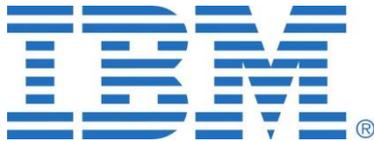↓

Mobile Experience Trends Briefing

Key takeaways from Digital Cream London, 2013

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in association with IBM Tealeaf:

Contents

1.   Introduction

This briefing is based on the issues discussed by digital marketers at Digital Cream London 2013.

Held every year in cities across Europe, North America, the Middle East, Australia and Asia, Digital Cream brings marketers to a selection of roundtables, each with a different theme. With the discussion moderated by a subject matter expert, the elite of the digital marketing world share their thoughts under the 'Chatham House Rule'[1], which ensures they can speak freely without their comments being attributable to either their company or themselves.

The largest ever Digital Cream event was held in March 2013 at the Emirates Stadium in London. As part of the event, Econsultancy ran a roundtable dedicated to mobile experience, where senior client-side digital marketers came together to discuss trends and best practice with their peers.

The thoughts and insights shared that day among digital marketers have been compiled into this document. In line with the Chatham House Rule, none of the content is attributable to any specific person or organisation.

In addition to the insights shared, this document provides background information about the mobile marketing landscape for marketers, much of which is taken from Econsultancy's Internet Statistics Compendium[2] and other related reports.

Econsultancy provides insight throughout the year from public training courses, to specific roundtables and conferences, in particular JUMP, which focuses on "joined up marketing" and multichannel strategies.

The mobile experience roundtable was sponsored by IBM Tealeaf and moderated by Rob Thurner, a mobile consultant and co-founder of Burner Mobile.

Related Econsultancy content

Reducing Customer Struggle – in association with IBM Tealeaf *(new version due in 2013)*
http://econsultancy.com/reports/reducing-customer-struggle

Mobile Sophistication and Strategy Report
http://econsultancy.com/reports/mobile-sophistication-and-strategy

Mobile Websites and Apps Optimization Best Practice Guide
http://econsultancy.com/reports/mobile-websites-and-apps-optimization-best-practice-guide

Mobile User Experience Trends Briefing
http://econsultancy.com/reports/mobile-user-experience-trends-briefing

Mobile Statistics Compendium
http://econsultancy.com/reports/mobile-statistics

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[1] http://www.chathamhouse.org/about-us/chathamhouserule
[2] http://econsultancy.com/reports/internet-statistics-compendium

1.1.   About Econsultancy

Econsultancy is a global independent community-based publisher, focused on best practice digital marketing and ecommerce, and used by over 400,000 internet professionals every month.

Our hub has 190,000+ subscribers worldwide from clients, agencies and suppliers alike with over 90% subscriber retention rate. We help our subscribers build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking.

For the last 10 years, our resources have helped subscribers learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

Econsultancy has offices in London, New York, Sydney and Singapore and we are a leading provider of digital marketing training and consultancy. We are providing consultancy and custom training extensively across Europe, Asia and the US. We train more than 5,000 marketers each year.

Join Econsultancy today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 971 0630 (New York). You can also contact us online.

1.2.   About IBM Tealeaf

IBM Tealeaf is a leading provider of digital customer experience management (CEM) and customer behavior analysis solutions. IBM Tealeaf CEM solutions enable companies to better understand the "why" of a customer's online and mobile interactions to enhance the customer experience.

IBM Tealeaf CEM solutions extend IBM's quantitative web and digital analytic capabilities in Coremetrics and Unica solutions with qualitative analytics capabilities to record, replay and analyze a customer's digital interactions.

To find out more about IBM Tealeaf's CEM solutions contact us on +44 (0) 845 87 20 120 (UK) or +1 415 495 8000 (US) or visit our website http://www.ibm.com/software/marketing-solutions/tealeaf/

2. Foreword by IBM Tealeaf

Mobile has arrived. It is no longer the next big thing or something that will happen next year. It is happening. Now. Consumers are quickly adapting to using their mobile device to research and purchase online, and as a result have changed the face of shopping forever.

Yet one of the key aspects that I took away from the Digital Cream event is that this change is constant. It is always evolving, and retailers and technology providers need to keep pace with demands of customers at all times.

At IBM Tealeaf we have been involved in optimising mobile strategies long before the mobile commerce revolution reached the mainstream. And even though today the majority of the Top 100 brands have integrated a mobile strategy into their business plan and have a mobile-optimised site in place, many have solutions that are mobile but don't fit the mobile needs of their customers.

Within the online retailing community, there is still a huge need for clarification on how to optimise for mobile. Everyone at this year's event agreed that many retailers are rushing to release mobile services, rather that thinking about what their customer wants and what will work best for them. More than anything, these days it's about having the right mobile strategy in place to manage the tools, focusing on the product development and the customer service at the heart of it.

The overriding message from this year's Digital Cream is that a viable mobile strategy is not rocket science, but it does require a brand to have visibility into the customer experience, a sensitive, flexible approach and clear business objectives:

- Start with the consumer: get insight into your mobile consumer personas
- Integrate mobile into your business strategy: identify reach, conversion rates and activity of the customer journey
- Optimise your mobile site presence: identify customer struggles to mobile adoptions

Ultimately, the consensus from the roundtable discussion was that with true understanding of customer behaviour, companies can take a more informed approach to mobile and can better meet the very unique requirements of mobile shoppers.

Bill Loller, VP, Product Management, Mobile
IBM Tealeaf

3.   Market trends

3.1.   Know thy customer: the importance of simplicity in a mobile world

While marketers are increasingly aware of the extent to which their customers are using mobile devices, anecdotal evidence from Digital Cream suggests that many websites for major brands still aren't optimised for mobile, leading to high bounce rates and low engagement.
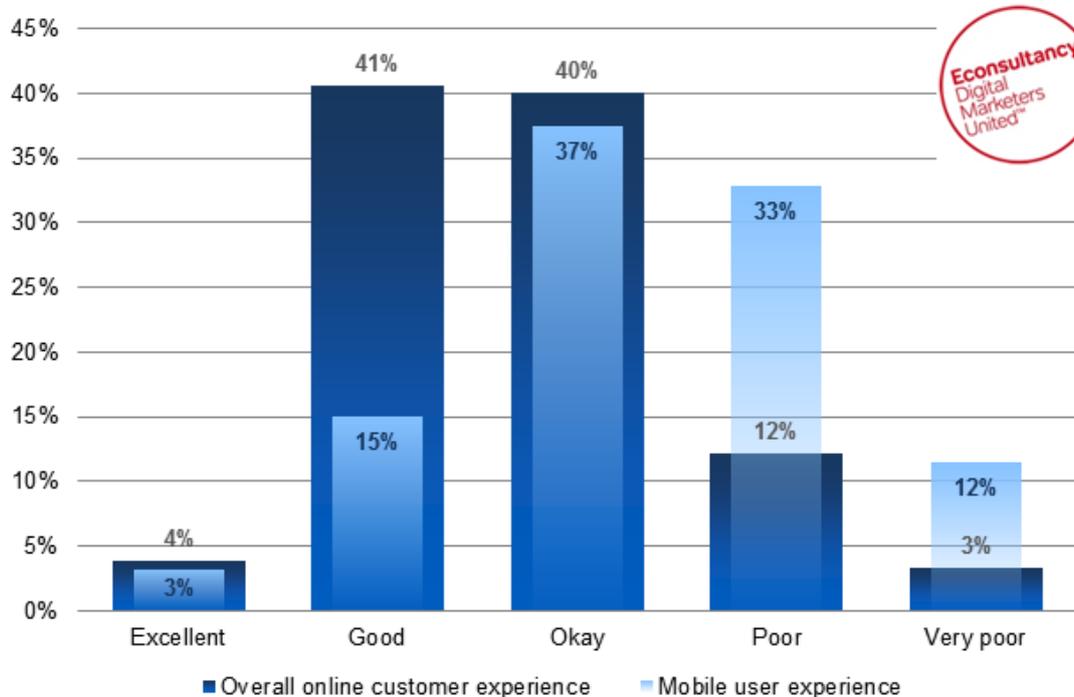
This qualitative input is consistent with research by the Internet Advertising Bureau[3] published in January 2013 which found that only 57% of the top 100 brands now have a mobile-optimised site. While this was a marked improvement on an equivalent figure of 37% in mid-2012, this still represents a significant number of major businesses failing their customers and shareholders.

Without exception, roundtable delegates said they are expecting that 2013 will see more internet access via smartphones and tablets, while not necessarily expecting mobile traffic to surpass desktop traffic (yet).

With many businesses having now digested the increased importance of mobile at a more general, conceptual level, marketers are now working to build a more granular understanding of how this trend impacts their business, for example identifying the differences in behaviour on their web properties across different types of device.

Research published by Econsultancy and IBM Tealeaf in 2012 found that companies generally had a poor understanding of the mobile user experience compared to the overall customer experience (See *Figure 1* below).

Figure 1: How companies rate their understanding of the mobile user experience (compared to the overall online customer experience)

Source: Econsultancy / IBM Tealeaf Reducing Customer Struggle Report, June 2012

[3] http://www.iabuk.net/about/press/archive/brands-sharply-accelerate-mobile-focus

Those seeking to understand the mobile customer experience are finding that mobile use is more intent-based or task-orientated. Consumers generally have an idea of what they want to achieve, and developers are responding by simplifying the journeys they want their users to take and prioritising their most important goals.

Companies need to analyse their traffic sources throughout the day, in order to help build their understanding of the role that mobile touch points are playing within the broader context of the multichannel and multi-screen customer journey.

Smartphone use peaks during traditional commuting hours at those times when larger devices are not practical. Often, when the same users get home and settle down for the evening, they switch to tablets which are more convenient for use on the sofa (in front of the TV) and offer a more convenient mobile internet experience.

However, customers do not behave consistently across platforms, and differences in behaviour can vary by industry sector. For example, businesses which have a customer base skewing towards affluent males (such as certain brands in the automotive sector) say that Apple devices dominate mobile usage, with many iPhone owners also having an iPad and using these in conjunction with PCs at work.

For these users, smartphones are more likely to account for a smaller portion of daily internet use compared to female audiences within the same socio-economic bracket. Young mothers, meanwhile, see their daily internet behaviour better served by the quick, intent-based smartphone experience.

Businesses are becoming more aware of the importance of knowing as much about their mobile customers as they can. They are eager to build up their own database and to establish mobile-user profiles.

This goes beyond simply knowing what handsets consumers have and how old they are – and requires the answers to some in-depth questions.

- How are consumers using mobile within their customer journey? Does mobile use peak at certain times of day? Or during certain seasons?

- Does the journey begin or end on mobile and start or end up on another platform?

- Is your mobile audience international and is there variation from country to country or region to region? Is this in-line with the behaviour of your overall customer base or are your mobile users behaving differently?

The next key mobile challenge for businesses is acquiring the data they need to answer the above.

This involves using available assets and tracking mobile activity, as well as offering incentives and discounts for access to information. Simply, many are just asking their customers what they want from their mobile offering.

3.2. To app or not to app: shift of focus towards mobile-optimised sites

Because of such differences in consumer behaviour, many companies are unsure whether to focus investment and time on native mobile apps or to optimise sites for the mobile web. As well as continuing to be popular among CEOs, the opinion of apps among in-house mobile teams is that they can still provide a richer or more focused experience than can be offered on a mobile-optimised website (mobile loyalty cards is a good example).

This benefit to (particularly top-tier) customers is reflected in the popularity of certain apps, for example that offered by The Body Shop, which is near identical to what the business offers on mobile web but is considerably more popular. Yet, there are some pretty clear benefits to mobile web and mobile web apps over platform-specific apps.

HTML5 is helping developers produce sites which work better on smartphones. The mark-up also makes it possible for information to be stored locally, akin to what we are used to with apps, so web browsing is now less dependent on Wi-Fi. Other widely held beliefs about apps – that a majority only get used once, and half have bugs – are also seeing them fall out of favour compared to HTML5. For these reasons, some businesses are deciding to drop mobile apps altogether.

But it doesn't look like apps are about to disappear completely. Multiple facility apps are providing an option for users to consolidate sector-specific app functions, such as coffee-shop loyalty cards (eCoffeeCard) or retail coupons (Coupon Sherpa). These allow users to save app space on their devices – and some businesses will still have an option to retain visibility within the app market.

Additionally, businesses also have the option to package HTML5 mobile-optimised sites as an app available in app stores. Indeed, there remains a somewhat dated obsession with apps among some CEOs, with some businesses keen to appease app-loving CEOs and stakeholders by opting for an HTML5-rich mobile web app.

If an app is not the best mobile strategy for an audience, it is then up to the marketers, advertisers, developers or the digital team to collect the research and data which proves otherwise.

Other app challenges arise from…

- **Innumerable app development**: This is particularly an issue for larger businesses where many apps have been developed in a short period of time to accommodate for many aspects of the company. This can result in confusion for both the customer and the business, and is often best resolved by consolidation and downsizing the number of apps available.

- **'Legacy Apps'**: Those which were launched several years prior and have long been forgotten. If they are still available, then they are still being found by customers and are no doubt generating frustration and negative reviews. The answer for 'legacy apps' is simple, fix them or drop them.

- Even if a business is yet to make the push into mobile, **negative responses** in regards to apps and mobile web need to be expected. It is just a matter of clicks before mobile users can share their bad experiences, whether by social media or in the app store. Companies need to have a response to such eventualities prepared – to limit damage and to make sure those who have had a negative experience don't go on to have it tarnish the entire business.

- **Further external challenges** when integrating mobile into business need to be considered when looking at mobile technology and how it is being adopted in the real-world. For example, are older consumers going to be as keen to interact with your photography app as younger ones? Or is your NFC app going to see any real benefit when many shops and service providers are yet to implement the technology required to use it?

- **Some features still work better in apps than on a mobile-optimised site. For example,** the Camera API for HTML5 doesn't yet match that found within mobile apps (in terms of the ability to process photos).

3.3. The rise of m-commerce

Many ecommerce businesses report good traffic to their mobile sites, but some are quick to admit they are also seeing high cart abandonment rates. Lack of mobile site optimisation and the complexity of the m-commerce journey is a significant cause for drop-outs and consequent loss of revenue.

It is also true that while mobile devices can often be the beginning of a customer journey, m-commerce providers are still seeing many users prefer to close the deal elsewhere, either on PC, laptop, tablet or in-store. In addition, a relatively new m-commerce trait among savvy mobile customers is to deliberately drop-out from a mobile shopping trip to receive retargeted discounts.

Transactions and payments are key subjects of debate for mobile – both in the context of closing the m-commerce journey, but also with the rise of mobile wallets and using devices to buy goods in the real world.

The size of mobile transactions is proving quite surprising for many ecommerce providers, with certain demographics being as keen to spend as much on the mobile platform as they would on desktop. Again, this is not consistent among every type of user.

In addition, mobile as a payment device offline is proving desirable for many, but needs widespread adoption from stores and services before the general public is confident it is safe and more convenient than cash. Both businesses and consumers report how mobile devices are proving especially useful in certain areas of commerce.

In many instances, coupons and vouchers are working better on mobile than their real-world counterparts. A reason for this is because they are less likely to be transferred or lost, and more likely to be redeemed by the correct person.

Another, perhaps more frustrating, trend noted by retailers is 'showrooming' – the behaviour of customers looking at products in-store, checking prices, then leaving to make the purchase elsewhere. A consumer survey carried out for Econsultancy's How the Internet Can Save the High Street Report found that 43% of consumers in the UK (and 50% of consumers in the US) have used their mobile phone to compare prices and look at product reviews while out shopping.

Figure 2: Have you used your mobile to compare prices and look at product reviews while out shopping?
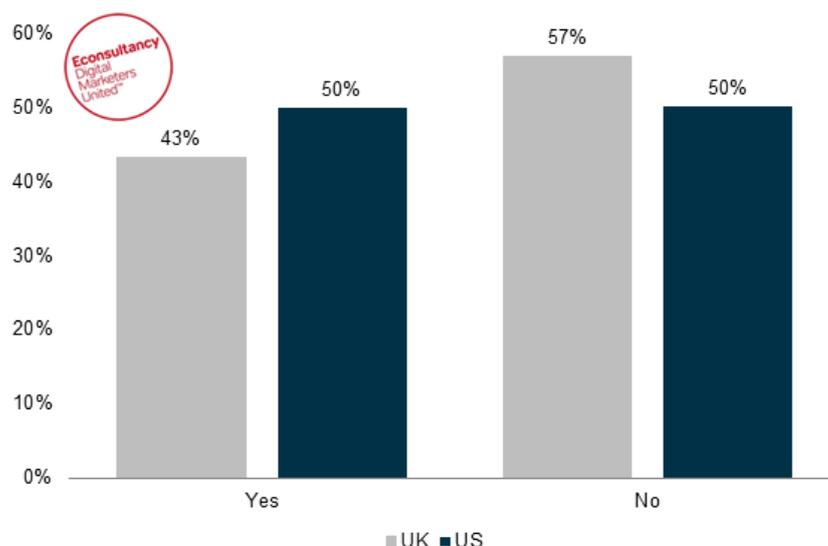
Respondents: UK 998, US 999
Source: Econsultancy's How the Internet Can Save the High Street Report

Price-matching initiatives and location-based marketing are going some way to turn this trend into an opportunity for retailers, however.

A blog post[4] by Econsultancy's Graham Charlton published in April 2013 made the following recommendations for those looking to deal with the threat of showrooming and increased use of mobile in-store:

- Bring the digital experience into stores
- Offer unique products
- Launch an app or mobile site
- Point people at your site
- Provide free Wi-Fi
- Use reviews in-store
- Price matching
- Offer excellent customer service
- User the advantages a multichannel presence provides (e.g. reserve and collect, in-store returns)
- Make sure staff have the knowledge
- Use social media
- QR codes

3.4.   Advertisers target mobile users

Some key developments in the mobile advertising market are continuing to stimulate growth and adoption among businesses. By 2014, more ads will be being delivered to mobile than PC.

The fastest growing aspect of mobile advertising is rich media, helped along in part by HTML5 and more widespread 4G and Wi-Fi connections. Embeddable video and GPS located content are seeing mobile ads prove more effective than they have ever been.

Advertisers now have increased control over the delivery of ads, particularly with the emergence of real-time bidding (RTB) on the mobile platform. RTB is proving particularly powerful and economical for advertisers keen to correlate ad delivery with time-specific media such as TV ads.

There is also more opportunity for advertisers to micro-target mobile users and to make the most of the platform's unique one-on-one characteristic.

Search across smartphone and tablets is already a significant aspect of the customer journey for many consumers, with one in two mobile interactions being a search activity.

Businesses are seeing this too. High tablet search numbers are showing that those who own these devices actually prefer to make searches on them than they do on their PCs.

Search is also an important aspect of optimising mobile sites and app design. In-app or in-site search is proving an efficient way to help consumers get the information they need on mobile without having to spend too much time scrolling and clicking buttons.

Roundtable delegates discussed different ways that mobile users can be reached as part of the customer journey:

- **Offline advertising with mobile-specific calls to action** such as QR codes or Google Goggles are good, quick ways to present mobile content to prospective customers, provided mobile landing pages are optimised well.

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[4] http://econsultancy.com/blog/62447-13-ways-for-retailers-to-deal-with-the-threat-of-showrooming

- **Mobile and social media** – such as Twitter for event-specific marketing (festivals, sports) or Foursquare promos (shops, restaurants) – offer similar opportunities for delivering mobile offers which inspire customers to make a purchase at a particular time or place.

- **Clever "media assistant apps" such as Zeebox crawl data** (via TV subtitles) from user viewing habits and deliver relevant content (including advertising) to smartphones and tablets. Such applications are yet another reason businesses need to ensure their web content is optimised for mobile (see case study, Zeebox).

3.5. Companies face array of mobile-related challenges

Companies are often reporting logistical and internal challenges to incorporating their mobile offering into wider business activities.

These range from ensuring all stakeholders involved want the mobile campaign to have the same goals and priorities, to deciding on how best to create a mobile offering which appeals to a broad customer range (app, mobile web, or both?).

Key mobile web challenges include:

- **Ensuring mobile landing pages are optimised for mobile**. Little is worse for a mobile consumer scanning a QR code or using another offline or online call to action only to find the landing page doesn't display on their device correctly.

- **Improving page load times**. Like ecommerce sites on PC, faster mobile page load times lead to happier customers and better purchases. Recently, Amazon found that its sales increased by 1% for every 100 milliseconds they shaved off mobile webpage download times (see case study, Amazon: Mobile website).

- **Lack of Wi-Fi for mobile web sites**. Previously, only apps could provide a non-Wi-Fi user experience but HTML5 is now allowing mobile web performance to equal that of apps.

Other mobile application challenges among businesses:

- **Mobile devices don't have an infinite amount of space for apps**. Users can't have an app for everything, so they will prioritise downloading those which are most useful.

- **Promotion within app stores is notoriously difficult**. It is a flooded marketplace where apps are ranked by popularity and unless consumers know whether to search for yours, you may not be found. Consequently, acquiring customers via apps is also a challenge.

- **App platforms all have their own unique idiosyncrasies**. Apple, for example, takes 50% of app revenue and has its own rules as to what it includes in the App Store and what it doesn't. Android, Windows *et al* will have their own restrictions too.

4.   Best Practice Tips

4.1.   Research and data

- Ascertain whether your mobile campaign is being designed to appeal to new customers or existing ones, or both.

- Start with consumer and their needs, then begin developing your mobile strategy. Don't begin at apps and/or mobile web development and work backwards. Consider the benefits of apps and/or mobile web for the customers you want to appeal to.

- Build your own database about your customers – beyond simply what phone they use and how old they are.

  - Use existing assets to capture data about them.

  - Consider new ways to track their mobile activities.

  - Ask them what they want from your mobile offering.

  - Give them a reason to provide you with information.

- Establish a good business case for your mobile plans to ensure you receive top level support within your company and among all stakeholders.

- A/B test mobile experience on your optimised websites and apps.

- Don't forget about failed apps or 'legacy apps'. Find out what went wrong and fix them or delete them.

4.2.   Usability

- Strip out complex procedures from apps and mobile websites. Keep things simple to provide mobile users with key information as quickly as possible.

- Ensure mobile web pages load quickly, at least within four seconds.

- Make buttons thumb-friendly on apps and mobile web. Try to minimise zooming in and out, as well as too much scrolling. Be disciplined to make the best use of the small amount of real estate mobile screens have to offer.

- Make the most of the single customer view. Serve customer orientated offers, be personal and customize options for them to interact. Integrate user details from web to app to keep the experience seamless across channels.

- Make calls to action from other channels as easy as possible. Text requests, QR codes etc. are all tried and tested methods and work well if displayed correctly and easy to complete.

- Improve engagement with apps and mobile web by incorporating simple incentives and gamification features.

- Expect your customers to have higher expectations of mobile than they do of desktop – they do!

# 5.	Case Studies

## 5.1.	Amazon: Mobile website

Amazon's mobile offering provides apps across iPhone, Android and Windows 7, as well as iPad and iPod Touch. However, the mobile website (I'm viewing on iPhone) is worthy of its own study.

There is some variation between the iPhone app and the mobile optimised site – the latter opting for a home page with many options including a search bar front and centre and links to your basket and wish list in the top right (in the app, these last two feature as footer buttons).

They've clearly opted for a design that seeks to pull the best from the desktop site and the mobile app. The mobile site is not so dissimilar from that which we are used to on PC or laptop. It is easy to navigate by scrolling around – and relatively new mobile users will know where they are.

The mobile site is far less dynamic in terms of content, lending itself better for users on the move with varying connection quality – while the app includes recommendations and key items which change intermittently.

Indeed, Amazon's site has been noted for its quick-to-load mobile website – and it is a good example of the importance of simple fast-loading pages and making the best of mobile web alongside applications.
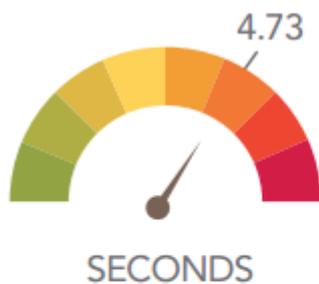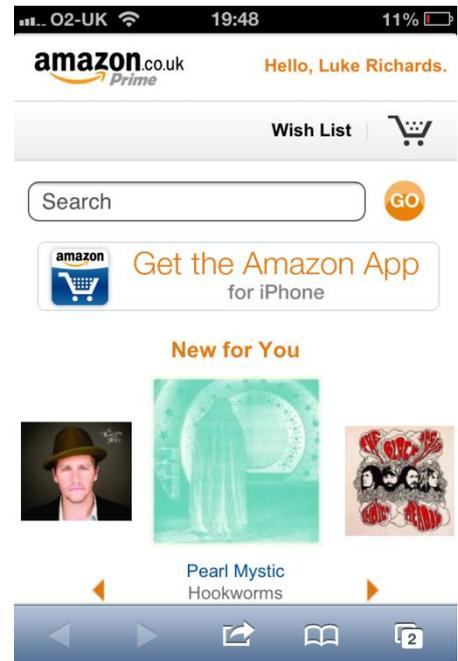
The average response time for 14 industry-leading mobile retail sites is 4.73 seconds
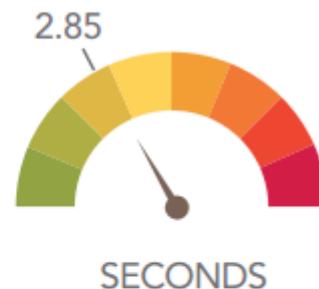
Amazon led with a response time of 2.85 seconds a recent Wall St report stated that Amazon sales increase by 1% for every 100 milliseconds it shaves off download times

Source:	*Mobile Commerce Guide*.

5.2. Starbucks: Apps

The app offering from Starbucks is something of a forerunner in developing mobile devices as a way for customers to pay for goods, as well as interacting with the business and receiving a great mobile experience.

The apps are currently available for Android and iPhone devices and blend loyalty card style facilities (in the 'My Starbucks Rewards' part), store locating services, general information about coffees on offer and the aforementioned top-up and pay-by-phone function.

The pay function is largely an adaptation of existing technology – the Starbucks Card loyalty programme having been rolled out in earnest in 2008. Customers can now still scan the barcodes on their cards to pay at tills in thousands of stores worldwide, but can also upload their card details to their mobile devices and use them in the same way – an added convenience for Starbucks fans and a great opportunity for the business to be connected to them.

The service is not yet perfect (judging by sentiment in the App Store) and could perhaps be improved by better social integration and ironing out some complications when customers want to receive rewards for a number of drinks. That said, many fans appear happy with the service overall and it will be interesting to see other companies follow suit.

5.3.   Zeebox

Launched in 2011, Zeebox is a free app available for Android, iPhone, iPad and laptops which provides its users with content curated by their TV viewing habits in real-time.

Much like the Starbucks app, Zeebox blends existing technology with mobile to enrich the TV viewing experience. By crawling broadcast metadata and analysing live TV pictures and audio, the service then delivers links to key topics from shows, as well as supplying its own content and inviting users to interact and discuss together via social channels like Facebook and Twitter.
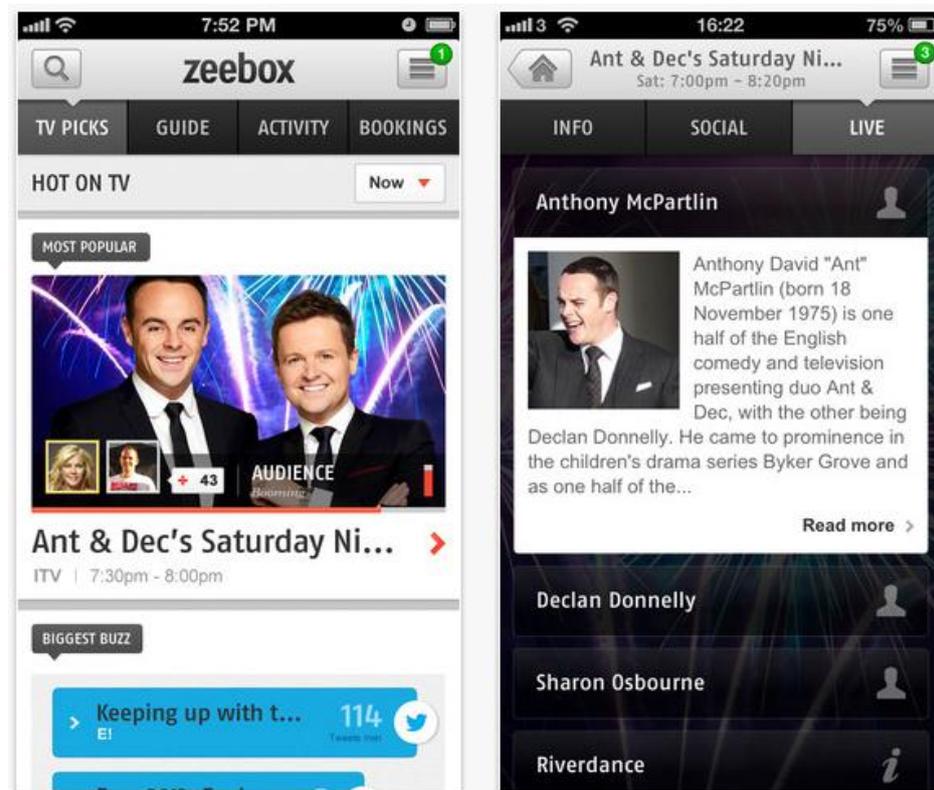
Although it is early days for the service, there is no doubt an exciting opportunity on the horizon for media suppliers and marketers to further understand how mobile use is being informed by television viewing habits. And whether Zeebox are keen to roll out a real-time TV-synced advertising side remains to be seen.

In the meantime, Zeebox is working to bring TV consumers closer to internet-based action as it happens. It will be interesting to see how these kinds of mobile apps affect RTB mobile ad campaigns and whether other services will emerge to make the most of the relationship between TV and mobile.

6. Econsultancy Market Data and Statistics

When asked what mobile platforms they have implemented, around three-quarters (74%) of companies surveyed indicated they have developed a mobile optimised site. [*Source: Econsultancy / IBM Tealeaf Reducing Customer Struggle Report June, 2012*]

Which of the following mobile platforms has your business implemented?
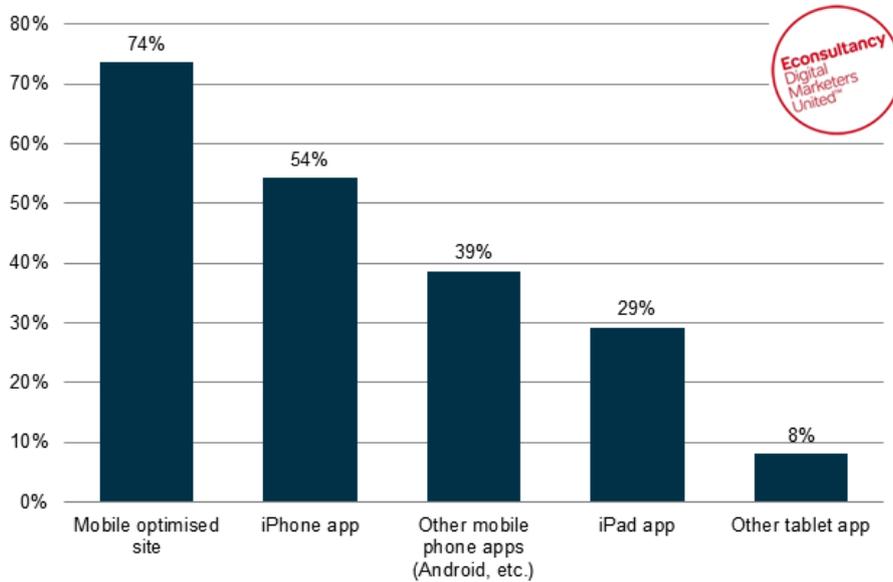
The chart below shows the proportion of traffic attributed to mobile devices. Just over half of companies (52%) say that mobile accounts for more than 10% of traffic. Some 17% report that mobile accounts for more than 20% of traffic, while 6% of respondents say that more than 30% of traffic can be attributed to mobile. [*Source: Econsultancy / IBM Tealeaf Reducing Customer Struggle Report June, 2012*]

How much of your total traffic is via mobile devices?
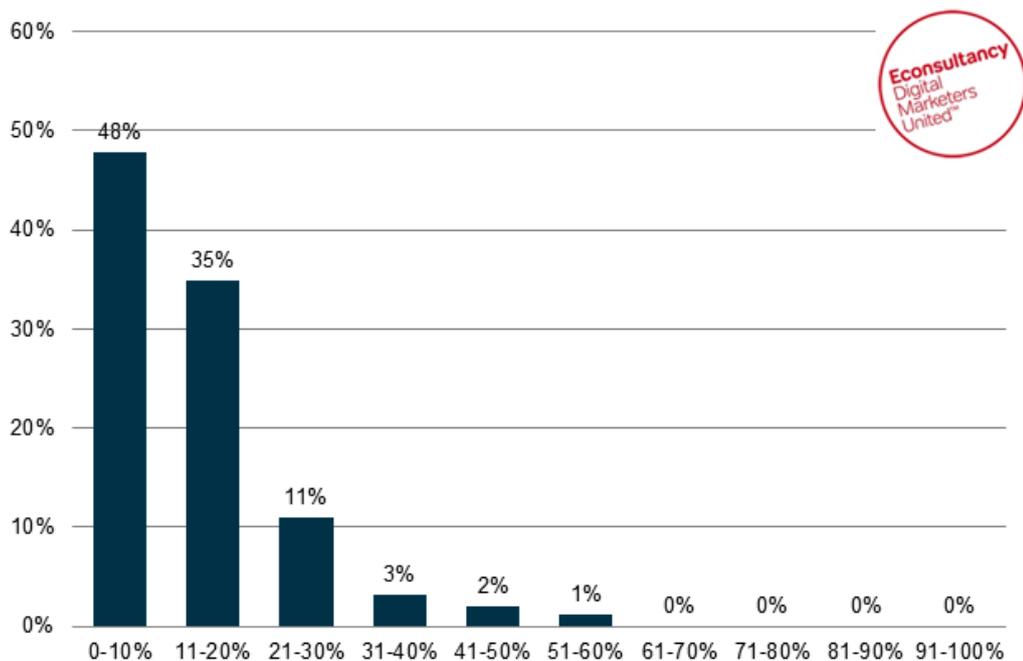
We're all multi-taskers. Almost all consumers with an Internet enabled device report having gone online while watching TV at least occasionally. The chart below asks how likely it is on a day to day basis. With every additional screen we own, the likelihood of going online when we watch television increases. For respondents with four devices, there's a 2 in 3 chance that they're using another device. That drops somewhat for those with just a smartphone, and drops again for those with only a computer. [*Source: Econsultancy / IAB The Multi-Screen Marketer, May 2012*]

Figure 1: Using Another Device While Watching Television
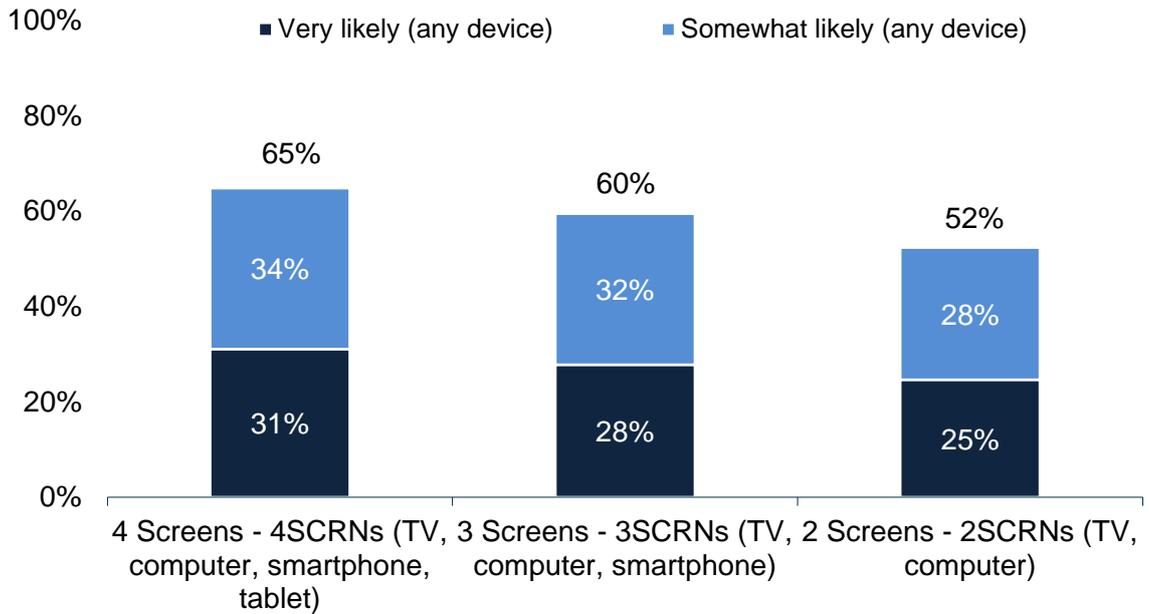
Responses: 1,851

7.   Third Party Market Data and Statistics

- Top 10 mobile websites in the UK. [Source: comScore, February 2013]

Top 10 Mobile Websites

Total Unique Visitors (000)

Website	Visitors
Google Sites	23,750
Facebook.com	15,704
Amazon Sites	10,662
BBC Sites	9,574
Yahoo! Sites	9,451
Wikimedia Foundation Sites	9,306
Microsoft Sites	6,951
Glam Media	6,325
Vodafone Group	6,153
Terra - Telefonica	5,335
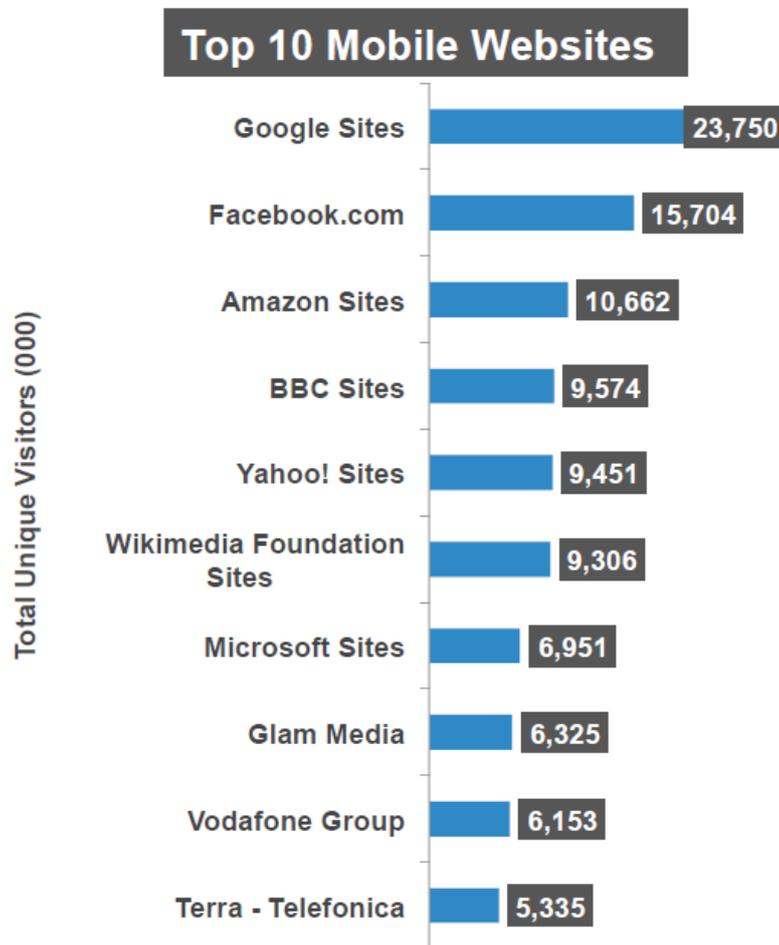
- Top 15 mobile apps in the UK. [Source: comScore, February 2013]

Top 15 Apps

Total Unique Visitors (000)

App	Total Unique Visitors (000)
Apple iTunes	10,687
Yahoo! Stocks	6,734
YouTube	6,575
Google Maps	5,349
Facebook	4,534
Apple Maps	4,153
Google Search	3,112
Instagram	2,598
BBC News	2,000
Twitter	1,549
eBay	1,431
Skype	1,390
Sports Live Football Score	1,303
BBC iPlayer	1,168
Amazon Mobile	1,016

The winners of the app world are Facebook, Google and Apple - keeping in mind that many apps are pre-installed, while e.g. Instagram is actively downloaded by UK users.

- Tablets generate 120 times the amount of traffic as basic-feature phones. [Source: Cisco, February 2013]

Device	Traffic		
M2M Module		= 9* x	
Handheld Gaming Console		= 42* x	
Smartphone		= 50* x	
Tablet		= 120* x	
Laptop		= 368* x	
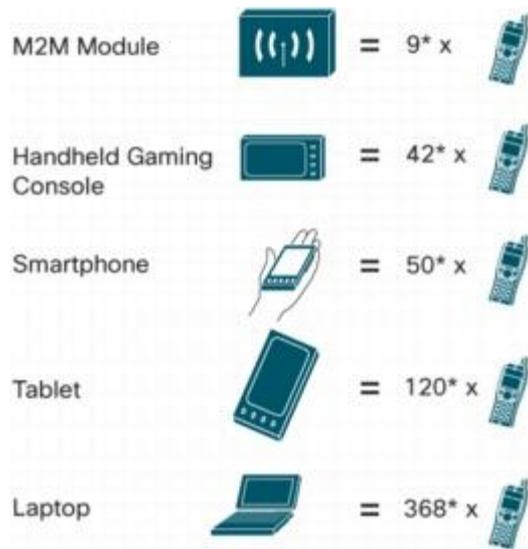
* Monthly basic mobile phone data traffic

Source: Cisco VNI Mobile Forecast, 2013

- Average traffic growth between 2012 and 2017 by global mobile device. [Source: Cisco, February 2013]

| Device Type	2012	2017
Nonsmartphone	6.8	31
M2M Module	64	330
Smartphone	342	2,660
4G Smartphone	1,302	5,114
Tablet	820	5,387
Laptop	2,503	5,731

- Japan leads developed markets for proportion of smartphones which are internet-connected. [Source: Deloitte, December 2012]

Figure 1. Proportion of smartphones that are Internet-connected in developed markets (among those who own a smartphone)
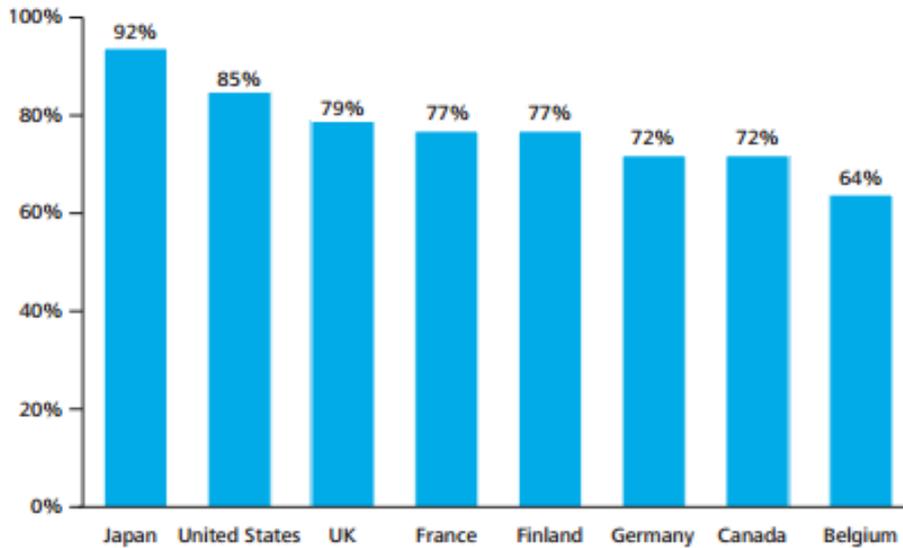
Note: The sample for developed markets is nationally representative.

- Turkey leads developing markets for proportion of smartphones which are internet-connected. [Source: Deloitte, December 2012]

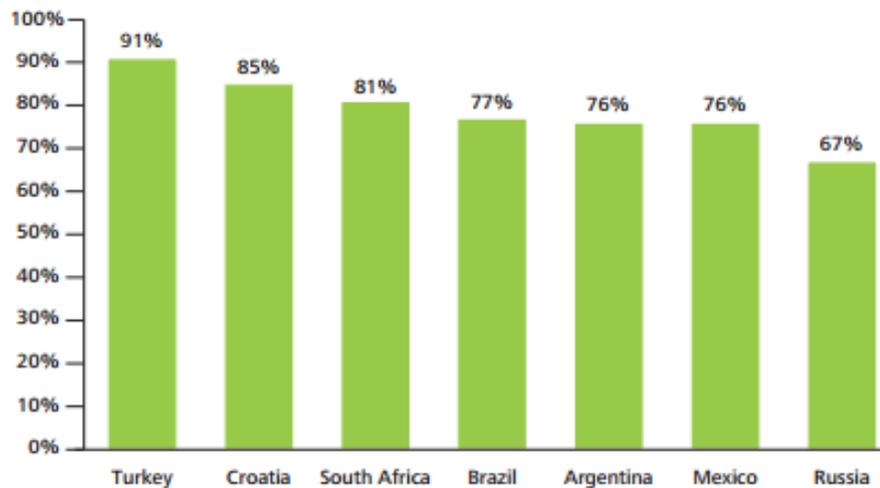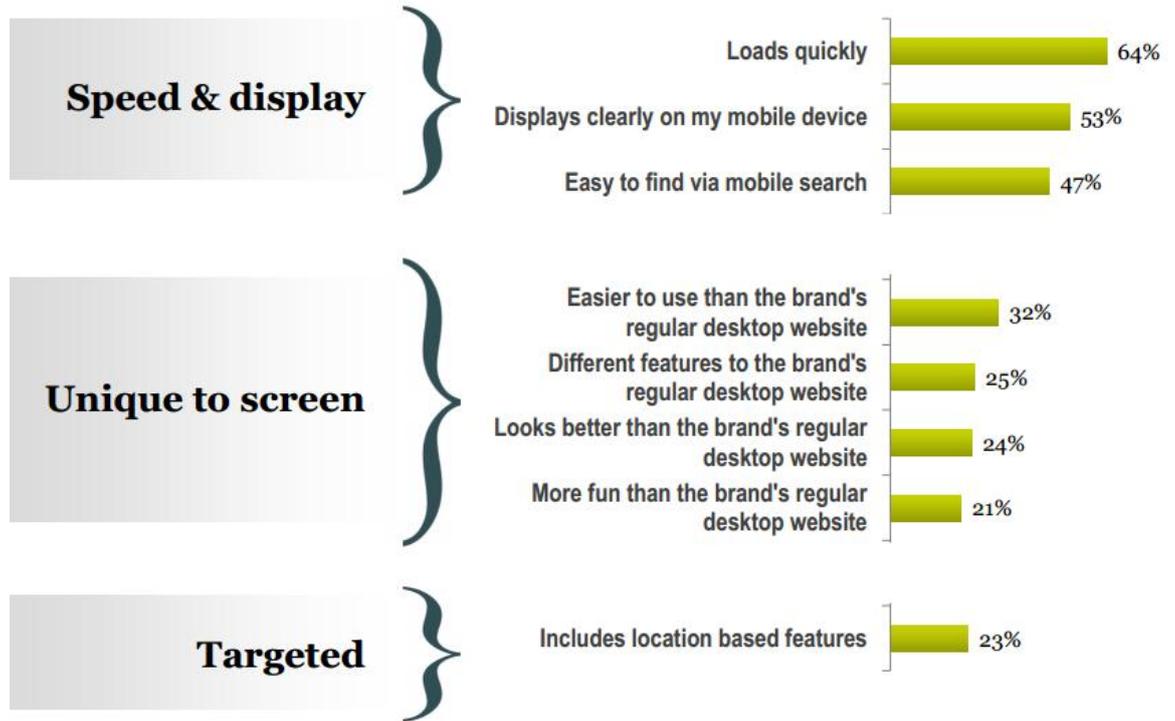**Figure 2. Proportion of smartphones that are Internet-connected in developing markets among urban professionals (among those who own a smartphone)**
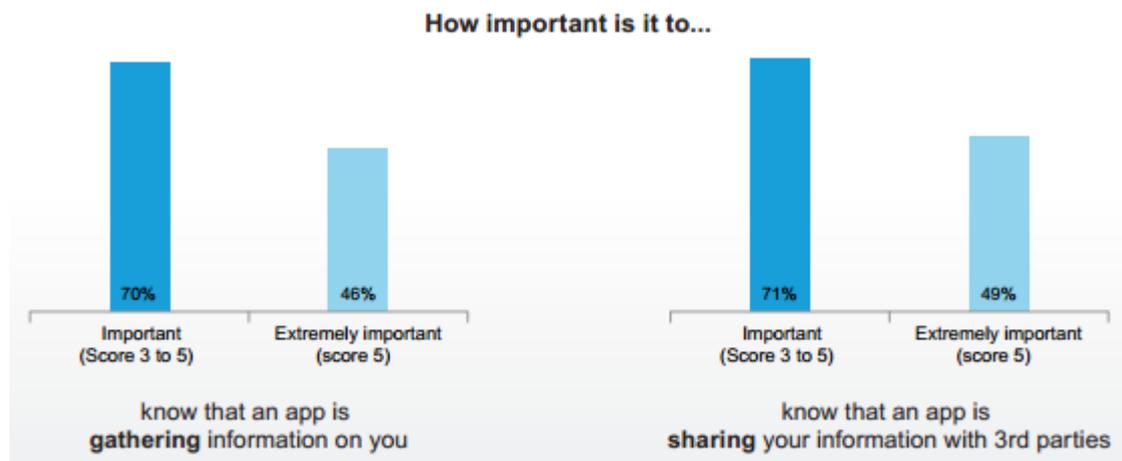

Note: The sample for developing markets is representative of the online population.

● What smartphone/tablet users think makes a good mobile website. [Source: Millward Brown, November 2012]

Speed & display
- Loads quickly — 64%
- Displays clearly on my mobile device — 53%
- Easy to find via mobile search — 47%

Unique to screen
- Easier to use than the brand's regular desktop website — 32%
- Different features to the brand's regular desktop website — 25%
- Looks better than the brand's regular desktop website — 24%
- More fun than the brand's regular desktop website — 21%

Targeted
- Includes location based features — 23%

● 70% of consumers consider it important to know that an app is gathering information about them. [Source: MEF, February 2013]

How important is it to...

know that an app is **gathering** information on you
- Important (Score 3 to 5) — 70%
- Extremely important (score 5) — 46%

know that an app is **sharing** your information with 3rd parties
- Important (Score 3 to 5) — 71%
- Extremely important (score 5) — 49%
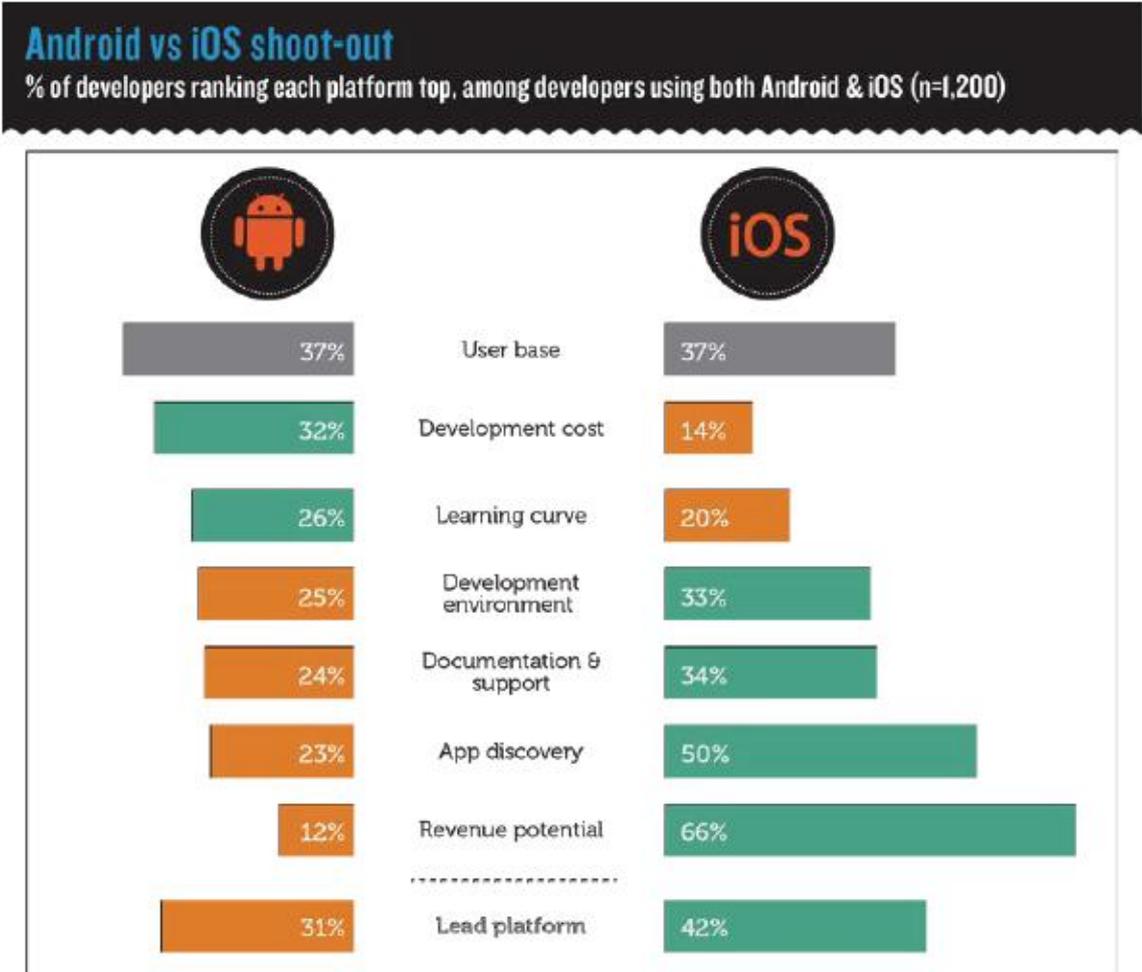
- 72% of Android developers use HTML as a development or deployment technology. [Source: VisionMobile, January 2013]

HTML widely used as a development or deployment technology
% of developers using a mobile platform, excluding those who also develop for desktop platforms (n=2327, weighted)

Mobile Experience Trends Briefing Key takeaways from Digital Cream London, 2013
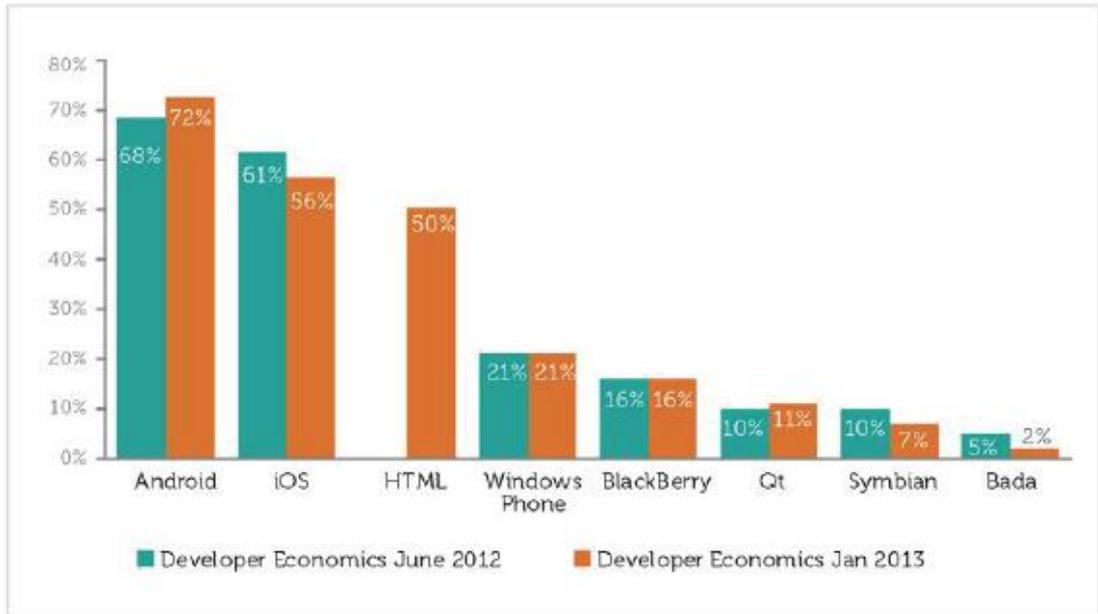
- Popularity of Android and iOS among mobile developers. [Source: VisionMobile, January 2013]

Android vs iOS shoot-out
% of developers ranking each platform top, among developers using both Android & iOS (n=1,200)

Android	Metric	iOS
37%	User base	37%
32%	Development cost	14%
26%	Learning curve	20%
25%	Development environment	33%
24%	Documentation & support	34%
23%	App discovery	50%
12%	Revenue potential	66%
31%	Lead platform	42%

8. Econsultancy Resources

8.1. Reports

Econsultancy / IBM Tealeaf Reducing Customer Struggle
(new version due in June 2013)
http://econsultancy.com/reports/reducing-customer-struggle

Econsultancy / IAB The Multi-Screen Marketer
http://econsultancy.com/reports/the-multi-screen-marketer

Internet Statistics Compendium
http://econsultancy.com/reports/internet-statistics-compendium

Mobile Websites and Apps Optimization Best Practice Guide
http://econsultancy.com/reports/mobile-websites-and-apps-optimization-best-practice-guide

Mobile Ecommerce Best Practice Guide
http://econsultancy.com/reports/mobile-e-commerce-best-practice-guide

Mobile User Experience Trends Briefing (2012)
http://econsultancy.com/reports/mobile-user-experience-trends-briefing

8.2. Blog posts

QR codes: the good, the bad and the ugly

By Graham Charlton

Over the past couple of years, QR codes have cropped up everywhere from billboards to ketchup bottles, and have become a must-have gimmick for some marketers.

More reasons for retailers to offer wi-fi in stores

By Graham Charlton

Rather than fret about the dangers of 'showrooming', retailers should provide wi-fi for mobile users, as this influences the choice of store for almost 80% of consumers.

Should businesses and brands make their websites responsive?

By Clair O'Neill

With over 60% of the UK owning a smartphone and just under a fifth of the population owning tablets, it's vital that businesses and brands are thinking about the different types of device their websites are being viewed on, and also what situations the users are in when viewing websites.

Embarrassing predictions: a foray into mobile and tablet optimisation: parts one, two and three

By Tom Waterfall

In our line of work, putting your intuition on the line is the norm.

Was 2012 the 'year of the tablet'?

By Oliver Walker

Last year I analysed whether the industry claim that 2011 would be the 'year of the mobile (device)' was correct. It seemed those clever industry commentators got it right on that occasion.

All the facts about Twitter's mobile users: infographic

By David Moth

Of all the major social networks, Twitter is perhaps the one that is most inherently suited to mobile due to the transient nature of 140 character tweets.

Nine questions every CMO should ask their mobile strategist

By Douglas McDonald

With a recent study showing that only a tiny 14% of CMOs are happy with their mobile strategy we thought it was about time people start asking questions about their brand in mobile.

Eight ways to adapt your content marketing strategy to mobile

By Juliet Stott

Mobile is changing our behaviour. And the message from a recent mobile marketing event, hosted by ORM London was, adapt to this change or be left behind.

Analytics: don't forget your mobile apps!

By Clair O'Neill

The average person has around 41 apps on their phone; these range from social and gaming apps, to daily deals, retail and media apps.

Five reasons why QR and AR won't take off on the London Underground

By Ben Davis

Although there are plenty of statistics that suggest people have scanned QR codes out and about, used Blippar watching television and Aurasma whilst reading their sportsday match programmes, I'm a bit of a sceptic.

Seven tools to optimize your email marketing for mobile

By Peter Tanham

Here's a huge stat that hasn't been getting much attention lately: nearly half of all marketing emails are now being read on mobile devices.

Mind-blowing smartphone stat: NFC in Australia to grow 450+%

By Claire Brinkley

The number of NFC-enabled smartphones available in Australia is expected to rise dramatically, growing from 375,000 in Q1 2012 to 2.125 million in Q1 2013 - a growth of 467% year-on-year - according to Tapit.