

! THE IMPORTANCE OF MOBILE MOMENTS

October 2015

Hello IAB. I'm Rik.

phd

ZenithOptimedia
The ROI Agency

HAVAS MEDIA

ENGINE

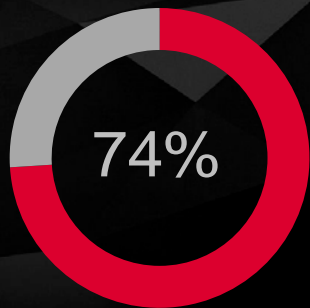
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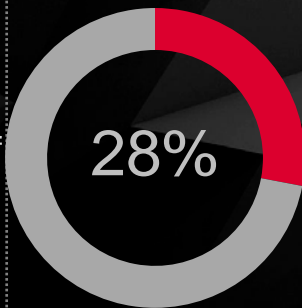
MATTERING TO PEOPLE AS A BRAND HAS NEVER BEEN SO IMPORTANT

MEANINGFUL BRANDS



74%

Most people
would not care if
74% of brands
disappeared



28%

Less than **28%** of
brands notably
improve our
quality of life

SEVEN OUT OF TOP TEN

MEANINGFUL BRANDS OVER-INDEX ON
MAKING PEOPLE'S LIVES EASIER

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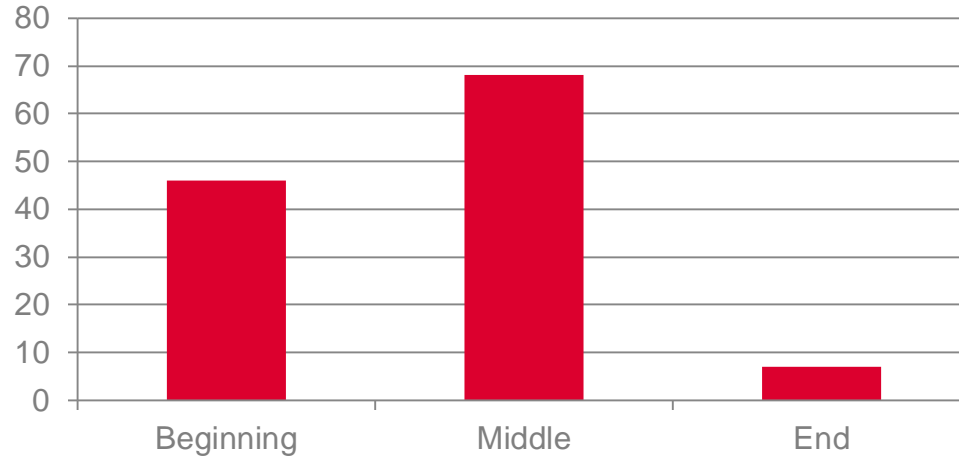
Data and Content are key.



“Mobile First” is an irrelevance.
79% of the Irish population is
multi-platform.

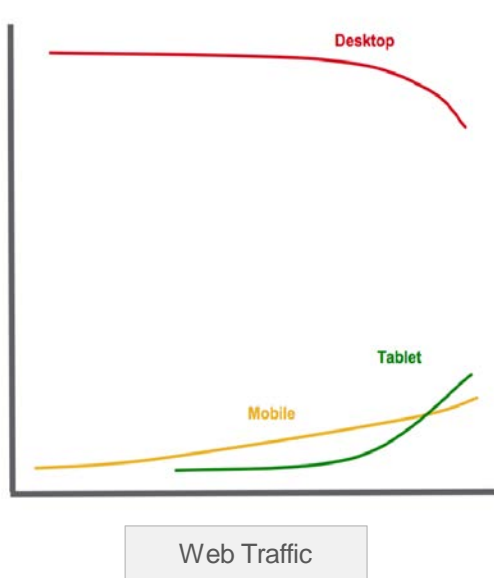
The role of mobile in the
customer journey is not easy to
pinpoint.

Stage of purchase journey people use their smartphone



$\frac{3}{4}$ of online use involves shifting from one screen to another.
Mobile is a key influencing channel in conversion journeys.

Source: Global Web Index 2014; Google



Not being contextual on mobile risks not being looked for on desktop and delivering users to a competitor.

Source: Google

How mobile influences store visits



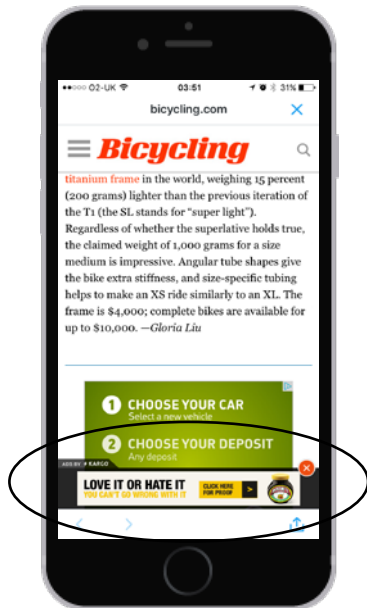
In 2014, 28% of all store-sales were influenced by mobile devices, either before or during shopping trips.

Source: Google/IPSOS 2015

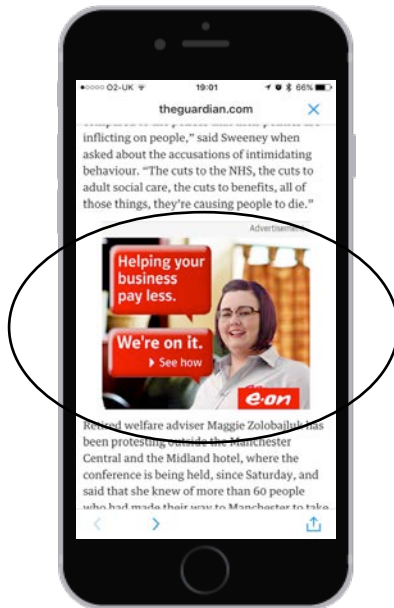
We pay too much attention to
the hype around “Cool Stuff”
before getting the basics right.

We need to leverage data and
insight to engage consumers in
their mobile moments

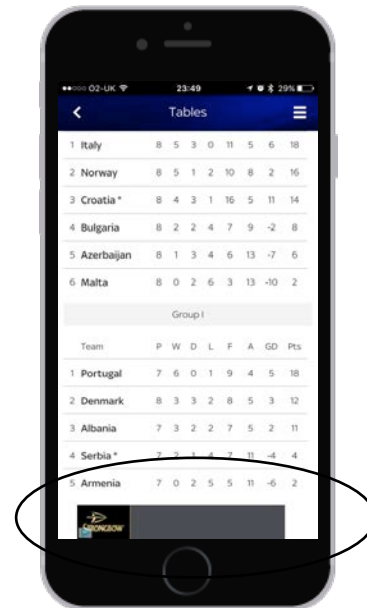
Making the most of mobile moments requires mobile-specific creative, messaging and user journeys.



Desktop Language



No Context



Desktop Creative

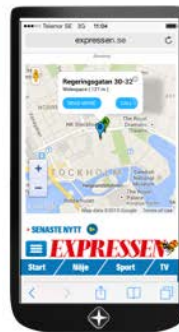
INTERSTITIAL



TAKEOVER



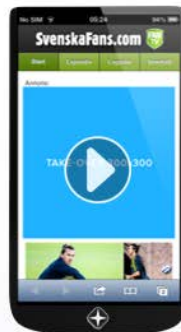
STORE LOCATOR



SWIPE



VIDEO



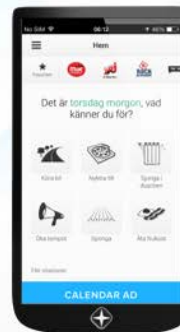
PANORAMA XL

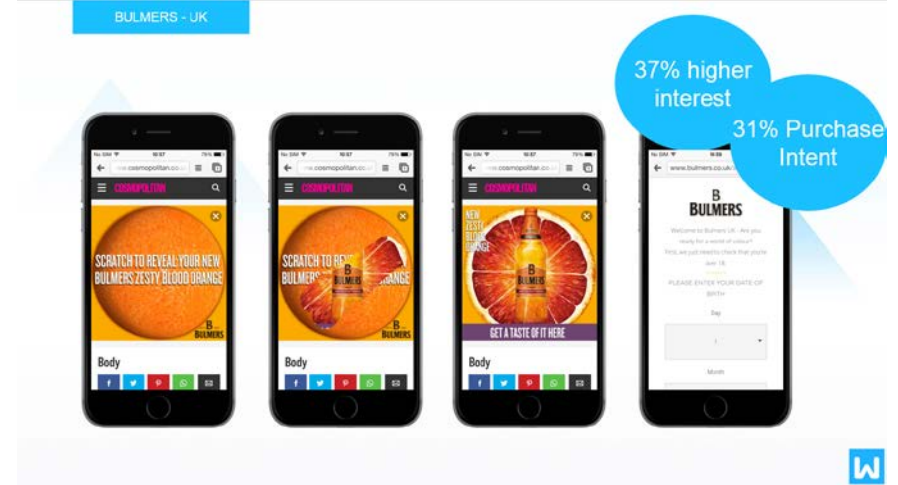
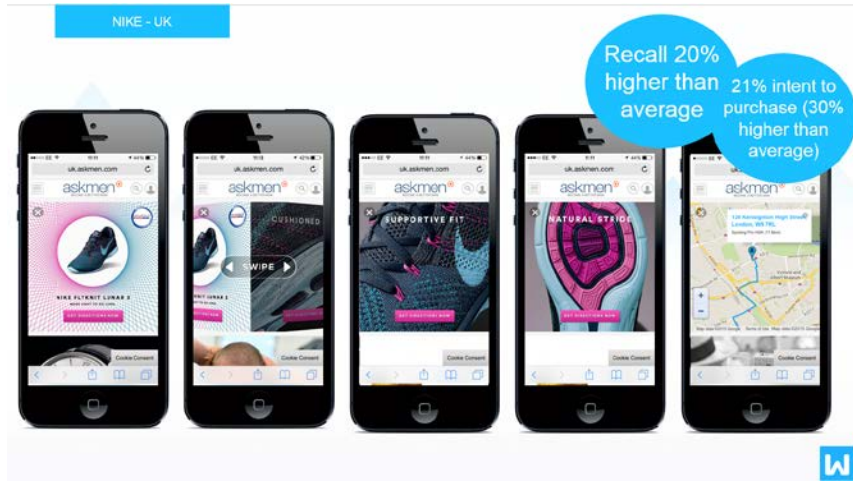


PASSBOOK

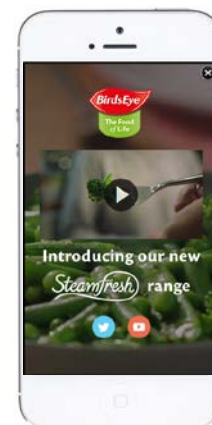


CALENDAR



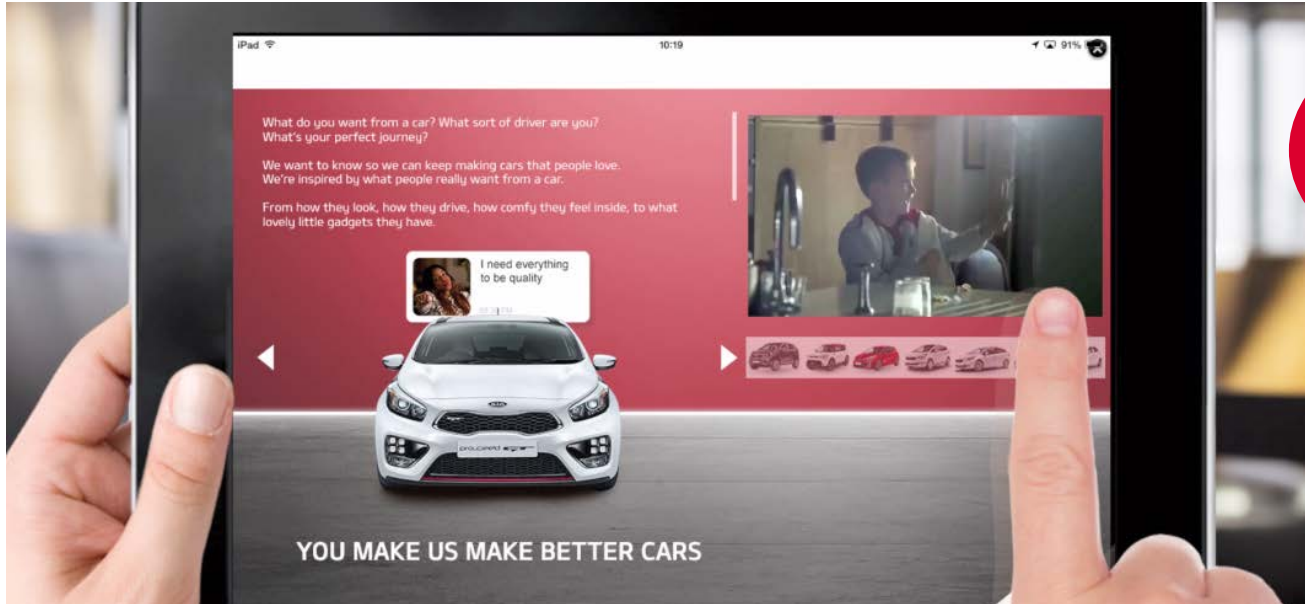


Great mobile first gesture based ad examples



20%
Interaction
Rate

A gesture based ad that is true to the product.



20x higher
dealer
search
volumes

In-app “native” creative, taking our content to the customer.

Putting the audience first, and thinking how we add value to their mobile moments, is the key to success.

! THANK YOU

@Marqueasy