



# How to Drive App Effectiveness with More Interaction and Individualization

MMA Webinar Series  
September 24, 2015

Sponsored by: **TERADATA**<sup>®</sup>



# About the MMA

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. The MMA's **mission** is to **accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.**

Anchoring the MMA's mission are **four core pillars:**



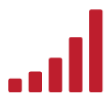
## Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



## Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



## Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



## Advocacy

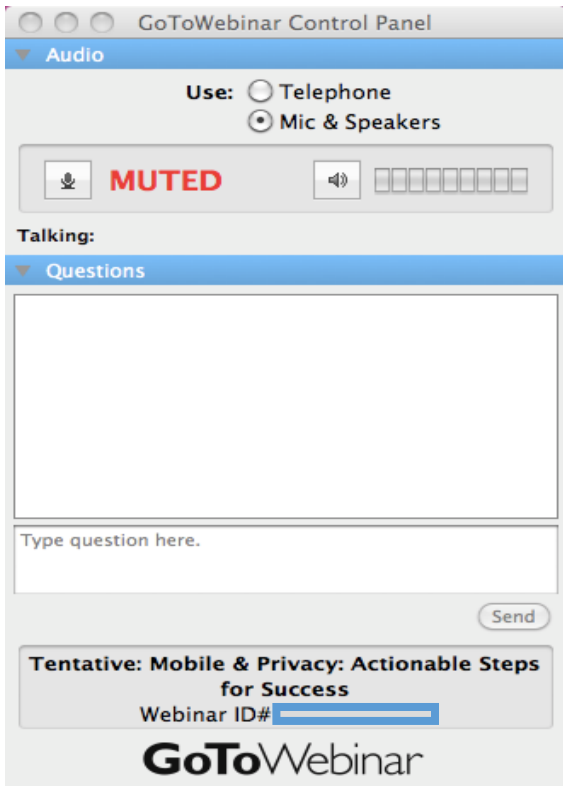
Working with partners and our members to protect the mobile marketing industry

## MMA Members Include:



For more information about membership email: [membership@mmaglobal.com](mailto:membership@mmaglobal.com)

# Managing Your Questions



## Share the Insights

#SoppingApps  
#MMAWeb

## Moderator



Guy Clayton

Senior Director of Marketing

**Mobile Marketing Association**



## Presenter: Itay Levy

- Co-founded Appoxee in 2011
- Joined Teradata in January 2015 as General Director Mobile CoE
- Prior to Appoxee, was a part of the founding team of Buzzmetrics (acquired by Nielsen)

*Appoxee*<sup>1</sup> → TERADATA®



# Are Retailers Getting Everything They Can From Apps?



## Agenda

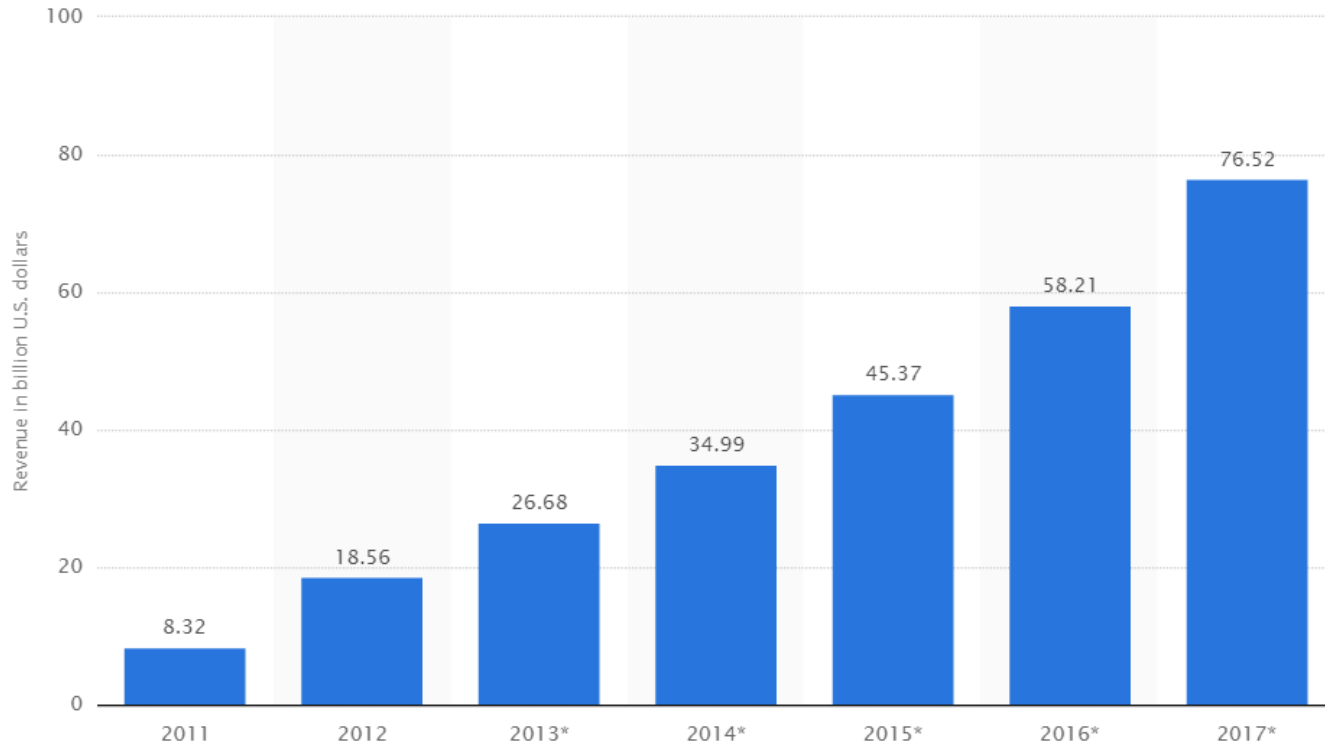
- State of Mobile Shopping
- Overview of Research
- Key Findings & Recommendations
- Conclusions



A young couple is sitting on the floor in a clothing store, looking at a smartphone together. The woman is wearing a yellow dress and the man is wearing a blue shirt. They are both smiling and appear to be enjoying their shopping experience. In the background, there are clothing racks and a mannequin. In the foreground, there are several shopping bags.

## State of Mobile Shopping

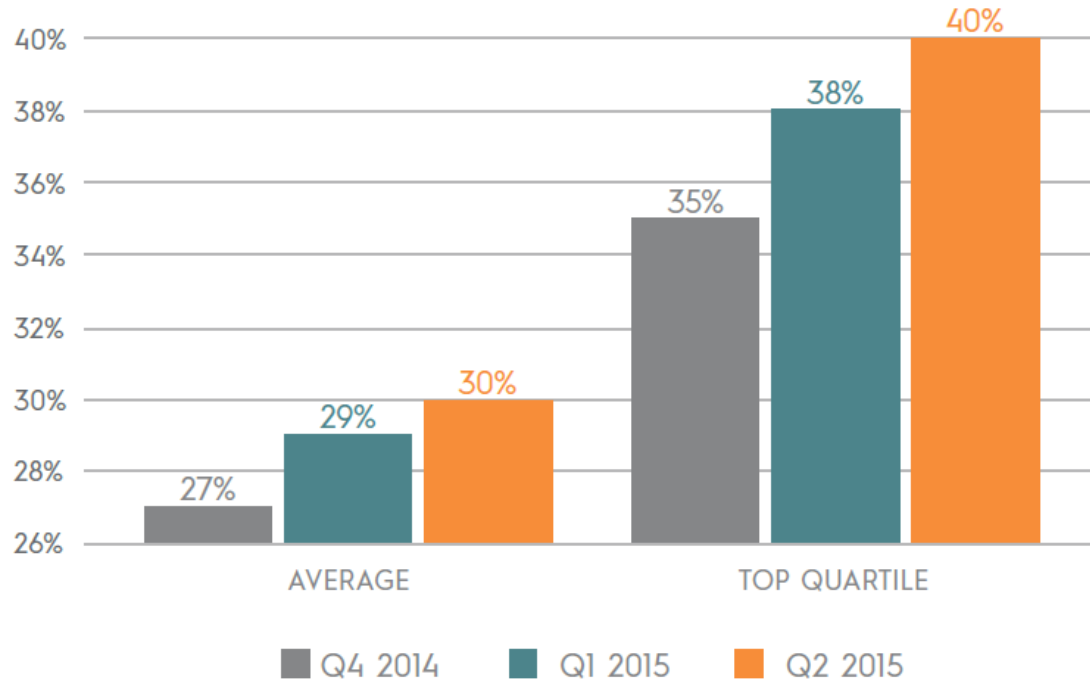
# Worldwide Mobile App Revenues From 2011 to 2017



Source: Statista

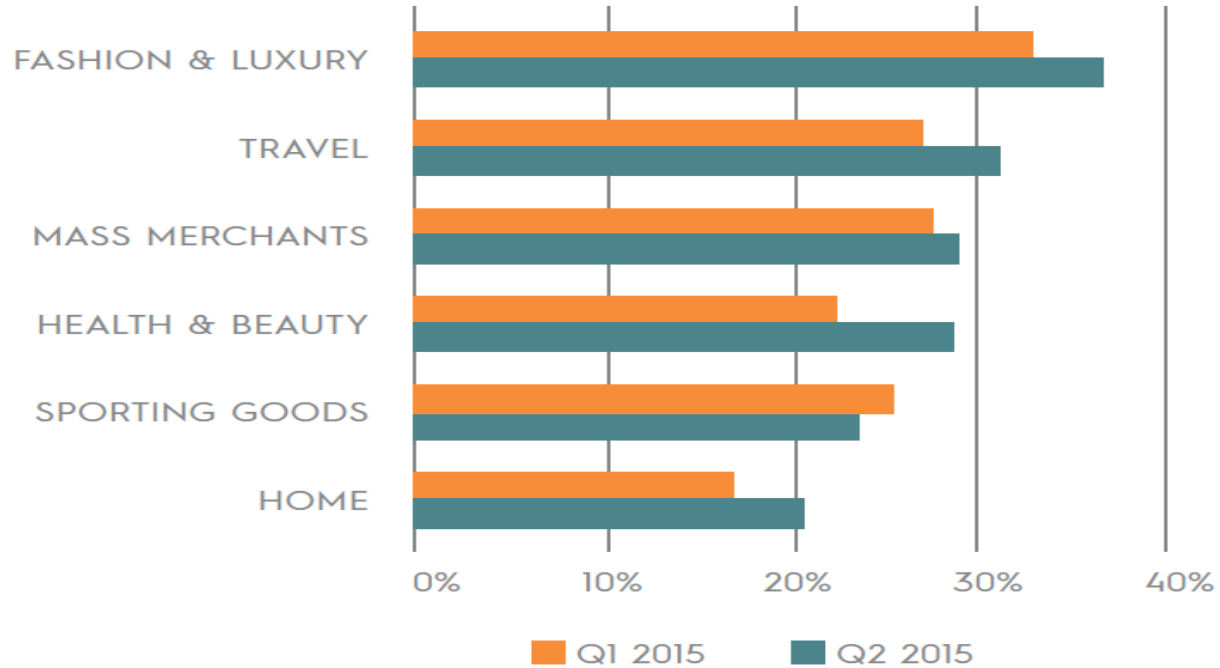


# Mobile Share of eCommerce Transactions



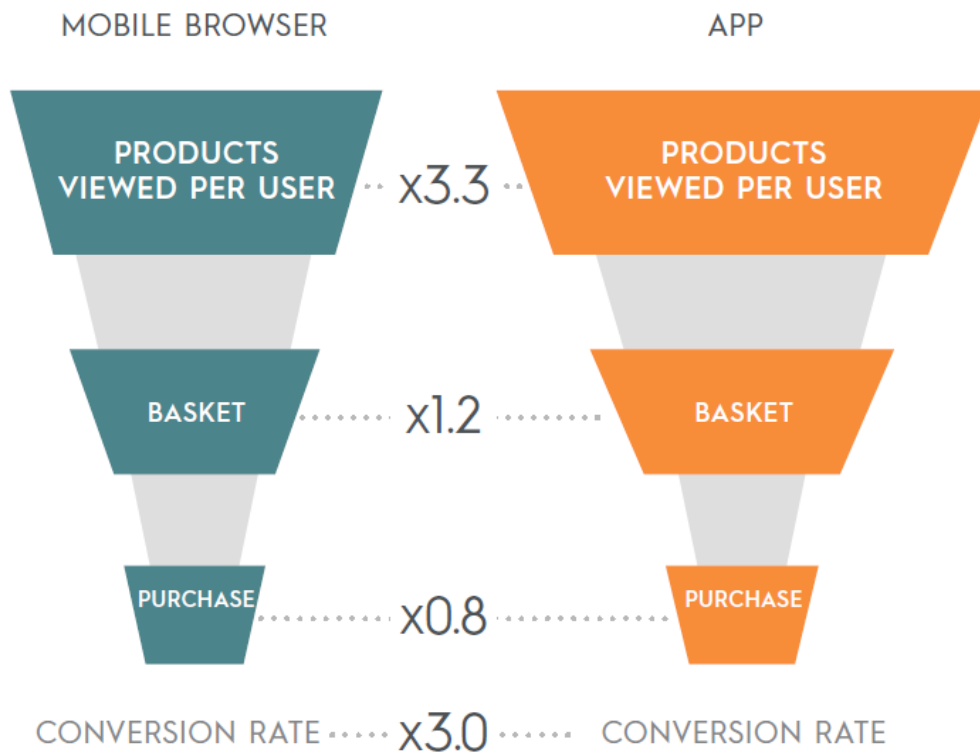
Source: Criteo : State of Mobile Commerce

# Mobile Share of Retail eCommerce Transactions



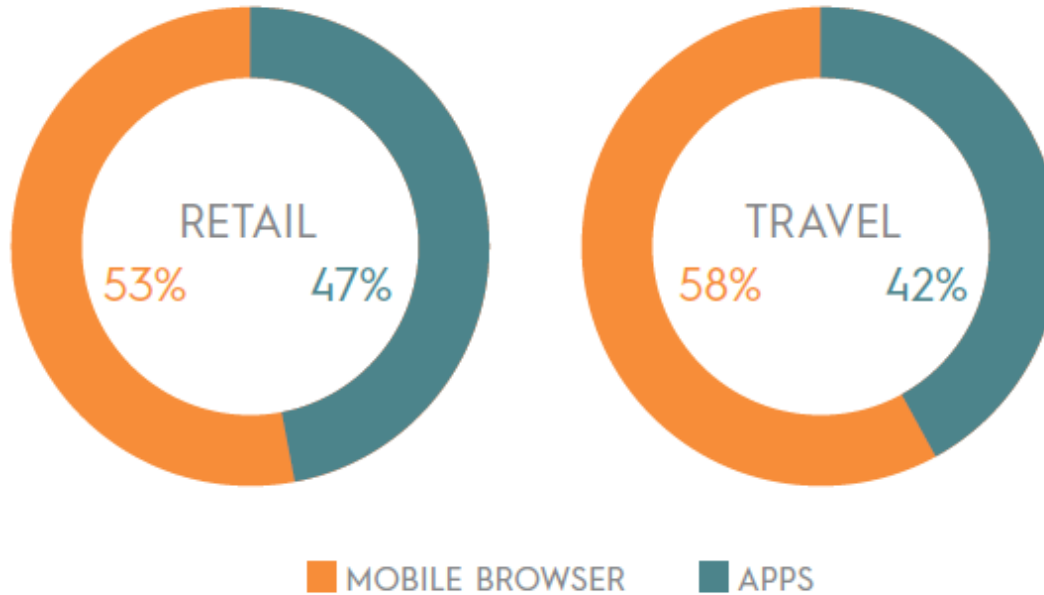
Source: Criteo : State of Mobile Commerce

# Mobile Browser vs. App Funnel Metrics



Source: Criteo : State of Mobile Commerce

# App vs. Mobile Browser Share of Mobile Transactions



Source: Criteo : State of Mobile Commerce

A photograph of two men in business suits sitting at a desk. The man on the left is wearing glasses and holding a pen over a document. The man on the right is smiling and pointing at the document. On the desk, there is a laptop, a glass of water, and some papers. The background is a bright window with a view of a city.

## Overview of Research

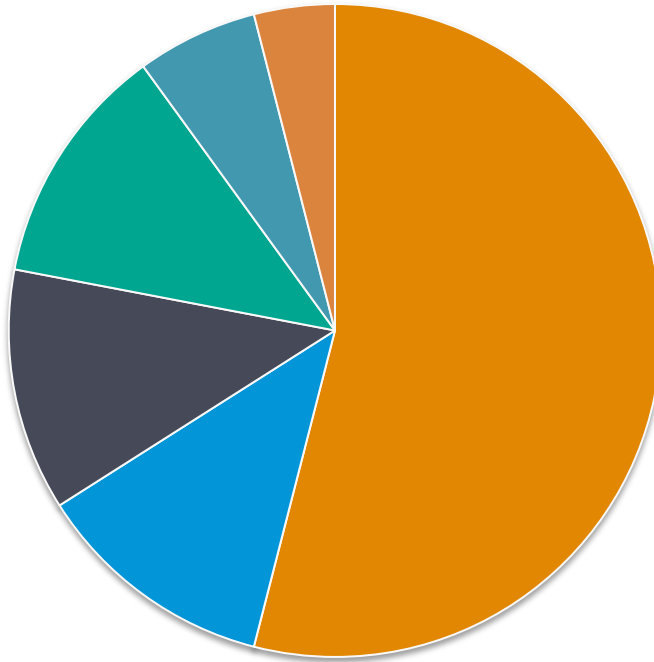
## About The Study

- The top 50 online retailers in each country were identified.
- Apps from these retailers' websites were downloaded.
- Push notifications were enabled and observed for over a four-week period.



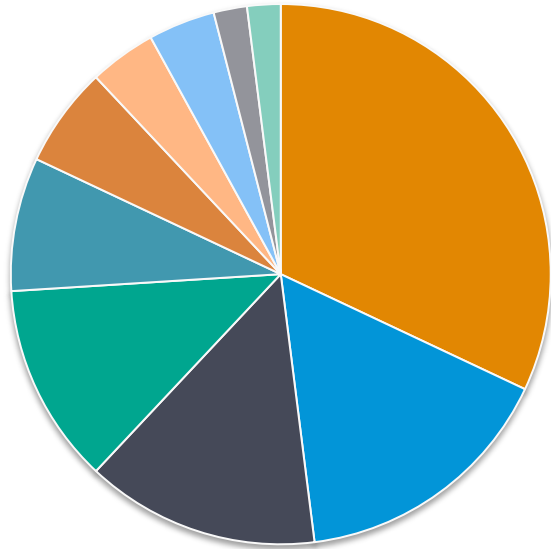


# Industry Breakdown- US



- Multi-Product Retailers
- Fashion/ Sports
- Department Stores
- IT and Communications
- Entertainment
- DIY

# Industry Breakdown- UK



- Travel/ Accommodation
- Fashion/ Sports
- Department Stores
- IT and Communications

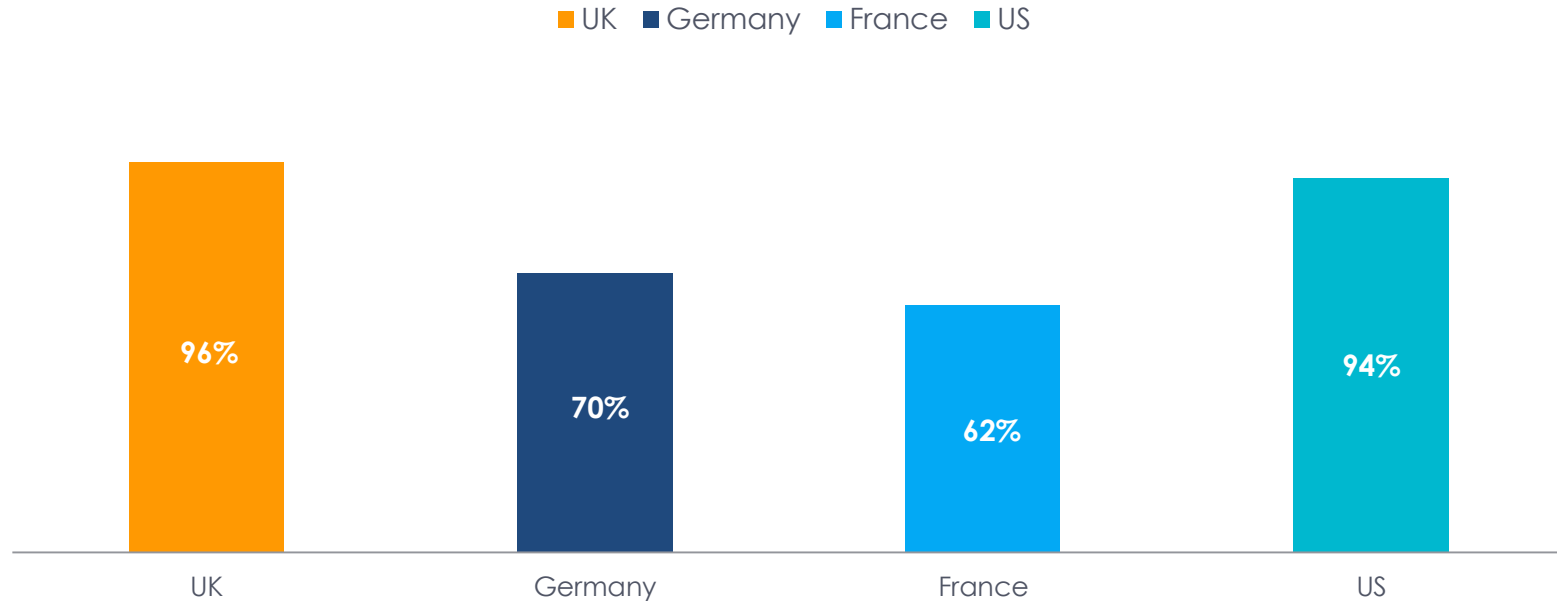
A photograph of two young women sitting outdoors. The woman on the left has long dark hair and is wearing a black top. The woman on the right has long reddish-brown hair and is wearing a white lace top. They are both looking down at a smartphone held by the woman on the left. The woman on the right is also holding a smartphone to her ear. An orange horizontal bar is overlaid across the middle of the image, containing the text 'Key Findings'.

## Key Findings



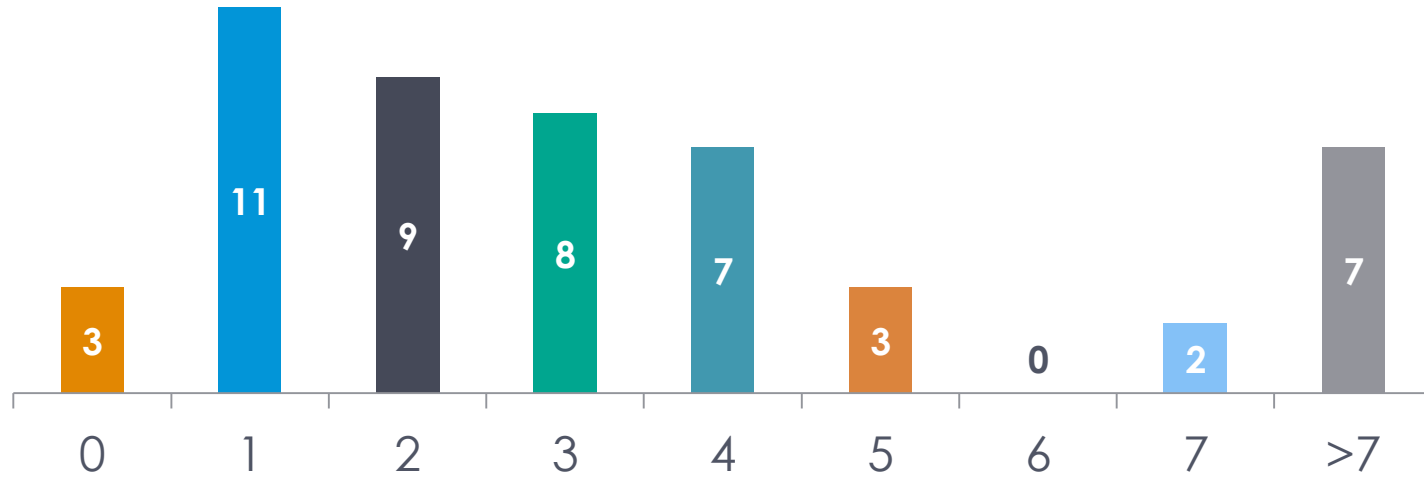
Question: Does Your  
Company Have a  
Mobile App?

# Out of the Top 50 Online Retailers, How Many Have Apps?



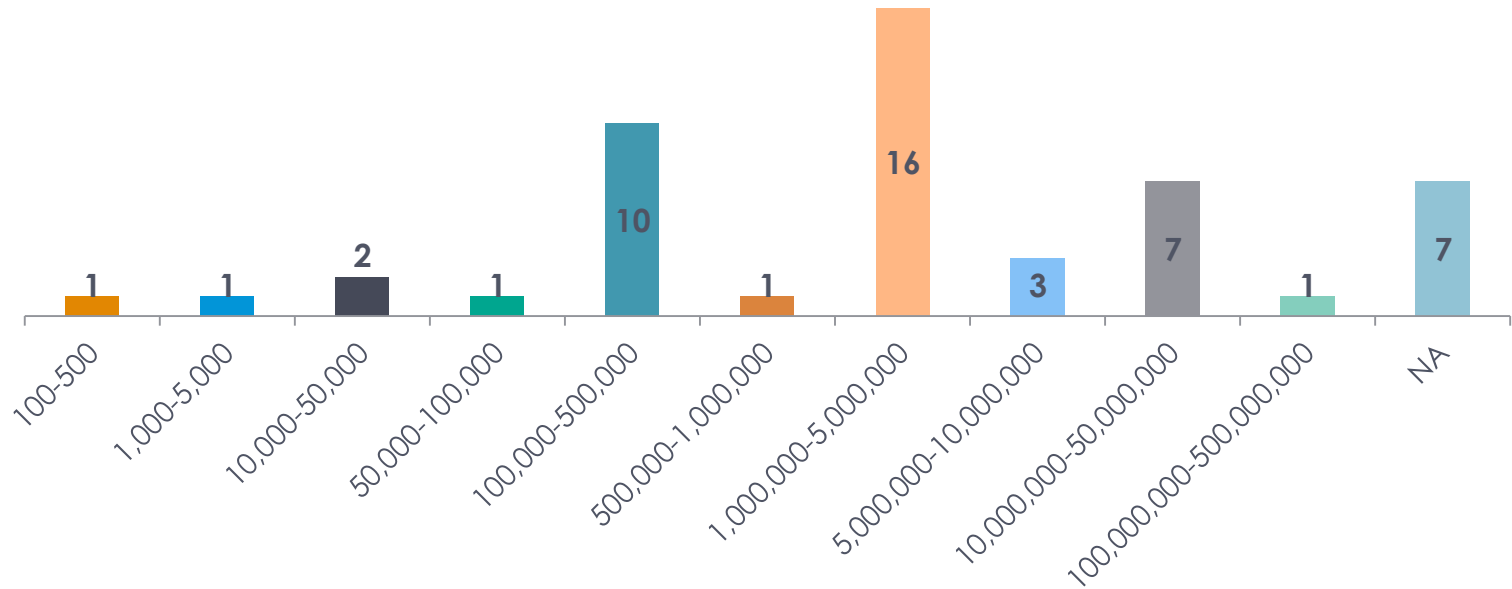
# Apps Per Enterprise- US

# of Apps

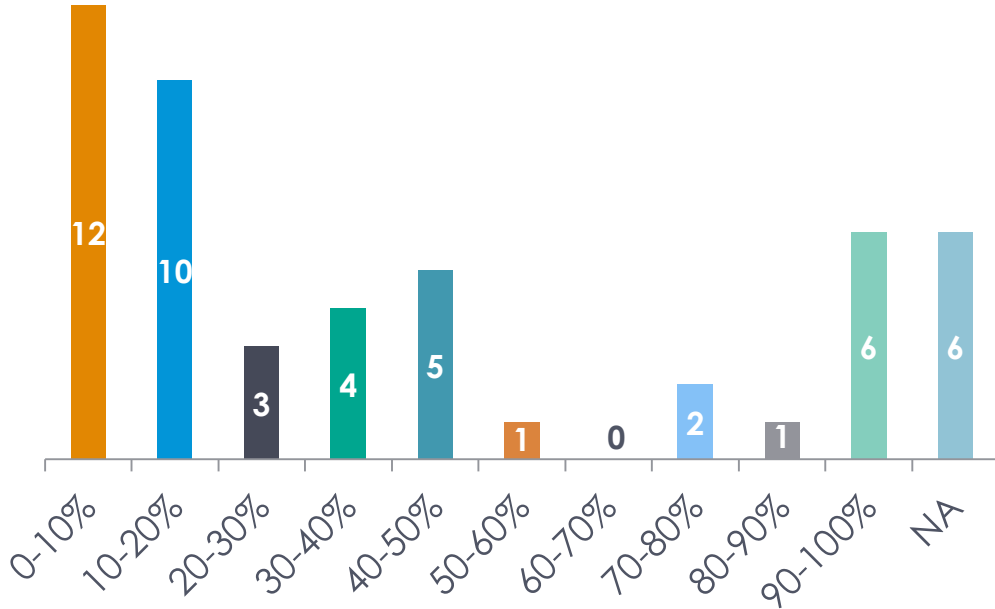




# Installs Per App- US



# Online Sales as a % of Total Revenues

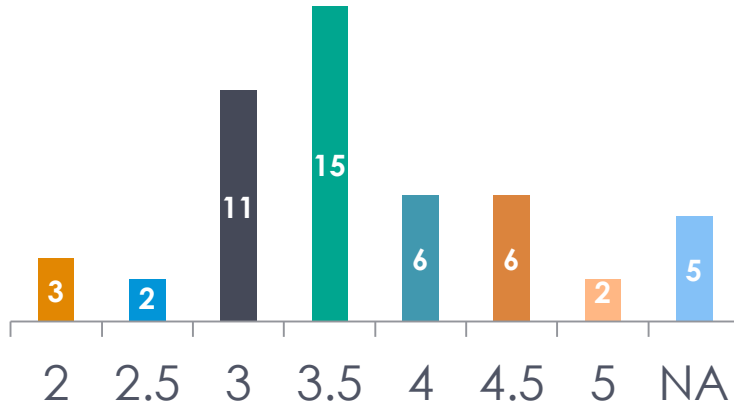


- Nearly \$4.5B in online revenue
- Top 50 companies have a total revenue of \$39.1B\*
- Average online sales as a % of total revenue: 35.2%

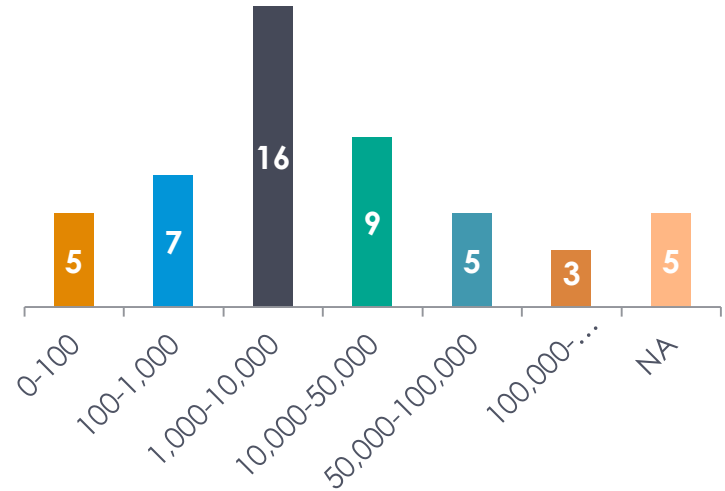
\*Excludes revenues for Dell (ranked #12), Newegg (#17), Etsy, Inc (#24), Fanatics Inc (#45), and APMEX Inc (#46) because they are privately held companies, and Google Play (#27) because specific total revenues are unavailable

# iOS User Ratings and Reviews

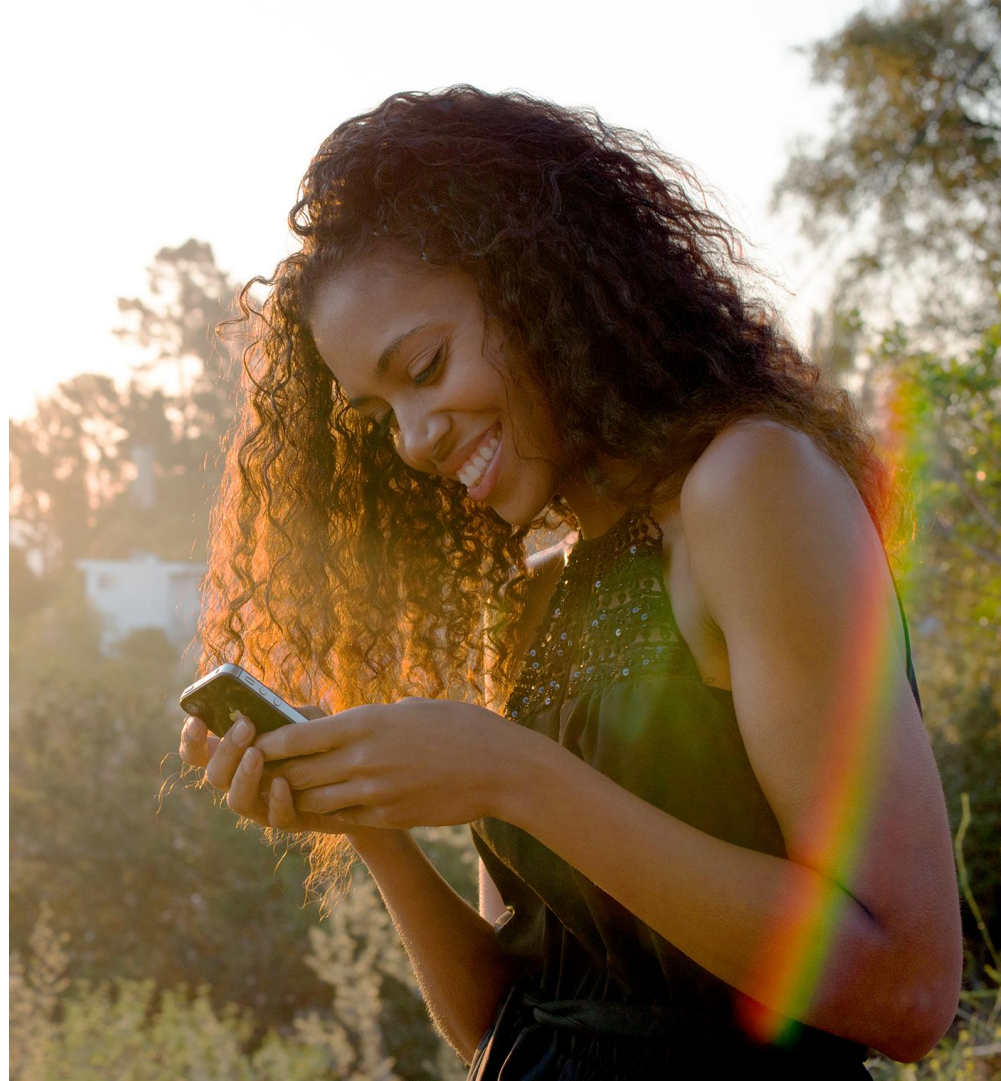
## Average User Rating



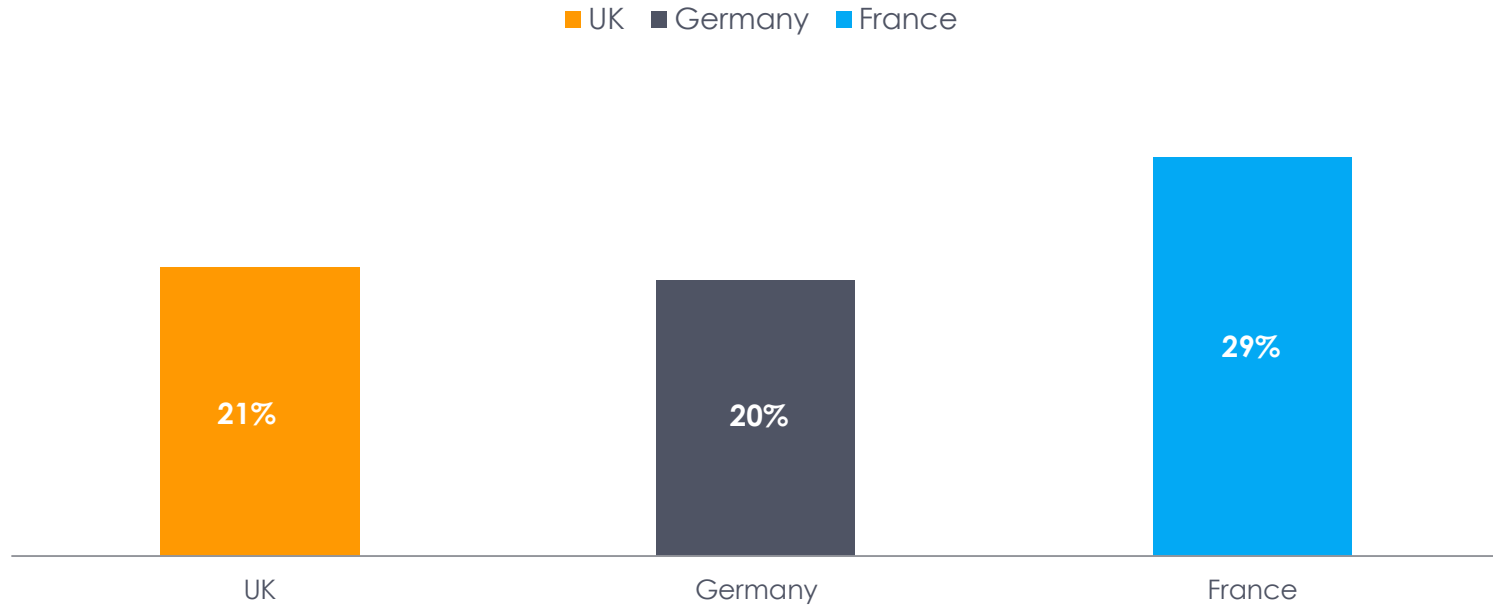
## # of Reviews



**Question: Are you  
sending push  
notifications?**



# Out of the ones who have apps, How Many Are Sending Out Push Notifications?

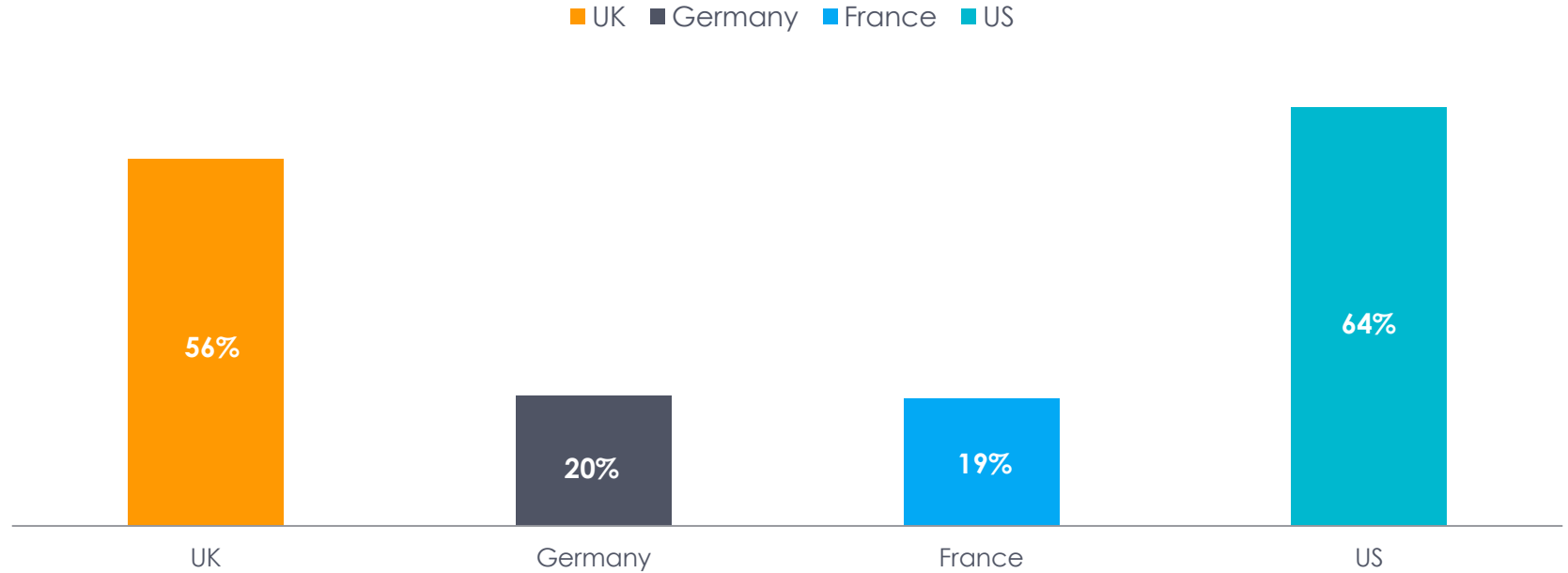


# Sending Push Messages - Recommendations

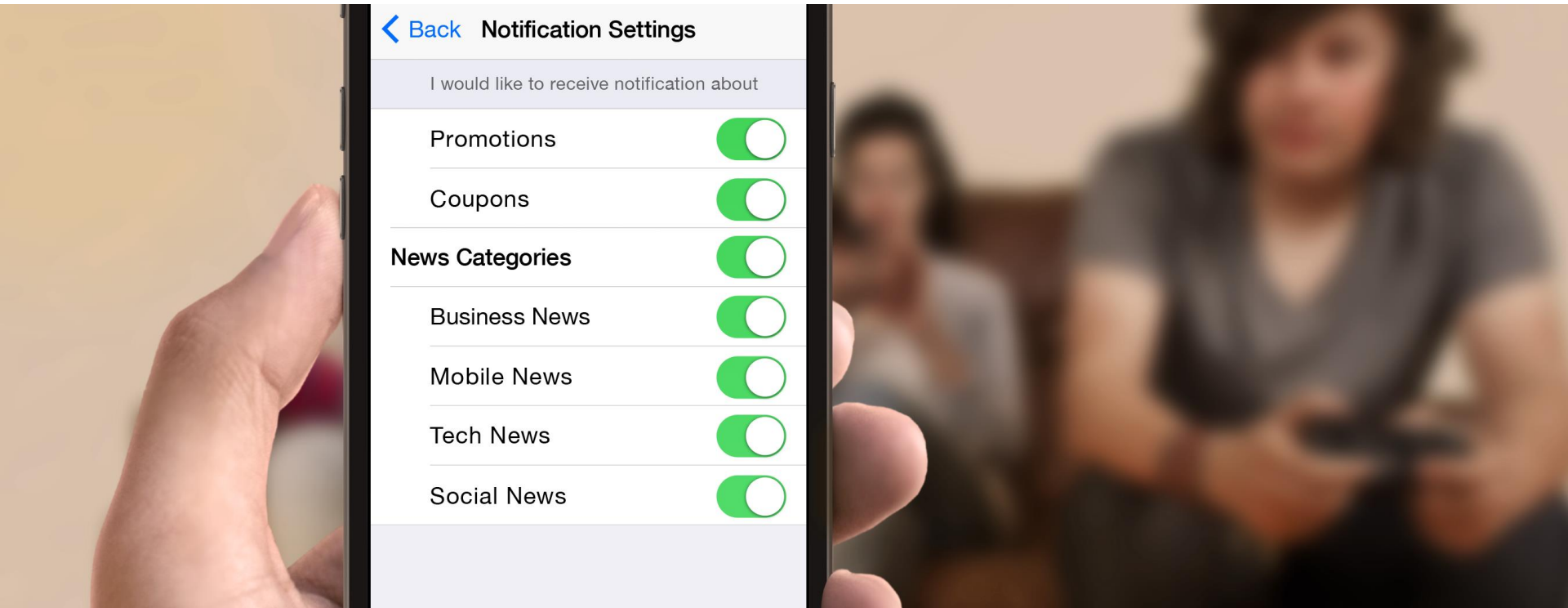




# How Many Used a Push Preference Center

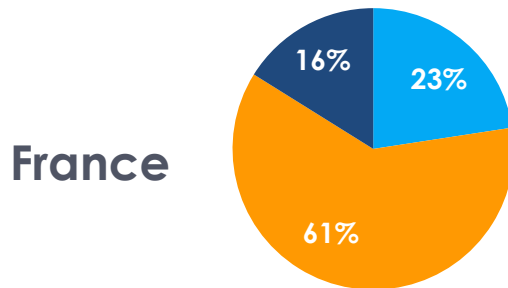
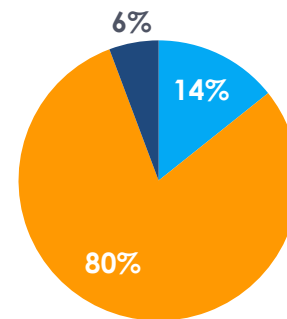
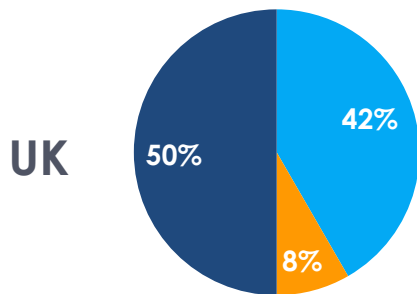


# Push Preference Center - Recommendations



# How Many Ask Users to Sign In:

- Sign In Mandatory
- Sign In Optional
- No Option to Sign In



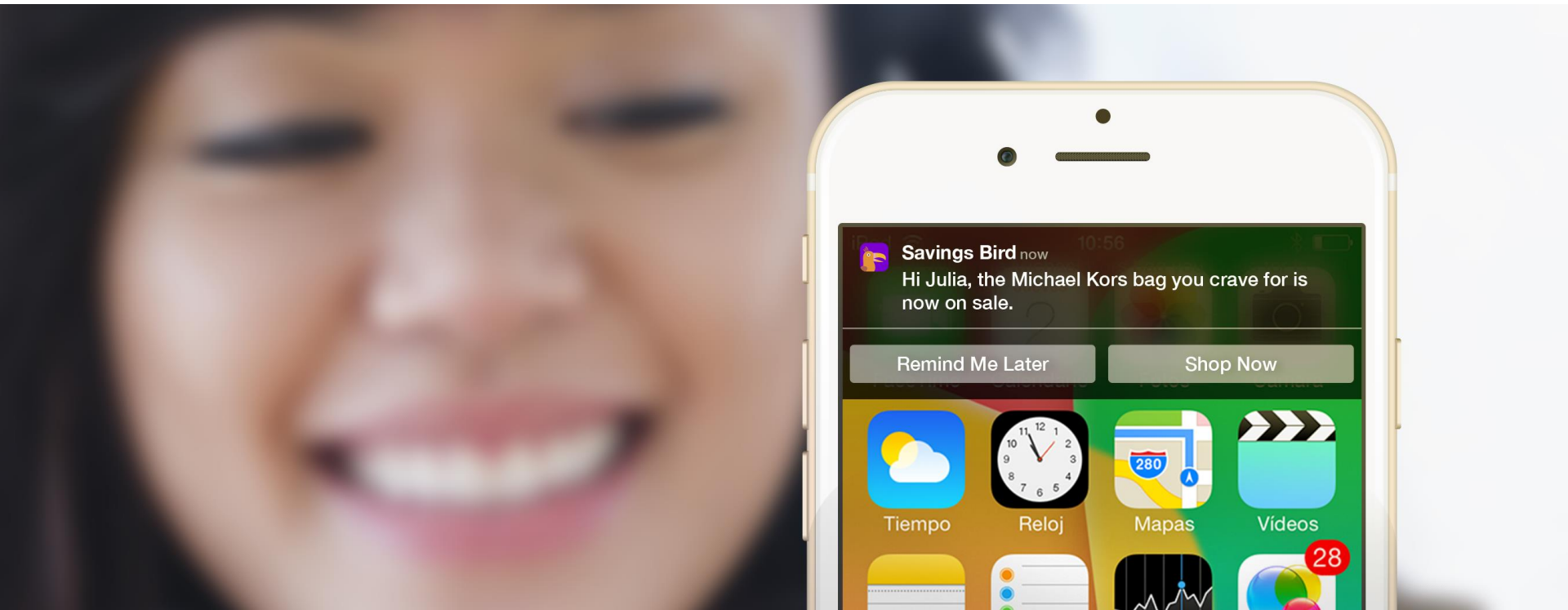


## Sign In to Use - Recommendations

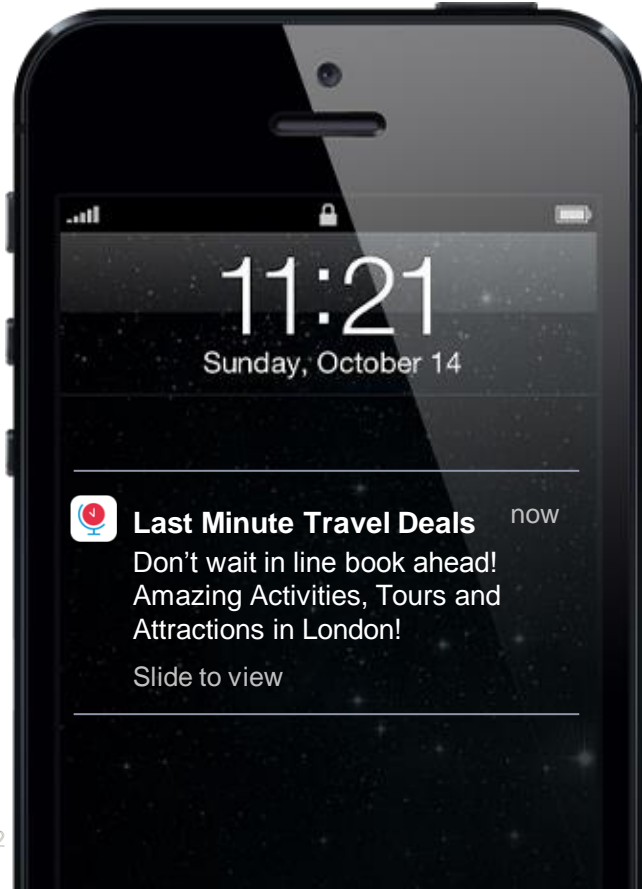
### Importance

- Best practice  Recommended  Low priority

# In Europe, None of The Apps Sent an Abandon Cart Push



# Case Study: Abundant Cart Campaign Increases Revenue



## Company: Last Minute Travel

### Problem

- Drive increased revenue usage with promotions and special offers

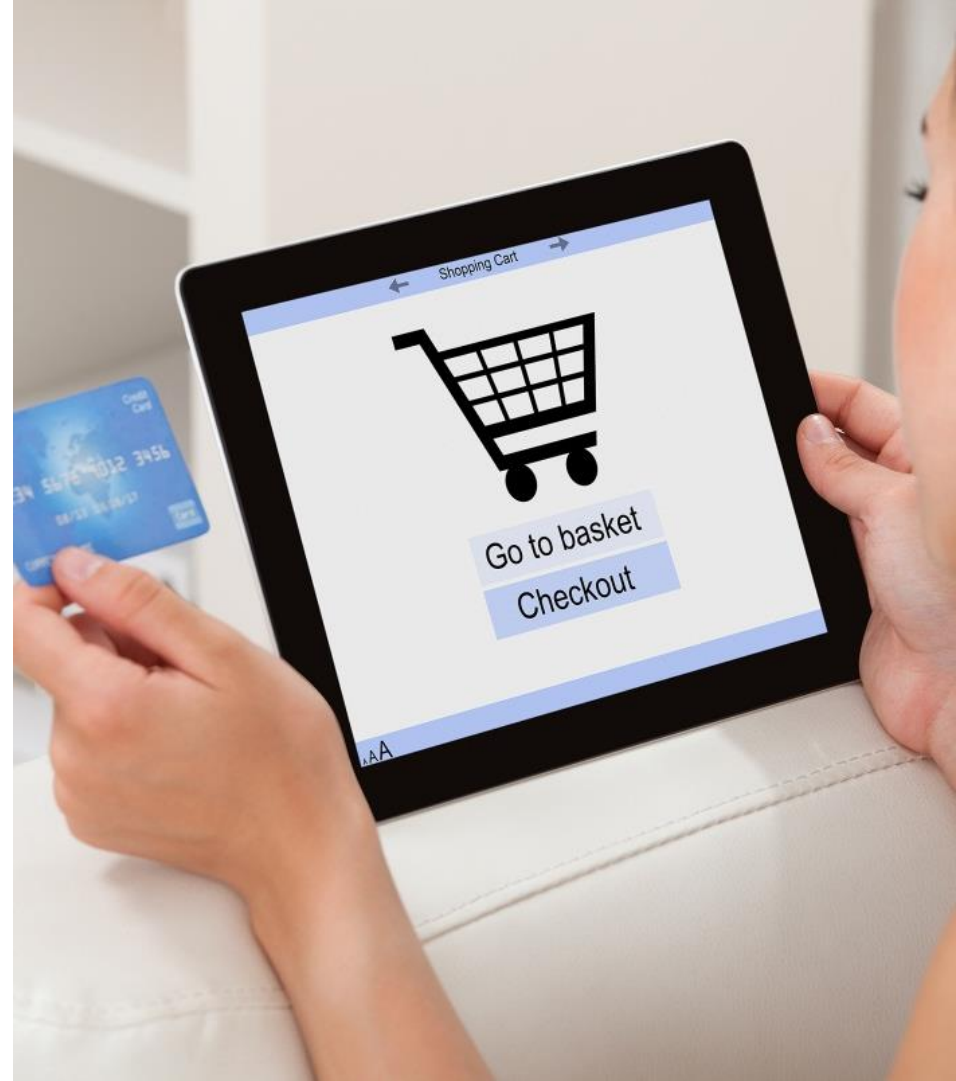
### Strategy & Tactics

- Offer to book activities in the last destination searched

### Results

- 19% push open rates
- 6% conversion rate for purchase
- 300% increase on average conversion rate

# Abandoned Cart Push Message - Recommendations



# How Many Individualized Their App's Content?





# How Many Individualized Push Messages?



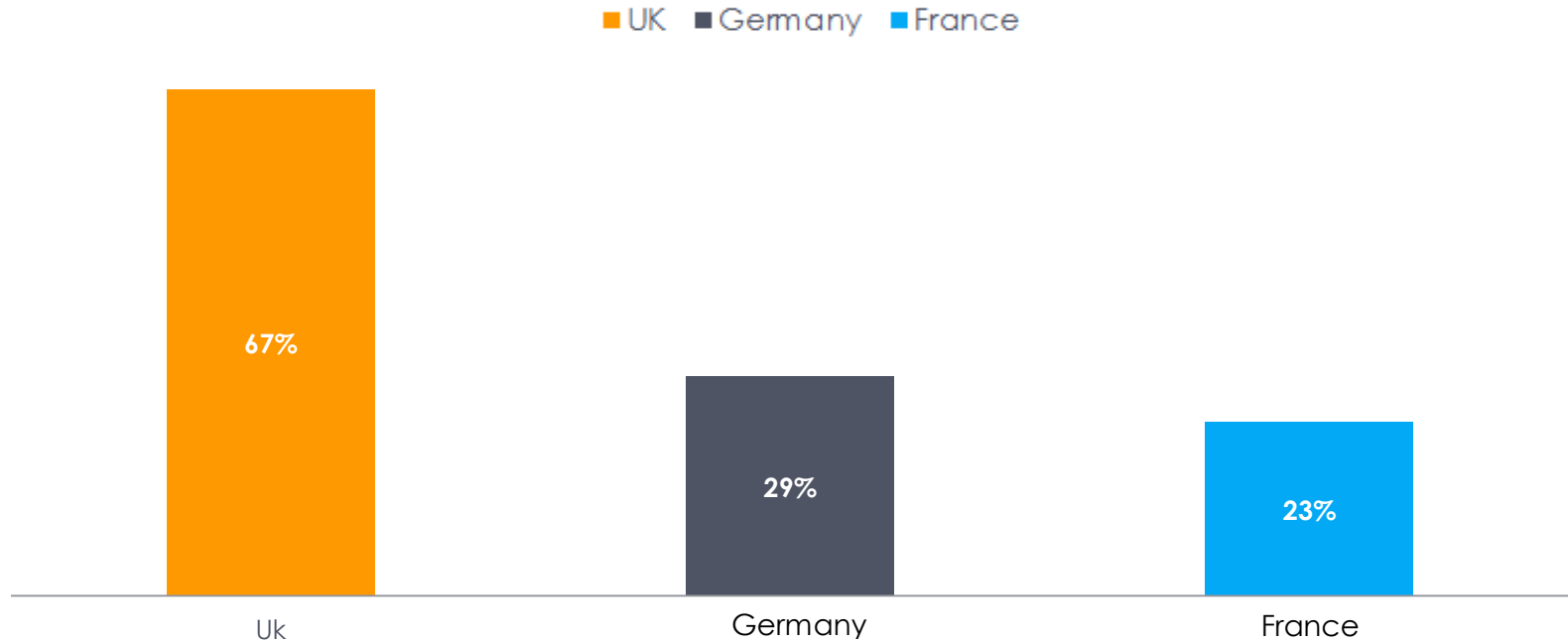
## Individualization - Recommendations



# In Europe, None Used a Push Message Call to Action!



# How Many Asked For Location?



## Location - Recommendations



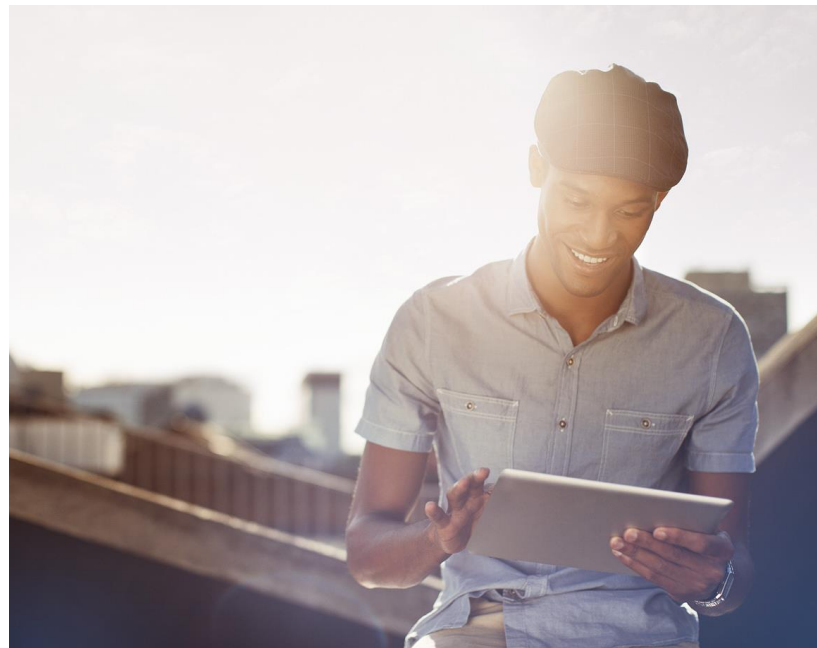
A close-up photograph of a person's hands holding a smartphone. The person is wearing a white long-sleeved shirt. In the background, a silver laptop is open on a desk, and a black mouse is visible. The scene is set in an office or workspace with a window showing greenery outside. An orange horizontal bar is overlaid across the middle of the image, containing the word "Conclusions" in white text.

## Conclusions



## Summary of Findings

- While the majority of brands adopted mobile apps, it does not seem that, at list in Europe, they are leveraging them to full potential.
- We see very low rate of push messages sent, which is a huge opportunity missed.
- Most apps offer the option to sign in, which implies an intention to launch cross-channel campaigns.



## Summary of Recommendations

- Push notifications are a great way to build long term relationships with your customers
- Make sure to vary your messages and personalize them to each individual user
- Send messages based on past behavior to increase conversion and revenue
- Let them have control: use a push preference center to let them choose the content they'd like to receive





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**TERADATA**®

# How to Increase Customer Lifetime Value With Teradata Mobile:

- Send personalized messages based on user data or behavior.
- Automate your campaigns to increase user engagement.
- Manage multi-channel campaigns using email, push, SMS and social from a single platform.
- Track app usage to instantly measure the impact of your campaigns.
- A/B test your campaign to optimize for maximum revenue.



## MMA Webinar Series

The Future Consumer – How Propensity Modeling is Set to Change Mobile Business  
Wednesday, Sept 30<sup>th</sup>

The Future of Brand Marketing = In-App Mobile Video  
Tuesday, Oct 6<sup>th</sup>

Mobile Campaigns: Secrets to Delivering Superior Conversions  
Thursday, Oct 8<sup>th</sup>

### View Entire Webinar Calendar

[www.mmaglobal.com/events/other/webinars](http://www.mmaglobal.com/events/other/webinars)

## Upcoming MMA Events



Global Smarties Awards Gala & Dinner, NY  
September 28, 2015



MMA SM2 Innovation Summit, NY  
September 28-29, 2015



MMA Forum Indonesia  
October 15, 2015



MMA Forum Mexico  
October 22, 2015



# MMA Programs and Initiatives

**MMA programs** and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Text  
Marketing



Currency  
(Advertising)



Privacy



Attribution  
Analysis



Mobile Shopper  
Marketing



Programmatic



Location  
Committee



Native  
Advertising



Internet of Things  
Incubation  
Council



Mobile Video  
Benchmarking Study



To join a program, contact [committees@mmaglobal.com](mailto:committees@mmaglobal.com).



# Additional Resources

## MMA Smartbrief

**MMA SmartBrief**  
North American Edition  
News for mobile marketing professionals    SIGN UP | FORWARD | ARCHIVE | ADVERTISE

Top Story    Sponsored By *App Annie*

**Mobile shows strong presence in holiday shopping**  
The impact of mobile targeting for holiday shopping is already evident, with 52% of all online traffic on Thanksgiving coming from smartphones and tablets, according to IBM data. Physical retailers such as Wal-Mart, which set a sales record on Cyber Monday, are tapping into the power that mobile has in helping consumers find value in the store and in reaching them with brand messages. [The New York Times \(paid subscription model\)](#) (1/17)  
Share: [fb](#) [tw](#) [li](#) [p](#) [st](#)

Google Play Exceeds iOS Downloads by 60%    [Don't Make Decisions Based On Outdated App Market Data](#)

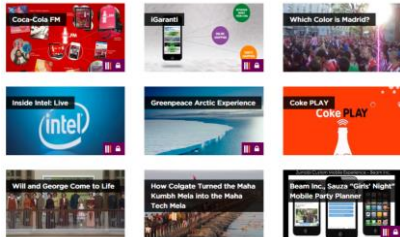
## Mobile Smart Fundamentals



## MMA LinkedIn Group



## Case Study Hub



## Webinar Archive



## Get Social with MMA





Thank You!