

KEEPING CONNECTED WITH CONSUMERS: THE 2021 SELLIGENT MOBILE MARKETING GUIDE

How to enhance omnichannel customer journeys with mobile engagement in the 'new normal'



The importance of mobile as a channel has grown rapidly over the past five years.

The rise of mobile commerce, social platforms, and a slew of app-connected services such as food delivery and transportation, tethered consumers ever more closely to their smartphones. In 2018, the average consumer spent two hours and 25 minutes per day interacting with their smartphone.¹ The average user touches his or her mobile device 2,617 times a day.² And 52.2% of all web traffic comes from the mobile phone.³

Experts were already predicting a steady rise in all these numbers. Then the pandemic hit and rendered any previous estimates obsolete. As consumers across the world isolated at home and avoided trips into the outside world, the balance between mobile and desktop touchpoints became disrupted.

But here's the important news: Marketers need to maintain their focus on mobile channels, now more than ever, to maximize consumer engagement on this critical channel.

That's because as a direct result of the crisis, mobile's importance has grown exponentially. Several months into the pandemic, the number one device on which 45% of internet users reported spending more time was the smartphone.⁴ Users will now spend three hours and six minutes per day on their smartphone; a whopping 23 minutes more than predicted before the crisis - and over 40 minutes more than two years previous.⁵



Amid these radical changes, the role of mobile devices is changing. Mostly because smartphones help facilitate new solutions such as contactless payments, curbside pickup, and real-time notifications on delivery status. While solutions such as mobile order-ahead technology used to be the state of the art, they now represent the only feasible way for some businesses to remain operational. And for consumers, smartphones serve as their compass, command center, and safety blanket during trips into the outside world.

For all companies looking to stay connected with consumers on mobile touchpoints as they navigate this new reality, we have compiled this new edition of our **Mobile Marketing Guide**.

¹ eMarketer, "Smartphones: Average Time Spent in the U.S.," April 2020. ² <https://www.wired.com/story/phone-interface-trains-us-to-be-consumers/> ³ <https://www.pewresearch.org/internet/fact-sheet/mobile/> ⁴ GlobalWebIndex, "Coronavirus Research Release: Multi-Market Research Wave 4," July 2020. ⁵ eMarketer, "Smartphones: Average Time Spent in the U.S.," April 2020. ⁶ <https://www.statista.com/statistics/1106607/device-usage-coronavirus-worldwide-by-country/> ⁷ eMarketer, "Smartphones: Average Time Spent in the U.S.," April 2020. ⁸ App Annie, Shopping App Downloads, March 29-April 4, 2020.

NAVIGATING A New Consumer Environment

Mobile devices had already become THE channel for product search, inspiration, brand interaction, and conversion.

The pandemic has accelerated these trends exponentially, most importantly in a pronounced shift from stationary retail to digital channels. According to current forecasts, ecommerce sales in the U.S. will surge 18% to \$709.78 billion, while brick-and-mortar retail sales will see a historic drop of 14% to \$4.184 trillion.⁹ Upon closer inspection, mobile is a major driver in this disruption, as 59% of adults now prefer to shop via mobile phone.¹⁰

In Europe, the push into ecommerce is even more pronounced: Due to direct effects of the pandemic, ecommerce sales are now expected to jump by 16.9% in 2020, a sharp increase from the pre-pandemic forecast of 8.8%.¹¹ A total of \$498.32 billion will be spent via online retail, and the growth is most pronounced in countries that previously had smaller ecommerce bases: Spain will increase its sales by 22.9%, the highest rate in Western Europe, the Netherlands by 21.9%, and Italy by 20.5%. These numbers are even more impressive considering that overall retail sales are down 9.9% in Western Europe year-on-year.

9 eMarketer, U.S. eCommerce Forecast 2020, July 2020. 10 <https://www.newsbreak.com/news/1602880618393/more-consumers-are-shopping-via-mobile-amid-the-pandemic>. 11 eMarketer, "Retail Ecommerce Sales Western Europe 2019-2023", July 2020.



In the bigger picture, these numbers reflect fundamental changes in shopping behaviors; changes that experts believe will remain permanent for years to come. And also changes that place mobile channels at the center of customer journeys, as reflected by the following three trends in navigating the new normal from a consumer perspective:

1 **Reduced in-person contact**

Worldwide, 57% of adults have altered their lifestyles to be as 'contactless as possible'.¹² This behavioral shift puts a premium on (smartphone-enabled) solutions such as mobile front-end transactions for streamlined curbside pickups, as well as contactless payments.

2 **More time spent at home**

The home emerges as the new focus of everyday life, especially with an increase in work-from-home schemes across various industries. What's more, schools have placed a heavy emphasis on remote learning, as more than two-thirds of countries introduced a national distance learning platform.¹³ According to recent surveys, 32% of consumers plan to 'leave home less often' in the aftermath of the pandemic.¹⁴ Again, mobile channels serve as the lifeline for companies to keep connected (see sidebar).

3 **Mobile shopping for safety**

With safety as a driving factor, the new trifecta of shopping experiences revolves around online shopping, home delivery, and curbside pickup. A strong 31% of global consumers have increased online purchases, especially groceries, which 43% intend to keep ordering on the web.¹⁵ Consumers learn on their smartphones whenever a package delivery or food order arrives, or when a pickup is ready at a business, thereby strengthening ties to mobile devices.



SELLIGENT SUPPORTS: Mobile Connections

Customers increasingly rely on their mobile phones on trips into the outside world for orientation and situation-specific information. Selligent Marketing Cloud enables location-based targeting to send mobile push notifications to consumers. Without compromising over privacy and security, users can opt whether to allow location services for your brand's app, which we can then leverage to track when the user enters a specific location. These specific locations can be defined by geofences (e.g., a competitor's store, or proximity to your own store), or using Beacons placed inside your store, enabling precision targeting via Bluetooth. With COVID-19 and Track and Trace efforts leveraging such technology innovation, more and more consumers are becoming aware of the benefits of allowing access to their location, and the improved relevance and timeliness of brand offers when they are on the go.





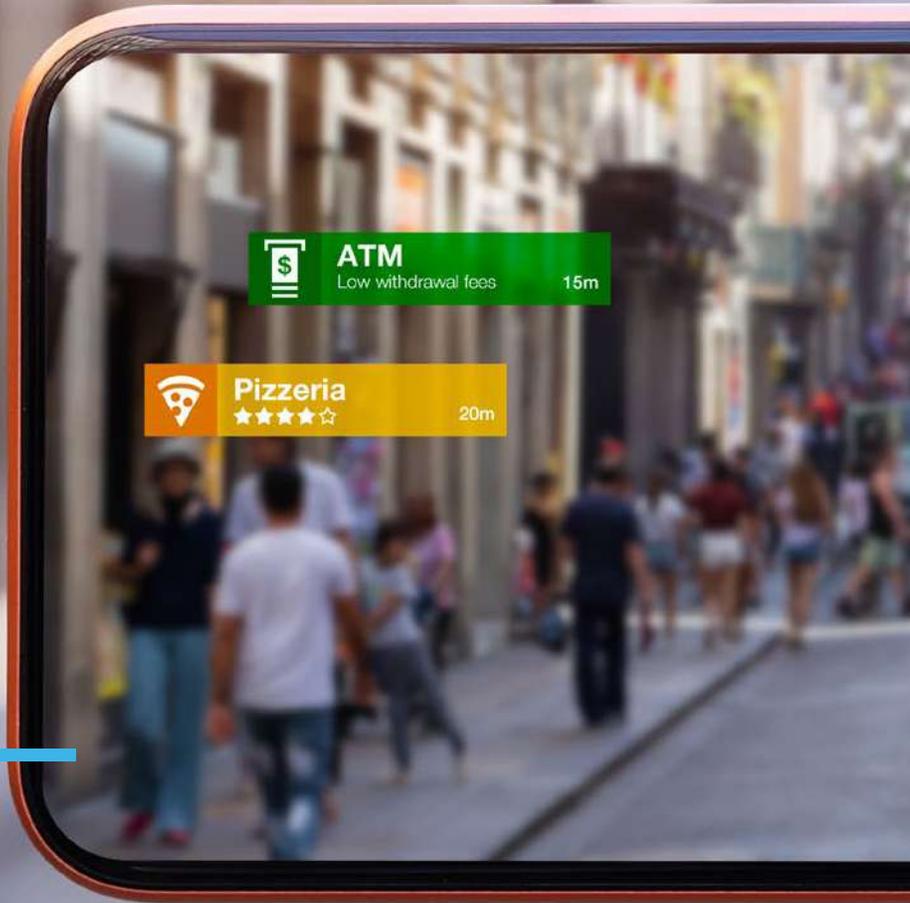
HOTEL



ATM

Low withdrawal fees

15m



ATM

Low withdrawal fees

15m



Pizzeria



20m



Pizzeria



20m



Groceries



10m

TREND WATCH: Mobile's Key Role in the "New Normal"



Whether consumers look to engage with companies at home or on-the-go, mobile devices are first in mind for a convenient and seamless connection.

Mobile devices have become the Swiss Army Knives in our pockets, providing access to a vast array of channels. These range from email to SMS and push messages, to websites and apps, all the way to good old phone calls. Consumers oscillate wildly between these channels on their self-directed customer journeys and have their own preferences on how and when they connect to a brand - and who gets to trigger a 'ping' sound in their pockets.

Speaking of pinging consumers on their phone, push and SMS messages are gaining attention in the new normal, together with the following five key mobile marketing trends:



Real-time status updates via push message

Consumers used to track the arrival of their Uber or Lyft rides on their mobile apps. Now that rides into public are down and deliveries are up - Uber even purchased delivery app Postmates - the habit remains intact: Users spend 88% of their mobile time interacting with apps, and open rates for app notifications increased by 28.5% between February and March 2020.¹⁶ And 76% expect real-time app or email updates on delays or changes when making their order.¹⁷

Click-and-collect going up and up

When retail spaces were forced to shut down during lockdown, many kept serving customers via order online, pick up in store functionality. Customers didn't like it - they loved it! While click-and-collect sales still ranged at a modest \$36.48 billion in 2019, they are projected to grow by 60.4% in 2020 to reach \$58.52 billion, boosted by a long-term cultural change.¹⁸

SELLIGENT SUPPORTS: Contactless Pickup

According to our latest Selligent Global Connected Consumer Index, 64% of consumers desire mobile/contactless pickup and/or check-in.¹⁹ And customers enjoy knowing when exactly their order is ready for pickup at a store or restaurant. Selligent supports live messaging via SMS or email, to facilitate seamless transactions outside the home to keep customers and businesses safe. Selligent's omnichannel capabilities help to keep track of journeys started on one channel, then completed on another. Marketers can set up complex, multichannel, decision-based communication streams with ease. And efficiently design lifecycle campaigns - incorporating touches across email, SMS, push, social, website, and more.



Pay via phone

Contactless payments are already the rule, not the exception, in countries such as China. Western countries proved hesitant until recently, when the coronavirus hit: Now a total 58% of consumers are more likely to keep preferring cashless methods in the future,²⁰ especially since mobile wallets integrate nicely with click-and-collect and mobile delivery apps.



Shopping directly on social apps

Instagram, Facebook, and Snapchat already serve as digital shopping windows and strong influences on purchase decisions. In the next step, companies are making it easy for conversion to happen on these mobile apps: Social commerce is trending heavily in 2020, as 66% of shoppers have already adopted social commerce tools and 41% of companies are testing shoppable content via Instagram.²¹ Curious about adding a 'Shop Now' button to your Facebook page? A whopping 800 million users in 70 countries already use them.



Renaissance of SMS messages and phone calls(!)

The new normal brings families more closely together. So instead of the generalized 'sharing' afforded by social platforms, consumers rediscover group SMS and email chains for authentic updates. In mid-2020, 36% of U.S. adults reported spending more time responding to and sending SMS messages, while 32% made more phone calls.²² If push notification opt-in is gold in 2020, text messages are the new platinum.



SELLIGENT SUPPORTS: 360-Degree Customer View

When customers use mobile phones for curbside pickups or in-app orders, their data trails leave clear signs. These are reflected in the Selligent platform's Universal Profiles. Blending purchase stats from offline and online retail with search and behavioral data allows for a full 360-degree customer view that forms the basis for personalized engagement that helps customers navigate life in the new reality.



FIVE MOBILE MARKETING STRATEGIES to Boost Engagement

From a digital marketing perspective, now is the time to get serious about placing mobile devices at the center of omnichannel customer journeys.

And it's time to align marketing tech stacks with the data integration and cross-functionality to power the high level of personalization and situational relevance that consumers have come to expect.

The marketing industry is listening, as the latest numbers reflect: In 2020, more than two-thirds of digital ad spending in the U.S. will go to mobile platforms at a total investment of \$91.52 billion.²³ This not only marks a significant growth of 20.7%, or \$18.04 billion, at a time when overall ad spend is down due to the crisis. It is also the first time that mobile's overall share has reached such dominant levels in the marketing mix.

On a global level, overall ad spending will decline by 4.9% to reach \$614.73 billion in 2020, a sea change from 6.3% growth achieved in 2019 and pre-pandemic projections of 7% increase. But nevertheless, digital ad spending is on track to reach 2.4% growth to \$332.84 billion total for 2020.²⁴ Again, mobile leads the charge in digital ad spend, especially in the UK: Here, mobile spend will reach £11.22 billion (\$14.32 billion) in 2020, representing 3.7% growth and accounting for 53.3% of total media spend.²⁵

²³ eMarketer, "U.S. Mobile Ad Spending Update Q3 2020," July 2020.

²⁴ eMarketer, Global Digital Ad Spending Update Q2 2020, July 2020.

²⁵ eMarketer, UK Digital Ad Spending Update Q2 2020, June 2020.



To help digital marketers ride the mobile wave, here are five digital marketing strategies that will have consumers swiping their screens for more:

1. Align your data architecture for a complete picture.

Laser-focus your mobile reach by implementing data from consumer profiles. Drawing on sets such as purchase history, personal preferences, and current location allows marketers to serve experiences with one-to-one personalization. For maximum impact, choose a marketing cloud platform blending CDP capabilities with journey design and execution, like Selligent Marketing Cloud, as the one-stop solution to building segmented campaigns that place the individual customer at the center. This will tighten your tech stack beyond just mobile and help provide positive digital customer experiences across all channels, which 80% of IT professionals consider today's biggest challenge.²⁶



2. Enlist AI capabilities to transform customer data into targeted engagement.

The shift to mobile unlocks a wealth of consumer intelligence, including preference data blended with real-time behavior. Making sense of this data, marketing-specific AI-engines such as Selligent Cortex analyze these individual data points. This allows for automated and powerful audience segmentation and personal relevance down to the individual consumer. For instance, a specific customer will receive marketing communications at her preferred time; on a Tuesday at 2 p.m. via push message. Aside from respecting personal boundaries on when and when not to send messages, this use of Journey AI has been boosting retail conversions.

SELLIGENT SUPPORTS: Send Time Optimization



The Selligent platform's AI capabilities help send messages at the right time, when the customer is most engaged, and on the preferred device. Always based on the latest data. This helps respond to trends automatically: For instance, the current surge in mobile messages may cause some consumers to be more responsive to push or SMS notifications. If that is the case, our AI is first to know.

3. **Orchestrate seamless online and offline experiences.**

As consumers initiate transactions at home and visit physical storefronts to complete the process, companies need to create seamless experiences with an omnichannel perspective. In the parlance of marketing, it's all about removing friction and offering convenience. This is where mobile channels punch well above their weight class, as they remove friction from logins, payments, check-outs, order management, and other useful features. This directly translates into better user experiences, and increased sales. For proof, look no further than Walmart's mobile grocery app, which increased daily downloads by 460% (!) in April 2020 to become the number-one download.²⁷ In the UK, grocery chain Tesco more than doubled its number of home delivery slots, including click and collect, to 1.2 million within a mere six weeks, and the trend is here to stay.²⁸



4. **Serve situation-specific relevance.**

Mobile-optimized, dynamic content is key today, as consumers navigate a fast-changing outside world. To deliver this situational relevance at scale, engagement platforms such as Selligent allow you to set triggers in your customer journeys to display messages based on the user's actions and current situation - thereby creating real-time marketing moments infused with relevance. Artificial intelligence engines such as Selligent Cortex crunch terabytes of data to churn out individualized offers injected into messages the second a user opens them. Live content capabilities adapt each message to situation and context at the time of reading, while personalizing website experiences accordingly.

5. **Use opt-in to stay connected.**

The new normal has caused formation of brand-new habits, many of which revolve around mobile devices. Once your company has gained permission to market on smartphones, make it easy to choose your products and services by serving offers and discounts at opportune moments. Don't over-message and mind personal boundaries, keeping in mind that mobile reigns as the number-one channel to touch consumers' lives on a direct level. Ideally, rely on marketing AI (see 2.) to identify user habits and preferences and make offers your audience cannot refuse. For instance, by sending push messages to nudge ordering food delivery 90 minutes before dinner time, when most households are in a 'hot' window to make a decision, then allowing them to finish the transactions with just a few swipes on the touchscreen, again and again.

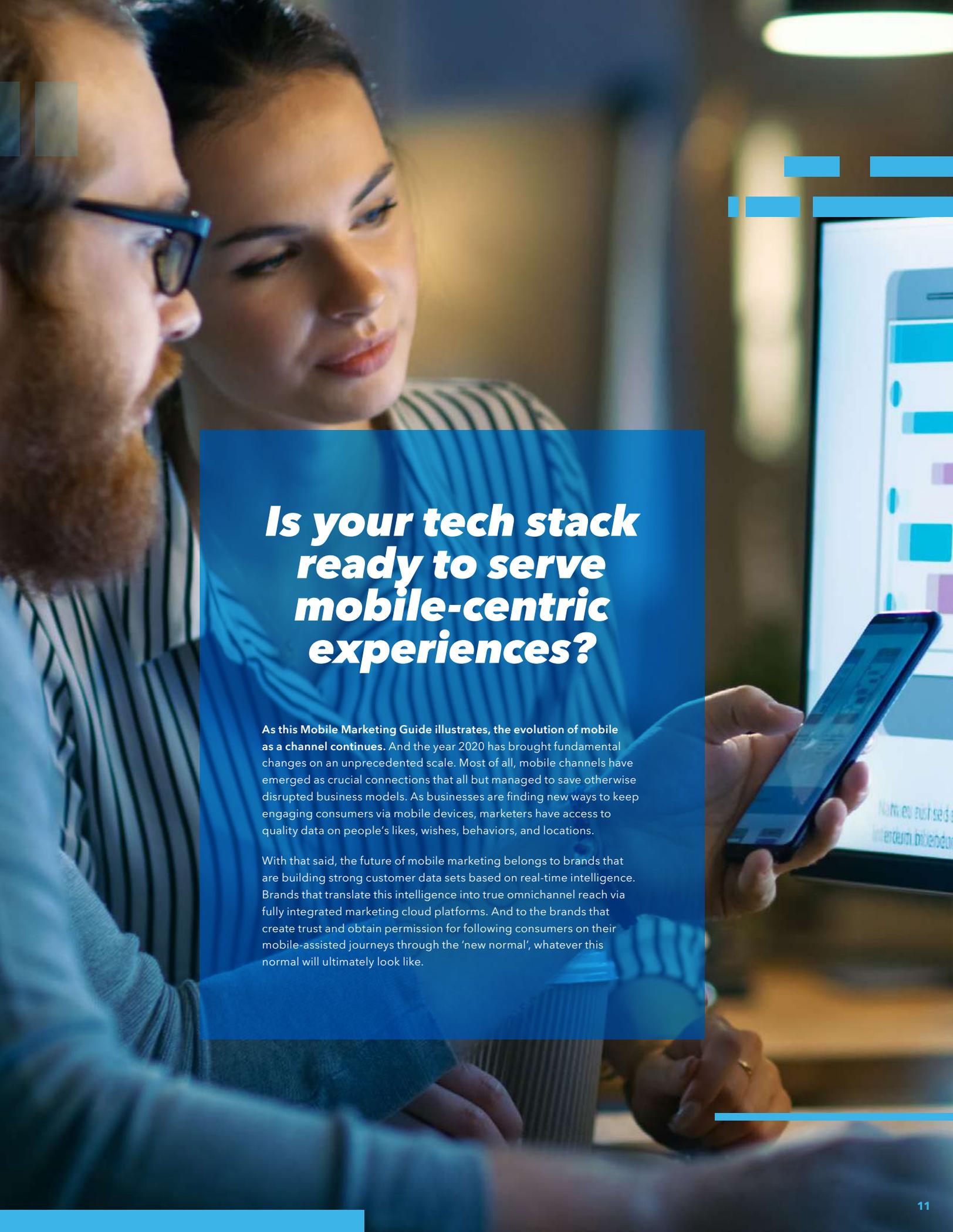


SELLIGENT SUPPORTS: Omnichannel Journeys

With the capacity to build rich universal consumer profiles for known customers and anonymous visitors, Selligent Marketing Cloud is built specifically for the needs of engagement marketers. As the perfect central hub for mobile engagement with big-picture perspective, Selligent checks all the boxes for user-friendly UI, 360-degree customer view, and integration with third-party systems and open data architecture. Selligent Marketing Cloud also covers much of the tech stack typically covered by fragmented solutions - including full-on execution, journey design, and analytics - all powered by smart automation and AI.

²⁷ <https://techcrunch.com/2020/04/09/walmart-grocery-app-sees-record-downloads-amid-covid-19-surpasses-amazon-by-20>

²⁸ <https://www.theguardian.com/business/2020/may/05/uk-online-grocery-sales-lockdown-internet-coronavirus>



Is your tech stack ready to serve mobile-centric experiences?

As this **Mobile Marketing Guide** illustrates, the evolution of mobile as a channel continues. And the year 2020 has brought fundamental changes on an unprecedented scale. Most of all, mobile channels have emerged as crucial connections that all but managed to save otherwise disrupted business models. As businesses are finding new ways to keep engaging consumers via mobile devices, marketers have access to quality data on people's likes, wishes, behaviors, and locations.

With that said, the future of mobile marketing belongs to brands that are building strong customer data sets based on real-time intelligence. Brands that translate this intelligence into true omnichannel reach via fully integrated marketing cloud platforms. And to the brands that create trust and obtain permission for following consumers on their mobile-assisted journeys through the 'new normal', whatever this normal will ultimately look like.

ABOUT **SELLIGENT** **MARKETING** **CLOUD**

Selligent is an intelligent omnichannel marketing cloud platform. Our dynamic technology provides actionable insights that empower companies to deliver more personalized and valuable consumer engagements, resulting in compelling experiences across all channels.

With teams across the United States and Europe, and a global network of partners, our mission is to make marketing personal. More than 700 global brands in retail, travel & hospitality, media, entertainment & publishing, and financial services trust Selligent to help deliver their programs.

Learn more at www.selligent.com.

