
From mobile analytics to mobile first.

Using analytics to improve your mobile maturity.

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Become mobile-first.

We all know that consumers are accessing more content on mobile than ever before—and the trend only continues to grow. That means businesses that want to succeed in this digital market need to move into this mobile space and become “mobile-first” organizations. So what does mobile-first mean and why is it so important?

Mobile-first companies understand how important mobile is to their customers:



47%

47% of all Internet traffic now comes from apps



80%

80% of media time is spent in apps



66%

66% of all email is now opened on phones¹

Think about mobile users.

To be “mobile-first,” in its simplest definition, means that your company thinks about mobile users *first*, every time you make a business decision. For example, when you’re designing your web experience, consider the needs of your mobile users and then ask how those needs affect the larger customer experience. In other words, if the journey begins on mobile, then the desktop experience should develop appropriately.

Mobile-first: *When your company thinks about mobile users first — every time you make a business decision.*

Center on your customers.

The customer journey isn't linear anymore. As consumers move among many kinds of devices throughout their customer journey, their experience has become increasingly fluid—and it reacts to every whim. For example, a consumer may begin their journey with your brand by reading your Twitter feed or a campaign email on their smartphone, visit your website on their tablet and later move to the desktop to make a purchase or do more research.

This trend means that for every move your customers make, you need a richer understanding of their mobile behavior in order to create and deliver more personalized content and experiences across all channels and every device. And while this approach benefits your customers, it also allows you to monetize your brand in the best possible way.

By thinking about mobile users in every business decision, you constantly refocus your company's goals to center on customers. In essence, being mobile-first reminds you to keep the customer experience your top priority, because that experience will almost certainly depend on mobile—if not now, then certainly in the future. For example:

- **If you're a retailer,** you should expect that your consumers are researching your products on their phones before and during their visit to your brick-and-mortar store.
- **If you're in travel or hospitality,** expect them to treat their phone as their travel agent, a mediator between the many options and services and their enjoyment.
- **If you're a bank,** expect their phone to encapsulate peace of mind.

No matter what your business, you want to take advantage of these opportunities by prioritizing these mobile users and their experiences. In doing so, you're starting a conversation that drives positive change throughout your organization by meeting and exceeding customer expectations throughout the customer journey.

Start with mobile analytics.

To become a mobile-first company, you have to invest in mobile analytics. Mobile analytics differ from traditional desktop analytics in several important ways. But these differences aren't difficult to overcome. In fact, in spite of their differences, they have very similar definitions.

The most important distinction between traditional analytics and mobile analytics comes in *where* the analytics focus and what customer or user environments they involve.

In traditional analytics, marketers typically focus on one customer environment: the desktop. And within desktop analytics, KPIs like click-through rates and visitation length can help marketers know how customers are interacting with their brand in a stable environment.

In mobile analytics, however, the customer environment is dynamic by definition and involves not only multiple devices, but also content that's consumed across multiple channels,

Traditional web analytics

"...using data to manage information and performance"³

such as mobile apps, mobile websites or a traditional desktop. Mobile devices go wherever the customer goes, creating many different environments, new engagement requirements and new measurements. Mobile analytics encapsulate *all* customer activity that takes place on the go—from searches on mobile web to interactions and time spent in mobile apps. When done right, mobile analytics provide in-depth insights into all the devices, locations and environments a customer experiences while interacting with your brand.

Mobile analytics

Using data gleaned from mobile interactions—on mobile web and mobile apps—to enhance the customer experience by managing customer information and optimizing performance on mobile.

Because of all these variables, mobile analytics require more insights than what is typically gathered from desktop interactions. Mobile analytics should seek to understand the context in which a customer is performing an action. Usually, this context includes the customer's location, time and activity.² The ultimate goal of mobile analytics is to discover these three key pieces of data at all touchpoints—and use them continually to optimize the content and experiences delivered to each customer on their mobile devices.

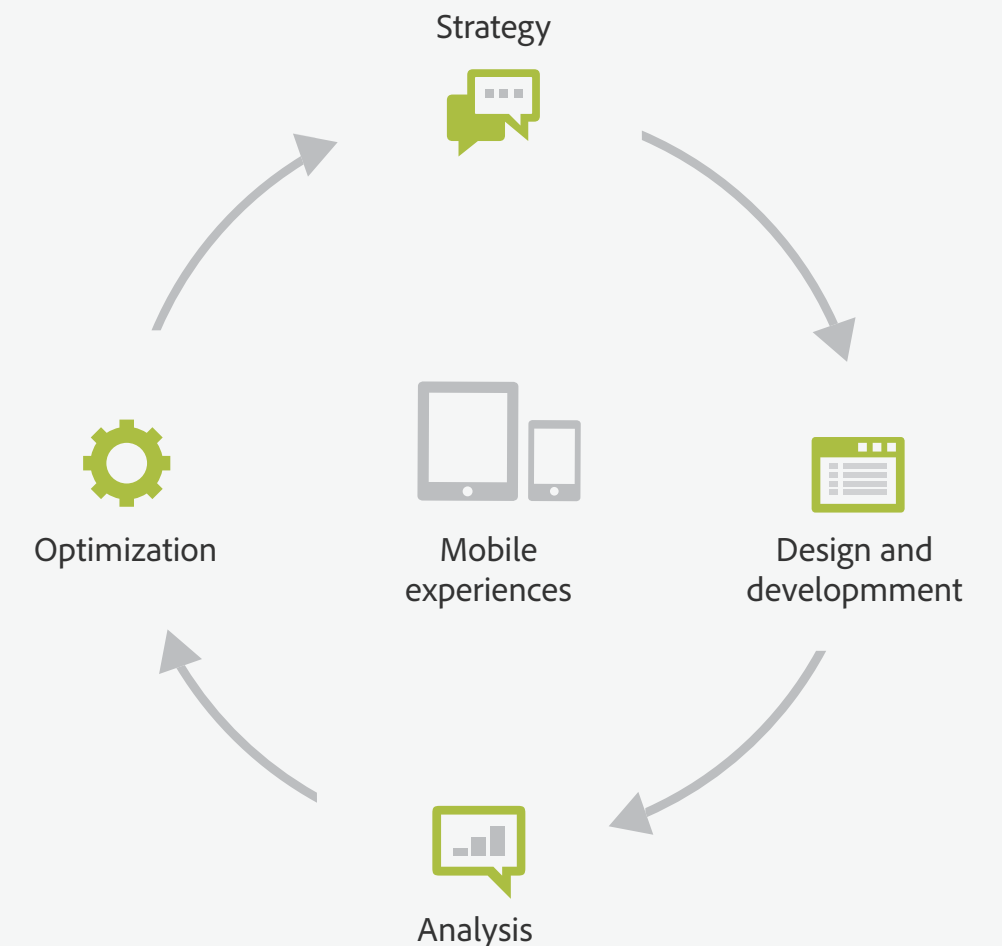
Traditional web analytics	Mobile analytics
Help marketers optimize content on web	Help marketers optimize content on mobile apps and mobile web
Track one environment—closer to the desktop	Track dynamic environments—closer to the individual
Assume stable customer behavior	Assume constantly changing customer behavior— <i>context</i> is key
Don't require an SDK	Require an SDK—and specifically, one that supports mobile app data collection for multiple platforms, including iOS, Android and Windows
Impact shared devices (like desktop computers)	Impact personal devices (like smartphones)
Measure desktop KPIs such as: <ul style="list-style-type: none"> - Visit conversion rate - Revenue per visit - Average time spent per visit - Page views per visit - Bounce rate 	Measure new KPIs such as: <ul style="list-style-type: none"> - Action time in app - Lifetime value - Crash rate - First launches - Upgrades

Understand how mobile analytics fit into the bigger picture.

Many marketers fear that a mobile analytics strategy departs from the analytics in which they have already invested. But Ray Pun, who is the head of strategic marketing for mobile at Adobe, sees these existing data sources as a boon. While there are new KPIs and metrics, he argues, it's important for all marketers "to see their mobile data in the context of their other data, empowering them to create more relevant, personalized marketing content for today's mobile elite."³ In other words, mobile analytics should fit into the efforts your organization is already making to improve the customer journey. In fact, mobile analytics and the customer journey are becoming increasingly inseparable.

The flowchart shown here can help you understand how your mobile analytics strategy fits into familiar workflows, suggesting a pathway to follow through all stages of mobile experience optimization.

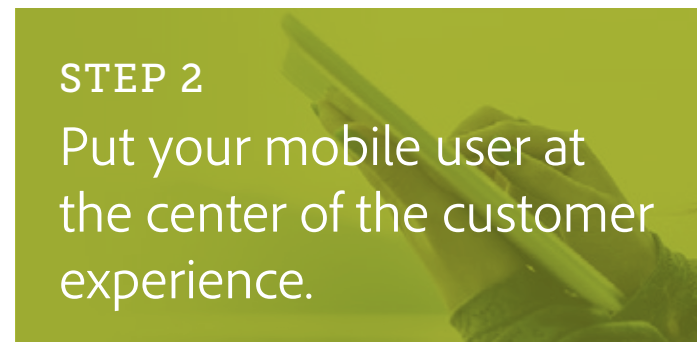
When followed, this workflow will help your company move toward greater mobile maturity—and develop the right mobile analytics strategy along the way.



Five steps to drive mobile maturity.



STEP 1
Rethink your
mobile mindset.



STEP 2
Put your mobile user at
the center of the customer
experience.



STEP 3
Gain the right insights by
using the right analytics.



STEP 4
Optimize by applying new
insights in real time.



STEP 5
Regroup and re-strategize
as a team on a regular basis.

STEP 1

Rethink your mobile mindset.



Expand your mobile strategy across all departments—and move toward higher mobile maturity.

The first step in becoming a mobile-first organization is to get everyone on the same page. Plan a cross-departmental meeting to discuss the importance of mobile throughout your organization. Then help everyone transition to the mobile mindset by highlighting a new, company-wide assumption: mobile is important and will drive company-wide success when prioritized.

Once your internal teams have gained a clear understanding of the importance of mobile, it's time to set new goals. This includes defining new KPIs for mobile to measure throughout the customer lifecycle, as well as redefining company priorities to match mobile-centric goals. If you simply use the same metrics from your desktop strategy in your mobile strategy, you may not adequately measure and analyze user engagement, actual session time and other insights into the mobile customer journey.

When deciding what to measure on mobile, consider the customer experience. Focus on key measurements that answer questions like these:

- **How frequently** do people use your app or visit your mobile website?
- **What paths do they take** through the app or mobile experience?
- **Are they spending money** through the app or other mobile experience?

What should I be measuring?

According to Nate Smith, a senior marketing manager for Adobe Analytics, everything you measure on your app should help you increase engagement and reduce friction.⁴ He suggests using the following measurements to answer these questions:

1 How healthy is my app?

- Crash rate
- Devices being used
- Operating system and versions being used
- Carriers
- App versions
- Location

2 Who is using my app?

- Downloads
- Acquired users

3 How engaged is my audience?

- App launches
- Active users
- Retention rate
- Session length
- Time to event
- Screens viewed
- Logins
- Messaging (type, launches, click-through)

4 What is the monetary impact of my app?

- Revenue (sales, in-app purchases, ads)
- Average revenue per user
- Conversion rate
- Lifetime value

STEP 2

Put your mobile user at the center of the customer experience.

Design and develop your mobile apps for your best consumers.

Becoming mobile-first means putting the mobile user—the customer—at the center of your business. So as you design and develop mobile apps and other mobile experiences, it's important to remember the following two truths:

A. Your app users are your best customers.

Those who download your app are already engaged with your brand. Let their needs dictate the user experiences you create with mobile apps.

B. Mobile users are easily distracted and short on time.

Because mobile users are often on the move, they behave differently on mobile than they do on the desktop—but this doesn't mean they've stopped engaging.

Mobile analytics help uncover truths about customer behavior on mobile devices. And when you can better understand how your customers are interacting with your brand on mobile, you can tweak design elements and develop mobile apps that better meet their needs—and deliver more effective customer experiences.

STEP 3

Gain the right insights by using the right analytics.



Measure constantly after launching—and gain the insights you actually need from smarter mobile analytics.

Once you're measuring the right metrics, there's still more work to do. Many marketers have plenty of data in their hands, but aren't sure what to do with it. Focus on making another mobile mindshift: instead of asking how users engage with your app, ask more in-depth questions that analyze *why* they are (or aren't) engaging.

As you analyze your data, focus again on customer context and ask yourself key questions—such as when consumers open your app, how long they keep your app open and active, or why they removed it from their device—to move from data collection to data analysis.

To keep customer context in mind, ask yourself:

- **When do my consumers use my app?**
- **How do my consumers use my app?**
- **Why are my consumers continuing to use my app—or abandoning it?**

By measuring the right KPIs, the ones you and your team select during step one, your mobile analytics should already be on the right track. In the chart shown on page 13, you'll find the five layers of a smart mobile marketing program.⁵ While specifically helpful to the retail industry, these insights can help all marketers understand how the crucial mobile tasks at hand align with evolving industry tools. Use it to understand the types of tools you can use to help collect data and reach your customers.

The 5 layers of a smart mobile marketing program.⁶

1 Mobilize email
to ensure mobile-friendly reading on smartphones and tablets.



2 Use location-based marketing to reach users who opt into sharing their locations via GPS or iBeacons.



3 Enable mobile payments and digital coupons via Apple Passbook or Google Wallet.



4 Use push notifications to reach app users who opt into receiving alerts and notifications.



5 Create a mobile database to reach users who have opted in by providing their phone number for SMS and text messages.



STEP 4

Improve the experience by applying new insights in real time.

Short-term optimization means applying real-time, data-driven insights.

In order to develop a deep understanding of customer context, it's important to collect, measure and analyze mobile data throughout the customer journey. And to improve the customer experience in real time, marketers must do two things:

1. **Optimize content**
2. **Maximize context**

1. Optimizing content in real time.

When improving content for fast-paced delivery to consumers, consider best practices like:

- **A/B testing** to quantify the effectiveness of experiences in driving user engagement across segments.
- **In-app messaging** to communicate with users in real-time and based on their behavior, preferences or lifetime value.

INDUSTRY INSIGHT: MOBILE IN TELECOMMUNICATIONS

“Telecom marketers have access to tremendous amounts of distinctive customer data such as app downloads and usage, location, device type, age, credit score... This data provides a springboard for the advanced segmentation needed to gain the attention of prospective customers in the crowded and mature markets in which many telecom operate.”⁷

– Jill Steinhour
Director of Industry Strategy
for High Technology and Telco,
Adobe

INDUSTRY INSIGHT:
MOBILE IN ENTERTAINMENT

Using in-app messaging and push notifications.⁸

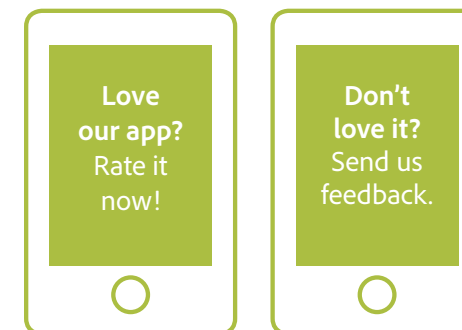
Even though mobile users are typically carrying around just one device—their smartphone—there are multiple ways to reach them on that device, including in-app messaging and push notifications. Using messaging through your mobile app, you can reach consumers within the midst of their daily lives. And you can track their responses, helping you glean mobile analytics that lead to greater insights about engagement and expectations on an individual level.

In-app messaging is a powerful tool for reaching your most active app users as they interact with your brand. Sending them messages through the app to inform them of new app capabilities or content, or to ask them for feedback can be an excellent tool for increasing their engagement.

Push notifications help you reach consumers who may not be using your app regularly. With push, you can send news alerts, provide updates about order status or notify customers about items on sale. Push provides a mechanism to drive timely, relevant messages to mobile users who can easily launch the corresponding app to learn more.

In-app messaging.

- Reaches most active users
- Highly targeted
- Messages can reach users who disable push notifications



Push notifications.

- Provides reminders, updates and can prompt users to rate the app
 - Encourages the user to launch the app to receive more information with a simple swipe
-

2. Maximize user context with in-depth insights.

Mobile analytics can help you personalize the customer experience when you take advantage of their ability to help you understand in real time how and where your customer is interacting with your mobile content. For example, consider how the following information—gleaned from analytics—can lead to personalized tactics that will bring your customers back again and again.

- **Location:** Deliver coupons on in-store arrival or send live updates of scores in the big game to wherever they are.
- **Device switching:** Understand when customers jump from using your mobile app on their smartphone to making a purchase in your online store on their desktop computer and use that information to optimize the experience so it's as seamless as possible.
- **Performance issues:** Analyze crash and load time reports to push out bug fixes as quickly as possible.
- **Time in app:** Explore how much time your customers spend in your app and deliver the best content to keep them engaged.

As always, ask yourself key questions surrounding the customer experience. Rather than focusing on just the data and numbers, use each iteration of your app as an opportunity to ask, *What's keeping my customers engaged (what do they like?) and can I do more of that to make the experience even better?*



INDUSTRY INSIGHT: MOBILE IN RETAIL

Understand what your customers are doing in your store.⁹

iBeacons allow you to track customer interactions every time they visit your store. With them, you can deliver content that personalizes the in-store shopping experience and delivers just what your customers need when they need it.

For retail, in-store messaging can help drive an immersive customer experience with:

- Welcome messages
- Store maps that guide customers to the right aisle and shelf
- Event notifications for special in-store activities
- Sales promotions, offers and coupons

STEP 5

Regroup and re-strategize as a team on a regular basis.



Long-term strategic optimization means working with key stakeholders to realign mobile analytics practices with key business objectives.

Consider creating a lifetime value system that helps you see, at the user level, the value of the lifecycle you've created. Traditional analytics and revenue reports may only illustrate customer data such as most recent purchase. But with a longer-term view of customers, you can develop an understanding of why users are truly engaging with your mobile offerings—and you may find new insights to guide your evolving mobile analytics strategy.

In the final step of your mobile analytics practice, it's important to look back at the last lifecycle and begin implementing what you've learned from your mobile metrics. In order to move forward, use reports from earlier in the customer lifecycle to learn about what customers find most valuable—and least important. Then use what you've learned in the next iteration or version of your app.

CONCLUSION

Your business can use mobile analytics to understand and optimize every customer's journey.

As you follow the mobile experiences flowchart, your mobile analytics strategy will strengthen. From early strategy meetings and defining new KPIs, all of your teams will move forward with mobile analytics in mind—helping to optimize and maximize the customer experience through all levels of app design, data collection, analytics and optimization.

When the cycle begins again, rely on what you learned the round before to help tighten the strategy step and lead to a more successful next round.



With more and more emphasis on mobile experiences, and on mobile analytics, your organization will quickly move toward the mobile-first mindset that businesses need to survive. As customers spend increasing time and money through their mobile devices, the mobile experience will continue to grow in importance. And when you're a mobile-first organization, you'll always be ready to meet, and exceed, customer expectations.



Discover how the Adobe Marketing Cloud can help you become mobile first at <http://www.adobe.com/go/mobile-marketing>.

Adobe Marketing Cloud is the most comprehensive and integrated marketing solution available, enabling marketers to measure, personalize and optimize marketing campaigns and digital experiences for optimal marketing performance. With its complete set of solutions, including Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, Adobe Media Optimizer, Adobe Campaign, Adobe Primetime and Adobe Audience Manager, as well as real-time dashboards and a collaborative interface, marketers are able to combine data, insights and digital content to deliver the optimal brand experience to their customers.

1. Taken from Nate Smith's 2015 Summit session, "S308: Mobile App Analytics: Foundational Analysis."
2. Bryan Coffee, in his session at Summit 2015 describes this equation, "location + time + activity = context" as crucial to understand customers and developing a successful mobile analytics practice.
3. Ray Pun, "Mobile Analytics: Essential for business maturation in the digital marketing era" Applied Marketing Analytics 1.2, 2015.
4. Taken from Nate Smith's 2015 Summit session, "S308: Mobile App Analytics: Foundational Analysis."
5. Summit is Adobe's annual digital marketing conference.
6. Developed from the Summit 2015 session "S115 Mobilizing messages for a cross-channel world" by Bruce Swann, Adobe; Jack Philbin, Co-Founder, CEO of Vibes; Justine Jordan, Marketing Director at Litmus; Mickael Bentz, Adobe.
7. "Seizing the mobile opportunity in telecommunications." Adobe. March 2015.
8. Developed from Mitch Rice's Summit 2015 session: S318 "Mobile App Analytics for Media and Entertainment: Trends, Tactics and Best Practices."
9. Developed from Nathan Sperry's Summit 2015 session: S316 "Creating a Mobile Analytics Practice in Retail."