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# Mobile Marketing

An Ignite Guide  
10 MIN READ

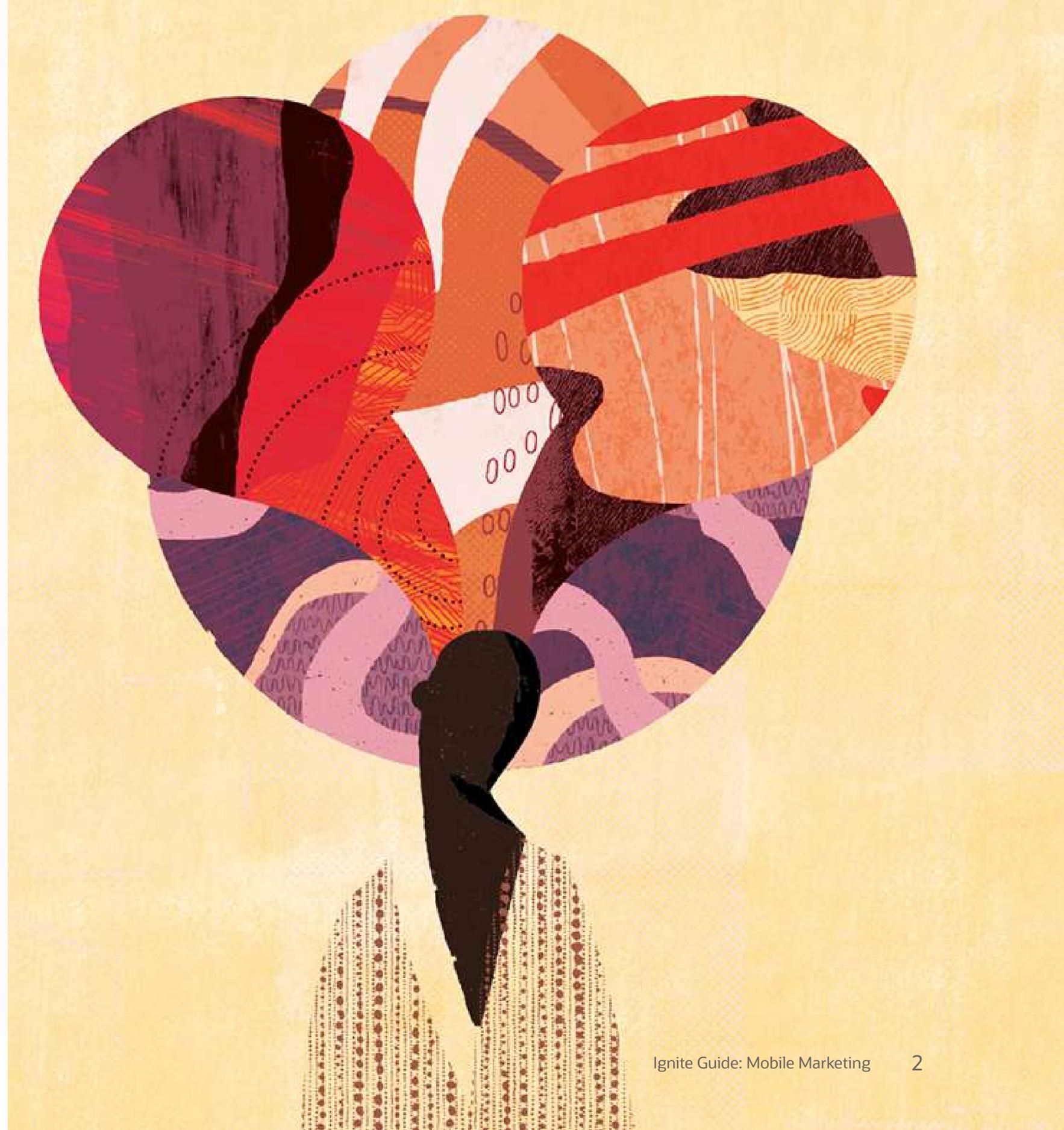


# To the Marketer Who's Always On

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We know. There's a lot to do. And get to the bottom of. As the universe of marketing evolves, shape-shifting from one minute to the next, the importance of building muscle memory around new topics is undeniable.

At Oracle, we get it. Which is why we created the Ignite Guides on the core disciplines of modern marketing. They'll advance your expertise in less time – with less effort – so you can get back out there. Because sitting on the sidelines isn't really your thing.



# The Rundown

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# Understanding the Core

## These days, mobile marketing is marketing.

With shifting expectations – and people constantly on the go – reaching buyers in the throes of their busy lives is the ultimate goal. And it's one that can be met through the performance of mobile.

Americans check their phones once **every 10 minutes**.<sup>1</sup>

**To be clear, mobile marketing is:** A digital marketing strategy that leverages multiple channels and tactics (like SMS, email, and apps) to engage audiences on their mobile devices (like smartphones and tablets).

**Almost three quarters of internet users will be mobile-only by 2025.**<sup>2</sup>

# Why You Need It

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**Mobile marketing gets results. And because it's so effective at delivering personalized offers, it can help you punch above your weight. (70% of enterprise marketers plan to increase their mobile advertising budgets in the next 12 months — don't get left behind.<sup>3</sup>)**

## **For starters, mobile marketing:**

### **Gets Seen by Users**

Only a fraction of emails get seen, opened, and read. But SMS and push messages are nearly always opened — and quick.

### **Is Dynamic & Entertaining**

As mobile formats are designed to be more interactive and engaging, content served on mobile channels via unique ad types are often more memorable.

### **Drives up ROI**

As traditional channels continue to lose effectiveness, mobile digital formats are often met with less buyer resistance, speeding conversion and boosting revenue.

# The Way

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Follow these steps to get your mobile strategy up-to-speed:

- 1 Go across channels
- 2 Unify your customer view
- 3 Pile on the data
- 4 Deploy SMS and push
- 5 Measure your mobile strategy

# Go Across Channels

Working in silos delivers disjointed experiences that end up causing frustration—and result in missed opportunities for marketers. That's why marketers need to take an orchestrated approach to all of their mobile tactics in order to fold them into an integrated, cross-channel marketing strategy.

By having the ability to spread marketing campaigns across multiple channels, you can speak to customers as individuals, track your results, and optimize in near real-time.

To create a cross-channel strategy, you must employ suitable technology that enables you to extend your marketing strategy to the world of apps, push, and SMS. Not only will you appear everywhere buyers are, you'll also be able to collect user behaviors that will help you understand your audience better and drive more valuable conversations, loyalty, and revenue.



# Unify Your Customer View

You can't deliver a personalized experience if you don't know who your customers are and what, when, and how they're buying.

For example, if a customer clicks on a sweater offered in an email message, you should know whether the next best step is to send a push or an SMS offering a discount on that same sweater.



# Unify Your Customer View

## DEFINING A DMP

Managing customer data, ad spend, and measurement across multiple mobile platforms is challenging. And you need robust technology that addresses the unique obstacles of mobile campaign execution.

The good news is, this tech exists. A data management platform (DMP) is a centralized platform that ingests, organizes, and segments an advertiser's first- and third-party mobile and desktop audience data assets in one place for audience creation, analytics, and execution. Mobile DMPs give brands the ability to capture a buyer's location and in-the-moment interests, while boosting the effectiveness of mobile programs.

**Customized mobile advertising, when done effectively, delivers extremely high brand engagement and conversion rates.**



# Pile on the Data

You've made the move to connect all your channels and unify your customer view. Good for you. You're now in a prime position to generate more insights by integrating marketing technology into your mobile tactics, apps, and connected devices. Not only will this allow you to enrich customer profiles, but you'll also be able to respond to real-time information and improve buyer journeys in a way that you couldn't before.

## SEGMENTATION

As the needs of people differ, it's vital to create different offers for different segments of your audience. And to ensure that buyers can be marketed to in a similar way, individuals in each segment should exhibit similar behaviors.

Mobile offers a unique opportunity to capture any prospect's behavior, device type, past actions, purchase intent, and physical location—which can be used to help identify ideal customers, understand unmet needs, and target niche audiences. (Segmentation is also helpful when it comes to establishing future engagement trends.)

### FYI: Apps on connected devices can collect:

- ✓ **Device type**
- ✓ **App engagement**
- ✓ **App operating system**
- ✓ **Loyalty information**
- ✓ **Geographic location**

# Deploy SMS & Push

Once everything behind the scenes is in good shape, it's time to activate your campaign. By delivering custom offers that strengthen loyalty, permission-based SMS and push messages are great at getting noticed. (SMS are traditional text messages, where push is the smartphone equivalent.)



Instant messaging has risen sharply as one of the most desirable forms of marketing available – and for good reason. It can do so much.



Low cost and flexibility make SMS and push no-brainers for businesses, plus their ability to deliver offers instantly leaves customers wanting more. These tactics are also lightning fast, literally putting your message into subscribers' pockets and purses seconds after you send.



Compared to email marketing, SMS and push messaging have staggeringly high open rates. The vast majority of SMS and push messages sent are opened and read, whereas only a fraction of emails can say the same.

Plus, these messages are fun. Posting messages as part of a poll encourages buyers to become active participants, while links to entertaining videos or images encourage users to investigate further.

# Measuring Mobile

**Mobile measurement is important to justify spend. Weigh the impact of your mobile campaigns by setting clear goals, inserting tracking links, and analyzing response data.**

From the start, set program goals that are tied to business objectives. These can be custom events based on KPIs (such as installs, in-app purchases, or time spent on the app). If your custom events are set up properly, they serve as invaluable measurement tools that will help you know which traffic sources drove the most revenue at the most efficient ROI.

Many mobile marketing platforms now have the ability to track links, which allows you to embed short, branded URLs into your SMS messages.

Specific calls-to-action alongside point-of-sale codes unique to one mobile campaign can also help track success.

By monitoring click through rates, conversions, and click recency, response data helps you monitor, track, and create more relevant campaigns resulting in higher conversion and

**For example, marketers can use a mobile-specific landing page toward which they direct customers that will allow them to glean metrics on conversion, geotracking, and device detection.**

# The Power of Oracle Marketing Cloud

## Oracle Responsys

is a cross-channel marketing platform for B2C marketers that provides customer and campaign info that help you pivot quicker. From micro-conversion analytics to multi-channel attribution, Oracle Responsys puts everything your crossfunctional team needs in one place. Look for it inside Oracle Marketing Cloud.

## Oracle BlueKai

is the industry's leading cloud-based database management platform that outfits companies with the audience info they need to personalize online, offline, and mobile marketing campaigns. From first- to third-party data and a wide range of performance analytics, Oracle BlueKai puts everything your cross-functional team needs in one place. Look for it inside Oracle Marketing Cloud.

## Oracle Maxymiser

is a CXO platform that fluidly integrates with your DMP, CRM, and web analytics so you can pinpoint meaningful user behaviors and optimize your campaigns' low points. From tracking customer behavior across channels and devices to A/B and multivariate testing, Maxymiser will bring your user data into view. (So you can get a top-level look at your campaign and amp up for your next run.) Look for it inside Oracle Marketing Cloud.

**Oracle Responsys**  
(B2C Cross-Channel Orchestration)

**Oracle Bluekai**  
(Data Management)

**Oracle Maxymiser**  
(Testing & Optimization)

**Oracle Eloqua**  
(B2B Marketing Automation)

**Oracle Social Marketing**

## About Oracle Marketing Cloud

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. Oracle Marketing Cloud offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

### Sources:

1. "Americans Check Their Phones 96 Times a Day," Asurion and Solidea Solutions, August 18-20 2019, asurion.com
2. James McDonald, "Almost Three Quarters of Internet Users Will Be Mobile-Only by 2025," World Advertising Research Center, January 2019, warc.com
3. Tarun Avasthy, "Mobile Fraud: Marketers' Massive Hidden Threat," Appflyer and Forrester Consulting, December 2017, appflyer.com

Are you ready to start your real-life mobile marketing marathon? We've got just the thing to add to your game.

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