

The Impact of Mobile Signals on the Consumer Journey

A Report By Mobile Marketing Association & RadiumOne



Executive Summary

The widespread increase in mobile screen time has expanded the volume of data signals that marketers have at their disposal. This presents several challenges and opportunities:



66% of marketers say they aren't fully confident that they have identified the most important signals of digital engagement along the customer journey.



No single behavior is viewed as critical for all verticals – signals that marketers believe are important for desktop and mobile vary, and fall at different points along the customer journey.



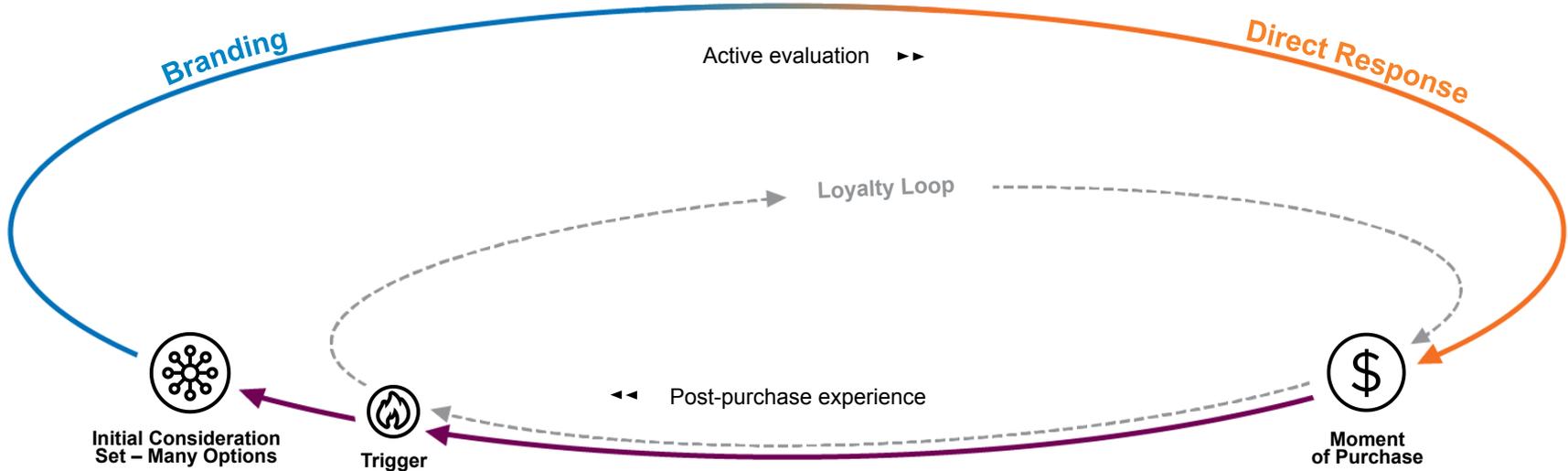
Because they don't capture, connect and analyze consumer signals themselves, over 50% of marketers are not fully confident in their ability to acquire new customers and re-engage lost ones.



It's desirable – though difficult – to align branding and performance marketing campaigns

The path to purchase is anything but linear

It's not a straight line from start to finish -- consumers move along something resembling a loop from trigger to purchase to loyalty, rather than a funnel. This journey is fragmented across channels, technologies, and devices. Marketers can capture signals of engagement and interact with consumers along this journey, across channels, with branding that builds awareness and direct response (DR) efforts that drive a sign-up, conversion or sale.



Aligning branding and DR is desirable, but not easy

The majority of marketers feel that their branding and DR tactics should work together...

Q: Do you generally see your branding and DR initiatives as complementary or conflicting?



of marketers see branding and DR as complementary

Yet, only one-third of marketers can completely align these efforts:

Q: To what degree do you align the strategies of your branding and DR initiatives?



of marketers align their campaign initiatives



A wealth of data signals across devices creates new marketing opportunities, but adds to the confusion

66% of marketers say they are not fully confident that they have identified the most critical signals in their customers' journey



Consumers signal their engagement and intent in a variety of ways along the path to purchase.

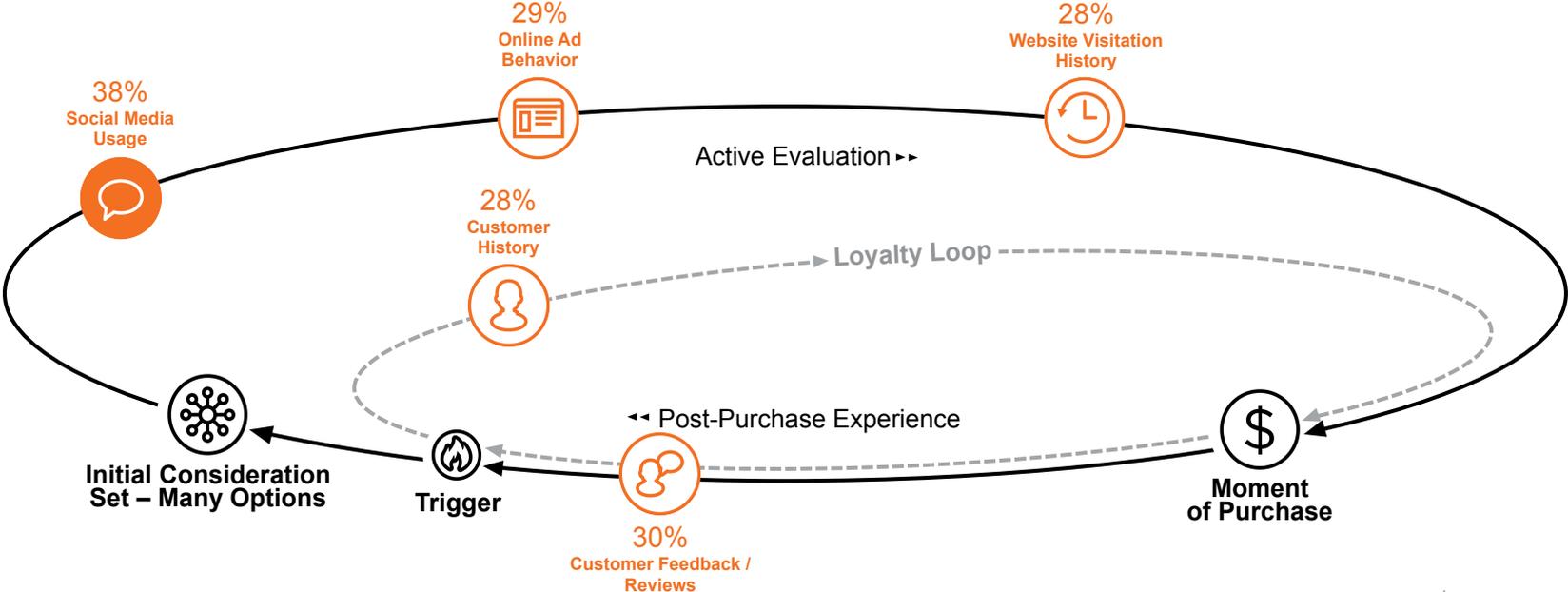
The breadth and volume of these signals make it difficult for marketers to keep up – **they may not have all of the tools or staff in place to capture and analyze engagement data properly.**

Marketers prioritize social signals for branding campaigns

We asked marketers which consumer engagement signals were the most useful for building and executing a branding strategy across channels. **The top five** responses ranged from social media usage to customer feedback / reviews. While social media usage was cited as the most important, all engagement signals play a role in helping assess intent and likelihood of eventual conversion.

Q: What are the most valuable signals for your overall branding campaigns?

Top 5 shown

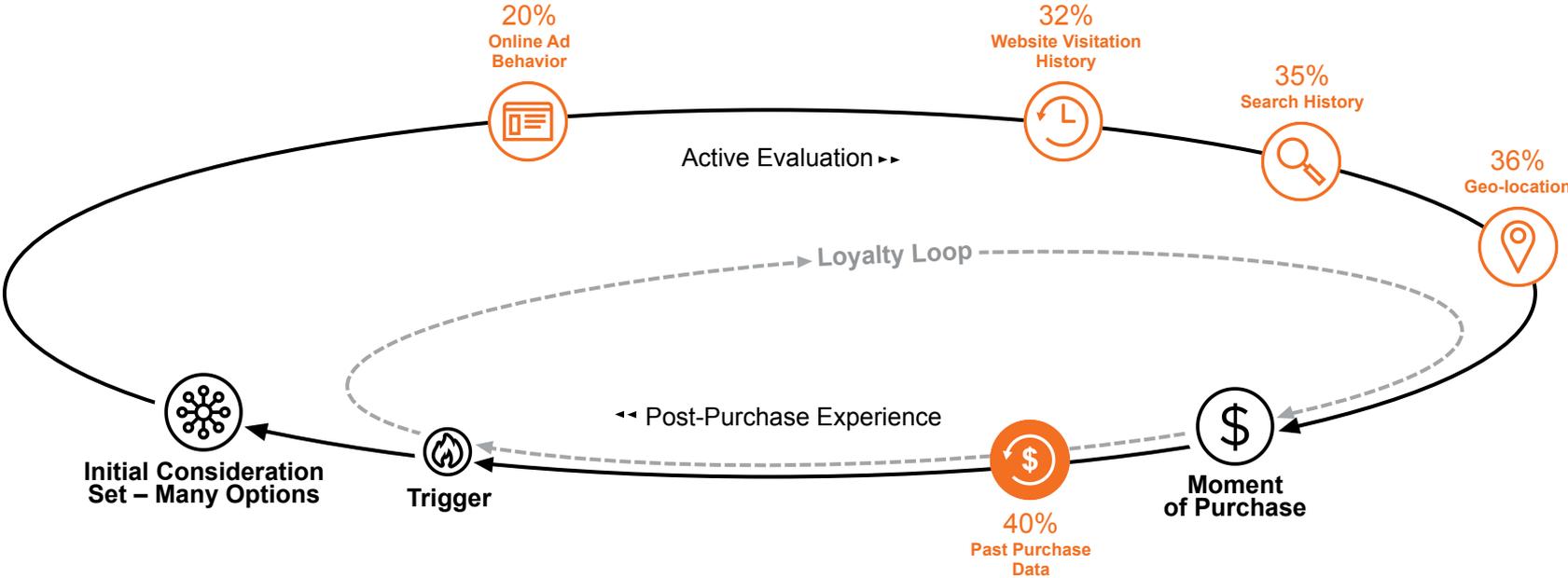


Marketers prioritize past purchases for DR/performance campaigns

Consumers give off signals of purchase intent later in the journey, and marketers aim to collect these from desktop and mobile to drive clicks, sign-ups and sales. Though they acknowledged overlap between branding and DR signals, marketers said they used historical purchases more than other data to inform direct response strategy and target campaigns.

Q: What are the most valuable signals for your overall direct response campaigns?

Top 5 shown



Mobile adds another layer of complexity...



of marketers say that mobile is an important consumer touch point



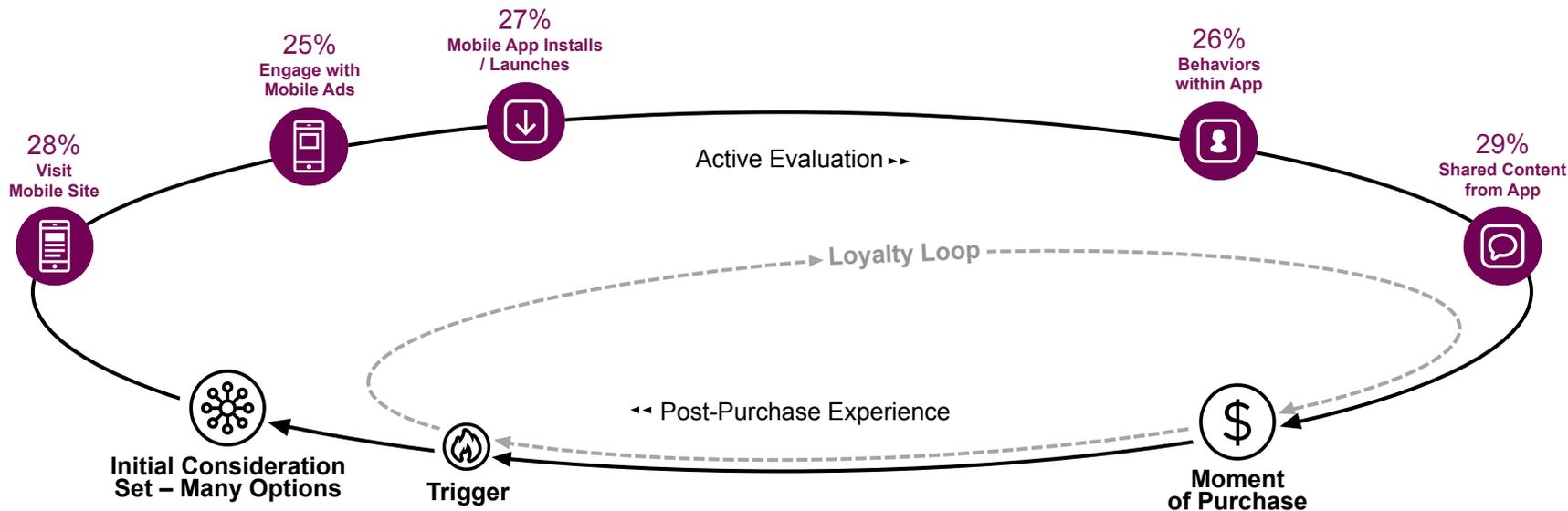
of marketers say that data has grown significantly or exponentially due to mobile engagement

Top mobile signals for branding vary by vertical

In aggregate, the marketers we surveyed didn't agree on the most important mobile signals for branding – all were equally important. However, marketers within each vertical tended to agree – for example, site visits were prioritized by some brands and content sharing by others.

Q: What are the most valuable mobile signals for your branding campaigns?

Top 5 shown

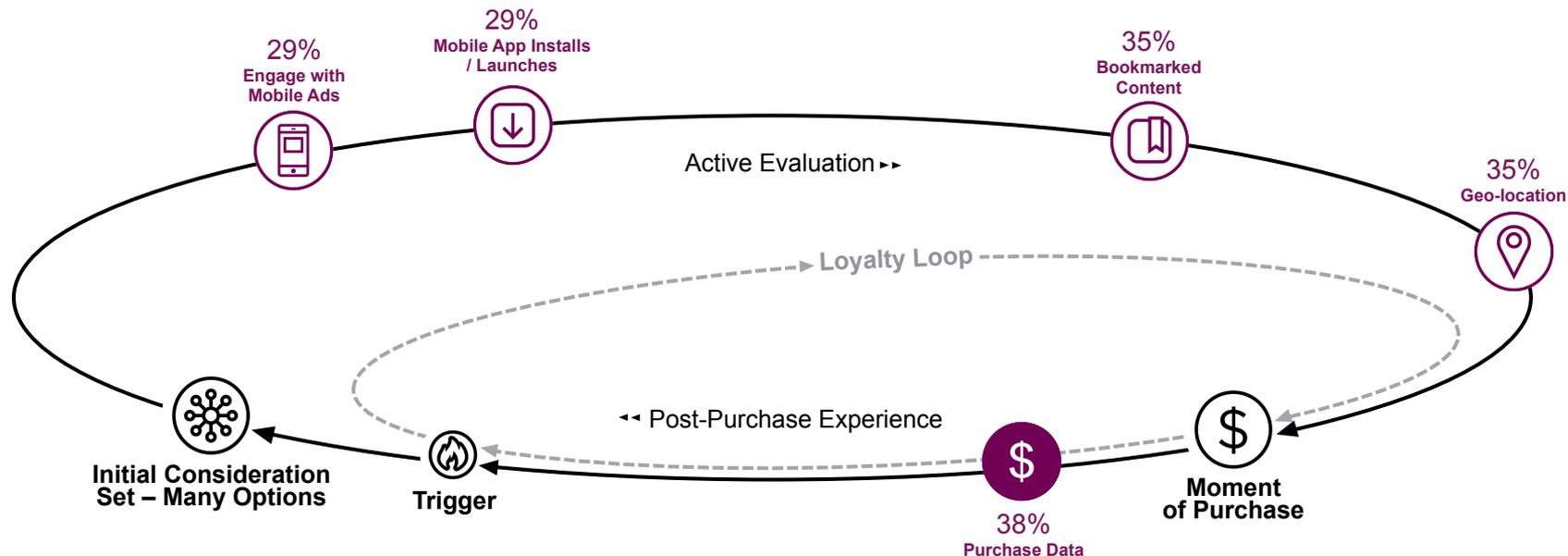


Mobile purchase signals are key for direct response campaigns

Marketers agreed that purchase data (adds-to-cart, buys, repeat buys) is the most important for mobile DR.

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Top 5 shown



Marketers say that their lack of visibility into the consumer journey is a major obstacle to finding and keeping high-value customers



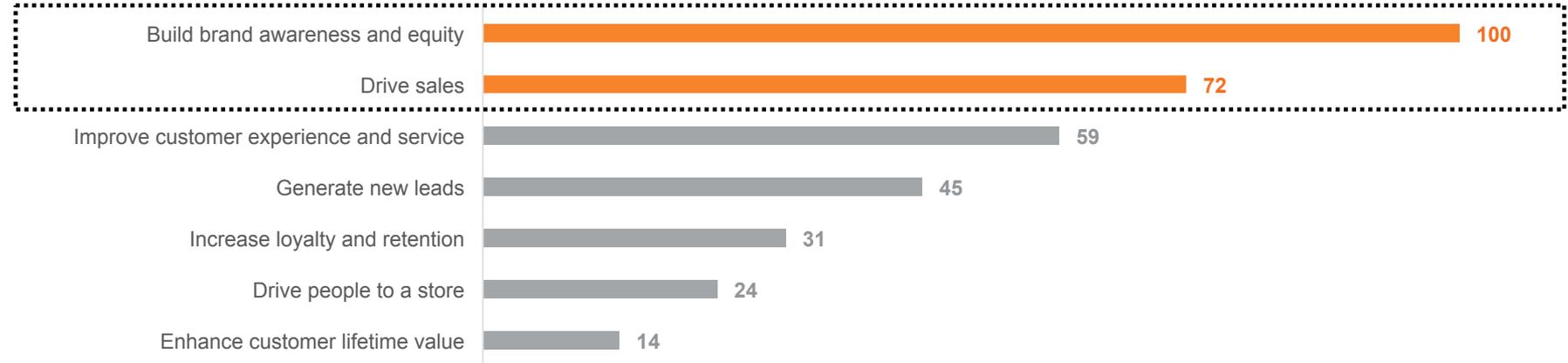
of marketers still not fully confident in their ability to find new profitable customers



of marketers not fully confident in their re-engagement efforts to prevent churn

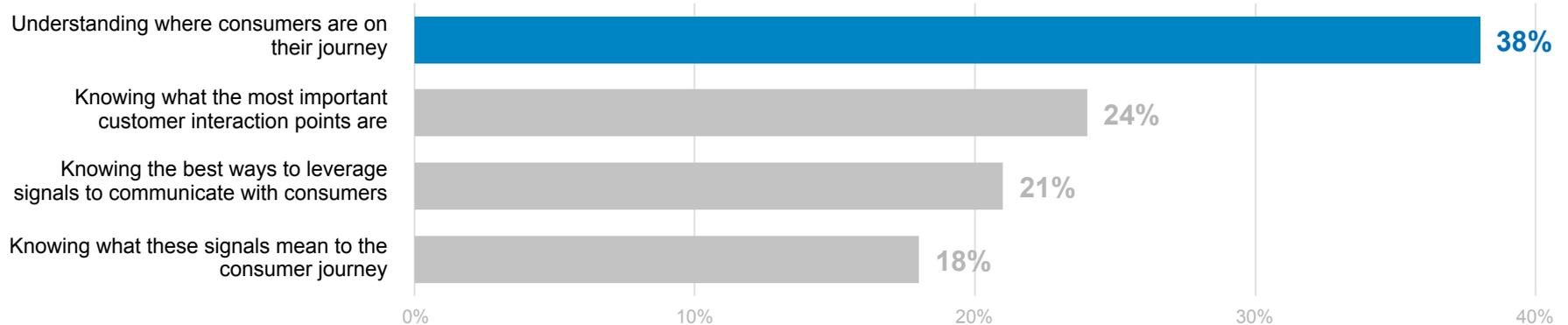
Marketers overwhelmingly agree that building brand awareness and driving sales are their top goals

Q: Which of the following marketing goals is the most important for your company right now?



The biggest challenge for branding is figuring out where customers are in their journey from awareness to purchase

Q: What is your biggest challenge in terms of leveraging data to improve performance of your marketing activities?



Consumers can enter the journey at many different points thanks to the variety of information sources at their fingertips – product reviews, social media, word of mouth, and in-store demos to name a few.

Information from these sources has a big effect on how consumers view a brand, their trust in what it has to offer, and its products and services.

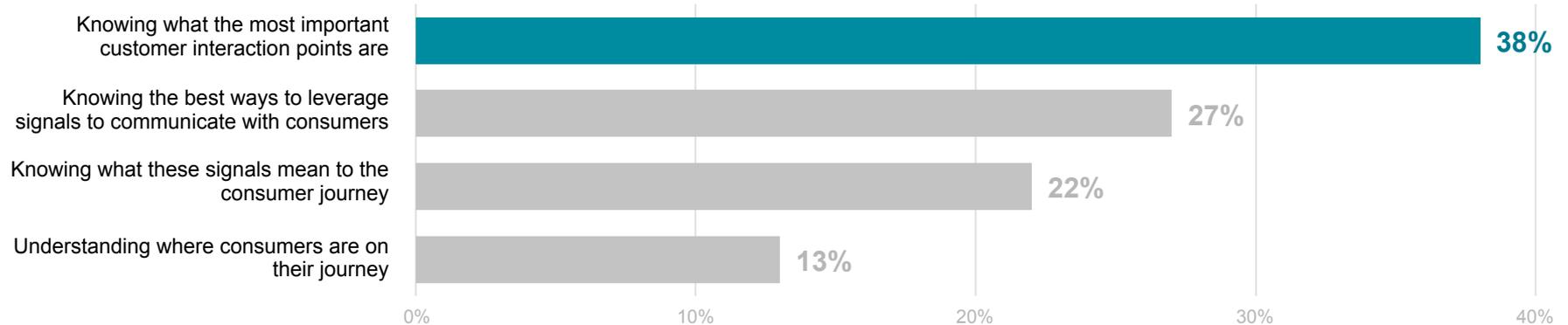
Two questions were cross tabbed here.

Q: What is your biggest challenge in terms of leveraging data to improve performance of your marketing activities?

Q: Which of the following marketing goals are most important for your company right now?

The biggest challenge in driving sales is figuring out where customers are in their journey from awareness to purchase

Q: What is your biggest challenge in terms of leveraging data to improve performance of your marketing activities?



When marketers do not understand consumer signals, it can lead to misaligned marketing tactics such as irrelevant messaging or targeting the wrong audience.

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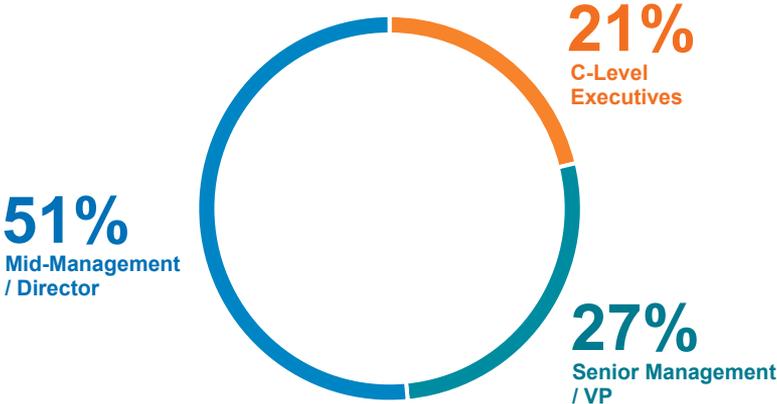
Takeaways

- 1 It's desirable – though difficult – to align branding and performance marketing campaigns
- 2 A wealth of data signals creates new marketing opportunities, but adds to the confusion
- 3 Marketers say that their lack of visibility into the consumer journey is a major obstacle to finding and keeping high-value customers

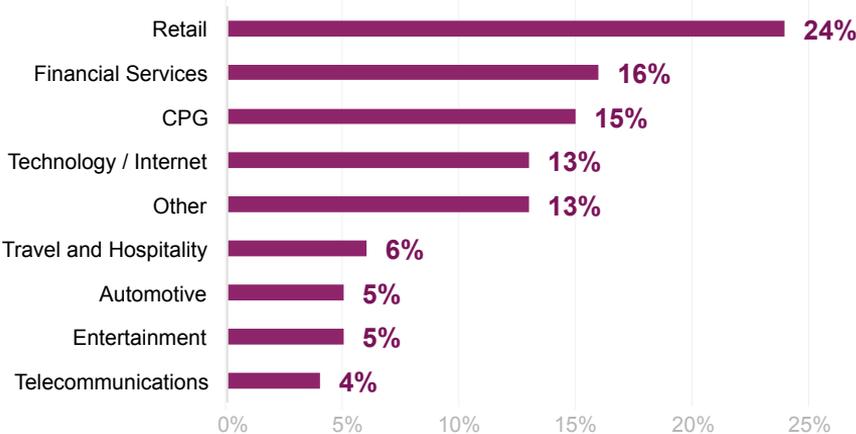
Methodology

Over 300 Decision Makers Interviewed

By Percent of Respondents



All Major Industries Represented





The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

For more information please visit www.mmaglobal.com.

RADIUMONE™

RadiumOne is the only data-driven marketing company that connects the dots between brands' paid, earned, shared and owned assets to find high-value customers. Through our ability to see the strongest signals of consumer intent and predict where consumers are on their journeys, we build customized campaign strategies specific to your brand. RadiumOne delivers digital campaigns that are measured against real-world business outcomes.

We are headquartered in San Francisco and have offices across North America, Europe and Asia-Pacific.

For more information please visit www.RadiumOne.com.