

Cindy Krum



Mobile

Finding Your Customers No Matter Where They Are

Marketing

Mobile Marketing

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Introduction



I believe that mobile marketing is the marketing of the future. My name is Cindy Krum, and I am the author of Mobile Marketing: Finding Your Customers No Matter Where They Are. This book is intended to be a comprehensive guide for marketers and anyone who wants a clearer understanding of how they can integrate mobile marketing with their existing on- and offline marketing campaigns.

Mobile marketing is a quickly changing industry. My hope is that this book is as comprehensive, timely, and accurate as possible. That being said, the mobile industry is still very inconsistent and, in many instances, opaque, complicated, and variable. It can be difficult to pin down different technological capabilities or get a clear understanding of how different technologies work together. I have done my best to describe the mobile world as I understand it, but I will be the first to admit that I am no

technology expert. Many people have a deeper understanding of specific mobile technologies, but few have the breadth of understanding for the entire channel or its potential relationship to other marketing channels. My strength is in my vision and my ability to help companies create unified mobile strategies that create long-term value while still generating an immediate return.

You will find several themes throughout the book. These themes are the core reasons that I have become so passionate about mobile communication and have become somewhat of an evangelist for mobile technology.

- **Empowerment**—The adoption of mobile technology has economic and political ramifications that help people lead better lives and have a voice in their society. Because mobile phones are cheaper than computers, in many places, smart phones are simultaneously a person's first personal phone and first personal computer. Jeffrey Sachs, from the Columbia University's Earth Institute, said that mobile technology has been "the single most transformative tool for development." It has already helped unify communities, stabilize economies, and provide access to information in areas where it was previously unavailable. Mobile technology has been used to monitor and verify election results, coordinate political protests, and enable disaster-management teams.
- **Ubiquity**—We are quickly approaching a time when almost every person in the world has access to a mobile phone. In both developed and developing countries, people rely on mobile phones to conduct business, receive information, and interact socially. Faster mobile network connections are constantly becoming available around the world, deepening our reliance on mobile data above and beyond our reliance on simple voice and text messaging. This ubiquity has broad social and cultural implications that have already had a dramatic impact on many people's day-to-day lives.
- **Relevance**—Mobile marketing messages can be location specific, time specific, and even person specific, making the message highly relevant to the person receiving it. Messages can even be tailored to meet the needs of a person or company at the exact moment that the need

arises—all of which exponentially improves the relevance of the message. Mobile technology is also the first communication channel that creates messages that can be saved and opened later—at the exact moment when they are relevant—without the risk of the message being lost or damaged in the process (such as when coupons are clipped or ads are printed).

These themes have fed my passion for all things mobile. They are fundamental differences that make mobile a uniquely powerful marketing technology. People around the globe have allowed themselves to become deeply dependant on a small piece of technology called a mobile phone, and that is what makes it so darn important!

I deeply hope that you find this book very valuable. I have done everything possible to present an unbiased synopsis, supplementing my own knowledge and experience with research and case studies, and calling upon industry experts to review my work whenever possible. This book has taken the better part of a year to research and write, and in that time, things have already changed dramatically. The editorial team and I have done our best to ensure that the chapters are all as current as possible at the date of launch, but if we have missed something, please forgive us. The hope is that the book gives you the foundational knowledge you need to make the right plan, hire the right people, and set the right expectations so that your mobile marketing initiatives succeed. Thanks for reading it!



Mobile Targeting and Tracking

In marketing, tracking and targeting are crucial to the success of your campaign. Although these are sometimes discussed separately, the intensely personal nature of the message and the heightened ability to track your customers' interaction demands that the two be considered together in mobile marketing. In the mobile world, targeting refers to both identifying key demographics and psychographics of your intended audience, and adapting your marketing message to meet their needs. Tracking refers to any attempt to capture and evaluate data about the effectiveness of the mobile marketing campaign.

Targeting Your Mobile Customers

As discussed elsewhere in this book, not everyone is an ideal candidate to receive your mobile marketing messages. For the most part, people with smart phones and true Web browsing phones are far more likely to be compelled by any type of mobile marketing message. In terms of age group, that means only about 8% of Baby Boomers, 18% of Millennials, and 10% of Gen-Xers are likely to be compelled by your mobile marketing messages. Table 3.1 shows what types of smart phones each of these demographics tend to use.

Table 3.1 Mobile Phone Usage by Generation¹

Millennials (18% Own a Smart Phone)	Gen X-ers (10% Own a Smart Phone)	Boomers (8% Own a Smart Phone)
Blackberry: 39%	Blackberry: 40%	Blackberry: 39%
iPhone: 20%	iPhone: 11%	iPhone: 10%
Sidekick: 15%	Sidekick: 5%	Treo: 10%
Treo: 12%	Treo: 8%	Sidekick: 10%
Blackjack: 10%	Blackjack: 3%	LG enV: 3%
LG enV: 9%	LG enV: 3%	T-Mobile Wing: 3%
T-Mobile Wing: 5%	T-Mobile Wing: 3%	Nokia N95: 3%
Nokia N95: 4%	Nokia N95: 3%	Helio Ocean: 4%
Helio Ocean: 4%	Other: 19%	Other: 19%
Other: 14%	Not sure: 13%	Not sure: 10%
Not sure: 7%		

¹ Online survey of 4,000 mobile users in the United States between the ages of 16 and 64, conducted in January 2009 by Frank N. Magid (<http://localmobilesearch.net/news/hardware/survey-half-mobile-users-accessing-content-weekly>).

These statistics might be slightly disappointing to mobile marketers who assume that the entire world is active on their mobile phones. Unfortunately, although the price of smart phones and mobile data plans continues to drop, many people still either can't afford a smart phone or don't see the value in owning one. A whole other group of people own smart phones but don't use them to access mobile content, as illustrated in Figure 3.1.

What is the primary reason why you do not access the Internet on your mobile?

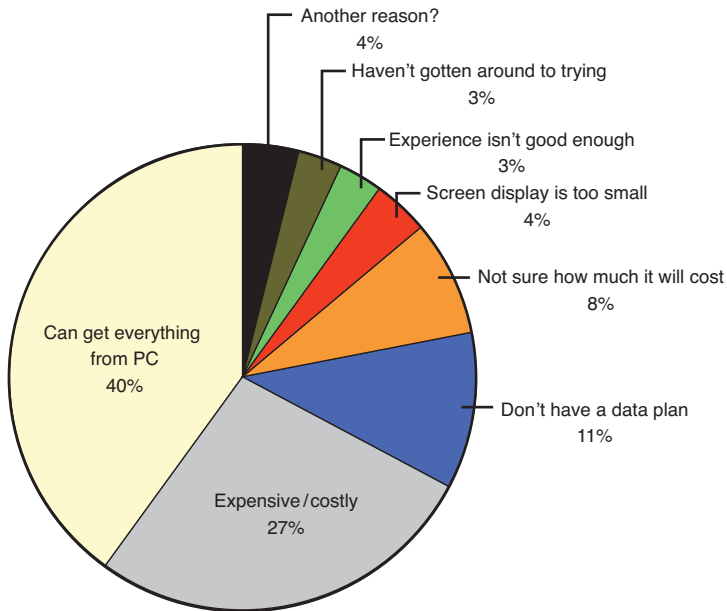


Figure 3.1 For many reasons, some mobile users don't access the mobile Web on their mobile phones. Chart courtesy of Internet2Go, localmobilesearch.net.

Age and Gender

According to a 2008 study by m:Metrics, the best demographic you can reach with mobile marketing is men between 18 and 34 years old. This demographic actually had a 9% click-through rate for mobile. Although women in this age group were quite active, they were less likely to click through on an advertisement. A comScore study from 2009 also reports that 70% of iPhone users are male.

Still, women are an important demographic in mobile marketing and should not be ignored. A 2009 study called “Women and Digital Life” reported that females between 12 and 24 named their mobile phone as the most important piece of technology in their life—even more important than a personal computer or laptop. The younger part of this demographic surpassed their older business professional counterparts in terms of mobile Internet usage.

Busy mothers can also be quite a lucrative demographic to target with mobile marketing, partially because they are 43% more likely to download mobile content. A 2009 study by GreyStripe actually renamed part of the “soccer mom” demographic to “iPhone moms.” This makes sense, because the report shows that 29% of iPhone

owners are women with children. Because they are often the purchase decision makers for the household, they control the purse strings —and are also frequently out of their homes, away from other types of marketing channels.

Some marketers worry that there is a trade-off between different types of mobile activities; for example, if people begin to get involved with one type of mobile activity, such as applications, they will become less involved with another mobile activity, such as online mobile social networking or mobile shopping. As it turns out, the opposite might be true. In a multiplier effect, more mobile activity might beget more mobile activity. A 2009 study of 2,000 mobile consumers by ExactTarget found a correlation between growth in participants' use of mobile email, instant messaging, text messaging, and mobile social networking activities.

As you might expect, different age groups use their mobile phones differently. According to the Magid study referenced in Table 3.1, 80% of mobile social networking activity is by people under the age of 34. As shown in Figure 3.2, a 2008 study showed that the highest demographic accessing mobile content was between the ages of 20 and 29. The second-largest group was between the ages of 30 and 39. Teenagers between 16 and 19 were the third largest group, beating out only those 40 to 49 and those 50 and above for their use of the mobile Internet.

Mobile Users Accessing the Internet on Their Mobile Devices, by Age, Income and Gender

Question: Do you access the Internet on your mobile device? (yes, no)

Base: U.S. mobile user ages 16+ (n=1,001)

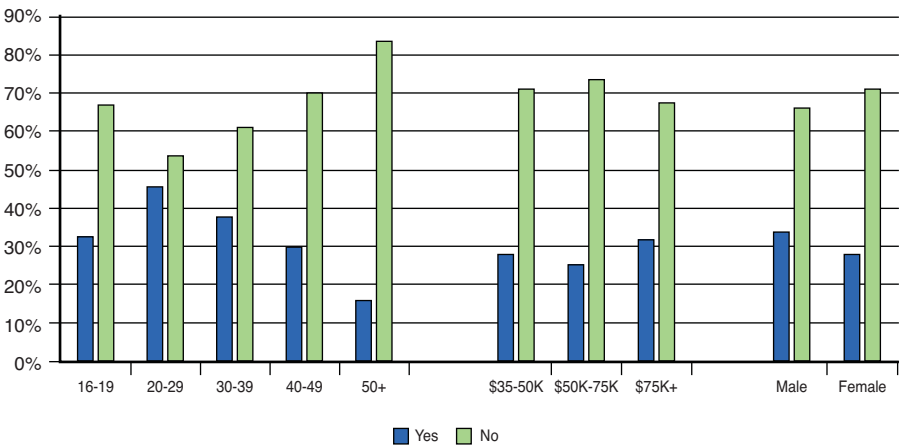


Figure 3.2 A 2008 study showed that the largest portion of the mobile market that accesses the mobile Internet is between the ages of 20 and 29. Chart courtesy of iCrossing.

According to GreyStripe—one of the top mobile gaming companies—47% of its mobile gamers are between the ages of 18 and 24, 23% are between 23 and 43, and only 14% are between 13 and 17. Text messaging is the most popular method of communication for people who are ages 13 to 24, and, according to a 2009 post on the Mobile Marketing Blog, their acceptance of this medium is actually growing at a faster rate than email, phone calls, and even social media. A 2008 study by Nielsen shows that 35% of those age 13 to 17 actually remember receiving a text message ad, whereas only 10% of those 55 and older do (see Figure 3.3).

Recall of Any Text-Message Advertising Amongst Texters, by Age and Ethnicity (Q2 2008)

	Recall Any Text Ad
All Subs	16%
Ages 13-17	35%
Ages 18-24	18%
Ages 25-34	16%
Ages 35-54	12%
Ages 55+	10%
White	13%
Hispanic	23%
African American	24%
Asian/Pacific Islander	20%

Source: Nielsen Telecom Practice Group

Figure 3.3 *You might have guessed it, but this study proves that mobile users between the ages of 13 and 17 are the most likely to remember your text message advertisement. Image courtesy of Nielsen Telecom Practice Group.*

Income

Mobile consumers tend to be more affluent than their nonmobile counterparts, and the more affluent mobile users tend to rely more heavily on mobile content than those lower on the income scale. According to a 2009 comScore study, mobile consumers with an annual household income of more than \$100,000 tend to access business information three times more than those with an income of less than \$100,000 per year (see Figure 3.4). They are also two times more likely to consume content from mobile news or mobile shopping websites.

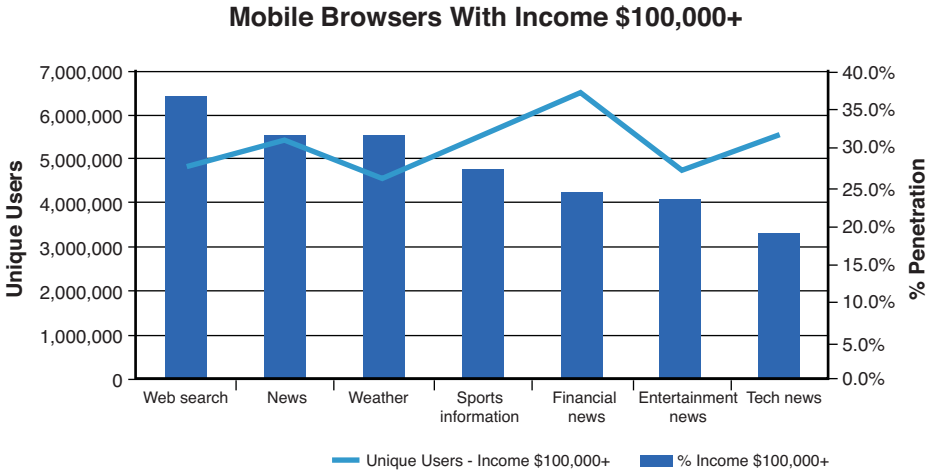


Figure 3.4 As you might expect, mobile users with annual incomes \$100,000 or higher are two times more likely to consume content from mobile news or mobile shopping websites. Chart courtesy of comScore, Inc.

The same survey found that people who are accessing mobile content spend about 39 minutes per week with some type of mobile content, presumably either mobile Web content or mobile applications. They spend 38 minutes per week on text messaging and 44 minutes per week on mobile phone calls.

Surprising, a 2008 comScore report, “All about iPhone,” shows a recent significant increase in the number of people in the lower income brackets (between \$25,000 and \$50,000 annual income) purchasing iPhones, rising 48% between June and November 2008. Forty-three percent of iPhone users earn more than \$100,000 annually, and that demographic is more likely to use mobile search than to participate in any other type of mobile behavior. Forty percent of iPhone and iPod users actually report using the mobile Internet on their mobile phones more than they do on their traditional computers.

Psychographic Mobile Targeting

Psychographic data is harder to collect than demographic data, but it is important for mobile marketing because it helps the marketer understand the mindset and values of the consumer. Psychographic data describes things such as lifestyle, ideals, and behaviors (sometimes psychographics are also described as IAO variables, for interests, attitudes, and opinions). Because this type of information is more difficult to measure, it is also more difficult to quantify in statistics. Psychographic information is usually elicited from surveys that companies or market research firms give

potential customers. Think of your customers' psychographic profile as a quantitative evaluation of your potential customers' self-concept.

Mobile phones have become so ubiquitous that no specific psychographic groups are associated with ownership of a mobile phone. However, differences do exist in the way various groups think about mobile technology. This can offer insight about potential psychographic qualities of consumers. In 2009, Carol Taylor, director of user experience at Motricity Marketing, identified five types of mobile consumers:

- **Up-to-date**—These people are driven to stay current with news, weather, and events at all times. They like to be informed, and others look to them as beacons of information. They use their mobile phone as a resource to stay them connected with real-time information about the world around them.
- **Social and curious**—These people are sometimes described as connectors because they enjoy bringing others together, networking, and planning events and outings. They use their mobile phones to keep up with their friends' lives and to stay connected to the people they care about.
- **Busy and productive**—This group of people is very concerned with all information related to their own personal efficiency and their ability to cope with a busy schedule. They use mobile phones because they are more portable, accessible, or convenient than using traditional computers. They are interested in anything that can help them manage their multiple priorities and meet the demands of their busy day.
- **Latest and greatest**—These people want to be the first to try something, even if there is no guarantee that they will be satisfied with it. They always want to use the newest technologies and applications, and to be a part of the newest social networks and communities. Friends look to them for reviews and recommendations of new technologies.
- **Just the basics**—This group of people is not really interested in the phone, except for the fact that it makes their life easier. They are not impressed by the newest technology or the marketing appeals of most applications. They are not early adopters, and they look to reviews and recommendations to find the tools and applications that they want to use on their mobile phone.

Using these groups, you might be able to improve your ability to segment and target your messages to your target market. In most cases, you will be able to identify some or all of these groups within your target audience, but if you don't feel that any of these psychographic groups are representative, you might need to conduct your own research to determine what motivates your target market's decisions.

Geographic Mobile Targeting

Different geographic regions have adopted and used the mobile channel at different rates, based on differences in the mobile network infrastructure, network speed, handset availability, laws, billing rates, and cultural norms. Many of these differences were discussed earlier in Chapter 14, “The International Mobile Marketing Landscape.”

With mobile marketing, geographic segmentation is very much about the situation the customer’s location might indicate. When people are in different geographic locations, they generally have different needs and different motivations. Mobile marketing campaigns will be more effective if you can anticipate with some precision where the recipients will be when they receive your marketing message. With location in mind, you can adapt your message to suit the needs of your potential customer when at work, at home, in the car, when commuting on public transportation, while running errands, or while out for a night on the town.

Understanding and anticipating your customers’ physical location also gives you insight into their physical surroundings—you’ll know whether it’s noisy or crowded, whether they are near a computer, or even whether they’re in a location where they might lose their cellphone signal, such as in a subway train. Different cities and regions have different norms. For instance, if you are targeting people during rush hour in Houston, you can expect that they will be in their car, but if you are targeting people during rush hour in London, you can expect that they will be using some form of public transit.

The geographic situation might also provide information about your target markets’ social and temporal concerns. Are the mobile users you’re trying to reach out with friends? Alone? Just killing time? In a rush? Do they need to get directions? Do they just want coordinate effectively with their families? When you answer these types of questions, you can more easily develop a compelling marketing message that your customers will actually act on.

Device and Carrier Targeting

In some cases, it makes sense to target different carriers or devices. This can be so for several reasons:

- Your content is specifically formatted for particular devices.
- The effort is part of a campaign that is co-branded with a device or carrier.

- You believe different devices or carriers will reach the appropriate demographic or geographic group more effectively.

If you have decided that device or carrier targeting is a good idea for your initiative, it is important to determine which device or which carrier is the best to work with, so you should start with the statistics. Statistics about the iPhone and smart phones in general abound, but not a lot of statistics have been publicly made available about other specific handsets or carriers. For these statistics, it is usually best to go directly to the carriers or handset manufacturers to get information about the demographics that they reach. If you are working with a carrier, you should be able to get the demographic data directly. If you have trouble getting demographic information from the carriers, sometimes you can find media kits online, work directly with the media contact for the carrier, or gather information about the demographics through information intended for potential on-deck advertisers.

Beyond statistics that you can compile from various sources, it might be a good idea to do your own market research, either surveying your existing customer base or working with market research firms to survey potential customers. Whether you are conducting your research in person, online, or on a mobile phone, it is important to keep your questions as short and clear as possible.

You can conduct your research in many ways. In some cases, you will want to conduct simple one- or two-question surveys; in other cases, you will have a long list of questions to include. Remember that people will be more likely to take the survey if you offer some incentive, such as a coupon or a gift. The longer the survey is, the more important the incentive becomes. In some cases, you might need to hire a market research company to help with the surveying, by developing questioners and recruiting sample groups.

In addition to formal surveys, if you or your brand is active in social networks, it might be possible to do crowdsourcing to find out more about who your target market is and what they care about. Crowdsourcing simply refers to the practice of taking casual, nonscientific surveys of your customers by asking them questions on social networks. This is especially valuable if you have done a good job attracting your target market to your social profiles on venues such as Twitter and Facebook.

Figure 3.5 shows a simple survey that the clothing company H&M performed on Facebook just before the Back-to-School shopping season in 2009. Within nine minutes of the question being live on Facebook, 660 people said they liked the question (and presumably responded), and 100 left comments. This type of market research is quite cheap and reaches your most active demographics.

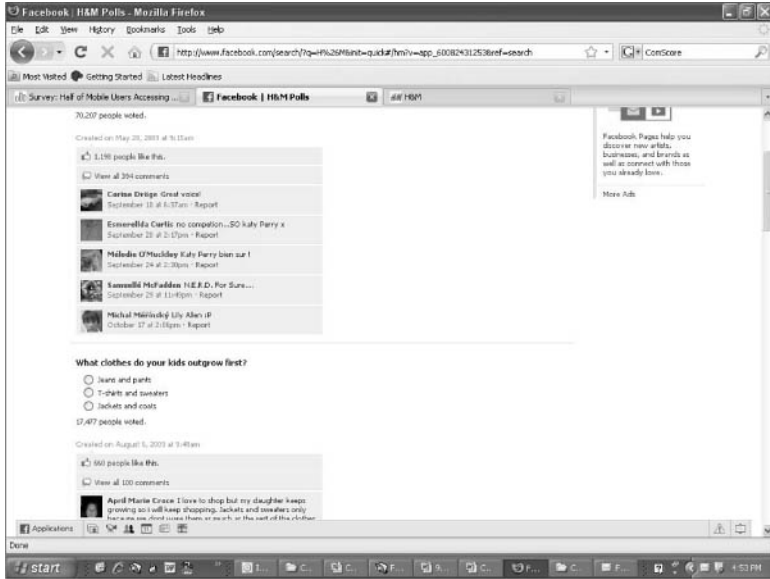


Figure 3.5 Crowdsourcing is simple and effective on Facebook.

Tracking Your Mobile Performance

Tracking is one of the most important aspects of any marketing campaign. One of the joys of mobile is the sheer amount of information that you can track, if you set up your campaigns correctly. Tracking, also sometimes referred to as analytics, is the process of capturing and evaluating the performance of your marketing campaigns. Different tracking and analytics platforms can be put in place to capture information about the success of your campaign. Before you get deeply into the discussion of what mobile tracking options are available, here are some points to keep in mind:

- In my opinion, you should never spend more on your analytics platform than you do on your analysts. As a consultant, I have seen many companies spend hundreds of thousands of dollars on expensive analytics platforms, but with no dedicated personnel who are qualified to review or interpret the data. In many cases, these companies simply use the platforms to generate simple automated reports that review very basic success metrics. If you are not diving deeply into your metrics on a regular basis, many of the free solutions should fulfill your needs.
- With mobile marketing, it is very important to understand how the tracking system works and what exactly it is reporting on. Some platforms are much better than others about telling you exactly what

different statistics mean. Never take statistics for granted or assume that you know what they mean or how they were collected.

- Even the best data is slightly “spongy” and inexact. This is simply because a variety of different technological issues or circumstances can cause a reporting suite to interpret data the way it does. I generally recommend that companies use more than one reporting suite whenever possible, because it can help you get a clearer idea of what is actually happening—and it’s also good to have a back-up reporting suite, in case something happens to the other one. Generally, one paid service and one free service is fine.
- Begin with the end in mind. When you are shopping for different tracking and analytics platforms, you should already know what type of information you will need available, how you will want to segment it, and what decisions that information will be expected to inform.

Some of the more common methods of mobile tracking are included next. The different methods and metrics are also covered in more depth in each of the chapters dedicated to that particular aspect of mobile marketing. It is important to note that the following suggestions are just some of the most common tracking options; feel free to be more creative when developing your tracking scheme.

Text and Picture Message Tracking

Text and picture messaging is one of the most difficult things to track because different mobile carriers track text messaging slightly differently. Most SMS platforms (also known as SMS gateways, SS7 providers, or SMS aggregators) have a tracking system included as part of the service, which can be helpful but still frustrating. By collecting cell IDs and attaching commands to the SMS message, you can get different types of information. However, not all carriers support all commands, so it is a good idea to segment your campaign by carrier first, before any other segmentation.

One of the first things you will want to track in an SMS or MMS campaign is the size of your list and its growth. This statistic is simply represented by the total number of recipients to whom you can send text messages. This number should be constantly updated based on new opt-ins and opt-outs, and you should track this number over time so that you can see the growth in the list.

You should also compare the rate of opt-ins and opt-outs against the average growth rate of the list over time (see Figures 3.6 and 3.7). In many cases, if you are sending too many messages or your messages are not as valuable as subscribers hope, your opt-out rate will increase with every message. Conversely, if you are

doing a good job of offline promotion, you should see a steady growth or even spikes in your opt-ins. This is particularly important if you are tracking the success of mobile coupons, because it enables you to compare the total ROI of a campaign, taking into account the actual in-store redemption rate of the coupon, as it compares to the loss in total subscribers.

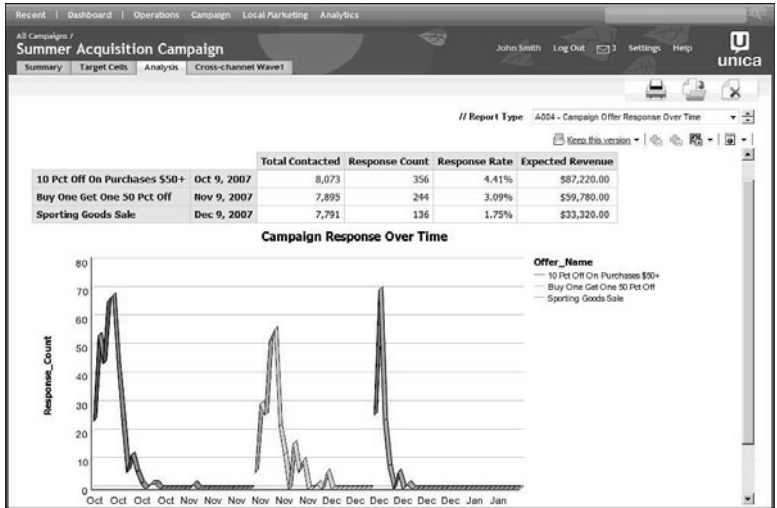


Figure 3.6 The Unica reporting suite can track and compare the success of multiple promotions over time.



Figure 3.7 Here's another example of the reporting available with the Unica reporting site.

In some ways, tracking the impact of an SMS or MMS campaign is much like tracking an email campaign. In addition to tracking your list growth, you want to track the following information whenever possible:

- Messages sent
- Messages received
- Links clicked (if applicable)
- Conversion from links (if applicable)

Encouraging recipients to click on an HTML link in your text message makes it much more trackable. To track the initial Web response, it is good to send the responses to a unique mobile landing page that can be accessed only from the text message campaign. All subsequent onsite activities should be tracked, including downloads, purchases, enrollments, sign-ups, and subscriptions.

Unfortunately, you generally can't track the open rate of text message campaigns because there is no way to embed JavaScript or HTML that will execute when the message is opened. Without tracking the open rate, you are left tracking the number of messages that are successfully delivered, and then the actual responses.

Unlike text (SMS) messages, the open rate of picture (MMS) messages can be tracked. Whenever the MMS is opened, it references the HTML image. In MMS messages, generally only the HTML part of the message can be used to measure opens because many phones still do not decode HTML in the text part of a MMS.

GPS tracking can be integrated with SMS, and market research firms can use this to gain a deeper understanding of not only how people interact with their mobile device, but also how people interact with others in their real-life activities. The process, called reality mining, can be particularly useful for market research companies that want to understand how the use of the mobile phone relates to location and situation. For instance, what causes people to text-message? Or what causes people to use a mobile application instead of searching the Web?

As GPS technology is more readily integrated into more mobile phones, tracking people via GPS becomes simple enough and cheap enough that it could conceivably be integrated into some marketing campaigns. With this type of tracking, the GPS in the phone is queried on a regular interval and then automatically sends an SMS to a tracking system that analyzes the data. This can be done through a remote request or as part of a downloaded application.

This geographic data collected for each person who is being tracked can later be analyzed to determine things such as the route people took, stores visited, or the duration of their stay in any one location. If you want to integrate GPS tracking into your marketing campaign, you must notify whoever is being tracked and get

two forms of opt-in permission. Because this method of tracking is so invasive, it is a good idea to send the people being tracked periodic messages, reminding them they are being tracked and allowing them to opt out of future tracking.

Systems such as this can also facilitate navigation around an airport, a tourist attraction, or a city. Other types of companies are using this type of tracking to help people keep track of loved ones or locate missing phones.

GPS tracking is probably too invasive for most marketing campaigns, but it could be integrated in creative ways to incorporate the phone with real-life activities such as races or scavenger hunts. To make the tracking more palatable, consider sending people who agree to be tracked coupons or incentives on a regular basis, to ensure that they are adequately rewarded for providing that amount of personal data.

The term *reality mining* is a play off the phrase *data mining*, which is the practice of compiling customer information from a variety of different sources and perspectives to create a summarized vision of your customers' wants and needs. Reality mining takes it a step further, tying in real-life actions instead of online behavior and purchase decisions. It is relatively new in terms of market research. The most notable study so far was conducted at MIT for the 2004–2005 school year and provided contiguous information about the interaction of 100 students. Sadly, the results of this study have not been made widely available, but we can expect more studies like this one to be performed in the future.

To date, reality mining is primarily used for broad market research projects, but in the future, this kind of intensely personal tracking might be integrated into mobile marketing campaigns. Any type of marketing campaign that requires this much access to personal information must ensure that data is highly secure and that participants are well rewarded for their information.

Mobile Web Tracking

A variety of mobile Web analytics programs have recently come on the scene and are now competing with some of the more established mobile analytics platforms. Many of the first mobile analytics services were created by mobile ad serving companies such as AdMob and Bango, who needed to report Web traffic and click-through rates for their advertisers. Now enough independent mobile analytics programs exist that it is no longer necessary to use a mobile ad network to get reliable information about the traffic on your mobile website.

When you are looking at mobile tracking, the first decision you have to make is whether to use a mobile-specific analytics program or adapt your existing Web analytics platform to track mobile customers. In an ideal scenario, you should be using

both and comparing the data to get a deeper insight, but that's not always a workable solution. With two types of Web analytics operating at the same time, you always have a backup if something happens with one of them. The information in the upcoming sections should help you decide how to set up your mobile Web analytics and tracking.

Mobile-Only Web Analytics

Many traditional Web analytics platforms rely on JavaScript tracking code that is embedded on a Web page, or cookies that are stored in the phone memory. Unfortunately, many phones, and even some smart phones, do not execute JavaScript or reliably store cookies, so a mobile-specific tracking solution is necessary. Also, in some cases, mobile-specific coding languages can cause problems with traditional Web tracking services. So until the new methods of feature phone tracking are developed, mobile-only Web analytics will be important for companies that are targeting less sophisticated phones.

Some of the top mobile-specific Web analytics platforms are described here, along with their services and offerings:

- **AdMob**—AdMob has historically been the gold standard in mobile analytics (see Figure 3.8). The company began as a mobile advertising company and offered comprehensive analytics to help their advertisers understand how well their campaigns were performing. People found the analytics information so valuable that AdMob began offering the platform for free to anyone with a mobile website.

AdMob will also provide statistics for traditional Web visits when any website is visited, but it is intended specifically for mobile analytics. As you can see in Figure 3.8, the AdMob platform lets you filter information by specific dates and shows information such as visits, pages views, page views per visit, and time spent on the site. It also shows information such as which carrier is sending the most traffic and what the most popular location or activity is on the site.

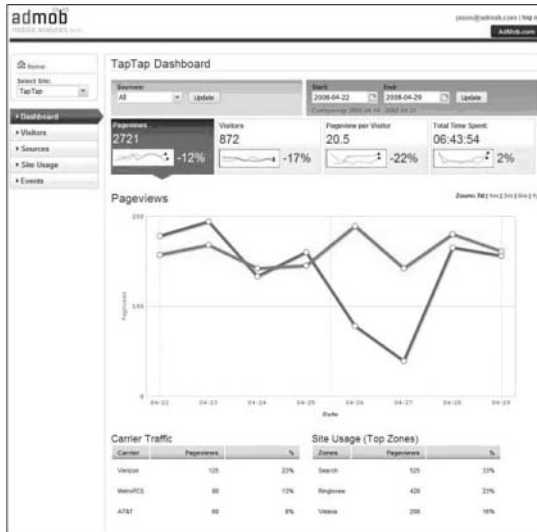


Figure 3.8 AdMob is one of the most well-known and respected mobile-specific Web analytic platforms in the world.

- **Bango**—Bango is one of the most well-known mobile analytics programs because it has been around for longer than most of its competitors (see Figure 3.9). As with most mobile analytics platforms, Bango can track activity on both mobile only and traditional websites. It tracks basic Web statistics, such as visits, new and unique visitors, page views, page views per visit, time on site, and conversions.

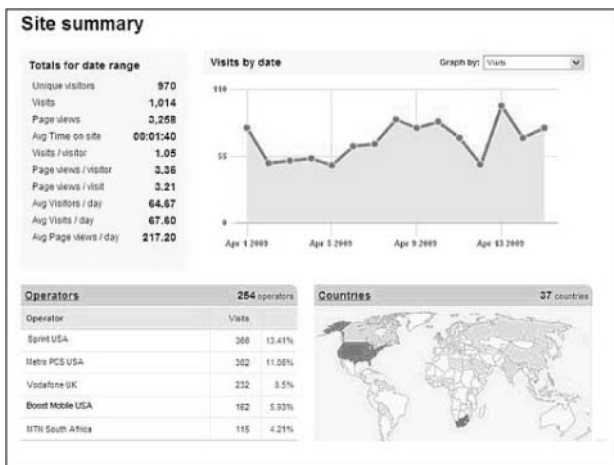


Figure 3.9 Bango can track both mobile-only and traditional website traffic.

Bango Analytics considers itself a real-time reporting solution because it can report on any action that happens on your website within the hour. This can be very important if you are in the midst of a short-term or location-specific promotion, because it provides the capability to tailor different aspects of your campaign on the fly and respond to different statistics as they become available.

One of the most important features Bango offers is the capability to track individual users' behaviors, whether they are connecting via a mobile network or WiFi, even if the connection changes during the interaction (see Figure 3.10). Each mobile device is attached a unique ID, which makes it much easier to segment specific users by their behavior, to import information about specific customers into a customer relationship management (CRM) system, or to integrate it with a loyalty campaign.

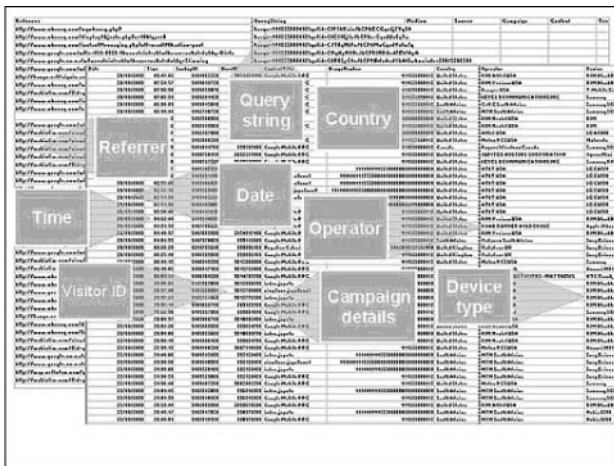


Figure 3.10 Bango enables you to track the behavior of individual mobile users.

As with most analytics platforms, Bango enables you to filter your data by page, country, operator, device, time, or date, but it also can monitor and pass URL-based tracking parameters to help supplement native functionality or launch new campaigns quickly.

One of the nice features of Bango is that it warehouses all the raw data that it collects about your website instead of batching it into a one-time report, sending it, and then eliminating it from its server. That means you can continually drill down into historical data, or potentially even create custom metrics from the warehoused information.

Bango's analytics program is quite robust in term of working and integrating with other traditional Web analytics programs though APIs. This is nice because it enables you to consolidate your traditional and mobile data without having to hand-stitch two disparate sets of data together. As shown in Figure 3.11, Bango can use the API to work directly within other reporting suites, such as Omniture, or even proprietary internal tracking systems.



Figure 3.11 Not only does Bango enable you to track both mobile-only and traditional Web activity, but it also enables you to roll them into combined reports.

- Mobilytics**—Mobilytics is a comprehensive mobile tracking suite that includes a lot of the basic features. It includes all the traditional Web metrics, such as visits, unique and new visitors, page views, pages per visit, time on site, and goal and conversion tracking. Mobilytics also has configurable dashboards that enable you to edit how data is presented to you. It also provides the capability to segment traffic based on a variety of different factors, including but not limited to reporting on traffic source, search engine, search term, carriers, countries, phone models, phone manufacturer, and phone capability. The platform can also be used to report on mobile PPC campaigns and mobile ads.



Figure 3.12 Mobylytics is an all-around tracking suite that enables you to track both mobile and traditional Web campaigns. (Data has been intentionally blurred in this image to protect the privacy of these users.)

Traditional Web Analytics That Include or Can Be Adapted for Mobile

Now that mobile Web access has become much more common, you can use traditional Web analytics programs such as Google Analytics and Omniture to see how much mobile traffic is making it to your mobile website. The following is a review of the most popular traditional Web analytics suites that can be used or adapted to track mobile Web visitors.

Google Analytics

Google Analytics is a free analytics platform offered by Google. Different from Google Webmaster Tools, it enables you to track and segment Web traffic in a comprehensive, easy-to-use platform. The tracking is easy to set up because it simply involves including the same piece of tracking code in pages throughout the website. This is easily done by adding the tracking code to the header of the website, if it is consistent throughout the website.

If you subscribe to the Enterprise level of Google Analytics, you have access to mobile-specific tracking, and that works on phones that don't support JavaScript. The only additional setup is the insertion of a small snippet of code that sits on the server.

In the nonpremium, free version of Google Analytics, you can easily segment out iPhone traffic from other Web analytics. If you need to track other phones, you can also use Custom Segmentation to show you the browser/operating combinations to drill down to find things such as the following:

- How much traffic you are getting on specific phones
- What keywords are driving traffic in mobile searches
- What your mobile bounce rate is
- How many page views per visit your mobile site gets
- What pages are most important to your mobile users

The best option is to set up custom segments for each phone, or each group of phones that you want to track. After segmentation is set up, you can easily move between the results for specific handsets or specific types of phones (see Figure 3.13). (The segmentation rules can get very complicated and, thus, are not included in this example in full.)

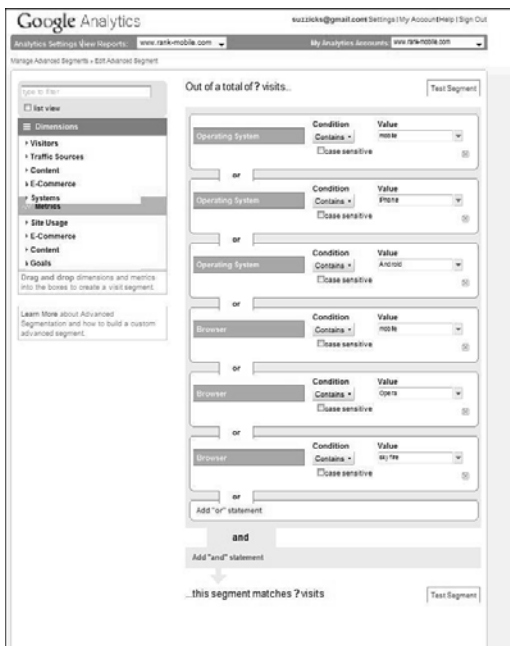


Figure 3.13 Google Analytics enables you to do custom segmentation so that you can see results for specific handsets or specific types of phones.

To set up segments that will group all mobile phones so that they can be reported on together, you must set up the Advanced Custom Segments. In this dashboard, include all mobile browsers and operating systems. To set up segments for specific phones, you simply need a list of the top handsets so that you can enter the browser/operating system/screen resolution/color-rendering combinations that each phone has and create them as a custom segment. A full list of mobile phones with these specifications is available at www.phonescoop.com/phones/index_all.php.

The one difficulty with Google Analytics Custom Segmentation is that you cannot set up segments in anticipation of the traffic coming to your website. For instance, if no devices with a 300×300 screen resolution have ever visited your website, that option will not be available in your custom segmentation options. See Table 3.2.

Table 3.2 Mobile Phone Specifications for Custom Segmentation

Mobile OS	Mobile Browsers	Mobile Screen Resolutions	Mobile Color Rendering
Mac OS X	Opera Mini	300×300	Older Phones: 1-bit/2 colors, black and white 2-bit/4 colors, grayscale 3-bit/8 colors 4-bit/16 colors 5-bit/32 colors 6-bit/64 colors Most Smart Phones: 8-bit/256 colors 12-bit/4,096 colors 16-bit/65,536 colors 18-bit/262,144 colors 24-bit/16,777,216 colors
BlackBerry OS	Skyfire	320×194	
Symbian OS	Safari	320×204	
Google Android	Mozilla's Minimo	320×240	
Windows Mobile	Google Android	320×256	
Mobile Linux	Thunderhawk	320×320	
Palm OS	Microsoft IE for Mobile	320×400	
MXI	Blazer	320×480	
	NetFront Browser	324×352	
	LG Dare	352×416	
	Sprint Instinct	360×120	
		360×480	
		360×640	
		384×288	
		400×240	
		432×240	
		450×854	
		480×272	
		480×320	
		480×360	
		480×640	
	480×800		
	480×845		
	480×854		
	480×860		
	480×862		
	480×864		
	640×200		

Table 3.2 Mobile Phone Specifications for Custom Segmentation

Mobile OS	Mobile Browsers	Mobile Screen Resolutions	Mobile Color Rendering
		640×240	
		640×320	
		640×480	
		800×352	
		800×480	
		854×480	
		1,600×1,200	

You can also set up a segment that works the opposite way, pulling out traditional computers and leaving everything else in. That gives you less specific data but is a quick way to get mobile information without a lot of setup or hassle with the analytics platform. An example of how you might do that is included in Figure 3.14, although not all the necessary rules are included.



Figure 3.14 You can also use Google Analytics to pull out data on traditional browsers and operating systems while leaving mobile traffic in.

Omniture

Omniture is one of the longest-standing and most well-known traditional analytics platforms. In 2008, it added mobile analytics to its SiteCatalyst platform. Omniture also enables you to segment visitors based on device type, device manufacturer, and cookie support, but it adds location, video, and audio formats into its segmentation capability (see Figure 3.15). The mobile portion of SiteCatalyst offers essentially the same reporting and roll-up capabilities for mobile as it does traditional Web traffic. As mentioned earlier, SiteCatalyst can also interface with Bango Analytics to pull in more mobile specific data through the API. See Figure 3.16.



Figure 3.15 SiteCatalyst enables you to segment visitors based on a variety of factors. (Data has been intentionally blurred in this image to protect the privacy of these users.)

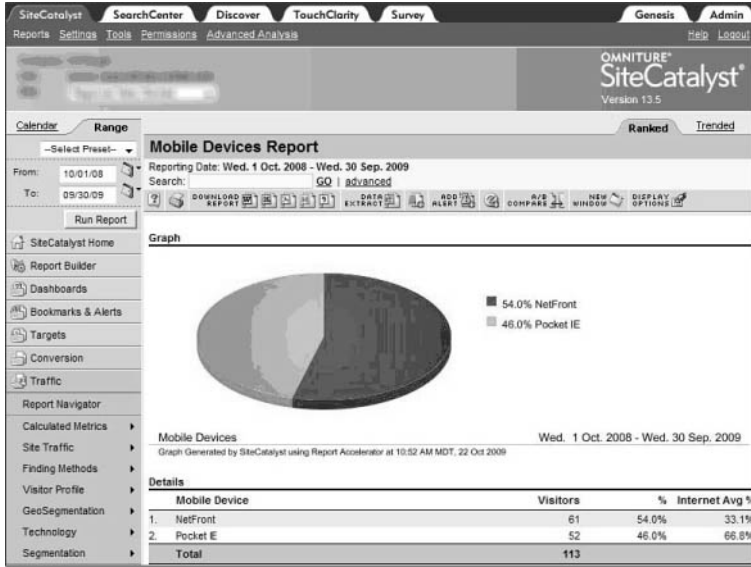


Figure 3.16 A Omniture SiteCatalyst graph showing mobile device access to a specific page. (Data has been intentionally blurred in this image to protect the privacy of these users.)

To provide location information, Omniture works with a platform called WHERE by ULocate. The WHERE platform works with a variety of different systems to deliver location-aware news, weather, events, restaurant reviews, and social networking opportunities to people while they are on the go. It provides information about the users' location while they browse your website from their mobile phone.

WebTrends

WebTrends Analytics 9 is another traditional analytics platform that has begun to offer mobile analytics information. Their platform reports on traffic from mobile browsers, search engine bots, operating systems, and browsers. WebTrends is slightly newer to the mobile analytics game, but it has made public commitments to stay updated so that it provides an easy and reliable source of mobile analytics data. JavaScript is used to track smart phones that support it, and an API is used to collect data from phones that don't support JavaScript.

comScore

comScore is another company that offers a traditional Web analytics platform that includes mobile reporting, although it is actually better known for its publication of reliable industry statistics about the growth of different marketing channels. In 2008, comScore acquired m:Metrics, a company that offered the mobile analytics platform MeterDirect but was also focused on providing comprehensive statistics on the growth and adoption of the mobile marketing channel.

Through m:Metrics, comScore now can provide its subscribers with a variety of mobile research and statistics, as well as some site information through its analytics platform. Since the acquisition, meter direct has been adapted, so the mobile offerings comScore provides now include the following:

- **MobiLens**—This tool draws together content merchandising and consumer behavior with mobile devices to show how different devices respond to your mobile marketing.
- **Mobile Metrix**—This platform provides continuous tracking of your mobile audience's user behavior and compiles information such as gender, age, and income with handset and operator information.
- **Ad Metrix Mobile**—This analytics platform was created specifically for advertisers and publishers to measure mobile display advertising campaigns.
- **Plan Metrix Mobile**—This platform brings together mobile Web analytics and real-life personal characteristics of users. It includes information about device type and carrier information, along with traditional media consumption, lifestyles, interests, and attitudes.

Mobile Email Tracking

Email is very different when it is displayed on a mobile phone instead of a traditional computer, so information about mobile email should be evaluated slightly differently. As it turns out, many people are not acting on commercial emails when they are on their mobile phones. Instead, they are using downtime to scan their emails, delete SPAM, and mentally flag items that require follow-up or seem important. When you review the response rate for mobile emails, it might be low, but the presentation of your email in a mobile device could ensure that it is even seen on a traditional computer at all.

As with any email campaign, you should be tracking the number of emails sent, received, opened, and bounced, as well as the response rate to those emails. Because email cannot be directed to a mobile device in one instance and a traditional computer in the other, the email might be received on a traditional computer, a mobile device, or both places. This can make measurement a bit complicated; the following companies should be able to help with mobile email optimization and tracking.

- **ExactTarget**—ExactTarget is a traditional email platform that was one of the first to begin integrating mobile delivery into its email solution. Its platform enables you to integrate your system with a variety of different platforms, including SalesForce.com, Microsoft Dynamics, WebTrends, CoreMetrics, Google Analytics, and Omniture.

The ExactTarget system also lets you send different responses based on specific customer behaviors, otherwise known as triggered responses. It also enables you to create content libraries and send content in emails that is dynamically generated, based on different demographics or filters. When they are set up in the system, each different behavior, triggered response, or dynamic email can be tracked and evaluated to determine the relative success of the different segments.

- **mobileStorm**—As with other email platforms, mobileStorm enables you to create and segment subscription lists and monitor the success of your campaign. In addition, mobileStorm specializes in mobile marketing, so it offers a variety of other products and services that companies can use to set up mobile-friendly email campaigns, track their success, and personalize responses. These campaigns can work independently or in tandem with SMS campaigns, and the two can be combined to grow your subscribers' lists.

mobileStorm can also help you set up autoresponses on email and SMS campaigns, to manage the opt-in and opt-out process seamlessly, and help you track and manage the mobile and traditional coupons that you send. If you are marketing an event, the system also includes a handy RSVP manager.

- **Pivotal Veracity**—Pivotal Veracity is another traditional email provider that can help with mobile email delivery (see Figure 3.17). It focuses on deliverability and rendering, both of which are crucial to the success of mobile email. In terms of tracking, their platform provides advanced analytics and custom weighting, to gain a deeper understanding of how different responses impact your bottom line. The platform focuses on

the capability to preview how your email will look on a variety of different phones. After deployment, it helps track the deliverability and click-through rate for traditional and mobile landing pages.

EMAIL_CLIENT_CAPABILITIES - Internal CSS Style Sheet Between The <head> Tags:
The following chart documents email client support for Internal CSS Style Sheets between the HEAD Tags. Note, as an email client had to fully support all aspects of the code we evaluated to qualify as "Y". If some - but not all - aspects of the code tested worked, it will be flagged as "X" (no) indicating it does not support every use case.

	Bottom Pixels	Bottom %	Background Position Centered	Background Position %	Background Position Pixels
AOL.com	Y	Y	X	X	X
AOL 9	Y	Y	Y	Y	Y
AT&T	X	X	X	X	X
BlackBerry OS 3.1.x	X	X	X	X	X
BlackBerry FLUX 2.x	X	X	X	X	X
BT	X	X	X	X	X
Comcast	X	X	X	X	X
Cox	X	X	X	X	X
Earthlink	X	X	Y	X	X
GMail	X	X	X	X	X
Hotmail/MSN	X	X	X	X	X
iPhone	Y	Y	Y	Y	Y
Lotus	X	X	X	X	X

Figure 3.17 Pivotal Veracity delivers diagnostics, which include information about two Blackberry renderings and the iPhone.

Application Tracking

As companies begin to spend more money developing interactive applications, it has become more important to track how users are interacting with the applications and what impact the applications are having on branding and engagement. The following companies might be able to help you track the success of your mobile applications.

Flurry

Flurry is an application-only mobile tracking system that was one of the first independent application tracking platforms available. It can monitor applications from a variety of different platforms, including iPhone, Android, BlackBerry, and JavaME (see Figure 3.18). It can both monitor the sequence of actions that people take within an application and use dynamic parameters to evaluate user-generated content and other interactive portions of the application.

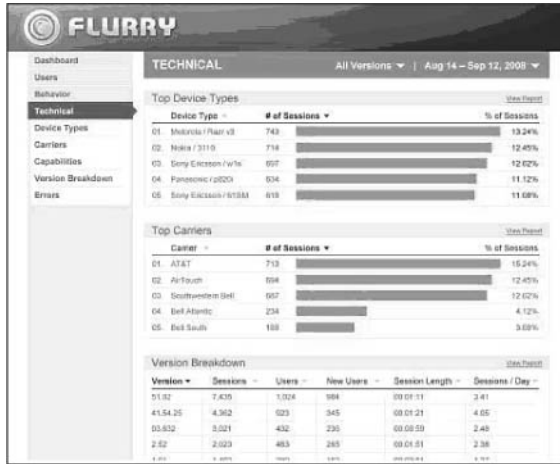


Figure 3.18 The Flurry mobile reporting suite shows access to the mobile website by top devices and carriers.

Google Analytics

In addition to tracking mobile Web activity, the same tracking code and platform can be used to track customer behavior within an application. The system currently works with Android and iPhone applications and is reported in much the same way Web traffic is presented.

Omniture

In addition to its Web traffic reporting platform, Omniture offers a tool called Omniture App Measurement that helps companies track the success and behavior of people on their iPhone, Android, and BlackBerry applications. This solution is also part of SiteCatalyst and uses the WHERE platform to determine where users are when they are accessing your mobile applications. This kind of usage information can be critical when determining how and where to promote your applications.

WebTrends

WebTrends also offers analytics for mobile applications, although the company is not very precise about what is included. The project might need further development before it rivals other mobile analytics tracking programs; this service does not appear to be a major push for them yet.

Offline Tracking, Text Message Tracking, and Phone Call Tracking

One of the biggest benefits to mobile marketing is that it enables you to add a direct response to all your traditional media campaigns, making them immediately trackable. Other chapters discuss this kind of tracking in much more depth, but basically this requires a text-messaging prompt in the offline marketing message, as shown in Figure 3.19.



Figure 3.19 An SMS call to action in traditional media makes it immediately trackable.

The best way to use mobile marketing to track traditional media marketing efforts is to utilize different response codes in different campaigns. For instance, in the Sponsor a Dog campaign, which was run throughout the London Tube, a poster in one location told people in one place to text “DOG” to the short code, and different posters told people in another location to text something else, such as “DOGS,” “PUP,” or “LOVE,” to the short code. This strategy presegments the data, making it easier to understand where your campaigns are succeeding and where they are not, to prioritize future ad placement.

All the top text message and phone system providers will be able to either provide statistics about your campaign or, ideally, provide an analytics platform that you can use to evaluate and segment the data on your own.

Within the platform, you can also segment responses by the time of day or the area code associated with the response. If you include clickable phone numbers in any of your marketing efforts or promotions, you can track the response in a similar way, providing different phone numbers with different promotions so that tracking the success of each initiative or each location is simple.

Offline behavior can also track the effectiveness of a mobile marketing campaign. This is especially true in the case of mobile coupons and redemption codes, when a promotion is sent to a mobile device, but the trackable behavior actually happens when the coupon is redeemed in the store. You can segment your users in a variety of ways and then track their response. One of the most common tests is to send recipients in different zip codes different redemption codes, and then systematically evaluate how far your customers drive to redeem the coupon. This kind of analysis can help inform a company's decision to open a new location.

Loyalty Tracking

One of the most important and complex opportunities in mobile tracking is the capability to track a multichannel marketing effort in a unified way. A comprehensive multichannel effort includes a variety of on- and offline media, including print, TV, radio, email, location-based mobile marketing, SMS, MMS, applications, billboards and banners, and Web traffic. The following companies can help you set up and track a multichannel marketing campaign.

Unica

One of the top analytics companies for drawing all types of analytics information together is Unica. Figure 3.20 shows Unica's capability to segment customers by their loyalty status and show the value of each segment.

The system has a variety of different products and unique features that enable you to anticipate opportunities to cross-sell customers when they will be most interested in your products, based on their previous behavior and see a visual representation of your customer data. The system helps you manage customers' different touchpoints and determine, in real time, which messages will be the most compelling and successful.



Figure 3.20 *The Unica dashboard enables you to segment customers by loyalty.*

mobileStorm

In addition to their email and SMS solution, mobileStorm provides a multichannel product that enables you to track six types of campaigns in the same platform. mobileStorm is slightly less comprehensive than Unica because it doesn't report on Web traffic, but it does allow you to track email, SMS, voice, fax, RSS, and video. Its database management capabilities enable you to create custom Web forms and mobile forms to gather data from your website and integrate the mobileStorm system into your existing CRM through APIs. It can also help you track phone numbers of subscriptions and removals from the lists, or even create suppression lists as you target various segments.

Responsys

Responsys offers another option for tracking cross-channel marketing efforts that include mobile marketing. This multichannel product is called InteractCampaign. When it is coordinated with InteractProgram, you can create a very dynamic tractable campaign, full of multichannel and cross-channel triggered responses. This seamless integration of cross-channel marketing with triggered responses means that if a customer responds to a mobile ad in one way and an online ad in another, the customer could automatically be sent a promotional email that combines the learnings from both the online and mobile responses.

As you develop your mobile marketing campaigns, keep this list of mobile tracking and analytics tactics and platforms in mind. It is important to stay current on the new mobile tracking and analytics services that are available because they change and develop; mobile marketing is still relatively new, and tracking is important, so likely a lot of innovation will arise in this aspect of the game.

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