



THE ESSENTIALS OF MOBILE SEARCH

DISMISS MOBILE SEARCH AND YOU'LL REGRET IT LATER. WHY? HERE ARE SOME THINGS YOU SHOULD KNOW:

1. Mobile search activity is skyrocketing.

Performics tracks mobile search as a percent of client Google AdWords campaigns, and search activity through mobile devices has skyrocketed over the last year. Consider these growth statistics:

- ✓ Mobile paid search impressions increased from 8.4% of total paid Google search impressions (computers and mobile) in Dec. 2010 to 9.4 percent in Jan. 2011.



- ✓ Year-over-year mobile paid search impressions increased 238% from Jan. 2010 to Jan. 2011, compared to 13% growth in computer-based search.

2. AdWords campaigns default to include mobile search.

Brands that employ Google AdWords campaigns are buying mobile search, unless, of course, their teams have consciously opted out of the mobile offering. A frighteningly high number of advertisers may not be aware

they are engaging in mobile paid search, and they inevitably waste money and miss out on significant opportunity as a result. The growing frequency and scope of reasons people engage in mobile search today means every brand should partake, but the results of buying mobile search haphazardly or without a set strategy can cost brands big time, in click costs and lost sales.

3. Simply allowing mobile to run within AdWords wastes gobs of money.

The first question CMOs ought to ask their online/search teams after reading this is, "Are we managing mobile paid search independently from our overall paid search campaigns?" If the answer is no, heads should roll, and changes should be made. General paid search best practices should be applied to both paid search channels, but managing each independently can deliver huge cost savings and performance improvements. For one thing, mobile search costs can be managed to just a fraction of computer-based search costs.

4. Managing mobile search independently makes a world of a difference.

Click cost savings provide a huge incentive, but it's by no means the only advantage offered to marketers who manage mobile paid search independently. The small screen of mobile phones/smartphones also brings inherent exposure advantages to advertisers that tailor their efforts and pursue the top slot in search results. Click through rates (CTRs) can also be managed to new heights in mobile. —MICHAEL KAHN, senior vice president of client services, Performics

STRATEGIES:

Create a Mobile Radius

TIP: OPEN THE GATES WITH GEO-FENCES



Some big names in both retail and consumer goods are partnering with wireless carrier AT&T to test the impact of text messages that send themselves automatically when customers come within a certain radius of the marketer's store locations.

Kmart, JetBlue, Hewlett-Packard and pet food brands Kibbles & Bits and Nature's Recipe have all signed on to trial ShopAlerts with AT&T customers in New York, Chicago, San Francisco and Los Angeles. The platform, built with tech from geo-located marketing service Placecast, sets up "geo-fences" around the target locations selected by the marketer.

Once an opted-in user brings his mobile phone into one of these perimeters, an SMS message is automatically triggered and sent to the recipient.

While brands participating in the pilot would not specify the kinds of offers they will make via the ShopAlerts program, AT&T Ad solutions vice president of ad product innovation Danielle Lee said the offers could include rebates or coupons, along with geo-specific content like weather, news and traffic.

For instance, JetBlue erected geo-fences around airports in those four markets during the month of March and used ShopAlerts to push extra-points offers to opted-in TrueBlue Rewards users who check in on their mobile devices via the JetBlue Go Places Facebook app.

"We can tailor the geo-fence depending on what the location is and how granular the client wants to get," says Danielle Lee, vice president of ad innovation for AT&T Ad Solutions.

"We recommend a minimum radius of a mile, but it can be much, much larger. We're also encouraging brands to test geo-fencing event spaces, sports stadiums and other non-traditional locations, where they can have more of a sponsorship or branding type of message."

The size of the geo-fence matters. While an offer for a restaurant a few miles away might work in a suburban setting where users have access to their cars, geo-located messaging in urban areas seems to work best when it deals in shorter, more walkable distances. Message frequency can also be throttled to prevent overload. —BRIAN QUINTON



SHOPPING ON THE GO

More than half of smartphone users look to their phones for some kind of help while shopping, according to a study from market research firm Chadwick Martin Bailey. And while the majority of those aren't yet buying anything via smartphone, they are whipping out those phones closer than ever to the point of sale, giving marketers a new tool to use in converting to a purchase—and something new to worry about in fending off competition.

The research, conducted in early 2011 among almost 1,500 U.S. consumers by

checking for available discounts (58%). Further down the list are reading online reviews (49%), studying up on a rival's product or service (46%), checking stock availability (38%) or accessing a quick comparison of product/service features (37%). Over the whole survey group, CMB found, only 23% have actually made a purchase via their smartphone.

These strategies vary somewhat by gender, with women much more likely to check for discounts (64% compared to 52% of men) and males more likely to read reviews than women (54% to 44%) and to compare features on a smartphone (42% to 32%).

The survey found that 41% of iPhone owners said they have made a purchase from their smartphone. That contrasts with 25% of Android users who said the same and only 11% for Blackberry users or those with other smartphone models.

Buying over a smartphone also varies by age and gender. Among those under 35, 28% have made a purchase over their phones. That rate drops to 23% for those 35 to 49 and to 10% for those

50 and over. More than a quarter of the men polled (27%) have bought via a smartphone, compared to under one-fifth (19%) of women.

As for what respondents are buying from their smartphones, the majority of transactions (46%) have been entertainment content, including music, movies and TV shows. But 39% of those polled have conducted banking over their smartphones, and 29% said they have bought electronics.—BQ

CMB and iModerate Technologies, found that shoppers under 35 are much more likely than their older counterparts to use a smartphone while shopping. Among the under-35 crowds, 67% said they use their device while shopping, compared to 51% for those 35 to 49 and only 33% for those 50 and older.

Most often, two-thirds of respondents said they take out those smartphones to do comparison shopping for products or services (66%), followed by finding the nearest store location (58%) and



IDEAS:

Weighing the Options

HOW TO FIGURE OUT WHICH MOBILE STRATEGIES ARE BEST FOR YOUR BRAND

There's no single foolproof approach to using mobile platforms. And there's no strict format for the sites and apps one can create. Here's a few guidelines for deciding what makes the most sense for you.



MOBILE OPTIMIZED SITE OR APP?

Companies that can support their business objectives using a condensed, mobile-optimized version of their website should absolutely consider building a mobile site. A mobile app, on the other hand, is a great way for a brand or business to demonstrate its key value through technology that simplifies its customers' lives while simultaneously supporting its overall brand platform. Mobile apps spur customers to use a marketer's services more and become more loyal to the brand.

That said, apps and mobile sites are not necessarily mutually exclusive. An app is a more abstract and targeted concept, whereas a mobile site is more straightforward and can afford to be a bit broader.

WHAT IS YOUR GOAL? Mobile initiatives should serve at least one of three purposes: as a brand extension (i.e., increased visibility and reach), as a brand enhancer (i.e., a new and exciting way present your offering), or as its number one home base and commerce center.

A good mobile site places the core offerings of the business's online site front and center. On-the-go users should have quick access to key features and services. The key to a good app is that it simplifies the user's life somehow.

Many big box retailers, restaurants and brick-and-mortar shops, as well as the crowd-sourcing services that cater to them, are paving the way for burgeoning mobile marketers, and are therefore a good group to learn from when mapping out a savvy approach.

WHAT ARE THE OPTIONS? The two primary ways these businesses are getting in on the mobile app action are:

1. By creating their own apps to reward customers for proximity, frequency, or otherwise; or
2. By jumping on the bandwagon with crowd-centric service apps such as Groupon, Foursquare, Shopkick, Yelp, Bizzy and others that reward customers with significant discounts for the same. (Groupon's iPhone and Android apps were downloaded 5 million times alone in their first nine months of existence, and the benefits of this were passed on directly to the businesses partnering with them.)—GRETEL GOING, partner, Channel V Media.