

HAVE SMARTPHONE, WILL SHOP

The Retailer's
Ultimate Guide
to Connecting
with Customers
Through Mobile

 StarStar™

CONTENTS

3

Introduction

4

Consumer + Mobile + Location: The New Shopping Equation

5

Be Local: Use Geofencing to Put the Right Offer in Front of the Right People

6

Be Helpful: Get Coupons in the Hands of the People Who Really Want Them

7

Be Present: Put Your App in the Hands of Customers Who Are Going to Use It

8

Be Fun: Share Content That Enhances Customers' Lives

9

Be Engaging: Give Your Most Social Customers Something to Talk About

10

Be Exclusive: Deliver Special Offers and Experiences to Your Most Loyal Customers

11

Be Easy: Make Mobile Payments Simple

12

Be the Best

INTRODUCTION

Right now, at this very moment, your customers are on their smartphones looking for anything that will help them shop better, smarter—and with you. Chances are a good percentage of these customers are even standing in your store at this very moment.

But the real question is: What are you, as a brand, doing at this very moment to connect to them?

Something, right?
You are doing *something*?
You are taking advantage of this hand-raising, standing-up, opting-in customer base by giving them everything they could possibly need on their mobile devices so that they can spend the money they're already planning to spend (and maybe some they're not) with you?

Truth be told, there are so many ways for you to connect with customers via their mobile devices that even if you are doing *something*, you're probably only scratching the surface.

That's why...*deep breath*... we're here to help. To show you all the possibilities, all the different ways you can use mobile to connect with your customers.



It's time to give your customers what they want, when they want it, how they want it.

RIGHT NOW.

CONSUMER + MOBILE + LOCATION

The New Shopping Equation

61% of Americans (that's 181 million people to you) now own a smartphone.¹

72% of those same Americans are never more than five feet away from those same smartphones.² With a relationship that close, consumers are putting their phones to good use in nearly everything they do—including shopping.

Today, **79%** of smartphone owners are smartphone shoppers, and one third of all online retail activity now takes place on a mobile device.³ Consumers are using their phones to research products and brands, compare prices, search for store locations, look for coupons and deals, and, yes, even complete their purchases.

When it comes down to it, more than half of smartphone shoppers use their phones for 15+ minutes per in-store visit. They're more likely to buy—and more likely to buy more. That's math you want to get in on!

THEY'RE MEN & WOMEN.*

52%
are men

48%
are women

THEY'RE YOUNG.*

The majority are

18-44

THEY'RE USING THEIR DEVICES IN-STORE.+

84%
use their smartphones to:

Scanning product barcodes

Researching product

Features

Checking product

Availability

Finding coupons or deals

THEY'RE SEARCHING BEFORE THEY SHOP.+

90%
use their smartphones to:

Find locations/directions/hours

Compare prices

Look for special offers

Browse products and product information

Read product reviews

Get gift ideas

THEY'RE USING THEIR PHONES ACROSS CATEGORIES.+

70%
use their smartphones to:

Appliances

Apparel

Grocery

Baby Care

Electronics

Household Care

Healthy & Beauty

Pet Care

¹ According to new research from the Pew Research Center's Internet & American Life Project, 61 percent of Americans own a smartphone.

² 2013 Mobile Consumer Habits Survey

³ <http://www.mobilepathtopurchase.com/wp-content/uploads/2013/04/xAdTelmetrics-Mobile-Path-to-Purchase-Retail-Infograph.pdf>

* http://www.mediapost.com/publications/article/206417/time-spent-shopping-shifts-from-pc-to-mobile.html?ns_campaign=comscore_general&ns_source=social&ns_mchannel=social_post&ns_linkname=link_name&ns_fee=0&piClid=77724#axzz2blnxDiNi

+ Google.

BE LOCAL

Use Geofencing to Put the Right Offer in Front of the Right People

70% of consumers use their mobile devices to look up nearby store locations. They're ready to shop—and looking for promotions and offers that speak to them.

Location-based marketing practice is still a mystery to the vast majority of industry players, but that's no excuse. It's up to you to put yourself in the location equation. By connecting local advertising or promotional efforts to the mobile experience, you can bridge the gap between awareness and action.

Shoppers are already planning to use their phones to help them on the path to purchase. Now you're giving them a way to opt in to relevant, targeted special offers and promotions—delivered to their mobile device in real time.



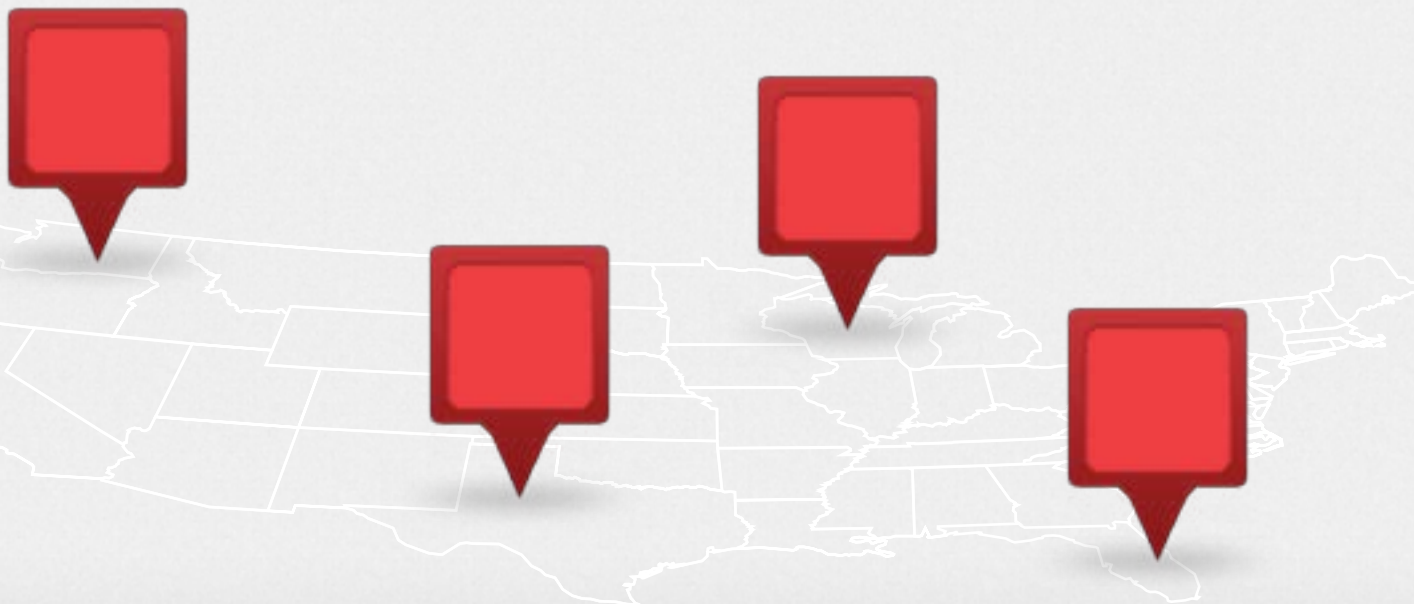
Simon Says... Get to Your Nearest Mall!

Simon Malls took advantage of mobile geo-targeting functionality during the holiday seasons to get families into local malls.

The company used ****SIMON** in their national seasonal advertising, and consumers who called the number got a special message from Santa (for the kids) and local store coupons (for the parents).

The result?

Greater engagement, more mall visits, and thousands of coupon redemptions.



BE HELPFUL

Get Coupons in the Hands of the People Who Really Want Them

The mobile coupon.

It's a far cry from the glossy cut-out your mother used to snip from Sunday morning circulars. Yes, coupons are still one of the most effective ways to drive real-time sales and in-store traffic, but gone are the days when retailers had to hope savvy shoppers would stumble on their offer.

Today's mobile coupons are so much smarter. Done right, these can arrive on a customer's mobile device for just the right product at just the right moment. All you need to do is ensure that the coupon can be accessed and used right then and there. (Remember, mobile is all about instant gratification).

As a result, consumers are far more likely to redeem the offer—in-store or directly from their phones—than they ever were the old-school print version.



Attention In-Store Shoppers...

Nickelodeon prompted Target in-store shoppers to call **NICK from their mobile device to receive an **instant** \$5-off mobile coupon for Dora the Explorer purchases while they were in-store. Coupled with a fun voice message from Dora for the kids, Nickelodeon achieved coupon redemption rates that were 10 times higher than existing benchmarks.



BE PRESENT

Put Your App in the Hands of Customers Who Are Going to Use It

There's a lot of debate among retailers: mobile site or mobile app?

Regardless, if you've put a lot of hard work into creating a great mobile app, you want customers actually download it and use it. Over and over.

Filled with entertaining content, valuable promotions, educational product information and of course, an easy check-out, your app can be an essential stop on every customer's path to purchase, not to mention a real means of consistent brand engagement.



The only problem is... how do you actually get it into customers' hands?

Use existing advertising and promotions to drive app downloads.

Dunkin' Donuts ran a four week campaign with ****DD** across broadcast, Facebook, email, and DOOH to promote the launch of MIB3 and the MIB3 Capture app.



BE FUN

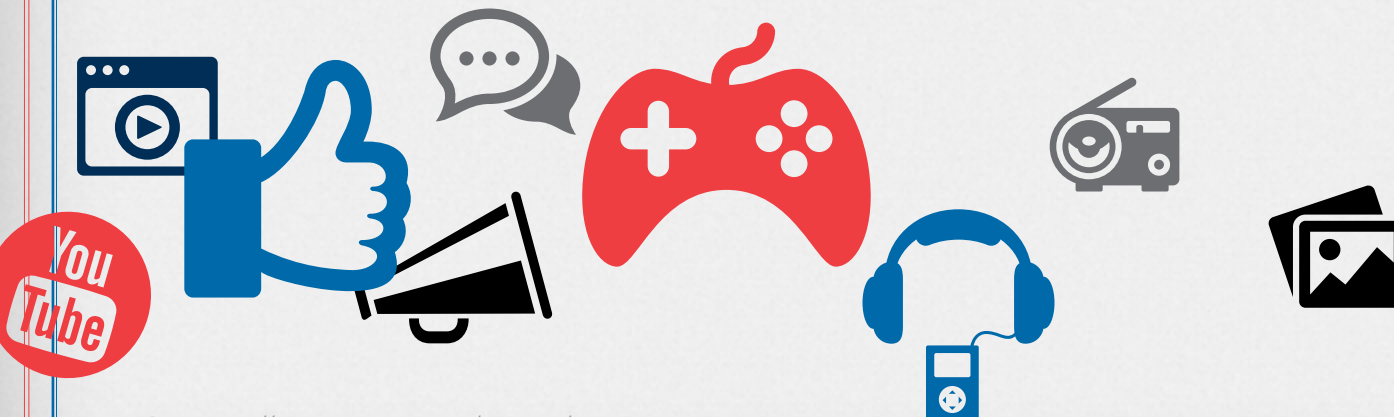
Share Content That Enhances Customers' Lives

It's safe to say that most Americans use their smartphones for a whole lot more than shopping.

They use them to feel connected and engaged, discover new things, be entertained and otherwise fill the unoccupied (and sometimes even occupied) hours of their days. Which means there's huge potential to engage with them in all kinds of ways, even (gasp!) when they're not shopping.

In the 22 hours per day the average 18 to 44 year old spends with their phone,* there are countless opportunities for you to connect with them—and to create brand awareness, engagement, and loyalty. This might not be relevant to getting them into your store today, but it will keep you top of mind for the next time they're thinking about buying what you're selling.


So just how do you drive brand loyalty and engagement through a smartphone? By offering valuable content. Think original videos, style guides, music, interviews, or anything other branded (or not-branded) content, and the like.



* Source: http://www.mediabistro.com/alltwitter/smartphones_b39001

Call  **TARGET**
For a free download of "Ula Ula"

The Song of the Summer

Target put its brand at the center of summer fun, sharing, and conversations when the retailer used  **TARGET** to give customers a free song download.

The catchy Ula Ula by Illya Kuryaki and the Valderramas became one of the "it" songs of the summer of 2013, and Target saw its customer engagement levels quadruple.

BE ENGAGING

Give Your Most Social Customers Something to Talk About

Smartphones have turned Americans into a social butterflies—no matter where they are.

Facebook recently found that over 71% of users are accessing the social network from a mobile device. And whether it's with articles and engagement announcements to photos of food, cats, and babies, Americans are constantly sharing their lives. Every. Single. Moment.

The good news is there's room for you in this social equation.

By creating ways for consumers to generate their own shareable, custom content, you can offer them value *and* create buzz. Consumer engagement can play an essential role in spreading the word about a broader campaign, in real time—across social media and beyond.

BUT HOW?



Dove

Dove brought a Times Square billboard to life with users' participation. A simple prompt (**DOVE) on the billboard encouraged passersby to share pictures of themselves on social media via their mobile devices. In doing so, these new fans could see their pictures appear on the advertisement in real time.

By combining the forces of mobile and social, Dove attracted new fans, engaged old fans, created brand awareness and relied on its audiences to create real-time buzz throughout their own networks.

American Greetings

American Greetings took advantage of its partnership with Taylor Swift—and an enthusiastic fan base—with a video that aired at concert venues just before the singer took the stage. With a single action—a call to **CARDS—fans were connected to the American Greetings app, which empowered them to share the live, in-concert experience with friends across social channels.



**StarStar™

BE EXCLUSIVE

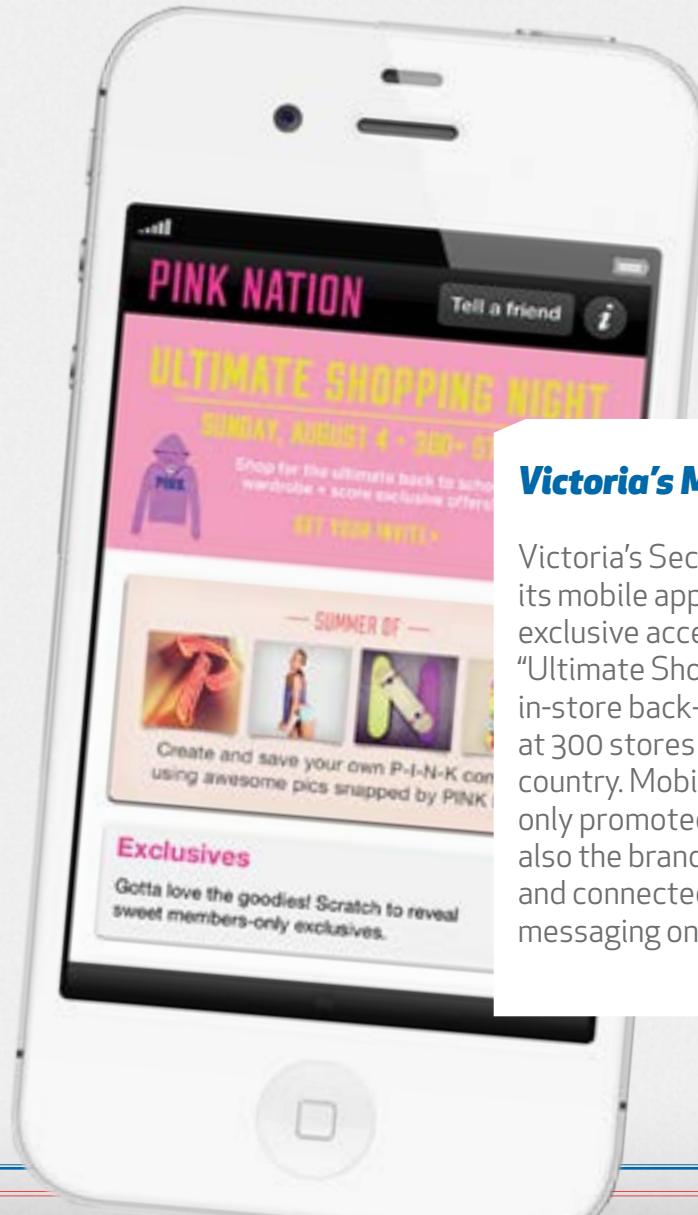
Deliver Special Offers and Experiences to Your Most Loyal Customers

You know who your most devoted customers are.

They sign up, opt in, download, and visit your website or step into your store every chance they get. And these devotees are nothing but flattered to think that you might offer them some sort of special offer or recognition for their loyalty.

So why aren't you giving them what they want?

Mobile-only promotions are the perfect way to reward your dedicated mobile shoppers, get them excited about new campaigns and products, and ultimately set them on the path to purchase.



Victoria's Mobile Secret

Victoria's Secret PINK gave its mobile application users exclusive access to the "Ultimate Shopping Night," an in-store back-to-school event at 300 stores across the country. Mobile content not only promoted the event, but also the brand's loyalty program and connected to event messaging on social media.

The exclusive mobile campaign took advantage of the best of mobile to offer customers a mobile-specific experience. Consumers were:

- Invited to the August event via push notification in mid-July.
- Directed to an in-app landing page that used geo-locating capabilities to identify the nearest Victoria's Secret store.
- Introduced to the Ultimate Shopping Night event
- Offered good-for-one-night-only coupons for in-store shopping. \$10 off of a \$50 purchase to encourage consumers to shop in-store.

BE EASY

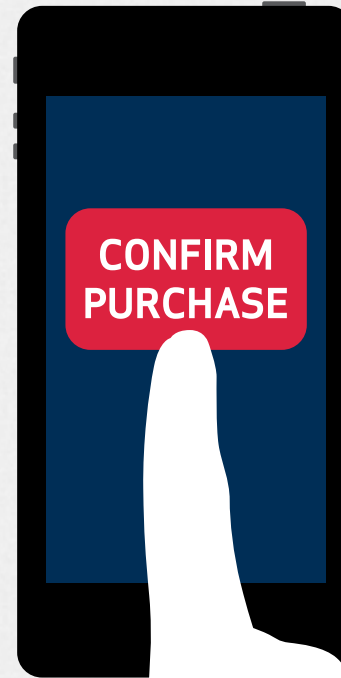
Make It Simple for Customers to Pay Through Their Mobile Devices

Here's a need-to-know statistic: 72% of mobile shoppers make purchases from home on their mobile devices. 23% pay from their phones while in store.*

As consumers get more and more comfortable paying through their mobile devices, they're also increasingly demanding mobile payment solutions that are convenient, quick and easy.

Retailers need to ensure that the mobile path to purchase, from adding products to a shopping cart through to actually checking out, is seamless. But facilitating the at-home or off-site mobile payment process is just the beginning.

The real potential of mobile payment lies in streamlining in the in-store experience. Apple has redefined the check-out process (and eliminated wait times and lines) by equipping all employees to accept credit cards through their mobile devices. New technology is taking easy mobile payment a step further by taking cash and credit cards out of the process altogether: payment is completed with a simple tap of the phone.



Quick Payment for Even Quicker Serve

KFC's new Fast Track is a mobile payment solution that allows customers to place and pay for orders at their local restaurant from their mobile devices. Customers skip lines in store, pick up their waiting order, and are on their way with fresh, hot food almost immediately.

The result? Ninety percent of app users are placing orders via mobile, and the chain has seen in-store lines and wait times decrease by 60-70 percent.



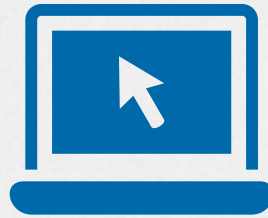
* Via <http://www.mediapost.com/publications/article/206585/most-mobile-shoppers-found-at-home.tml#axzz2by8egXGT>

BE THE BEST

It's time to think beyond mobile as just another channel, and start giving your customers what they want—when they want it.

If you want to learn more about how other brands are using mobile to get consumers shopping, give us a call or shoot us an email. We should talk.

Simply call ****SALES** from any mobile device to get in touch.



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