

Remodista
RETAIL & MOBILITY DISTILLED

Mobile Conversion Madness

Roadblocks, building blocks, and observations



Sponsored by:

Point It
Digital Marketing

www.pointit.com

“

*The stakes are high.
Mobile matters.*

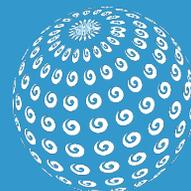
”

We live in a mobile world. It doesn't matter what country you operate from; it doesn't matter if your customers are billionaires or farmers, or even billionaire farmers. Chances are good that your company has a way for your customers to browse, play, rock, and purchase on the go.

Consumers are no longer limited to their desktops as the only outlet for meaningful interactions with brands. People don't wait until they get home to make purchases. Transactions happen in the moment. Somewhere, right now, someone is shopping while riding the bus. They are in line at the store looking for coupons. They're trading stock while having a conversation about daycare. They're depositing checks into bank accounts while they stir noodles. One thing is clear: they're demanding more from brands.

Leaps in technology and functionality across devices has become more flexible than ever. Retail establishments have felt the pain of disjointed marketing channels across those devices. Leadership is being pushed to start initiating innovative brand strategies that force technology, marketing, and product development groups outside of their comfort zone.

The stakes are high. Mobile matters.



Remodista
RETAIL & MOBILITY DISTILLED

www.remodista.com

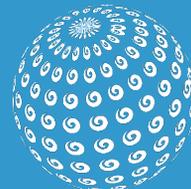
Challenging brands to overcome roadblocks ...the right way.

With so much at stake and so much information to process, mobile commerce can create more questions than answers. With overall numbers falling short, there are a lot of questions about where mobile fits into online commerce -- and retail in general. Let's examine the phenomenon of Black Friday results on mobile as an example. Findings indicate that consumers wait for Black Friday to turn into Cyber Monday, and these sales cannibalize in-store results. People are actually spending less due to mobile disruption.

With big data trends bringing new insights and attribution tracking in a smarter, more savvy place, the pressure to better understand the mobile consumer and their contributions to the retail bottom line is fierce.

Top five challenges brands face in the mobile market:

- Expanding global environments
- Leadership innovation
- Omni-channel experience
- Conversion and attribution
- Personalization



Remodista
RETAIL & MOBILITY DISTILLED

www.remodista.com

Mobile Retail Roadblocks



Roadblock #1:

Global Environments

The mobile market isn't limited to North America. Expanding sales plans for global capacity and global outreach is an issue that can feel overwhelming for brand leaders. The bar to entry feels unscalable, and certain countries impossible to penetrate. Mobile markets present unique challenges. Waiting on the sideline of global commerce isn't going to make things easier, but it is going to leave you behind if you don't embrace it.

TAKE ACTION: Challenge your perceptions about entry into a global market. Start small, build out. Interview other companies that have tackled this hurdle and find out how you can learn from their experience. If you are particularly inspired, you might tackle a tough-to-penetrate country first: China. Everything will seem easy after that.



Roadblock #2:

Leadership Innovation

Brand marketers fail to include their C-suite into the larger conversation. Funds are only part of the equation. Building vision and long-term buy-in for innovative approaches and future-facing solutions is key to success in such a dynamic industry.

TAKE ACTION: We challenge brand leaders to build a common vocabulary and collective vision to ensure executives are engaged. You want them to metaphorically and literally "buy" in.

Mobile Retail Roadblocks (cont.)



Roadblock #3: Omni-Channel Experience

Connecting consumers with brands across channels is both a priority and a stumbling block for organizations that struggle with delivering the ultimate multi-channel shopping experience. Communication gaps between departments and partners create gaps across customer message delivery. Connecting customer data between in-store and online experiences still presents a major challenge, largely due to site barriers and login requirements.

TAKE ACTION: It's time to reimagine teams. Tackle initiatives that cross all channels and build cohesion. Rethink systems to reflect a more complex campaign process. Work to enable brands to build, track, and attribute multi-channel, multi-message, multi-device campaign models.



Roadblock #4: Personalization

Customers expect personalization. Instead of rehashing another declaration of “this is the year of mobile,” we should be thinking of this as the year of personalization. When it comes to brand success and personalization, companies are stratified. We're seeing that marketing strategy and technology for mobile is ready for brands to truly deliver relevant content to individual users.

TAKE ACTION: We exist in a user landscape that presents the opportunity for multi-device interactions with your brand. Start by building a strategy that addresses the consumer in the funnel with personalized messages that build brand loyalty and drives conversion.

Mobile Retail Roadblocks (continued)



Roadblock #5:

Conversion & Attribution

When a mobile user's average time on site is in the seconds, it's no surprise that conversion rates are low. In many instances, conversion rates are less than one percent for most online retailers. When micro-sessions on your site are the norm, funnel influencers come from all angles, brands are struggling with attribution and true conversion rates. And when it comes to attribution, brands have hit the motherload of complexity. Proper attribution modeling is key to understanding what the impact is between a click-view and a click-through. This is particularly critical when thinking about channels like retargeting and programmatic display.

TAKE ACTION: Think bigger. Build business process with the flexibility to couch and uncouch information as the mobile landscape changes. Be consistent with your tagging and data management so you can segment and filter by total experience rather than by device. Have testing and benchmarking strategies when you start collecting new data, so you know what success looks like before you have a large sample size.

“

It's time go beyond "push and purchase" marketing and build a personalized conversation...

”

With overall interactions leaning away from the actual transaction -- and aligning better to way customers are actually shopping -- there is a shift in mobile brand strategy happening. The mobile consumer supercharged the "what they want, when they want, and how they want it" mantra by having the power to buy almost anything with a few touches.

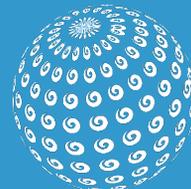
It's time go beyond "push and purchase" marketing and build a personalized conversation with customers. We're primed for change, and although most verticals are profoundly impacted by the ever-marching change of technology, retail tends to have the most flexible innovation budgets. This gives brands an advantage that most organizations could only dream of: the ability to test, conclude, and apply their learnings to maximize sales.

Get involved!

Are your teams prepared to tackle these challenges? Learn, grow and interact with other brand leaders in our COMMUNITY SANDBOX:

**VISIT THE REMODISTA
SANDBOX:**

<http://goo.gl/TEGQFv>



Remodista
RETAIL & MOBILITY DISTILLED

www.remodista.com

ABOUT THE AUTHORS



Remodista
RETAIL & MOBILITY DISTILLED

www.remodista.com

Remodista

RETAIL & MOBILITY DISTILLED

Remodista is a think tank examining disruption in global retail. Our mission is to provide insight, education and innovation to global brands through collaborative research and analysis.

Point It
Digital Marketing

www.pointit.com
1-888-88-POINT
info@pointit.com

Point It

DIGITAL MARKETING

Point It is a full service, award winning, high touch digital marketing agency. We specialize in helping lead generation and ecommerce clients achieve results, worldwide.

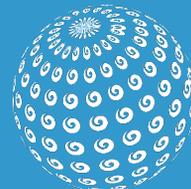
We offer paid search, SEO, Display advertising, social media advertising, and analytics services.



REMODISTA FOCUS AREA:

Improving Mobile Conversion Rates

Our interactive team of experts guided us through interesting conversations focused on improving mobile conversion rates with customers who are seeking transactional experiences on their mobile devices.



Remodista
RETAIL & MOBILITY DISTILLED

www.remodista.com