements (above)

Current Mobile Shopper Marketing members (actual as of October 2016) – we would draw from this group, and beyond to other MMA members, to join the Working Group.

Aarki	inMarket	Reveal
Appboy	InMobi	Rite Aid Corp
Citi	Linkable Networks	SITO Mobile
DataXu, Inc.	Mobeam, Inc.	The Weather Company
eBay Inc	Near	Thinfilm (Thin Film Electronics ASA)
GlaxoSmithKline	OwnerIQ	Triad Retail Media
Google	Pinterest	Turner Broadcasting System, Inc.
Hathway	Plexure	Ubimo
iHeartMedia	RetailMeNot	Unacast
		YP

Expected Deliverables

- The Mobile Shopper Marketing Moments of Truth
- Navigating Shopper Marketing: A Glossary for the Mobile Marketer
 - Directory, use cases, tactics, and technologies