How can marketers optimise customer experience with mobile?

Mobile intelligence

Mobile intelligence regards the use of data gathered from a mobile device to improve your services or product. The data tells a lot about the user, their behaviour and location. This is an opportunity for organisations to strengthen their competitive advantage.

The role of the smart phone

The smart phone has an important role in mobile intelligence. This device is always active and at easy access to the customer, going everywhere they go – studies have stated that it has become an extension of the consumers self.
Since 2014 more people surf on the internet via their mobile device rather than on their desktop. The popularity of WhatsApp illustrates this: in 2014 the chat app had 450 million users, now it has already more than 800 million. The usage of apps grew between 2013 and 2014 with 52 percent and a phone has an average of 50 apps now. *

Be careful with the use of mobile data

A mobile device is something very intimate, because the user provides a lot of data about themself, their behavior and location. This data is valuable to the user, so it's necessary that this data should be used carefully. However this data is also very valuable for the marketer! Through using mobile data, marketers can create an even better individualised customer experience, meeting the wishes of the customer on a personal level.

Start with an app and get opt-in

More than 3 billion people have their smartphones with them nearly 24/7, downloading more than 100 billion apps per year, spending up to 4x more time in apps than on the mobile web. This presents a massive opportunity for app publishers, agencies and brands. **
Take this opportunity and start with your app. Mobile users who opt-in to push notifications and other messages, are essentially welcoming you to communicate with them on a personal level.

What do you need to bear in mind?

The market is highly competitive
There are more than 2 million apps available to download. Keep in mind there are competitors trying to get the attention of your customers as well. Even with a well-designed app and a marketing budget to back it up, gaining exposure and building a loyal user base can be tough work.

70% of the people who download an app have deleted or completely stopped using it within 30 days
There are different reasons why this percentage is so high. In many cases, it's simply because a consumer can forget that they have installed it on their phone. Make sure that the 70% of your mobile marketing budget is not flushed down the drain. **

Solution to above challenges
Increase engagement with your app users, improve customer retention and revenues. A lot of marketers spend their money on user acquisition in order to get as many as downloads of the app possible. However, looking at the figures above, a lot of apps won't be used. Focus on engaging your app users, as this will improve your customer retention and revenues.

Steps to take for app retention

Gather the data
Use mobile intelligence and develop profiles of key user segments and define how they use your app.

Map messages to the user lifecycle
Identify the key stages that a user goes through from downloading to the ongoing use of your app. The lifecycle varies per industry. Think of the following steps as an example: download – register – playing/using – make a purchase – ongoing use.

Activate new users and re-engage dormant users
You can activate new users, engage your current active customers and re-engage with the users who stopped using your app.
As a rule of thumb for new users, send out messages after 3, 7 and 10 days since their last activation. Give them a bonus to get them triggered.
You need to have a different approach for re-engaging with dormant users. Send messages after approximately 14 and 30 days with a shift in tone showing users that you would like them to re-visit your app or offer them the opportunity to leave feedback.

Automate your messaging
Automating push messages is actually the same as automating email campaigns. Set-up predefined rules and triggers. Make sure the amount of effort required is minimised and you keep the goal in mind (increase engagement and retention).

Optimise campaign performance
Optimising is key for every marketing channel. Make sure you test, analyze and adjust accordingly to your findings to get the best app engagement and retention possible.**

This article is a summary of Teradata's newsletter "Inside Digital Marketing". If this article was forwarded to you as a recommendation and you wish to receive further marketing news yourself, you can subscribe here.

*Presentation by Itay Levy, Managing Director Mobile CoE, Teradata Applications, "The State of Mobile Engagement" on Teradata Connect, 9 June 2015
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