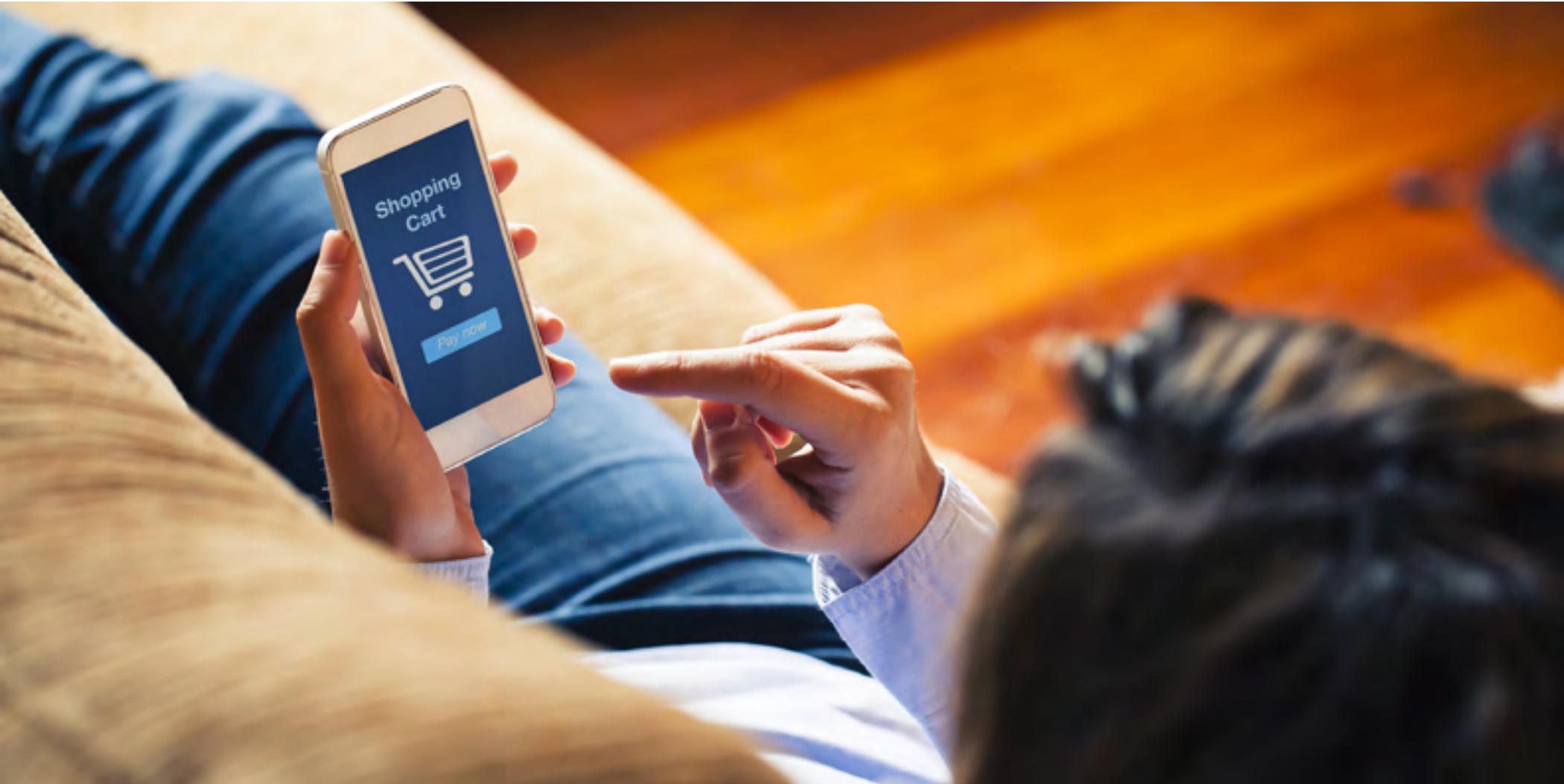




THE RETAILERS GUIDE TO MOBILE:

5 Practical Tips For Success



INTRODUCTION

By now there's no doubt about it. Mobile is the channel of choice for the 21st century consumer. Our phones are with us at all times, and within arms reach for 90% (or more!) of the day. They are a constant companion that takes a central part in almost every decision we take. So presence on mobile is the way to build consumer relationships.

Meanwhile, the mobile app specifically has 'won' the war for the consumer's attention on mobile. For every minute we spend on the mobile internet, we spend five in mobile apps. In fact, recent research suggests that the mobile app accounts for more internet traffic than the desktop web browser.

In retail, that's a hugely exciting opportunity. To be front and center on a device like the smartphone is, in a very real sense, the 'loyalty scheme' of today's retail landscape - the default first choice for the consumer.

But it would be wrong to believe that this spells the end of traditional bricks and mortar retail. In fact successful retailers will both drive sales direct from mobile (and online), but also use apps to enhance the store experience and increase 'real-world' revenue.

They will only do that, of course, if they get their arms around the mobile challenge as soon as possible. The rest of this whitepaper suggests five ways to do just that. Enjoy!



If there's one lesson every retailer needs to learn, it's this one. *Mobile is not replacing bricks and mortar.* Nor does it herald the end of 'traditional' web browser based commerce. In fact, it has the potential to add greatly to your revenues in both of these channels.

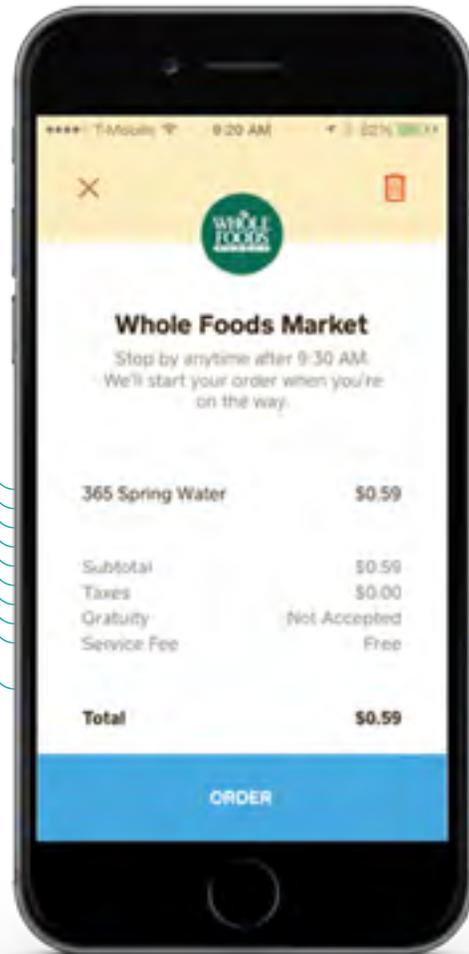
Here's the simple truth: ask anyone involved in a multi-channel business and they'll tell you the same thing, that **customers who use all of those channels are the most valuable of all.**

From that, we can reach a few simple conclusions worth bearing in mind:

- **If you're not making efforts to turn single-channel customers into multi-channel customers, it's time to start now.** We often assume this means campaigns aimed at in-store shoppers promoting e-commerce sites and mobile apps. But that is only part of the story. It's also time to start thinking about how to drive digital customers into the store, where they can truly experience your brand. Make every effort to create connected multi-channel experiences.
- **Deliver consistency, but don't compromise the unique potential of each channel.** Of course customers want to feel 'at home' whenever they interact with your brand. Certainly when navigating across the divide between web and mobile, that should be borne in mind. But do make sure to focus on what each channel does best, rather than deliver lowest-common-denominator experience across the board.

1

THINK MULTI-CHANNEL



- Remember that each channel can support the other. To give two obvious examples: there's no reason to stop in-store shoppers using online customer service channels. And mobile shoppers should have the ability to collect in-store rather than wait for a delivery. Always look for these opportunities - they are what defines good multi-channel experience.

Smart multi-channel experience at Whole Foods

2

ON MOBILE, OPTIMIZE THE FIRST 10 MINUTES

As mentioned earlier getting and holding a place on your customer's smartphone screen is probably the single best loyalty 'win' out there today. To know that every time they turn to that device (which is apparently something along the lines of 150 times a day!) your brand is **right there** is powerful indeed.

But **'holding'** is the key word. More than ever before, mobile makes it hard to hold the attention of the consumer. There are millions of apps out there, and in some cases hundreds on any given phone. No wonder around 1 in 5 of apps installed are used precisely once.

So if you are selling on mobile, initial user experience needs to be optimized to the nth degree. Here's a few ways to make that happen:

- Consider building 'splash screens' or in-app messages that introduce the mobile experience, guide the user, and ensure they understand *why* they've installed the app and what it can do for them. Sounds obvious, rarely done effectively.
- Personalize the experience based on acquisition source. Where possible (and it isn't always) make sure you understand where new users came from, and when relevant showcase the experiences and items that they might be interested in. And remember, that includes users from our other channels, such as those driven from in-store campaigns.
- A/B test the first key screens. Particularly in a multi-channel environment, it is so important to ensure users get on-board as easily as possible - otherwise they will go elsewhere and change brands entirely. So don't guess what works when it comes to retention, know!

Any retailer knows that the better you know each individual consumer, the more effective you will be at selling to them. That's why, collectively, the retail industry spends billions of dollars a year on loyalty programs to gather information on spending patterns.

But for the multi-channel retailer that represents a challenge. As consumers interact with the brand across multiple devices, and via sites, apps and of course in-store, it can sometimes be easy to lose sight of the big picture.

Consider the following ways to ensure that doesn't happen:

- **Make your mobile data accessible to central systems of record or other channel marketing programs.** This isn't just about purchase data - which is likely to be centrally stored anyway. It's about all the events and actions we can associate with each user: what they browse, what they have nearly purchased, which product categories they spend time in. That information can be invaluable for building relationships in other channels.
- **Similarly, make sure the reverse is true.** Don't let your mobile marketing efforts rely solely on the data you collect on mobile. As an example: if a user leaves an item in a shopping cart online on the desktop, use that knowledge to inform a push notification campaign (on the mobile) when the price of that item is reduced.
- **Build relationships in a seamless fashion.** Consumers don't see you as a store, a website or an app. They see you as a company or brand they like to do business with. Always make sure to share data relating to communications, with the intention of delivering the sort of seamless, relevant experience that demonstrates you understand and even anticipate their actions.

3

SHARE DATA

As we mentioned in the introduction, the mobile app should not necessarily be seen as a competitor to the in-store experience. But it is vital to understand that consumers now see mobile as providing instant access to the information about products and services that helps them reach a purchasing decision.

That's why you'll see people take out their mobile in-store to check user reviews of a particular item, or compare prices. So ask yourself this question: *"do I want users turning to MY app, or a competitor's app, when they look for that information?"*

When you've chosen the former option, here's how to make it happen:

- **Connect the in-store and mobile experience.** iBeacons enable you to trigger in-mobile campaigns as customers enter different areas of the store. That opens up a world of possibilities, from notifying users of current promotions via push campaigns, to in-app messages and content relating to nearby items. Consider them all!
- **Bring digital data to the in-store party.** Digital channels have one huge advantage: they offer the ability to collect data relating to almost every aspect of the consumer. You can turn that to your advantage in store. Whilst you may be running multiple promotions on any one day, it is possible to ensure that each individual sees only those relevant to him or her - based on their prior behavior in the mobile app or online.



ENHANCE THE IN-STORE EXPERIENCE

- **Build in-store companion apps.** Don't make the mistake of believing that just because you are a retailer, any app you build has to sell directly. A store companion app can provide valuable location-sensitive content and campaigns, and can be integrated with the in-store experience by, for example, supporting a 'call a sales assistant' function.
- **Remember that behavior in store can also be shared with other channels.** Beacon technology can report 'dwell time' in front of specific products or product categories, which in turn can be used to personalize mobile and online experience.



5

TARGET AND
CONVERT

Retail is a multi-channel industry. But increasingly mobile is the core channel within that mix. And that means that ultimately, mobile is going to have to step up to the plate when it comes to selling. To make that happen, we need to start adopting some of the techniques that have been refined in the e-commerce space and applying them to mobile.

Here's a few obvious places to get started:

- **Ensure you are optimizing and personalizing content based on prior user behavior.** If a given user of your mobile app tends to browse and buy men's fashion - don't show a display of women's shoes! Learn from user actions and ensure content and recommendations are appropriate.
- **Build campaigns that get 'browsers' over the line.** Don't just expect the people who install your app to start buying without prompting. *Identify engaged but non-spending users and market to them.* Try delivering in-app campaigns that offer daily deals or discounts. **That first purchase in any channel is vital:** make sure it happens.
- **A/B test the buying process.** Don't allow slip-ups where the rubber hits the road, instead make absolutely sure that every single aspect of actually buying is tested and optimized to destruction. It's not acceptable to let opinion over-ride hard user data in this situation.

Ultimately the number and variety of campaigns - whether in-app or delivered via push notifications - is limitless. The end goal is the perfectly optimized, relevant experience that delivers strong relationships and consumer loyalty as a result.

Good luck!



GROW YOUR MOBILE BUSINESS WITH SWRVE

The Swrve Mobile Engagement Platform is designed for digital marketers who are focused on transforming the way brands connect and interact with customers in an increasingly mobile-centric world.

Understanding how to engage users quickly and maximize revenue is a core competence of Swrve's, and recognized by our partners - including Sony, The Guardian, Condé Nast, Warner Brothers and Microsoft. Swrve customers have delivered more than one billion mobile messages, and every single day the Swrve platform processes over six billion events.

www.swrve.com