10° reasons WHY NOW is the perfect time to get serious about the MOBILE WEB

E-MARKETING PLUS
26 January 2011

by tijs.vrolix@proximity.bbdo.be
TIJS VROLIX
Strategic Planner at Proximity BBDO

tijs.vrolix@proximity.bbdo.be
@tijs
EVEN THOUGH YOU’D THINK WE CAME A LONG WAY
WE ARE ONLY JUST
GETTING STARTED
2005: the year of the mobile web
2006: the year of the mobile web
2007: the year of the mobile web
2008: the year of the mobile web
2009: the year of the mobile web
2010: the year of the mobile web
2005: the year of the mobile web

2006: the year of the mobile web

2007: the year of the mobile web

2008: the year of the mobile web

2009: the year of the mobile web

2010: the year of the mobile web

limited hardware

small market

bad browsers
costly data plans
2010 WAS THE YEAR OF THE MOBILE WEB
2011 WILL BE EVEN MORE SO
1

BATTLE OF THE DEVICES
“The iPhone has taken the frustration out of browsing on a mobile phone.”

Charles Wolf, Needham & Company
70% Check email at least once a day.

60% Browse the web at least once a day.

80% Use iPhone to browse the web.
TOUCHSCREEN SMARTPHONES ARE THE NEW STANDARD
EARLY ADOPTERS EAGER TO CONSUME THE MOBILE WEB
So who is this early adopter?

YOUNG (16-34)
AFFLUENT
URBAN DWELLING
PROFESSIONAL
And what are they using the mobile web for?

SOCIAL NETWORKING

NEWS AND INFORMATION

EMAIL

Source: Essential Research
LET'S PUT THINGS INTO PERSPECTIVE
It’s too expensive.
My mobile is not capable (60%!).
Why would I?
I don’t get it (and hey, I don’t care).

76% of all mobile phone users do not use their mobile to access the Internet.

Source: Essential Research
IN THE NEXT FEW YEARS

OF USERS ENTERING THE MARKET

IN THE NEXT FEW YEARS

MILLIONS

MILLIONS

3
In 2013, 80% of all mobile devices will be touchscreen.

Source: Gartner
“In three years time, desktops will be irrelevant.”

John Herlihy, Google
MORE PEOPLE will access the MOBILE WEB than the DESKTOP WEB in 2013 → 2015

Source: Gartner
Source: Morgan Stanley
SOCIAL NETWORKING IS THE NUMBER ONE REASON TO USE THE MOBILE WEB
remember
70%
use the mobile web for
SOCIAL NETWORKING
“The explosion of social networks in the past few years is just the Web catching up with life, since people are naturally social.”

Eric Schmidt, Google
500,000,000 Facebook users
150,000,000 Mobile Facebook users

January 2009 to January 2010

Facebook: +112%
Twitter: +347%
Case: facebook dominates UK mobile use

Accounts for nearly half of all the time people in the UK spend going online using their phones.

UK number of mobile minutes spent (in millions - December 2009)

GSMA/Comscore
– You don't know what you're missing until you get a taste –
SERVICES ARE MORE IMPORTANT THAN HARDWARE
We are seeing a transformation of Nokia into software and services to respond to consumer needs.

Tero Ojanperä, Nokia
Shift to mobile services

COMMUNICATION
INTEGRATION AND SYNCHRONISATION
MOBILE PAYMENTS
CONTEXT AWARE
MOBILE HEALTH
REALTIME
RELEVANCE
Mobile is the perfect medium to keep up with the web while you’re away from your computer.
BECAUSE IT’S ALWAYS IN OUR POCKETS
CONTEXT IS KING
THE IMPORTANCE OF LOCATION
Welcome to Starbucks

3103 Main Street

As mayor of this store, enjoy $1 off a NEW however-you-want-it Frappuccino blended beverage. Any size, any flavor. Offer valid until 6/28.

(Mon May 17 @ 7:58 AM)

CONGRATS! YOU’VE UNLOCKED THIS SPECIAL

---

CHECK IN WITH US ON:

FOURSQUARE

SPECIAL OFFER

For every 5th check-in, receive a small scoop of house made gelato from our gelato bar. Redeem offer (before 11:00) at our gelato bar in our second floor cafe.

---

SUMMER’S ON!

---

STARBUCKS

COFFEE
STATS

View data from: Today | Yesterday | Last week | Last 30 days | Last 60 days | Last 90 days | All Time

Key metrics
Overview of activity
- Total Checkins: 595
- Unique Visitors: 179
- Sent to Twitter: 60%
- Sent to Facebook: 10%
- Men / Women: 65% / 34%

Top Visitors
Users who have checked in the most
1. Harry C. @tkdtool
   - 16 checkins
2. Jim S. @jms1973
   - 16 checkins
3. Bryan S. @bryaneguy
   - 14 checkins

Most Recent Checkins
Most recent visitors
1. Brian M.
   - 9 checkins
2. Kate B.
   - 1 checkin
3. Jim S.
   - 27 checkins
4. Patrick K.
   - 2 checkins
5. Blatz Liquor Ln.
   - 31 checkins
6. Becca A.
   - 9 checkins
7. Kimberly L.
   - 2 checkins
8. Harry C.
   - 18 checkins
9. Matthew T.
   - 17 checkins
10. Kari R.
    - 7 checkins
11. Rex J.
    - 1 checkin
12. Fumbles
    - 9 checkins

All Checkins
Detailed listing of all checkins

Time Breakdown
When visitors are checking in
- 8% Morning (9am-12pm)
- 49% Afternoon (12pm-5pm)
- 40% Evening (5pm-12pm)
- 1% Late Night (12am-6am)
MOBILE
MAKE$ MONEY
The app store economy

– July 10, 2008: iTunes App Store launch –
400 000 apps

10 000 000 000 downloads

40 apps/user

75% free

€ 2,50 average price

January 2011
# Gartner, IDC mobile application store predictions

**Numbers in billions**

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloads</td>
<td>2.5</td>
<td>4.5</td>
<td>21.6</td>
<td>76.9</td>
</tr>
<tr>
<td>Revenue</td>
<td>$4.2</td>
<td>$6.8</td>
<td>$29.5</td>
<td>$35</td>
</tr>
</tbody>
</table>
WHICH IS GOOD NEWS FOR MARKETERS
precious screen estate

35% will be local ads!

2013 mobile ad market $3.1B

2008 mobile ad market $160M

73%
18%
9%

24%
63%
13%

Kelsey Group
Mobile display advertising is not dead.
THE FUTURE OF MOBILE ADVERTISING IS IN PULL, NOT PUSH
HOW OFTEN DO YOU LOOK AT MOBILE ADVERTISING?

The Nielsen Company, September 2010

The chart shows the frequency of mobile advertising viewing by different age groups. The categories are: Always, Sometimes, Never. The age groups are: 55+, 35-44, 25-34, 18-24, 13-17.
EVER CLICKED AN ADVERTISEMENT WITHIN AN APP?

The Nielsen Company, September 2010

<table>
<thead>
<tr>
<th>Device</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>Windows M</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>iPhone</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>Palm</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>Blackberry</td>
<td>30</td>
<td>70</td>
</tr>
</tbody>
</table>
MOBILE MARKETING

display
utility
SMS
location
loyalty
games
payment
social
bluetooth
mobile site
Marketing as a service: action speaks louder than words.
NOT ONE SINGLE APP/SOLUTION *

But rather a combination of multiple elements that fit your (consumers’) goals.

This is also the answer to web versus native development *

Copyright 2007 Starbucks Corporation. All rights reserved.
WE’RE ONLY GETTING STARTED
MOBILE BARCODES

SCAN THIS CODE
Get Festival Info Delivered Instantly to Your Smartphone!

1. USE SMARTPHONE TO GO TO QR豇 & DOWNLOAD A QR READER APP
2. SCAN THE QR CODE ABOVE WITH YOUR NEW QR READER APP
3. INSTANTLY BROWSE FESTIVAL INFO RIGHT FROM YOUR PHONE
PAY-DESKS ARE SO
2010
Let’s go one step at a time though ...
IT’S ABOUT TIME FOR THE REAL THING
“MOBILE FIRST!”

Mobile is the key to Google’s future and its top programmers now have mobile as their primary focus.

Eric Schmidt, Google
10° reasons WHY NOW is the perfect time to get serious about the MOBILE WEB

E-MARKETING PLUS
26 January 2011

download from slideshare.net/tijs and feel free to use (CC Attribution)