



The Ultimate Guide to Mobile Marketing Automation

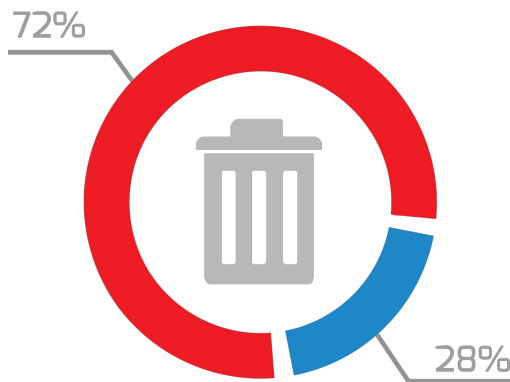
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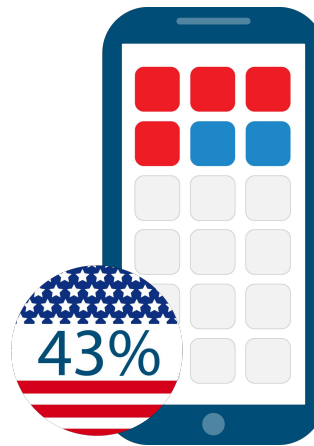
1. Introduction

In today's mobile world, marketers need to find new and innovative ways for their app to stand out from the crowd - beyond the download. An August 2015 Millward Brown Digital survey revealed that 43% of US smartphone owners use only four to six apps on an average day. Considering that the average person has 55 apps installed on their person's device, your app has to work hard to compete for user attention. The same study found that 72% of smartphone owners deleted an app because they rarely used it. These statistics underline the importance of mobile engagement to actively retain and engage users.

Deleted Because Rarely Used



4-6 Apps a Day



For many mobile marketers, however, it can be incredibly challenging to measure KPIs, such as Customer Lifetime Value (CLTV) and Average Revenue per User (ARPU), effectively. Each app platform (iOS, Android) has its own restrictions and device identifiers, which complicates the situation. Marketers need to work with multiple mobile measurement SDKs to measure the right KPIs.

Mobile Marketing Automation is designed to help mobile marketers do their jobs more effectively. It enables marketers and app developers to automate the delivery of personalised, relevant and timely messages to thousands or even millions of users. The end goal of mobile marketing automation is to improve the customer experience and to help you exceed your marketing goals.

In this guide, we will examine how mobile marketing automation can assist marketers in their omni-channel marketing efforts throughout the App User Lifecycle.

2. The Basics

Let's take a look at the App User Lifecycle first. This should be the blueprint of your mobile app marketing efforts. It essentially represents the full App User journey from their initial acquisition through the app store (Organic) or via an App-Install ad (Non-Organic), the user's in-app interaction and engagement and should end in Retention & eventual Monetisation.

Mobile Marketing Automation essentially constitutes a complete marketing solution for each stage of the App Lifecycle. It allows marketers to build automated real-time marketing workflows for existing or potential customers and it provides a unique 360 degree view of your average App User.

Using a complete end-to-end mobile marketing automation solution, marketers can track the customer journey from the install onwards. More importantly they can take action, based on these valuable data insights. Below is a brief overview of each of the powerful features embedded within mobile marketing automation. We will examine each feature in-depth and highlight the key benefits.





App Analytics & Segmentation

With App Analytics & Segmentation, you can monitor your users in-app behaviour, through events and tagging of unique features within the app. Using a single rich user profile, you can then segment your users based on demographics, location etc. for precise targeting. Insights gleaned from studying your user's behaviours and in-app activities will dictate the types of marketing automation campaigns you deliver.



Funnel Analysis

Within Analytics, Funnel Analysis can help you identify exactly where people drop off on the path to purchase, enabling you to take action to improve the overall user journey. This data is vital in the creation of a successful app strategy as it will allow you to pinpoint any issues in the App user interface early on, helping you to maximise your app revenue.



In-App Messaging & Push Notification

In-App Messaging & Push Notifications allow you to engage your users with targeted, relevant & timely messaging. Having identified your key target customer segments, you can deliver personalised and engaging content to these users. The right content, delivered on time and on target, will capture your user's attention and compel them to take action.



Location-Targeting Technology

Location-targeting technology (Beacons and Geo-Fencing) provides opportunities for brands to engage with users in real-time, at the right time in the right place, whether in-store or at events. Messages can be triggered based on location entry, exit or dwell time. This technology also allows marketers to measure users' offline behaviour.



Mobile App Attribution

Using Mobile App Attribution, you can track the best performing app-install ad campaigns and optimise your cross-channel Ad Spend. This will accurately identify the acquisition source (Facebook, Google etc.) that delivers the best quality installs - the active & engaged users who will make your app a long-term success. It will ensure that you receive the best return on your advertising spend by putting crucial metrics at your fingertips, including Customer Lifetime Value (LTV) and Cost-per-Install (CPI).

By having a clear picture of your best performing ad networks, you can then retarget users on these channels to drive sales and conversions. This will allow you to directly engage with your most promising customers.



External CRM Integration

Using External CRM Integration, you can sync data from your loyalty system or existing CRM to connect customer profiles, both inside and outside of the app. This will offer unparalleled insights into your customers, a full 360 degree view, and enable you to deliver targeted omni-channel experiences.

3. Mobile App Analytics & Segmentation

Analytics

Successful data-driven marketing is based on a people-centred approach to insights and analytics. According to a June 2015 study by VB Insight, however, marketers struggle with data collection: 80% worldwide said they didn't understand their customers beyond basic data such as demographics and purchase history. In order to increase your app user's lifetime value and drive engagement, it is an absolute must to have an in-depth understanding of your average app user.

Mobile App Analytics provides full visibility of your users and their in-app interaction. This gives you a complete understanding of what areas are being accessed and how often. This is primarily achieved through tagging of key features within the app to measure engagement. A simple example would be an ecommerce app where the More Details and Add to Cart buttons on a product page are tagged to measure in-app user behaviour and browsing patterns.

Similarly, an event can be created in the app to measure user interaction and drive conversions, for example, post-install, the ecommerce app may offer a personalised list of items based on a customer's previous purchasing habits. An expectant mother, for example, may have recently purchased a stroller via the desktop site after extensive research. She now downloads the app and receives a list of complimentary items on opening the app, including baby clothing and nursery accessories.

This is exactly identical to actions you would perform on your own web analytics, with specific goals designed to drive further sales and conversions.

Through the sales Funnel Analysis, you can track user flows within the app and analyse conversion rates. This will then allow you to re-engage users who drop off and to optimise the app for an enhanced behavioural analysis. We will examine the Funnel Analysis in greater detail in the next chapter.

Segmentation

Too many marketers make the mistake of simply assuming they understand their users and know what they want, without actually using analytics to confirm their theories. By tapping into app analytics and really getting to know your users, you'll know what types of marketing campaigns are likely to resonate with them most.

Moreover, utilising this data, you can create segments of your users based on demographics, interests and location. Segments can also be layered with in-app behaviour: for example, you can tag a page, action or event in the app and segment and target users based on their interaction with these features. By layering multiple segments, you can precisely target users with unique content for an individualised customer experience.

Existing customer data from a third-party CRM can also be integrated to allow for a complete omni-channel customer profile. This is particularly useful for delivering personalised cross-channel marketing to your app users and for future re-targeting.

A financial institution, for example, could create a key target customer segment by layering the following existing CRM data and in-app behavioural insights:



Female self-employed professionals aged 25-40



Loyal customer for past 4-6 years, with savings plan and strong credit history



Regular App user, uses Account balance Overview weekly, pays bills and completes account transfers monthly



No current pension plan in place



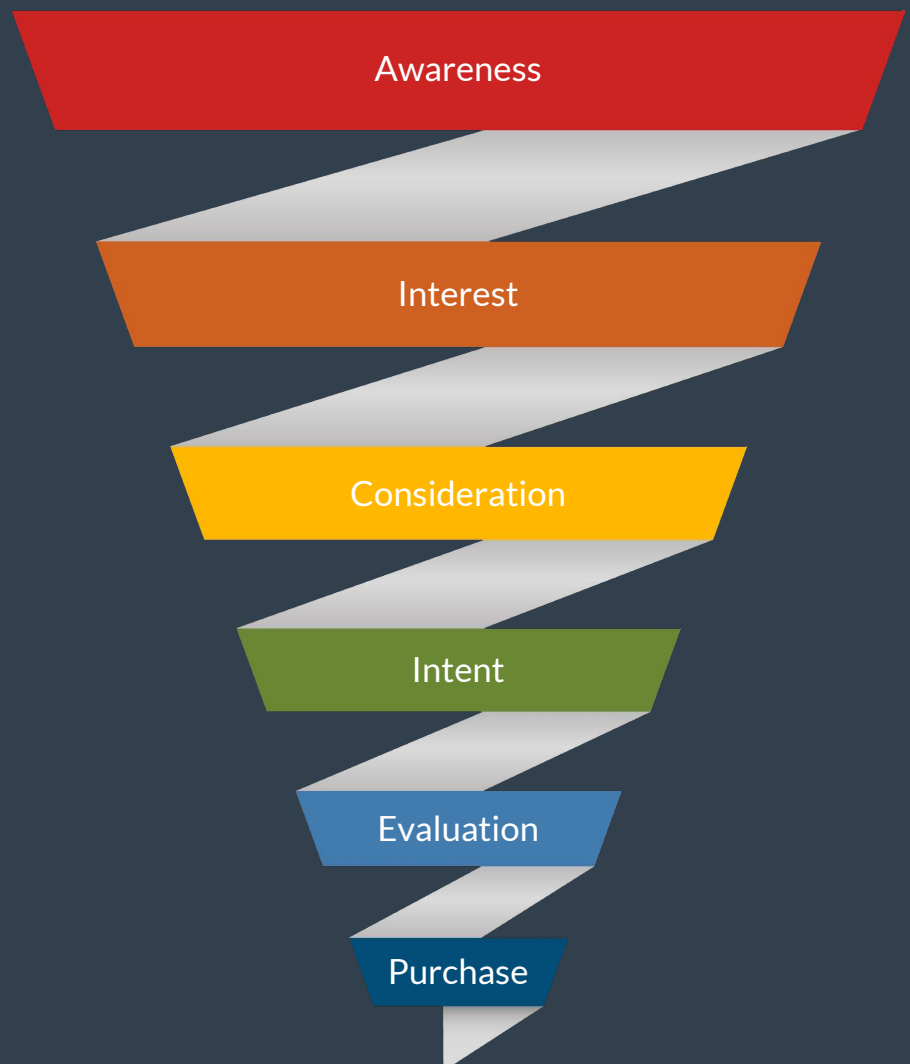
Viewed information on pension plans within app four times in past month

Using this segmented data, the financial institution can target the user with in-app or push messaging, cross-channel advertising or location-targeting while she is at her local branch.

We will examine in depth the targeting potential of user segmentation - using notifications and location-targeting technology - in later chapters.

4. Funnel Analysis

The use of 'funnels' allows marketers to track the various steps a customer has gone through on their path to purchase, from Awareness all the way through to Conversion. Through Funnel Analysis you can identify when, where and why your customers dropped off. This data is extremely valuable to your overall marketing strategy as it will provide you with a deep understanding of how to improve the in-app user journey and the overall conversion rate.



Re-engagement

If an app user has selected certain items only to give up because they got distracted, had second thoughts or found it difficult to check out, you have lost out on potential revenue. These are all common issues that will need to be addressed.

In-App Messaging and Push Notifications can quickly address this issue. For example, if the user was looking at buying a new swimsuit for their holiday but then stopped when they got to the confirmation page, they have shown clear buyer intent. Segmenting these customers and then re-engaging them with personalised messaging will provide relevant nudges to help them complete the purchase and drive increased revenue for your app.

Feedback

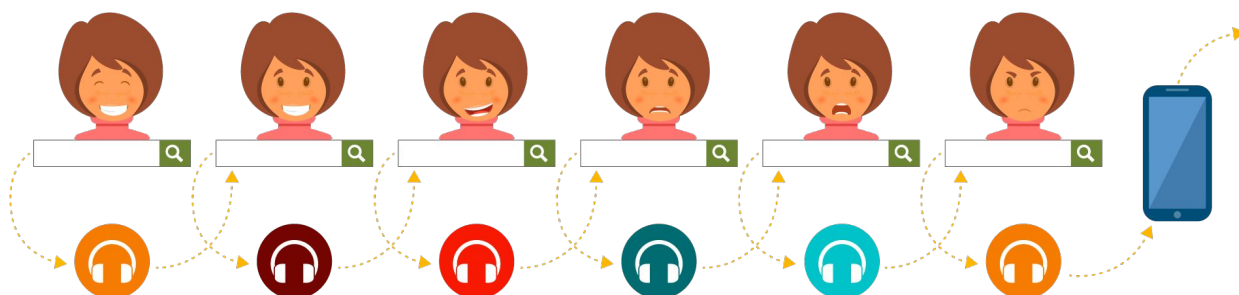
If your customers are repeatedly using your app but not completing key expected user journeys, this indicates a lack of effectiveness in the user interface design. Based on this data, you can optimise and test the user journey flow to make it easier to navigate for your app users.

Time Lag

If it is clear that sales are not performing well in the app, it is crucial to be able to identify which specific step is causing the issue. By identifying the page the user spends the longest amount of time on before abandoning the cart, you can pinpoint what may be discouraging users from completing the purchase process.

Identifying Loops

If a user is continuously going from the search to results page, it may be a sign that the user cannot find what they are seeking. A retailer, for example, could take this as an indication that their product directory is not as diverse as they may have previously believed. By examining exactly what the user is searching for, the retailer can identify and then source the item to add to their product list.



5. In-App Messaging & Push Notifications

A recent whitepaper shows that marketers who focus on the 50% of users who opt in for notifications will have the most repeat business, greater revenue and higher engagement. This audience is already on board and interested in further engaging with your brand. Consumers have now come to expect highly personalised and contextually relevant messaging however.

By using in-app messaging and push notifications intelligently, marketers can convert one-day users into long-term users.

We take a look at how automated messaging helps app marketers drive in-app engagement and boost ROI.



In-App Messaging

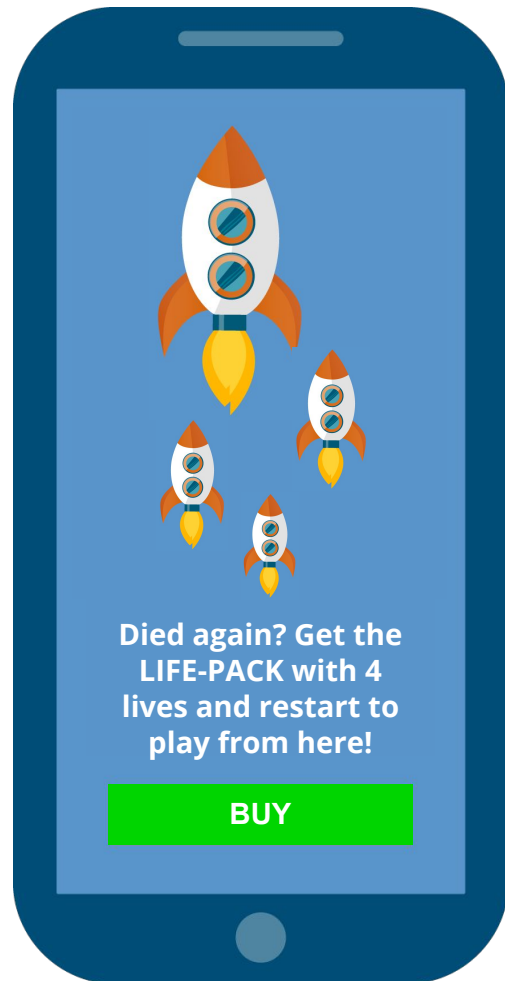
In-App Messaging is a great way to reach and engage users while they are interacting with your app. It can be as simple as welcoming them to your app and giving them a compelling reason to accept notifications or introducing them to new features. It can also serve as a prompt to users to complete their journey to purchase. In-App messaging is best used at contextually relevant moments.

To guarantee a successful messaging campaign, multivariate testing is key to help you pick the campaign that will deliver the highest ROI. This essentially means testing out different variants of message to measure the impact on a variety of metrics, including conversion rates, click-through rates and revenue generated from campaigns.

Moreover, using Event Driven Automation, you can trigger an in-app message to arrive at the right time during the user experience, increasing the relevancy.

This could be, for example, when a user is close to hitting a new milestone.

In the case of a gaming app, the user may have failed to complete a level three times in the past week but they have reached their highest recorded score to date on this occasion. An in-app message is delivered offering additional lifepoints, encouraging the user to continue actively engaging with the app and prompting a purchase at the right time.



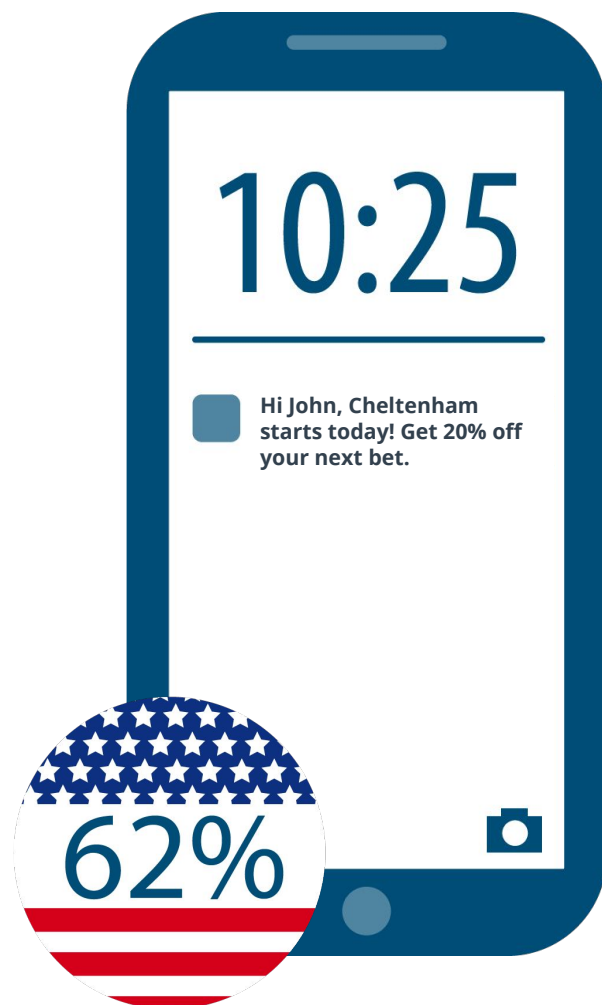
Push Notifications

Push Notifications are a powerful way of reaching and enticing lapsed users back into your app or notifying users. This form of messaging is much more direct and therefore must provide real user value to the customer. A recent Forrester survey reveals that on average 62% of U.S.-based mobile users who download an app enable push notifications at the initial install. By providing valuable messages that help improve the customer experience, brands can increase retention and loyalty.

Timing is of vital importance for push notifications. Research shows that if a customer finds a brand's push messaging intrusive, they are much more likely to delete the app. By targeting the right customer segment with a relevant, personalised message at the right time, the click-through rate (CTR) and level of app engagement will be much higher.

An example of a targeted push notification would be a sports betting App who sends a user a 20% discount off their next bet. The message is delivered on the first day of a key horse racing event, such as Cheltenham, at around 1.30pm in the afternoon – this is based on the user's previous in-app activity. The user normally checks the odds at 8.30am and places bets on horse-racing at lunchtime. They have not used the app in two weeks. The notification provides an incentive – it's also timely and personalised to suit this particular target customer segment.

Notifications can also be sent in real-time using location-targeting technology, iBeacons and geo-fencing. We will take a closer look at this in the next chapter.



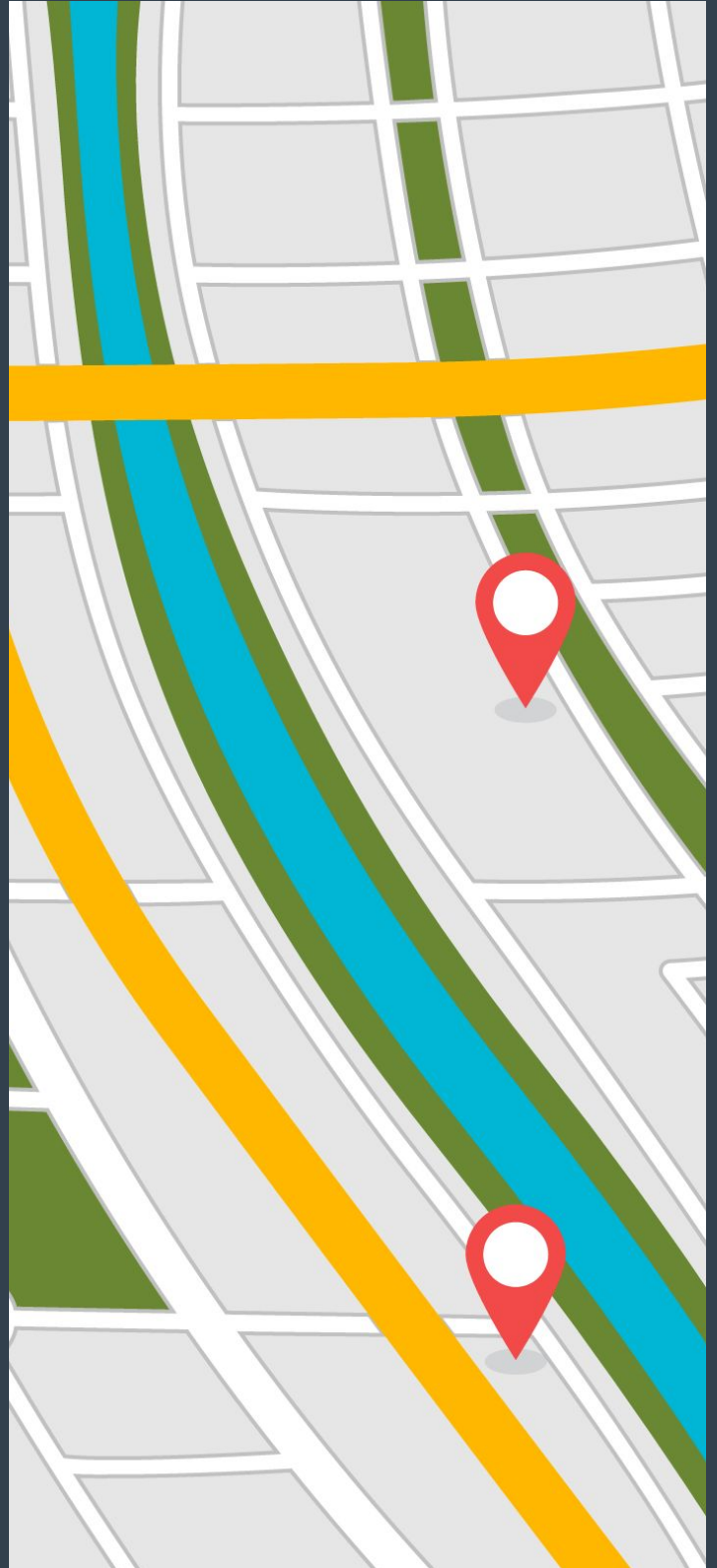
6. Location-Based Targeting – Beacons & Geo-Fencing

Location-based mobile marketing provides endless opportunities to engage with customers at the right time in the right place. According to Google, 82% of smartphone users are already using their mobile devices while in-store so it makes sense to consider how best to engage with them at these key decisive moments. Through the use of innovative mobile technology, such as Beacons and Geo-Fencing, companies can now communicate with users in real-time and gain valuable data on users' offline behaviour.

In this section, we examine the difference between these two location-based technologies and see how, through the layering of behavioural data, they can improve the customer experience.

Location Services

To explain the technical background, this technology is made possible through the extension of Location Services on a customer's mobile device. In the case of Beacons, a Bluetooth Low Energy signal is also required as this determines the customer's proximity to a particular Beacon. In both cases, the app users you will reach are those who have agreed to receive notifications and allow location services for the app in question.



Beacons

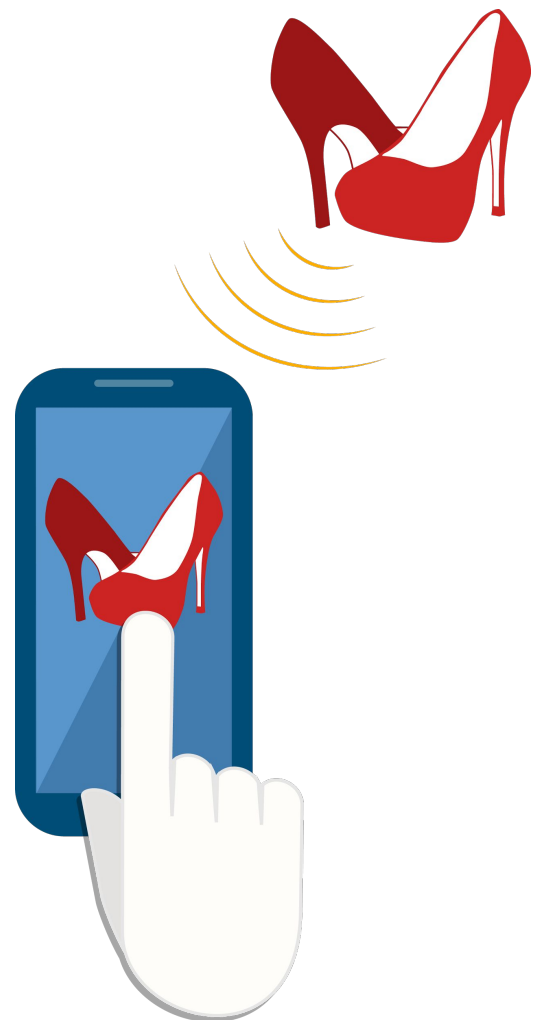
Let's take a look at Beacons first. This is a piece of hardware that can be placed in a particular location – its function is to simply transmit a signal. The app on a customer's smartphone then registers this signal and relays the data back to the mobile marketing provider. The provider may then automatically send a personalised push notification or in-app message to the customer, based on their unique CRM profile and in-app activity. This is automated location-based mobile marketing.

The key here is to ensure the communication is contextually relevant. If the content isn't relevant to the user, it is likely to get pushed aside. In the case of a luxury retail outlet, for example, the notification should be based on a customer's in-app preferences, location and previous shopping habits. The shopper, in this instance, has previously placed a certain designer brand of women's high heels in their shopping cart within the app but then subsequently exited the sales funnel without purchase. A subsequent in-app message has failed to encourage her to complete the purchase.

Using the Beacons, the shop can then send a personalised notification to the user when in-store and advise her of an exclusive loyalty card promotion on this particular product. By layering the above customer data (in-app preferences, location, CRM data and previous shopping habits), marketers can engage with mobile app users in real-time using personalised messaging which will in turn deliver more conversions.

InMarket recently reported that interactions with advertised products increased 19 times and in-store app usage was 16.5 times higher for users who received a beacon message.

Beacons have much more precise targeting capability than Geo Fencing from a few metres down to about half a metre in our experience.



Geo-Fencing

Geo-Fencing establishes a virtual boundary around a real-world geographical area and is as simple as dropping a pin on a map within the mobile marketing platform. Geo-Fencing has wider and less precise targeting abilities with a minimum targeting range of about 100 metres expanding out to a city district or greater if required. A simple example of this would be to target an airport app user entering a terminal and provide them with a personalised push notification advising them of a delay to their scheduled flight departure time. We can see from this example how location-targeting can greatly enhance the in-airport experience.

Both Geo-Fencing and iBeacon technology are designed to complement rather than conflict with each other. The overall aim is to deliver contextually relevant app engagement, while providing the marketer with a deeper understanding of the user's offline behaviour, such as their entry, exit and dwell time in the particular physical location.



7. Mobile App Attribution Analytics

Seventy-nine percent of US marketers polled in April 2015 by Millward Brown Digital said they would spend more on mobile marketing if their ability to track ROI improved. For marketers, there is a lot of uncertainty around cross-channel attribution and how to measure key metrics, such as customer lifetime value, definitively. The current data fragmentation of the mobile space poses a major challenge when it comes to the accurate measurement and optimisation of mobile advertising campaigns.

Today's mobile environment operates on a last-click attribution model where each advertiser runs campaigns with multiple ad networks. The user's last click determines which network gets credit for reaching a goal (installs in Cost-per-Install campaigns, or in-app actions in retargeting campaigns).

There is an undeniable need, therefore, for marketers to have a clear view of the click-to-install path across all integrated networks. This will inform them in real time, via what is known as a postback, that they have been credited with a conversion.

Without this view, each network could bill you for a click that led to an install, regardless of whether it was the last click or not. By using a robust attribution analytics provider, you can accurately

measure the effectiveness of your campaigns and avoid being overcharged. Having access to real-time campaign analysis and Cost-per-Install optimisation will also allow you to drive the best app installs and post-install events to maximise advertising ROI.



Cost-per-Install (CPI) optimisation

Attribution analysis gives marketers a clear understanding of what networks and campaigns are delivering the lowest Cost per Install (CPI). This will enable you to allocate your advertising budget to the best performing networks in order to drive increased ROI of your Ad spend.

Post-install Event Analysis

Post-install event analysis will identify what media sources and channels deliver the most valuable users who meet your in-app event goals, whether engagement or revenue-related. This can help you focus on channels that precisely target the users who will deliver the maximum Average Revenue Per User (ARPU). The post-install analysis will continue to build up a picture of your app users and tie these events back to the acquiring network.

A/B Test your Campaigns

This allows you to test different versions of a single advertising campaign to see how small changes can have a big impact. You can track changes such as different creative content, Calls-to-Action (CTAs) or messaging and accurately measure which campaign performs best.

Retargeting

Attribution analytics will greatly inform your retargeting efforts. By having a clear picture of your best performing ad networks, you can retarget users on these channels to encourage them further down the sales funnel.

This will essentially allow you to directly re-engage with your most promising customers using personalised ads and messaging on the most effective channels, enabling a maximum return on your Ad Spend. We will take a look at a compelling example of omni-channel retargeting in the next chapter on external CRM integration.

8. External CRM integration

To gain a true picture of your cross-channel customer, it is essential to integrate your existing CRM with your mobile marketing SDK. This will combine and connect customer data from both outside and inside of your App. By integrating existing customer data from a Point Of Sale, Loyalty or CRM systems with your in-app behavioural data, you will have a fully detailed omni-channel marketing profile of your customers. This will reveal insights, such as their multi-device path to purchase and a complete history of their relationship to date with your brand.

Marketers can use this existing customer data to allow for deeper and more personalised segmentation within the mobile app. This will greatly enhance the performance of your cross-channel marketing strategy.



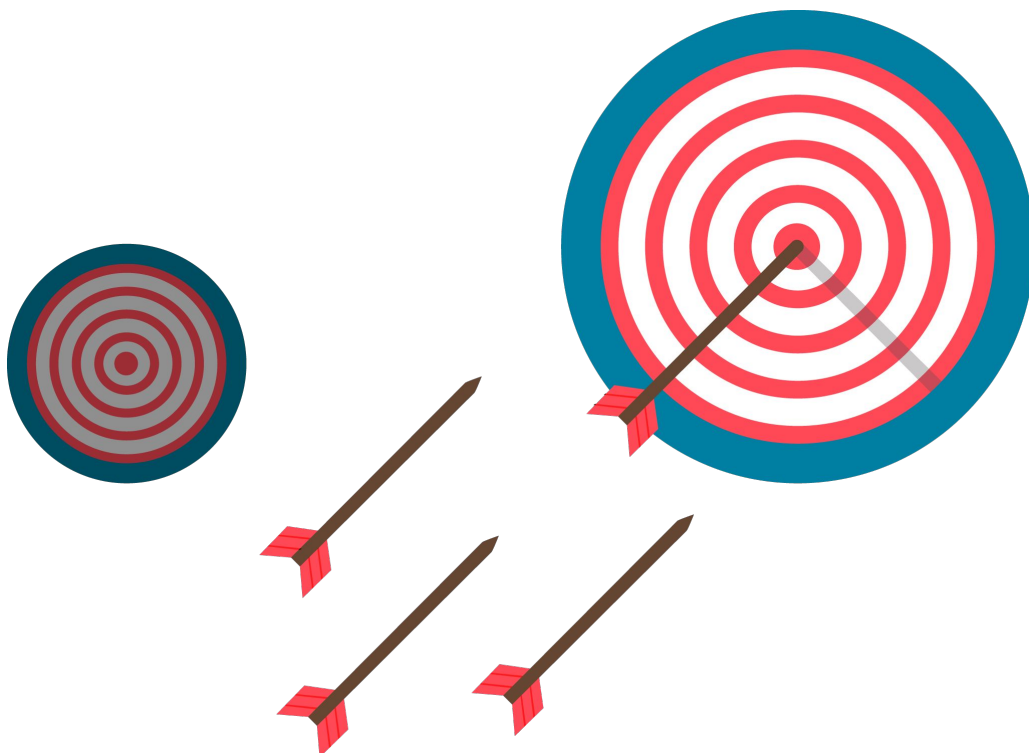
Enhanced Targeting

With one integrated customer profile, it is possible to measure the customer's brand interaction to date, both online and offline, and target according to the key segment that they fall into. This can be vital when it comes to re-engagement through omni-channel marketing.

In the case of a coffee retailer, for example, a customer may habitually visit one particular branch at 8.30am three times a week to pick up her morning coffee. The retailer has gained this information on her purchasing habits and timing from her loyalty card usage. In the past 7 days, however, the customer has failed to visit the cafe. This could simply be due to the fact that the customer is on holidays. The retailer checks for one other important piece of data: location. Has the customer passed the cafe in the past 7 days?

Utilising Geo-Fencing technology, the retailer can see that she has passed the cafe each morning. There is a high probability, therefore, that she is going to an alternative cafe. In order to entice her back in, the retailer sends the customer a targeted message the moment she passes the cafe the next morning. The message offers the customer a complimentary coffee and bonus loyalty points.

From this example, we can easily see how this data enrichment, the layering of data, and enhanced customer view can allow you to deliver powerful customer engagement and contextually relevant messaging.



9. The Top 10 Commandments for effective Mobile Marketing

1. Attract new installs and onboard users successfully
2. Analyse your users' in-app behaviour extensively.
3. Segment users by demographics, interests, in-app activity, location & existing CRM data.
4. Accurately attribute the best quality installs, based on the Customer Lifetime Value and Cost per Install, to the best performing Ad network.
5. Actively engage your app users with personalised, contextually relevant in-app messaging and push notifications.
6. Automate the delivery of hyper-relevant messaging to users, at the right time and at the right place.
7. Measure the impact of your mobile marketing efforts, from App-Install advertising to In-App Engagement campaigns.
8. Definitely track your ROI with crucial marketing metrics at your fingertips
9. Optimise your mobile marketing efforts to boost in-app engagement and maximise revenue.
10. Re-engage users with personalised in-app messaging or online marketing campaigns on the best performing Ad Networks.



Attract - Attribute



Analyse - Segment



Engage - Automate



Measure - ROI



Optimise - Re-Engage

xtremepush

Xtremepush is the world's most powerful App Analytics & Engagement platform. Using our cloud-based Mobile Marketing solution, brands can understand and engage with their app users from the moment of download.

We provide marketers with all the tools you need to drive engagement, boost retention and maximise revenue in your mobile app channel. Our people-centred approach to analytics allows you to connect and communicate with your users on a one-to-one level, delivering maximum return for your brand.

xtremepush is trusted by some of the world's largest and most successful brands, across numerous sectors including banking, media, retail, sports and gaming.

If you would like to join them, simply email us at sales@xtremepush.com.

Features:

- ✓ Targeted In-App campaigns - deliver the right message at the right time
- ✓ Push Notifications - reach and engage your users even outside of the app
- ✓ Location-Targeting - enhance the real-time customer experience, in-store or at live events
- ✓ Web Push Notifications - deliver personalised messaging through your website
- ✓ Mobile Attribution - accurately identify your best performing campaigns
- ✓ Real-Time Optimisation & Retargeting
- ✓ A/B Testing - Identify and automate the campaign with the most impact.
- ✓ Bank Grade Security
- ✓ Custom White Label Solution
- ✓ API Integration
- ✓ All the Analytics & Segmentation you need to create powerful and effective campaigns