

Mobile: measurability unlocks spending

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Storyline

1

Device penetration and consumer behavior are aligned to offer advertiser a clear channel to a **substantial audience**

2

Yet the industry is **cautious** on the value of mobile to brand owners: main barrier to adoption of mobile marketing investment is data deficit in planning, campaign effectiveness and brand integration

3

Passive data collection tackles mobile measurement challenge

4

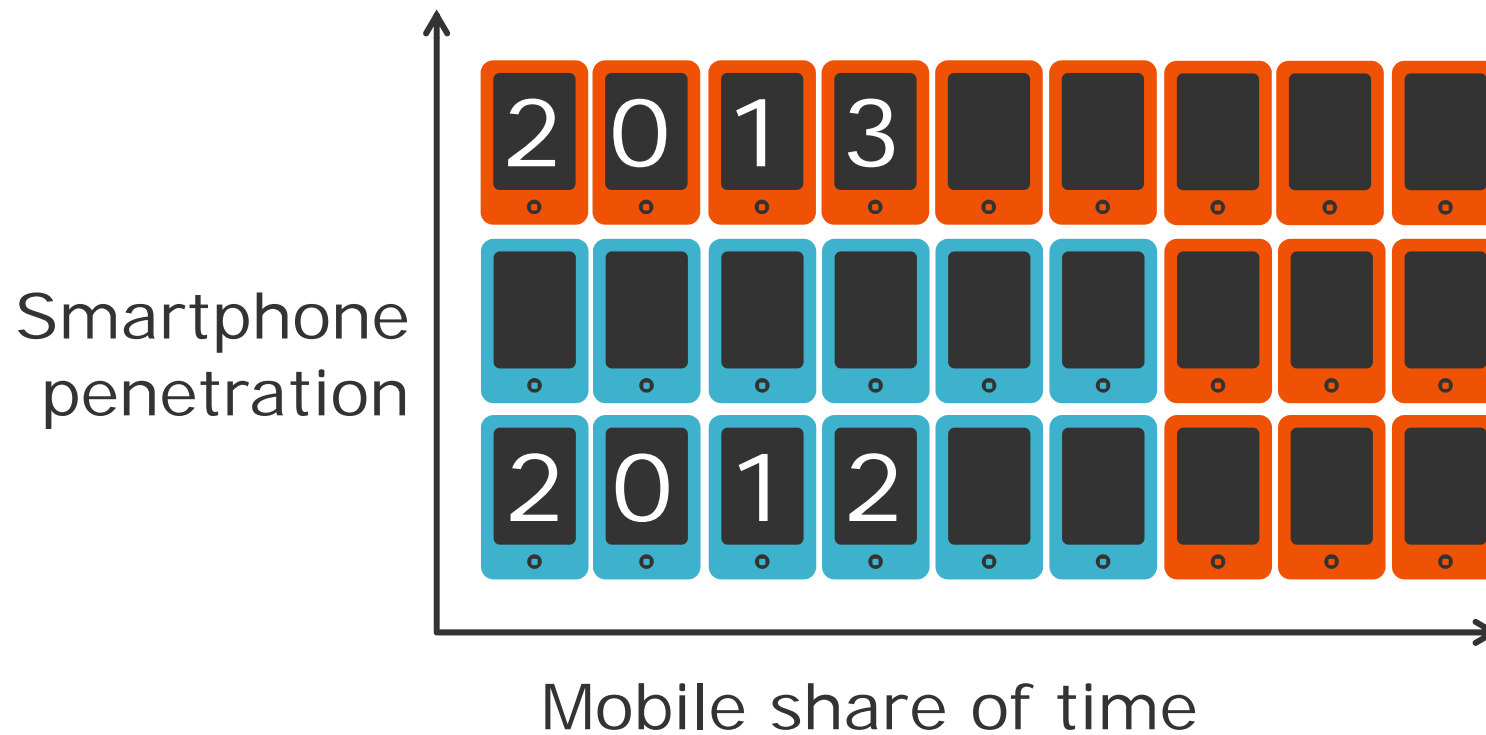
Path to **growth**



1

Mobile device adoption is opening a new era of digital marketing, creating a **powerful channel** for companies to communicate with customers at **critical points of the purchase decision** cycle

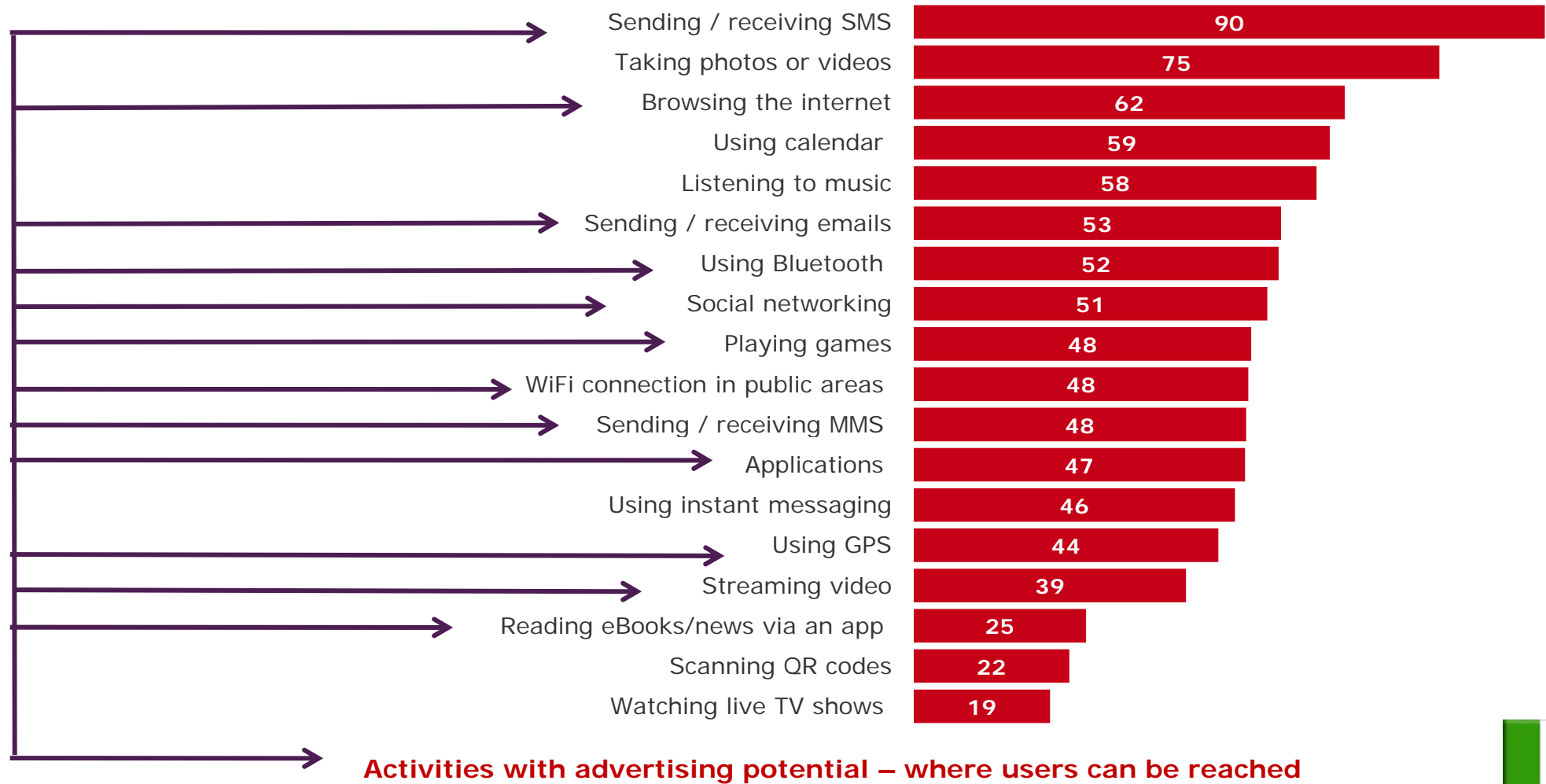
The continued growth of the total potential market is being driven on both dimensions of **users** and their **share of time**



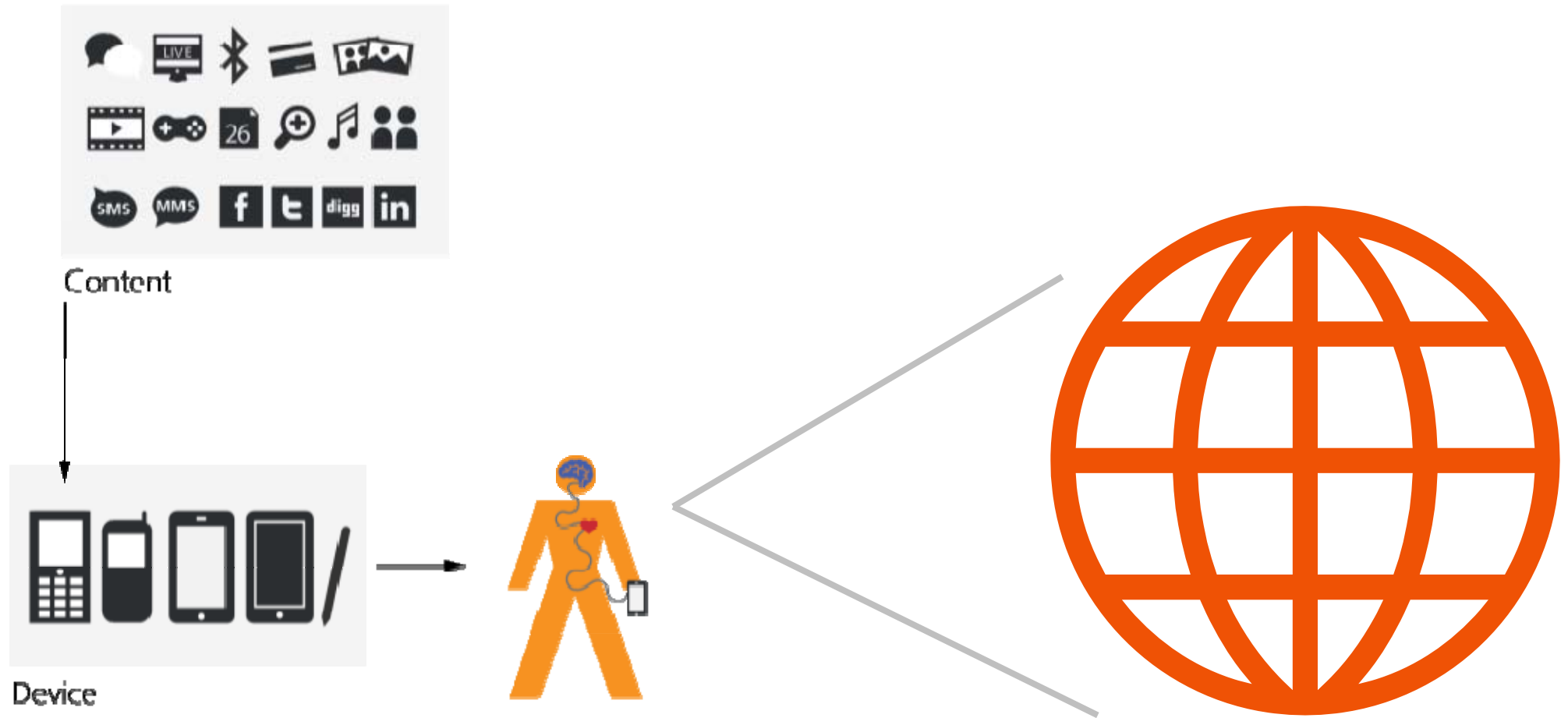
Experience is key, sharing is mainstream

Brands have a powerful **communication** channel with consumers

Proportion of people using mobile functions - Italy



Mobile provides a link between the 'digital' world and the real world, allowing users to access whatever they need, wherever they are. Brands can now meet **contextual** consumer needs



A **disruptive effect** in the **in-store** environment, particularly for younger consumers

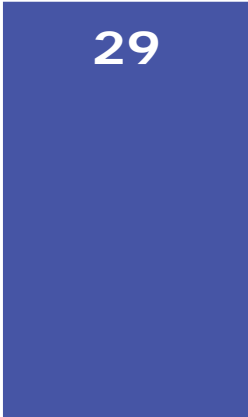
Average % mobile activities in the path to purchase - Italy

At home



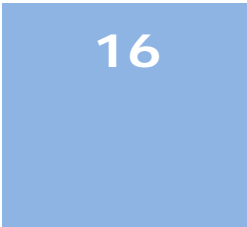
Research at home

In store



Research at the POS

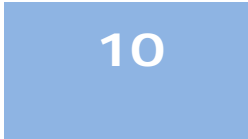
Activities carried out in store



Product information



Product review /social



Coupon

Mobile purchase



Purchase in store via mobile (online, contactless payment)



F3a. Usage of mobile in the path to purchase
Base: Mobile users – Italy 993

2

Yet the industry is **cautious** on the value of mobile to brand owners

Ready but cautious

73%

believe that **mobile** will be the **fastest** growing media for the next five years

65%

mobile will be the **primary medium** for communicating with the **12 to 24 age** group within two years

64%

believe that **mobile** search will **overtake PC** search by 2015

But...

32%

do not fully agree that mobile inventory is **good value for money** compared to other media



So **why** don't we invest in mobile, in-line with how consumers spend their time?

Share of **total digital ad spend (%)** - Italy



Share of **time** with devices (%) – Italy
"Other device" not shown



Desktop



Laptop



Tablet

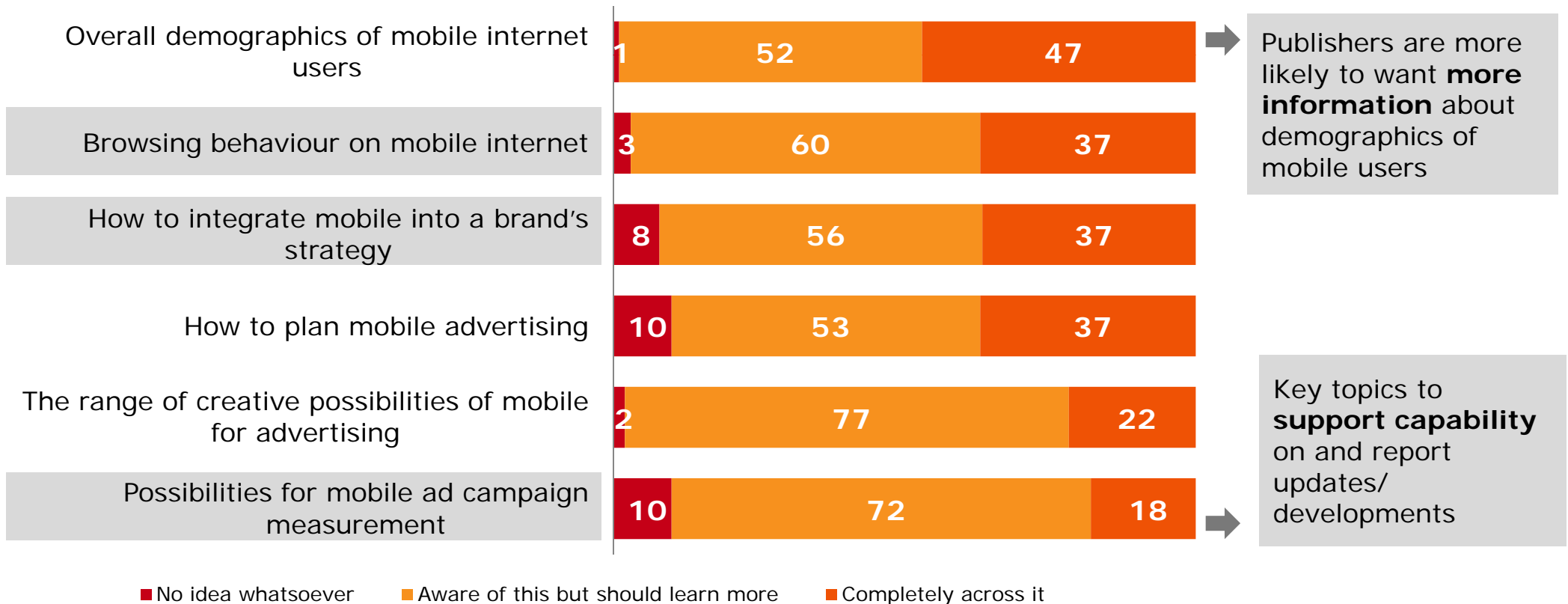


Smartphone



Campaign measurement, planning and integration in the brand's strategy are key issues, the Australian industry says

Understanding of global trends and issues - %



Q6. Do you feel you have a good enough understanding of the following global trends and issues to include mobile in your business Base: 115



Key actions identified to increase mobile advertising spend are **directly linked** to addressing effectiveness, measurement, and training.

Single most important issue for the mobile advertising industry to do to increase ad spend on mobile



Top 3 mentions (coded)

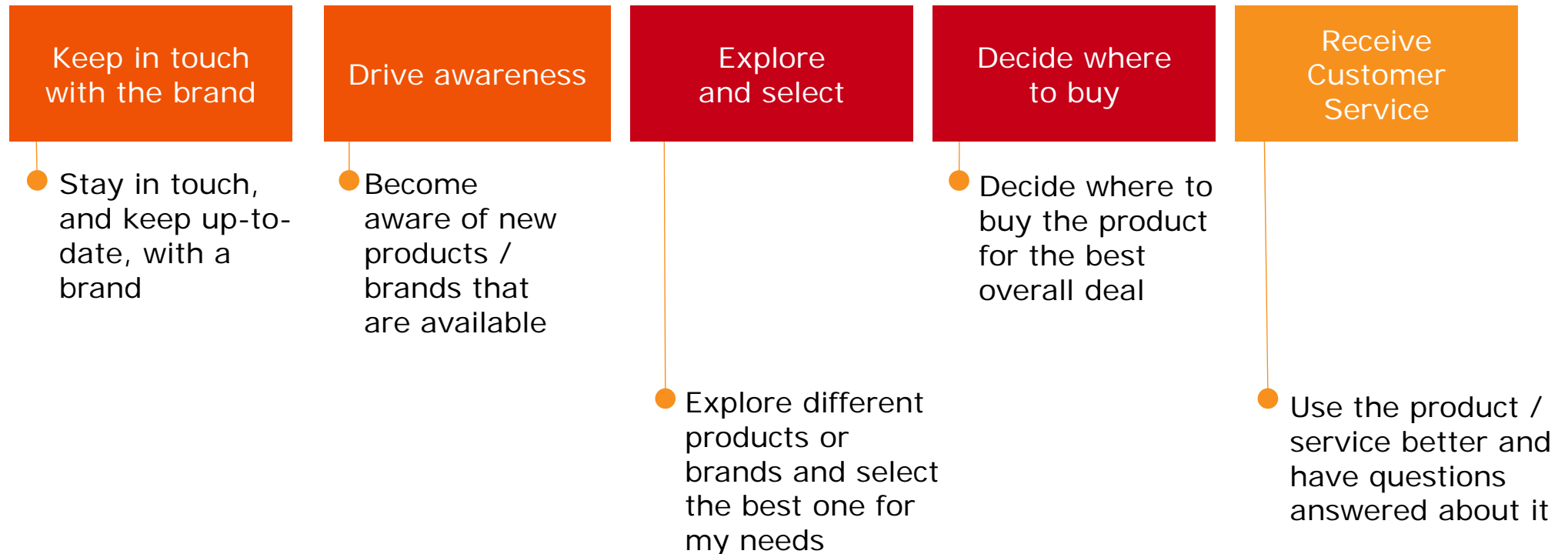
1. Evidence of effectiveness (19%)
2. Measurement (14%)
3. More training / education (10%)

Q25 What single thing would the mobile advertising industry need to do in order for you to increase your advertising spend on mobile? Base: 115



Integration in the **brand strategy** is an issue because we do not yet know how mobile fits in

Does it help consumers...



3

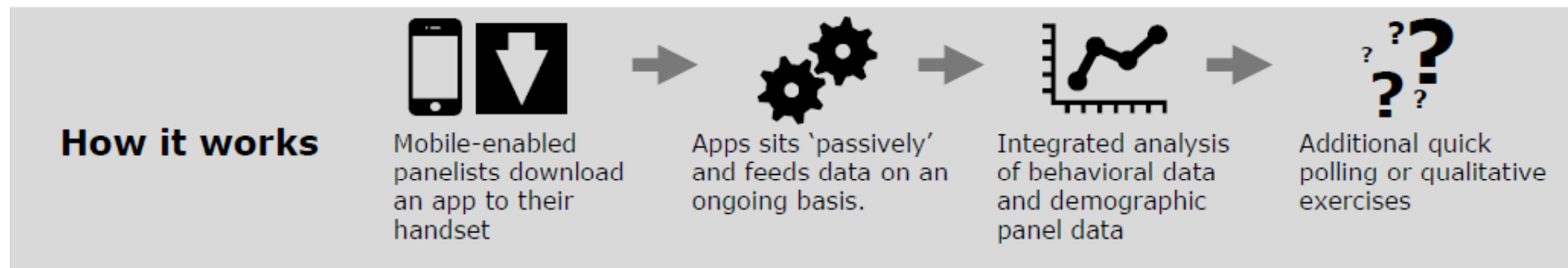
How **passive data collection** tackles both the mobile measurement and the brand integration issues

Registering consumers mobile behaviour – the case of a European country

An **application**, which captures smartphone and tablet usage with a **passive measurement approach**, is installed in every panelist device.

The indicators are **continuously monitored**, always and everywhere.

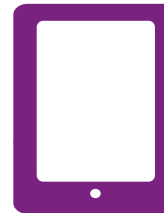
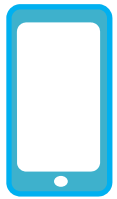
Results following are taken from Mobile 360°, a study on an European country, carried out in June 2012, observing for 4 weeks, a panel of 1109 smartphone and 96 iPad users.



Smartphone e tablet have two **different behavioural** models in terms of content fruition

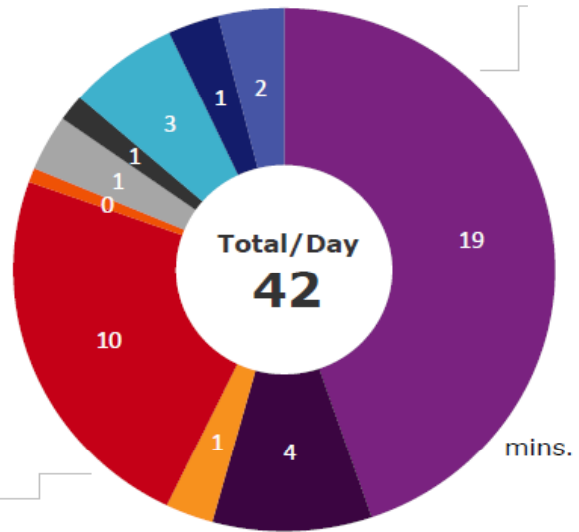
Share of daily market face time – split by category

(# minutes per user/day/category)



45%

25%

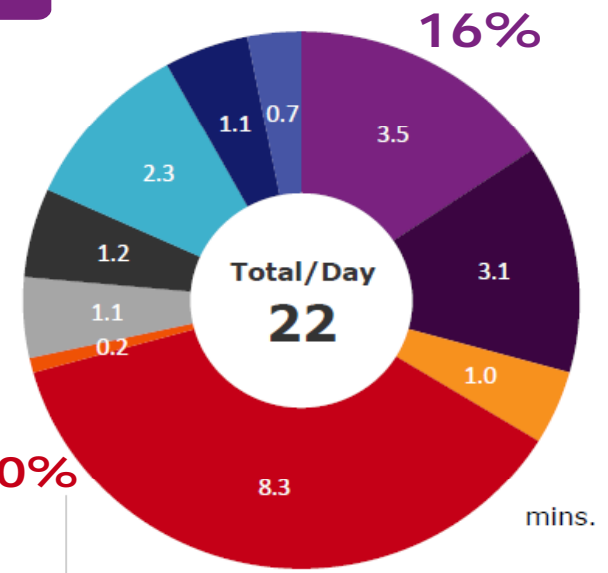


- Social networking & connecting
- Email*
- Multi-media & entertainment
- Online gaming
- Personal interest
- Shopping
- Knowledge & education
- News, sport & weather
- Personal admin
- Planning and organising

Android	12
iOS	11
BlackBerry	0,1
Apple	7

Base: All smartphone users – Admin (1044), E-mail (948), Gaming (790), Interest (58), Organise (1050), Shopping (1080), Social (1083)

40%



High daily usage for Online Gaming mainly consist of **Wordfeud** (6,3 mins.) and **Draw something** (0,7 mins.)

Base: All tablet users (96)

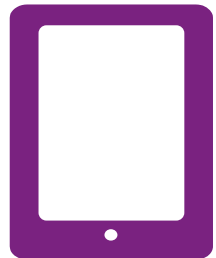
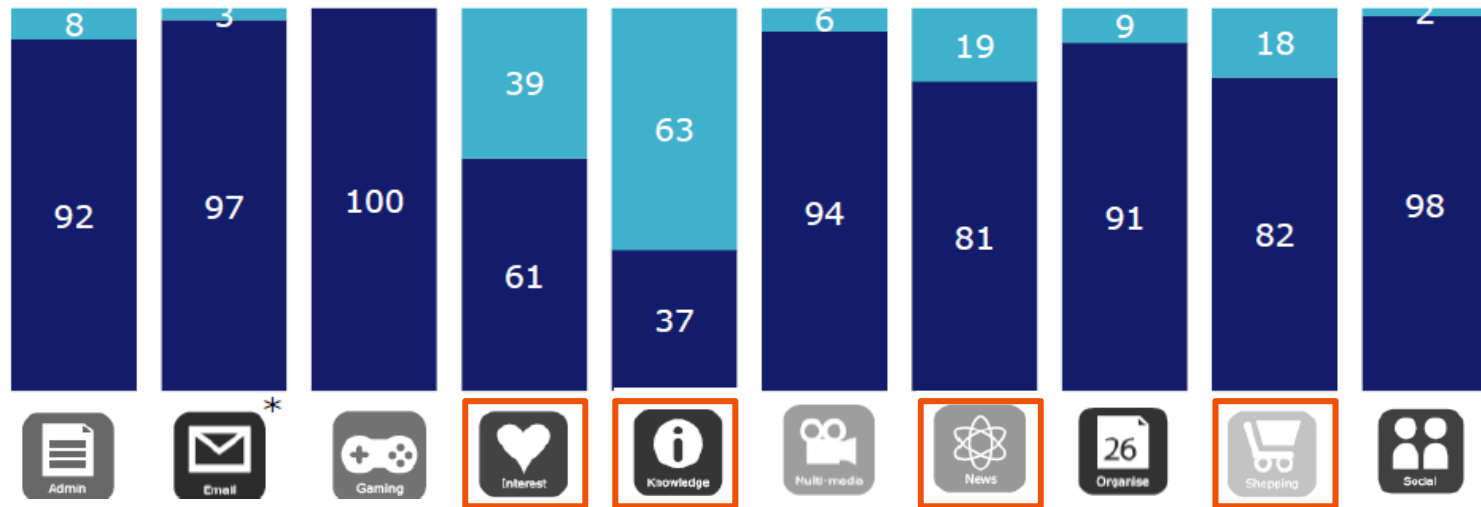
And **channel of fruition** differs according to **content/context**

Distribution in daily application time - applications versus websites

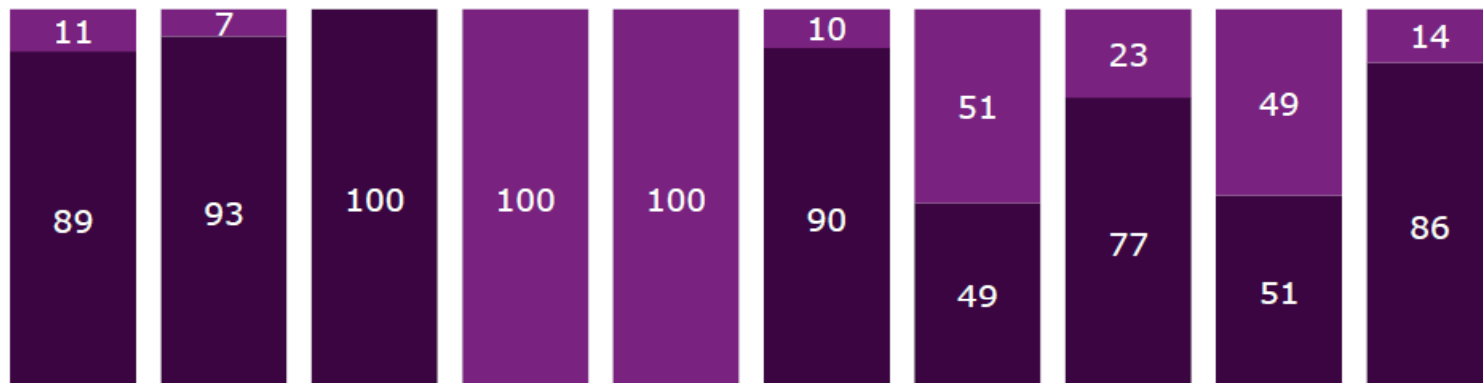
(% of total usage per category)



■ applications
■ mobile websites



■ applications
■ mobile websites



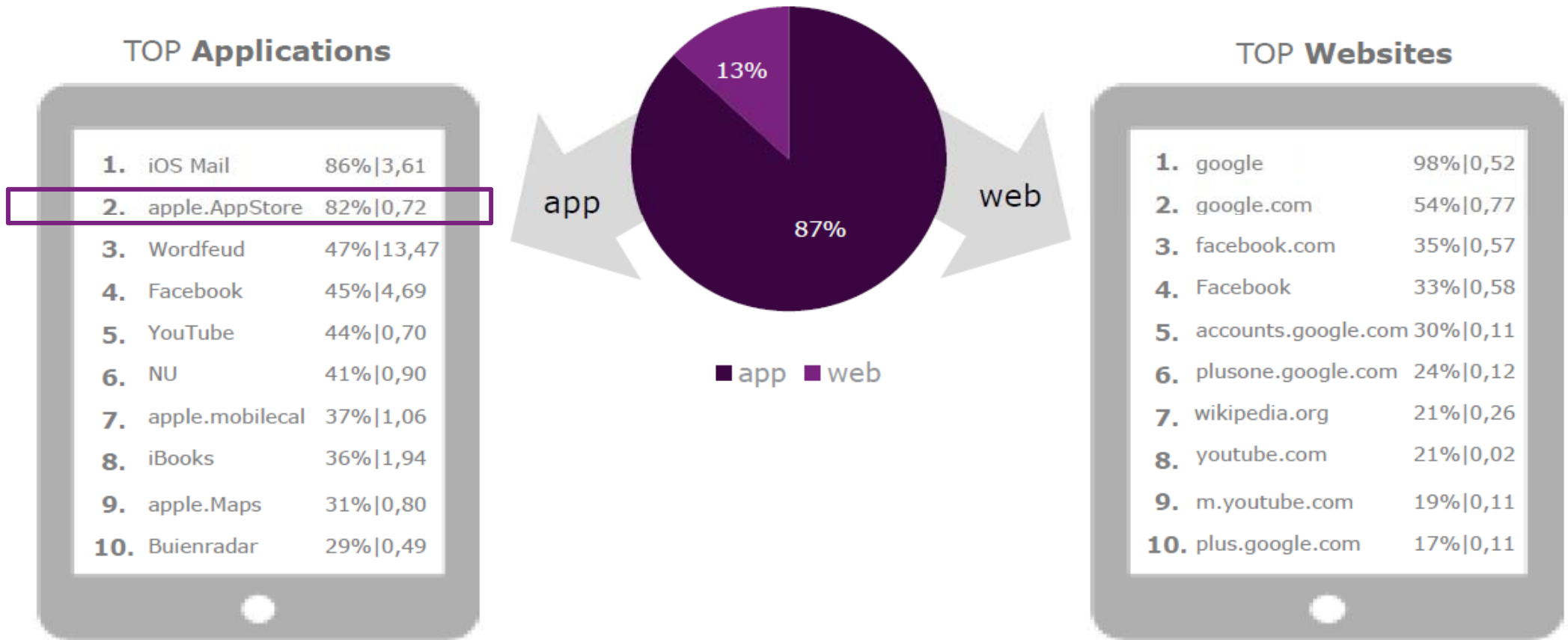
Base: All smartphone users (1107) apps|web – Admin (1005|643), E-mail (934|170), Gaming (780|71), Interest (389|391), Knowledge (638|967), Multimedia (839|520), News (842|678), Organise (1039|354), Shopping (1062|758), Social (1074|745)

Base: All tablet users apps|web – Admin (57|49), E-mail (82|13), Gaming (61|1), Interest (2|16), Knowledge (9|93), Multimedia (61|28), News (65|31), Organise (53|28), Shopping (80|41), Social (65|52)

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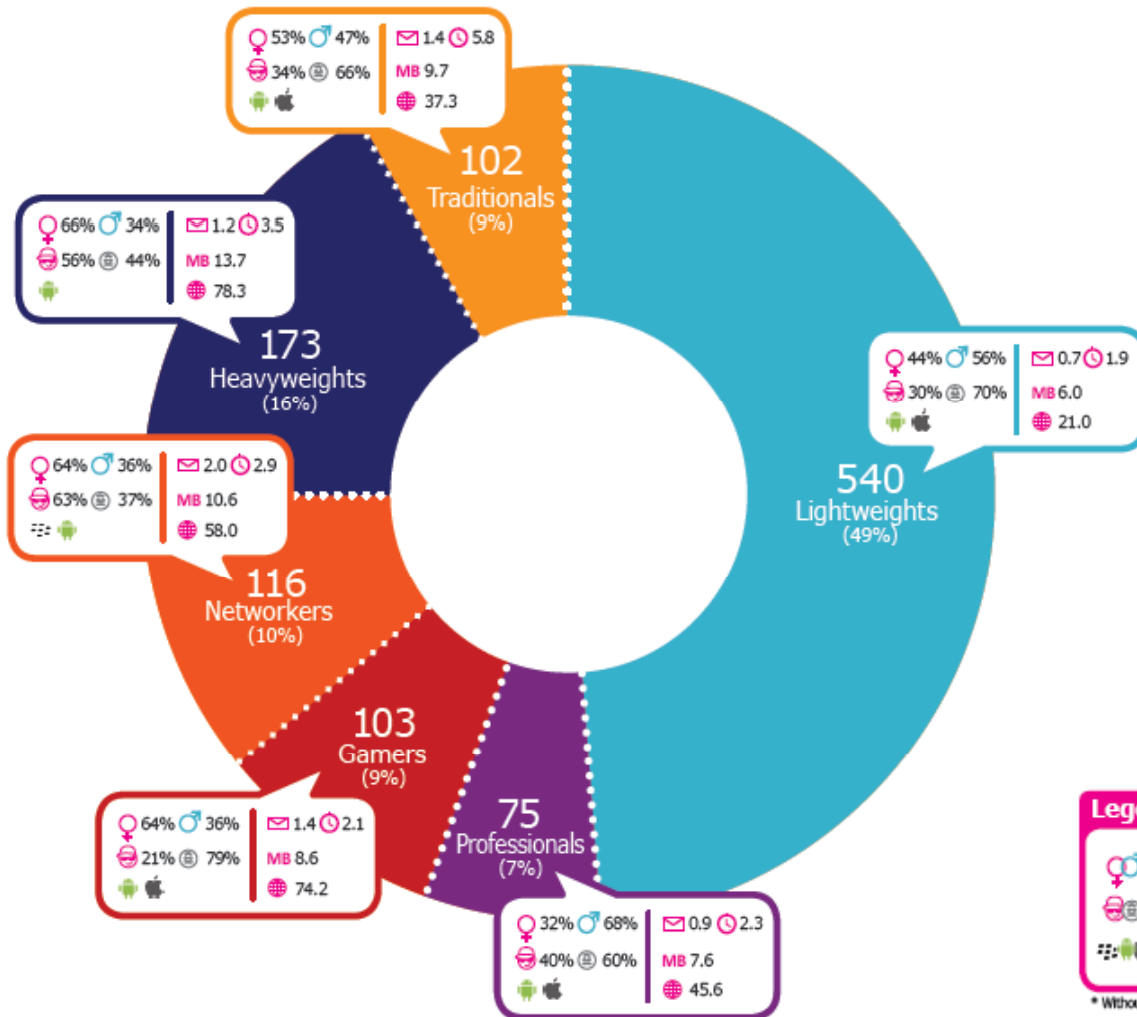
Granularity of measurement gets to singular activity: **18%** of iPad owners has not visited the Appstore in the month we measured

Top10 most used applications – penetration versus application face time - Tablet (iPad)
 (% of total users | # minutes per user/day)



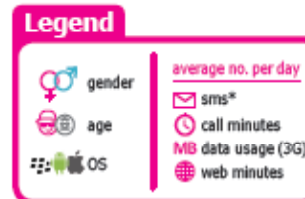
Base: All tablet users application|websites (94|94)

Users Typologies: The 'Mobile Behave Segments'



Heavyweights 16%

I'm a heavyweight smartphone user, and you can tell from my behavior. My profile differs substantially from the others. I'm always adjusting my settings to use my phone as efficiently as possible. On top of all "regular smartphone activities" like Social Networking, gaming and WhatsApping, I like to Shop occasionally (not just AppStore shopping, also real Shopping). I'm not afraid to handle some of my financial matters online either. My data usage is a lot higher than my age!



* Without iPhone

Actual behavior observation and segmentation provide key information on content fruition, unlocking correlations among activities done

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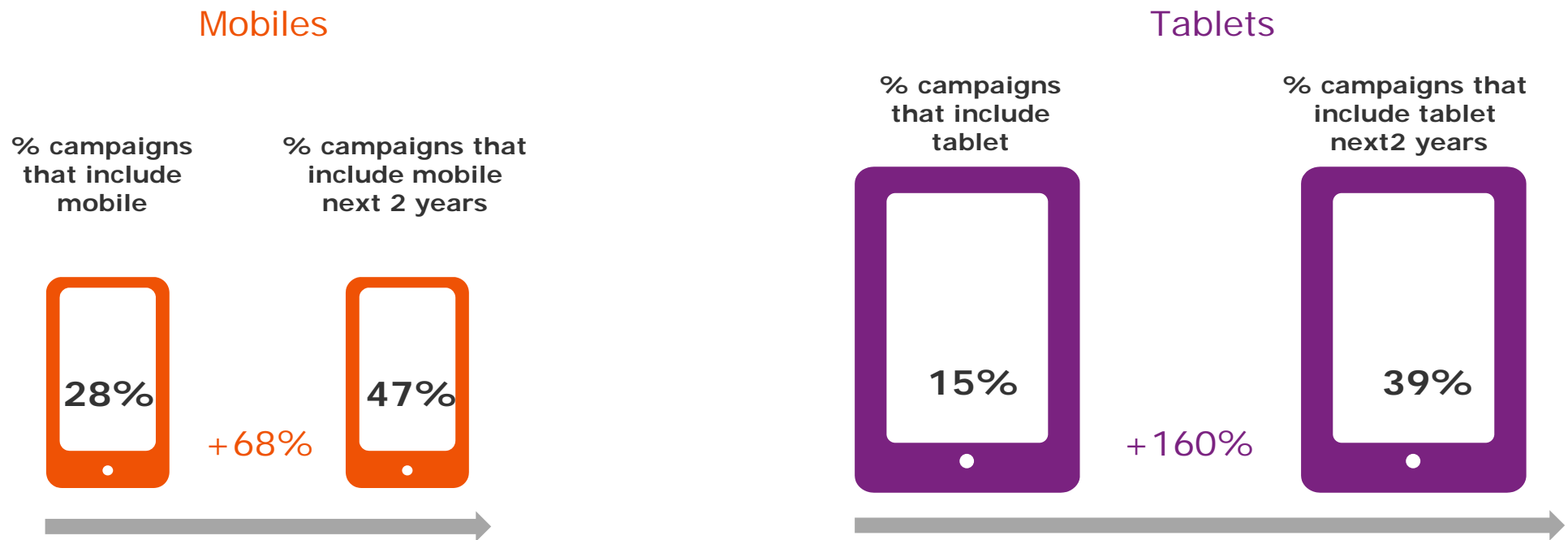
Social Networking & Connecting	Knowledge & Education	Planning & Organising	News, Sports & Weather	Multi-Media, Entertainment	Personal Admin	VoIP
penetration: 100% time spent: 36.3 min	penetration: 99% time spent: 1.9 min	penetration: 100% time spent: 3.3 min	penetration: 99% time spent: 5.7 min	penetration: 99% time spent: 3.2 min	penetration: 99% time spent: 2.5 min	penetration: 21% time spent: 0.8 min
Shopping	Pure E-mail	Gaming	Personal Interest	Mobile Banking	Top News*	IM
penetration: 100% time spent: 3.4 min	penetration: 99% time spent: 9.0 min	penetration: 86% time spent: 14.6 min	penetration: 83% time spent: 1.2 min	penetration: 78% time spent: 1.1 min	NU: 2.3 min De Telegraaf: 0.6 min NOS Teletkst: 0.4 min	penetration: 97% time spent: 18.9 min

4

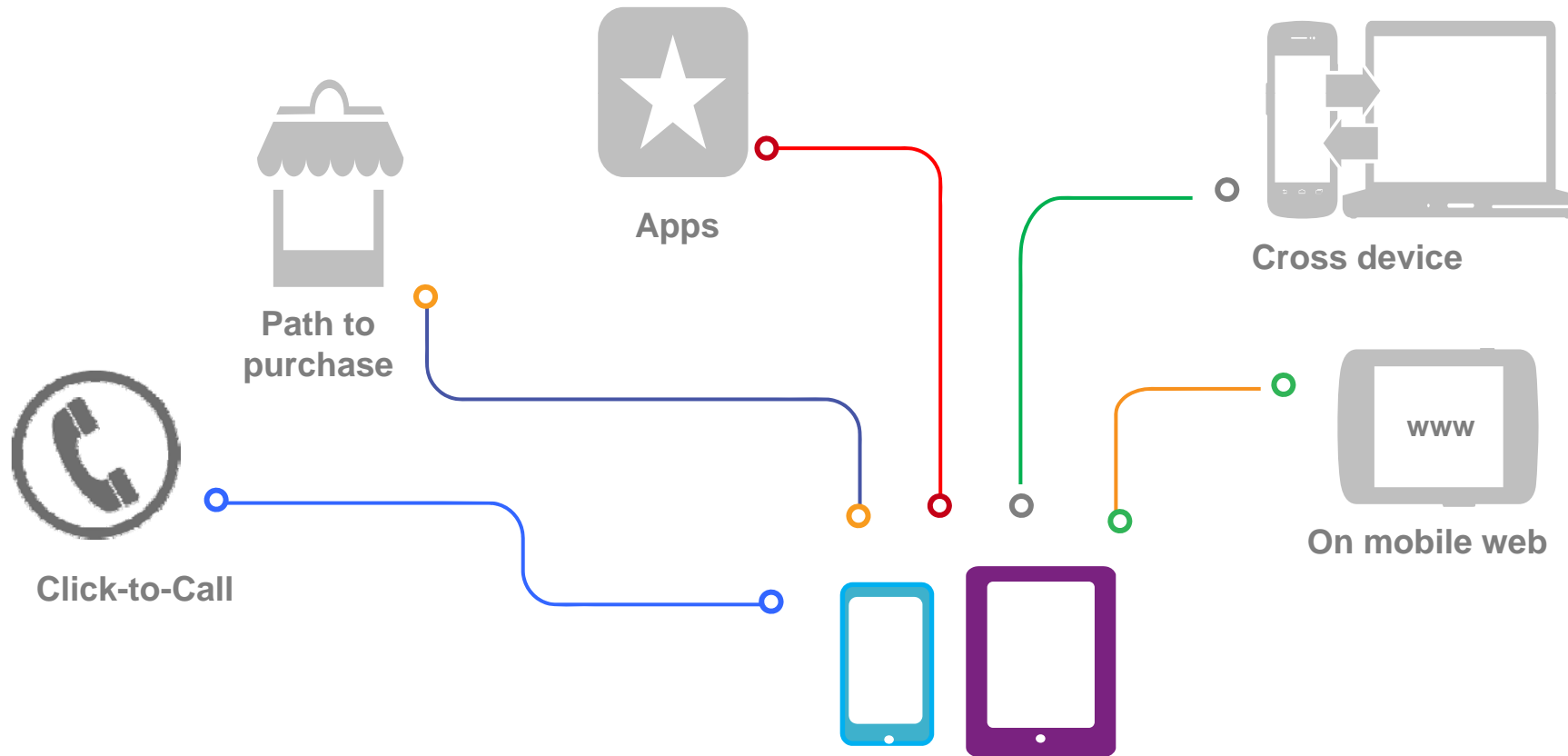
Path to growth

Multiple parameters provide a complete picture with **profile, behavioral, purchase** and **contextual** data, to obtain precise measurements of your campaign **effectiveness**.

Current and projected proportions of campaigns containing mobile or tablet components



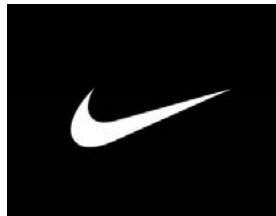
Behaviors are **changing** according to **platform**: consumers fruitions is more and more customized, according to channels which best fit in the need.



Mobile is **embedded** into media, working and shopping habits. Major advertisers recognize mobile as a **crucial platform** for marketing: integrate mobile into marketing strategy as a critical channel for customer outreach

Brand Building

Mobile offers new ways of expanding on your brand proposition, and new ways to deliver it...



Brand Activation

Mobile offers conversion opportunities by targeting customers close to the point of purchase...



Customer Experience

Mobile enables you to extend the service you offer, or develop new services altogether...



Mobile's unique capability in providing the bridge between online and offline means it offers targeted opportunities across the consumer journey

Thank you

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