



**KingFishMedia**

Own Your Media Channel™

2011

# Mobile Marketing: Plans, Trends and Measurability What Do Marketers Think?

Co-Sponsored by:

# contents

- 3** Executive summary
- 5** Mobile marketing strategy
- 6** Importance of mobile marketing
- 7** Mobile budgeting
- 8** Mobile budget increases
- 9** Type of mobile site/app
- 10** Tracking of mobile visitors
- 11** Customers visiting from mobile devices
- 12** Platforms use/planned
- 13** Mobile advertising
- 14** Mobile applications use/plan
- 15** Mobile commerce
- 16** Types of content used
- 17** Mobile personalization
- 18** Perceived benefits of mobile
- 19** Measurement metrics
- 20** Measurement of ROI
- 20** Classification
- 23** Co-sponsors
- 24** Methodology & about King Fish Media



# Executive summary

A third of the companies surveyed currently have a mobile marketing plan in place, a number that rises to 45% among larger companies (1000+ employees). Of the companies that don't currently have a mobile strategy, 62% plan to within the next 12 months.

Overall, fewer than half (42%) of all companies report that mobile marketing is very important/important to their company. However, importance rises among larger (1000+) companies (54%) and companies in a B2C business (53%).

Mobile marketing is not yet commanding a very large chunk of a company's marketing budget—currently 12% on average. This will rise in 2012 to an average of 19%. 82% will be increasing mobile marketing investment over the next 12 months. Half of that budget will be tied to a specific project/custom media program and 30% will fund the increase by moving money from other mainstream/advertising projects.

Two thirds of companies use a mobile website, while 28% are using a native app; 27% are using both. Next year, they foresee an increase in native app development as 43% plan to have an app and 49% report they will be using an app and mobile site.

Nearly 60% are tracking visitors to their website from mobile devices, usually with Google Analytics. Among those tracking, companies are finding that a relatively small percentage of traffic is coming from a mobile device—on average 8%. And only about 10% of customer/prospects are using a mobile app developed by the company.

Almost three quarters of all companies are currently planning apps using the iPhone platform vs. Android (45%), iPad (41%) and Blackberry (41%). Looking out 12 months interest in iPad (76%) and Android (75%) rises significantly. iPhone and Blackberry stay flat. Interestingly, 68% of companies have no plans to develop apps using the Windows operating system.

Fewer than a quarter of companies have advertising on mobile ad platforms, and among those who do, 47% state it met or exceeded expectations.

# Executive summary

Social media, branded content, email, geo-location/maps and general reference are most often mentioned as applications being executed as part of a mobile initiative. Video application will see increased interest in the coming year.

Commerce over mobile channels is slow to take hold among respondents. Fewer than 20% are currently conducting mobile commerce, mostly over a mobile website. Interest does rise for 2012.

Original branded content, ads, expert content and videos are the types of content used most often in mobile format.

While few companies (7%) are currently personalizing the mobile experience, there is strong interest (42%) in doing so in the future. The main reasons to offer mobile personalization are to increase customer loyalty, cross sell/upsell and set up a recommendations campaign.

Relationship marketing is at the heart of the perceived benefits of mobile marketing: establishment of closer relationships with customers and improving customer retention were the top two benefits. This was followed by more benefits such as advancing branding and awareness and positioning the company as keeping up with technology. When it comes to quantitative metrics, new customer acquisition and strengthened relationships with existing consumers are most often cited as benefits.

In terms of ROI for current mobile programs, 24% report that it has exceeded or performed as expected while a full one third have not measured it at all. 41% say in the future mobile marketing programs will need to show a positive return to continue the program, and 34% say they will be tracking, but a positive return will not be required to justify mobile spend.

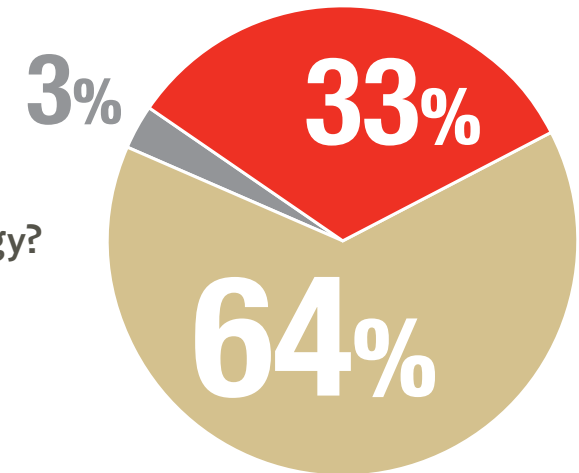
..... A third of companies currently have a mobile marketing strategy; within 12 months companies with a mobile strategy will grow to 73%.

1

● Does your company currently have a mobile marketing strategy?

**33%** YES    **64%** NO    **3%** DON'T KNOW

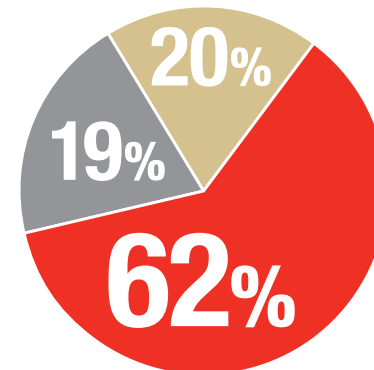
\* RISES TO 45% AMONG 1000+ COMPANIES



2

● Do you plan to have a mobile marketing strategy within the next 12 months?

**62%** YES    **20%** NO    **19%** DON'T KNOW



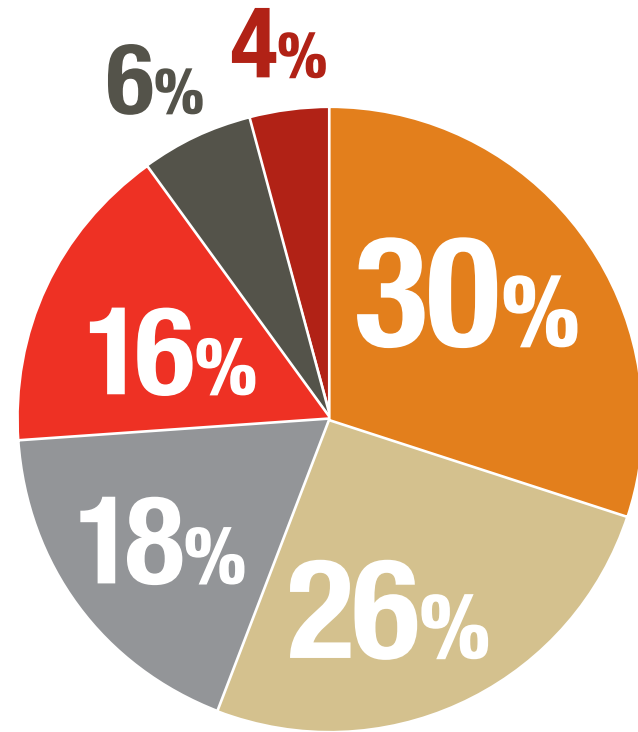
..... Fewer than half the companies find mobile marketing very important/important to their marketing mix.

THE IMPORTANCE RISES FOR LARGER COMPANIES AND THOSE SELLING TO CONSUMERS.

# 3.

How important is mobile marketing to your overall marketing mix?

- 16%** — VERY IMPORTANT
- 26%** — IMPORTANT
- 30%** — SOMEWHAT IMPORTANT
- 18%** — NOT VERY IMPORTANT
- 6%** — NOT AT ALL IMPORTANT
- 4%** — I DON'T KNOW



NET VERY IMPORTANT/IMPORTANT — **42%**  
FOR THOSE COMPANIES IN A B2C BUSINESS — **53%**  
FOR THOSE COMPANIES 1000+ — **54%**

..... Mobile marketing is not yet commanding a large piece of the marketing budget—less than 20%.

**4.**

Please indicate the percentage of your 2011 marketing budget that will be allocated to mobile marketing.

**5.**

How about 2012?

	2011	2012
0% —	10%	1%
1–4% —	15%	6%
5–10% —	39%	31%
11–20% —	17%	26%
21–30% —	7%	15%
31–50% —	4%	9%
51+ —	3%	4%
DON'T KNOW —	5%	9%
MEAN —	12%	19%
MEDIAN —	10%	16%

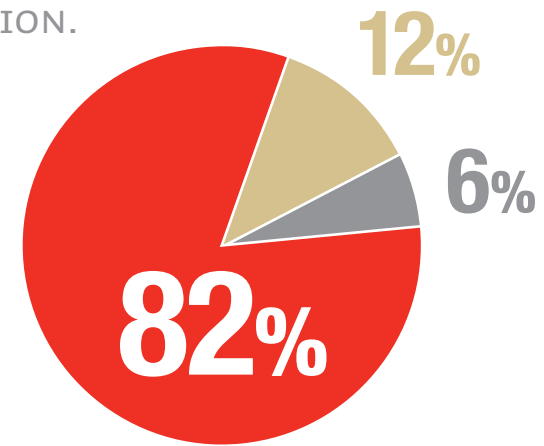
# ..... Investment increases in mobile marketing will be seen by over 80% of companies.

HALF WILL TIE INVESTMENT TO A SPECIFIC PROJECT, WHILE 30% WILL MOVE FUNDS FROM ANOTHER MARKETING FUNCTION.

# 6.

Will you be increasing your investment in mobile marketing over the next 12 months?

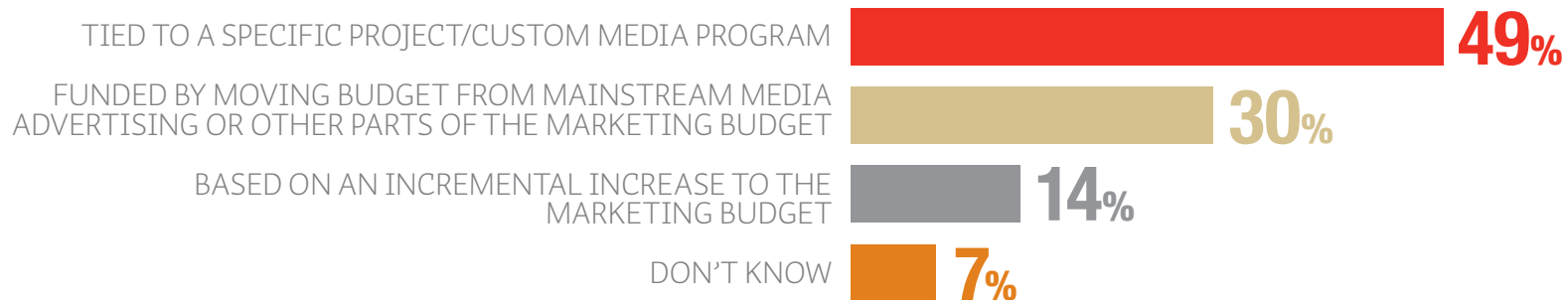
**82%** YES    **6%** NO    **12%** DON'T KNOW



BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

# 7.

If yes, please choose the response that best characterizes your investment in mobile marketing.





..... Most companies are using mobile websites, and will be increasing their use of native apps over the next 12 months.

# 8.

Please indicate which of the following you are now using or plan to use within the next 12 months.

	NOW	NEXT 12 MONTHS
MOBILE WEBSITE —	<b>64%</b>	<b>58%</b>
NATIVE APP (TO BE DISTRIBUTED IN AN APP STORE) —	<b>28%</b>	<b>43%</b>
BOTH NATIVE AND WEB APPS —	<b>27%</b>	<b>49%</b>
NEITHER —	<b>11%</b>	<b>3%</b>
I DON'T KNOW —	<b>8%</b>	<b>5%</b>

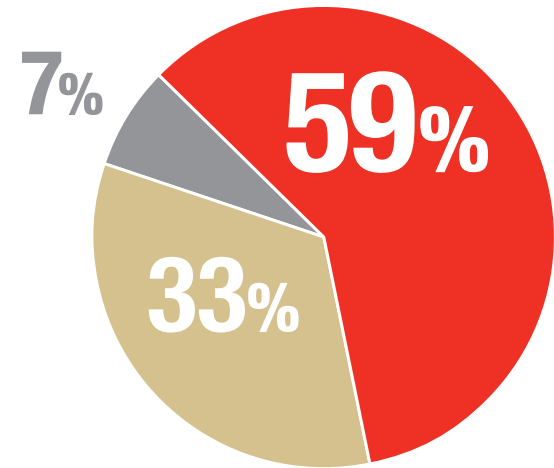
BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

..... The majority of companies track visitors to their website, primarily with Google Analytics.

9.

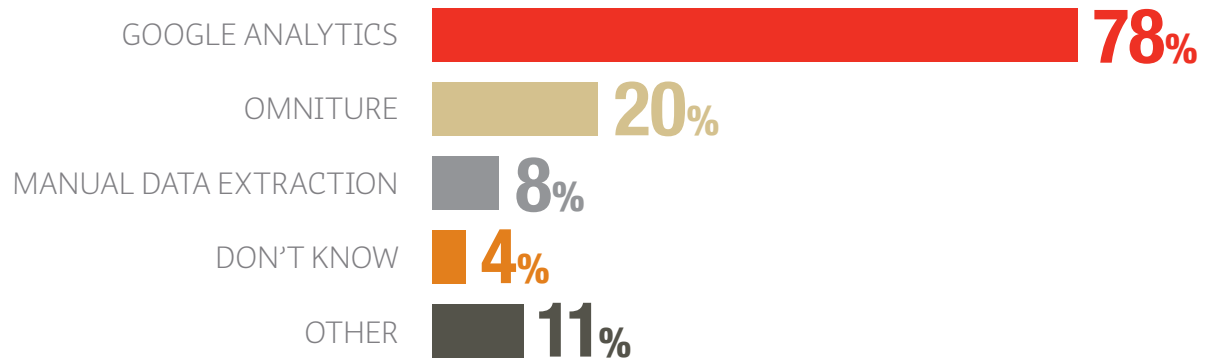
Do you track visitors to your website from mobile devices?

**59%** YES    **33%** NO    **7%** DON'T KNOW



10.

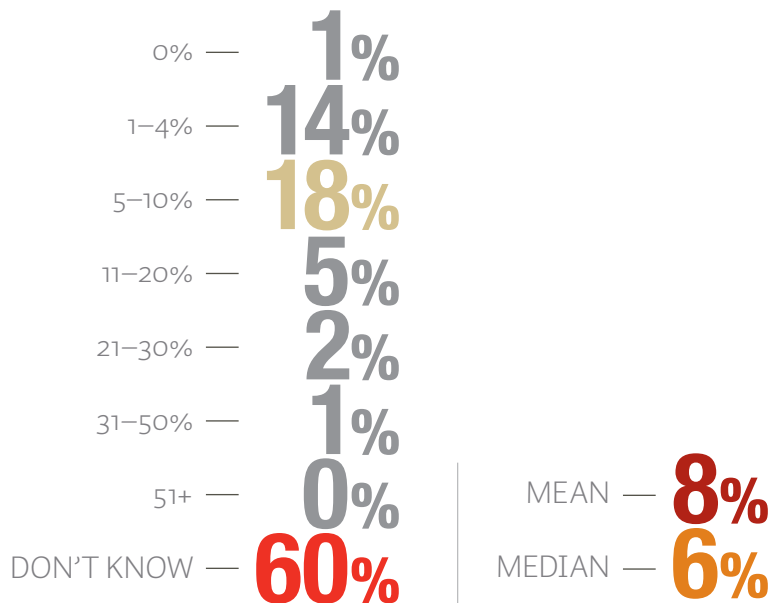
If yes, which tool(s) do you use?



..... Among companies' customers/prospects, a relatively small percentage visit the company site via mobile device or use a company's native mobile app.

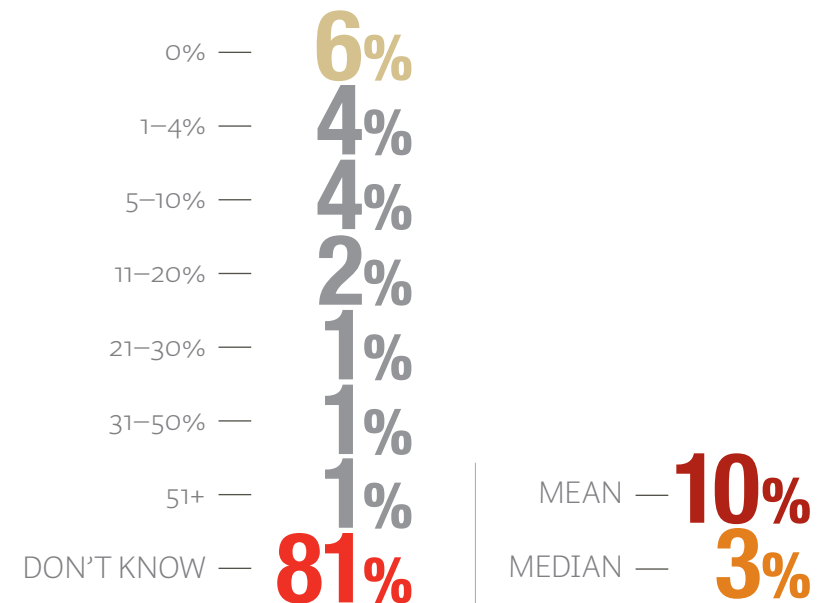
# 11.

What percentage of your customer/prospects visits your website via a mobile device?



# 12.

What percentage of your customers/prospects use your mobile app?



BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

KingFishMedia

..... iPhone is the dominant platform today, but strong future interest is seen for both Android and iPad.

# 13.

Of the following platforms, please indicate for which you are currently planning native apps for you mobile strategy, ones you plan to add in the next 12 months, and ones you don't plan to use at all.

	USE	NEXT 12	NO PLANS
iPHONE	<b>72%</b>	<b>69%</b>	<b>24%</b>
ANDROID	<b>45%</b>	<b>75%</b>	<b>31%</b>
iPAD	<b>41%</b>	<b>76%</b>	<b>29%</b>
BLACKBERRY	<b>41%</b>	<b>45%</b>	<b>54%</b>
WINDOWS	<b>28%</b>	<b>30%</b>	<b>68%</b>
NON-SMARTPHONE	<b>19%</b>	<b>11%</b>	<b>87%</b>
PALM	<b>11%</b>	<b>15%</b>	<b>89%</b>

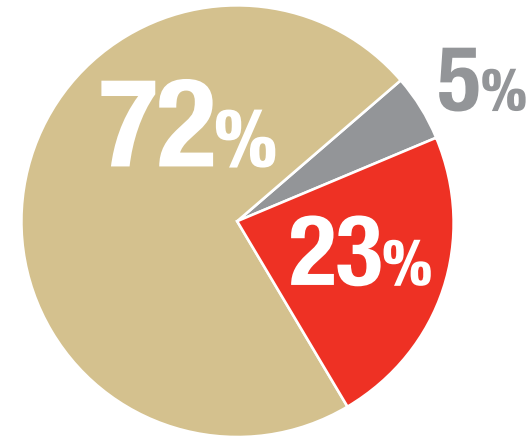
BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

..... Fewer than a quarter have advertised on mobile ad platforms, nearly half report the ads performed as well or better than expected.

14.

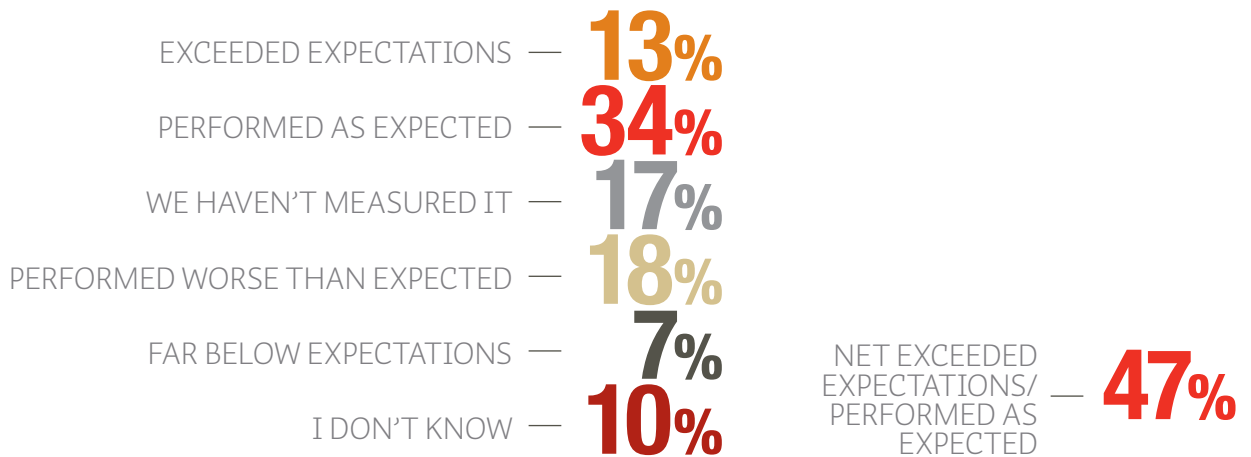
Have you done any advertising on mobile advertising platforms?

**23%** YES    **72%** NO    **5%** DON'T KNOW



15.

If so, please describe the return on your mobile advertising investment.



# 16.

..... Social media, content and email are the most popular applications followed by geo-location and general reference.

Which of the following applications has your company executed for mobile-specific initiatives, and which do you have planned for the next 12 months?

	USE	NEXT 12		USE	NEXT 12
SOCIAL NETWORKING	<b>71%</b>	<b>43%</b>	COUPONS & LOCATION BASED	<b>14%</b>	<b>37%</b>
BRANDED CONTENT DISTRIBUTION	<b>49%</b>	<b>41%</b>	SHOPPING GUIDES/SERVICES	<b>14%</b>	<b>28%</b>
MOBILE ENABLED EMAIL	<b>47%</b>	<b>43%</b>	ENTERTAINMENT	<b>14%</b>	<b>14%</b>
GEO-LOCATIONS/MAPS	<b>32%</b>	<b>38%</b>	MUSIC	<b>11%</b>	<b>10%</b>
GENERAL REFERENCE	<b>31%</b>	<b>30%</b>	GAMES/SCAVENGER HUNTS	<b>10%</b>	<b>16%</b>
SMS	<b>29%</b>	<b>33%</b>	CLASSIFIEDS	<b>8%</b>	<b>10%</b>
VIDEO	<b>28%</b>	<b>42%</b>	SPORTS	<b>8%</b>	<b>7%</b>
NEWS AND INFORMATION	<b>24%</b>	<b>32%</b>	RESTAURANT INFORMATION	<b>7%</b>	<b>13%</b>

BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

..... Mobile commerce is slow to take hold, but shows signs of increasing next year.

# 17

Which of the following applications has your company executed for mobile-specific initiatives, and which do you have planned for the next 12 months?

	NOW	NEXT 12
YES, VIA A MOBILE APP	<b>3%</b>	<b>5%</b>
YES, VIA A MOBILE-ACCESSED WEBSITE	<b>15%</b>	<b>18%</b>
BOTH	<b>5%</b>	<b>12%</b>
NEITHER	<b>71%</b>	<b>42%</b>
DON'T KNOW	<b>6%</b>	<b>24%</b>

BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

..... Branded and expert content along with ads and video are most often used as forms of mobile content.

# 18.

Which of the following types of branded content have you used for your mobile campaigns?

BRANDED CONTENT YOU CREATE	55%	USER CASE STUDIES	18%
ADVERTISING	45%	REPURPOSED CONTENT FROM A MEDIA COMPANY	16%
EXPERT CONTENT	33%	PRE/POST SALES Q&A	12%
VIDEOS	32%	GAMES OR CONTESTS	12%
INFORMATION ON SALES/SPECIALS OR DISCOUNT	26%	TALK BACKS/FORUMS	12%
USER CONTENT/REVIEWS	25%	OTHER	10%

BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY



..... While few companies currently offer personalization, there is strong interest for future use.

IT WILL BE USED TO INCREASE CUSTOMER LOYALTY AND TO CROSS SELL/UP SELL.

19.

Do you currently offer personalized mobile experiences for customers or prospects, or do you plan to do so in the future?

YES, WE CURRENTLY DO	7%
YES, WE PLAN TO WITHIN 12-24 MONTHS	42%
NO, WE DON'T HAVE PLANS AT THIS TIME	43%
I DON'T KNOW	8%

20.

For which of the following reasons will you offer mobile personalization?

INCREASE LOYALTY	72%
TO CROSS SELL CUSTOMERS	44%
TO UP-SELL CUSTOMERS	41%
SET UP A RECOMMENDATIONS CAMPAIGN	30%
TO INCREASE CART SIZE	14%
DON'T KNOW	6%
OTHER	7%

..... The primary benefits of mobile marketing are related to customer relationships—both long term retention and new customer acquisition.

# 21.

Which potential benefits are most important to your organization as they relate to your customers and prospects?

## TOP 2 BOX SUMMARY TABLE (1+2) [“1” = EXTREMELY IMPORTANT]

ESTABLISHMENT OF A CLOSER RELATIONSHIP WITH YOUR CUSTOMERS/PROSPECTS	<b>64%</b>	INCREASED SALES OF EXISTING PRODUCTS	<b>55%</b>
INCREASE IN CUSTOMER RETENTION	<b>62%</b>	LEAD GENERATION	<b>53%</b>
BRANDING AND AWARENESS	<b>62%</b>	DEVELOPMENT OF AN AUDIENCE FOR YOUR CONTENT	<b>48%</b>
PERCEPTION OF YOUR COMPANY’S ABILITY TO KEEP UP WITH CURRENT TECHNOLOGY	<b>57%</b>	INCREASED ABILITY TO RECEIVE CUSTOMER FEEDBACK	<b>47%</b>
IDENTIFICATION OF NEW CUSTOMERS AND PROSPECTS	<b>56%</b>	INTRODUCTION OF NEW PRODUCTS	<b>45%</b>
		ABILITY TO ENTER NEW GEOGRAPHIC MARKETS	<b>31%</b>

BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

KingFishMedia

..... While companies look to strengthen relationships, the most often mentioned metric is generating new customers.

22.

Which of the following qualitative metrics are you tracking for your mobile marketing campaigns?

NEW CUSTOMER ACQUISITION	78%
STRENGTHENED EXISTING RELATIONSHIPS WITH CUSTOMERS	64%
INCREASE IN DIRECT DIALOGUES WITH PROSPECTS/CONSUMERS	56%
CORPORATE/BRAND REPUTATION	55%
RATIO OF NEGATIVE/POSITIVE RELATIONSHIPS WITH PROSPECTS/CONSUMERS	34%

..... A third of companies have not measured the ROI of their mobile marketing, and only 24% say it performed as well or better than expected.

41% SAY THEY WILL BE REQUIRED TO SHOW A POSITIVE ROI TO CONTINUE FUNDING THE CAMPAIGN.

## 23. How do you rate the ROI of your existing mobile marketing campaign(s) as a whole?

EXCEEDED EXPECTATIONS	8%
PERFORMED AS EXPECTED	16%
WE HAVEN'T MEASURED IT	34%
PERFORMED WORSE THAN EXPECTED	5%
FAR BELOW EXPECTATIONS	5%
I DON'T KNOW	29%
NET EXCEEDED EXPECTATIONS/ PERFORMED AS EXPECTED	24%

BASE: COMPANY CURRENTLY HAS/PLANS A MOBILE STRATEGY

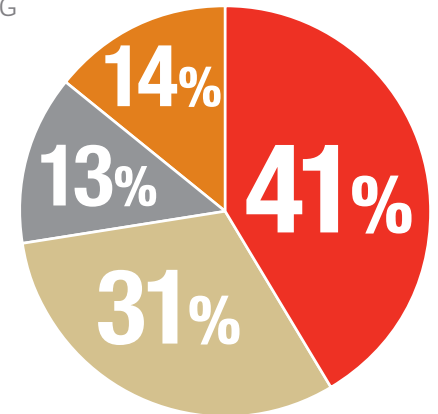
## 24. Will mobile marketing campaigns be required to show a positive ROI to be funded by your organization?

**41%** YES, WE WILL NEED TO SHOW A POSITIVE RETURN TO CONTINUE THE PROGRAM

**31%** NO, ALTHOUGH WE WILL BE MEASURING AND TRACKING ROI

**13%** NO, WE WON'T BE TRACKING ROI AT THIS TIME

**14%** DON'T KNOW



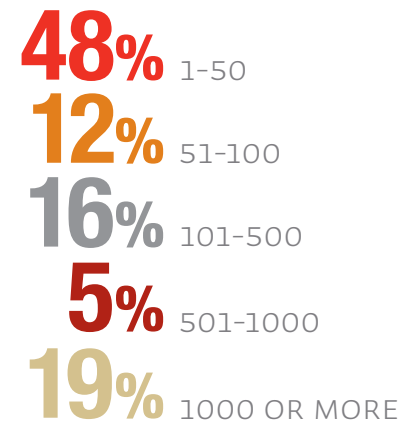
# 25.

Please indicate which of the following best describes your job title/function.



# 26.

Please indicate the total number of employees in your organization including all locations.



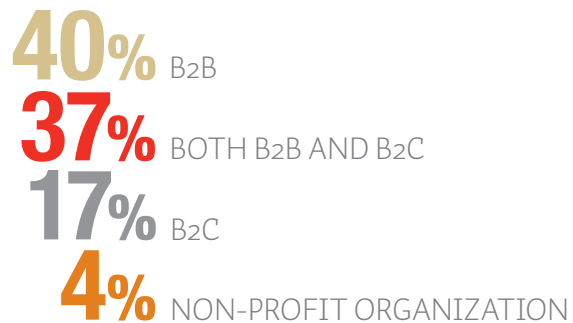
# 27.

Please indicate which of the following best describes your job title/function.

PUBLISHING/MEDIA/ ADVERTISING/MARKETING	28%	HOSPITALITY	3%
FINANCE/BANKING/ REAL ESTATE/INSURANCE	10%	ENTERTAINMENT AND ARTS	2%
COMPUTER/TECHNOLOGY MANUFACTURING	7%	PHARMACEUTICAL	2%
RETAIL/WHOLESALE	6%	AUTOMOTIVE	2%
EDUCATION	4%	CONSTRUCTION	1%
HEALTHCARE	4%	PRINTING	1%
MANUFACTURING	4%	LEGAL	1%
COMMUNICATION/ TELECOMMUNICATIONS	3%	SCIENTIFIC/RESEARCH	1%
COMPUTER CONSULTING/ RESELLING	3%	OTHER	17%

# 28.

Please describe the nature of your company's customers.



## ..... About the co-sponsors



HubSpot is an Internet marketing startup founded in 2006, whose software helps businesses get found online, generate more inbound leads and convert a higher percentage of those leads into paying customers. HubSpot's software platform is a comprehensive inbound marketing system including tools that allow professional marketers and small-business owners to easily update and optimize their Web sites and manage search engine optimization, blogging and social media, as well as landing pages, lead intelligence and marketing analytics. Based in Cambridge, MA, HubSpot can be found at [www.hubspot.com](http://www.hubspot.com). HubSpot offers free marketing tools at [www.grader.com](http://www.grader.com) and hosts a marketing community at [www.inboundmarketing.com](http://www.inboundmarketing.com).



Junta42, the independent authority on content marketing, brings clients and vendors together through its Content Vendor Matching Service, replacing the lengthy RFP process. Project posting is free and clients receive vendor information in less than 24 hours. Content projects include custom magazines, content microsites, blogs, white papers, e-newsletters and over 20 other content marketing project categories. Junta42 is a free service for marketing professionals. You can find them at [www.junta42.com](http://www.junta42.com).



Maxymiser is the leading global provider of Conversion Management solutions, including A/B testing, multivariate testing, web and mobile personalization, and multichannel marketing. With offices in New York, London, San Francisco, Edinburgh, and Dusseldorf, and a global network of partners, its solutions enable brands such as Hertz, Hewlett-Packard, SONY, and Time Warner Cable to increase conversion rates across all marketing channels. Maxymiser empowers marketers to make smarter, objective decisions, and deliver engaging customer experiences that improve the bottom line. Founded in 2006, Maxymiser is a rapidly expanding, private company whose best-in-class technology is recognized by leading industry analysts. You can find them at [www.maxymiser.com](http://www.maxymiser.com).

# ..... Methodology

The survey was created by King Fish Media and hosted online by from April 12, 2011 to April 27, 2011. Email invitations were sent out directing respondents to the survey by King Fish Media and the three survey co-sponsors: HubSpot, Junta 42 and Maximizer. In addition, the link was sent out via social networking sites Facebook, Twitter and LinkedIn.

The survey was completed by 563 respondents primarily split between corporate management and marketing/sales management.

The data was compiled and tabulated by Datastar of Waltham, MA.

For questions concerning the study, contact Gordon Plutsky, Director of Marketing and Research, King Fish Media 978.832.1485 or [gplutsky@kingfishmedia.com](mailto:gplutsky@kingfishmedia.com).

## **ABOUT KING FISH MEDIA**

King Fish® ([www.KingFishMedia.com](http://www.KingFishMedia.com)) is a leading integrated marketing solutions company with services ranging from custom publishing (print and interactive), to web casts, face-to-face events and market research. Delivering integrated marketing programs designed to spur relationship marketing and customer retention, and drive qualified leads, King Fish creates media channels for leading companies in both B2B and B2C markets. King Fish Media was named to *Entrepreneur Magazine's Hot 500 List* and *Inc. Magazine's 5000 list*. King Fish has won several awards, including MIN's Integrated Marketing Award and the CPC's Pearl Award. The King Fish Think Tank blog ([www.kingfishmedia.com/thinktank/](http://www.kingfishmedia.com/thinktank/)) has been named one of the leaders in content marketing by Junta42. King Fish Media has created loyal audiences for companies such as Aramark, BabyAge, Bank of America, BBVA Compass, Keurig, Flatworld Knowledge, IBM, Nuance, Source Media, Stop and Shop, Verizon, Zappos and others.