



||| **MMA MOBILE  
MARKETING  
LEADERSHIP  
SUMMIT**  
MAY 10-11, 2016  
NEW YORK CITY

# **FAST TAKE**

MMA Leadership Forum 2016  
May 10-11

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## MEC@ THE MOBILE MARKETING ASSOCIATION LEADERSHIP FORUM NYC 2016

The Mobile Marketing Association (MMA) held its annual Leadership Forum in New York City on May 10<sup>th</sup> and 11<sup>th</sup>, bringing together marketers from around the world to debate the theme for 2016: *Winning at Mobile, Winning at Business*. Marketers such as Marriott, American Express, Bank of America, Mondelēz and Johnson & Johnson took to the stage to share how they are acting on the MMA's recommendation 'to allocate 15%-20% of one's total marketing budget to mobile' and discuss what success looks like in a mobile-first world.

In this Fast Take, we review five key learnings derived from the event, along with pro tips, who/what to watch and highlights of the social buzz from the event.

### 5 KEY LEARNINGS & PRO TIPS

## #1 REFRAME YOUR MARKETING AROUND MICROMOMENTS

Today's consumer is connected 24/7 and bombarded with all kinds of information in unmanageable volume. At this year's event, marketers like Michael Steib of XO Group (The Knot, The Nest and The Bump) and Lou Paskalis, SVP Media at Bank Of America, took to the stage to share lessons on how mobile marketing can reduce friction in an increasingly frenetic world by facilitating decision making with useful branded content and utilities.

**Pro Tip:** Essentially, marketing has become a value exchange. The brands that thrive will be the ones that understand how to be present in a helpful way in the micro-moments of the customer journey. Or, as Lou Paskalis put it, "advertising is about disrupting a thought, marketing in mobile is about joining a thought." For most brands, doing so will require a complete reframing of marketing strategy to align marketing tactics to consumers' needs states.

"Users demand to solve their problems in mobile. If you effectively serve your users needs, economics tend to work out."

– Mike Steib, CEO, XO Group

"What the user wants is often different from what the executive wants."

– Mike Steib, CEO, XO Group

## #2 TREAT COMMERCE LIKE IT IS A CONVERSATION

Bonin Bough, Chief Media and e-Commerce Officer for Mondelēz, shed light on the phenomenon of chat apps, which are growing faster in users and activity than social networks globally. In fact, the six most opened apps globally are messaging apps—FB Messenger, WhatsApp, WeChat, Viber, and KaKaoTalk. The popularity of chat underscores the consumer desire for 1:1 experiences that feel human (i.e. consumers don't want to hear from brands, they want to talk to them). It is a sentiment that applies in a broader sense to all media. As Marriott's Andy Kaufman put it, "campaigns are dead. It's about continuous conversations."

**Pro Tip:** All of the top messaging apps offer media in the traditional sense (e.g. banners, interstitials and native content), but the really interesting opportunities may lie in branded chatbots which can be used as an additional CRM conduit and in many cases they can be a direct commerce channel, as well.

"If you don't listen to consumers in the social channels they prefer to speak, your company will be short lived." – Sling TV

"We must stop interrupting what people are interested in and become what they are interested in."  
– David Beebe, VP Global Creative & Content Marketing, Marriott

## #3 CREATE EXPERIENCES FOR PEOPLE NOT DEVICES

Many speakers repeatedly stated the importance of using data to not only target media, but to shape it. Case in point, Jolly Rancher's 'Keep On Sucking' campaign introduced their candy to new, younger audiences via Snapchat, Instagram and Vine with tongue-in-cheek creative imagery aligned to portray the 'suckiness' of unfortunate life experiences. This is similar to Wendy's Facebook canvas ads, designed to mimic the swipe-up experience of Snapchat that is familiar to the coveted GenZ audience.

**Pro Tip:** As Spotify put it in their presentation, it is about reaching people and not devices. Smart brands are doubling down on first-party data and focusing efforts on using it not only to find and join the right conversations, but to create content that complements them.

"Be 'thumb-stopping' in mobile."  
– Ronalee Zarate-Bayani, Head Of Global Integrated Marketing & Digital Advancement, The Hershey Company

"In order to be relevant in mobile you need to connect to culture. It's about listening, understanding & adding value."  
– Lou Paskalis, SVP Enterprise Media Executive Bank of America

## #4 PRACTICE 'APPSTINENCE'

Marketers from Coca-Cola and American Express spoke out on the joy—and pain—of native apps. A well-designed app with a unique purpose can be the best CRM tool in the world, but finding the formula that will keep users engaged is a challenge due to the maintenance required. J&J's Gail Horwood cautioned attendees to practice "app abstinence" and carefully vet the desire for a branded app against brand goals, customer behavior and the cost of finding and cultivating users against the many other types of mobile media at their disposal.

**Pro Tip:** For many brands, an app—assuming it is well planned, designed and maintained—will be a staple of CRM, but there are many other mobile opportunities that can serve a similar purpose. Do the homework and if you determine an app is not the best investment, consider the social chatbot route. After all, the most opened and used apps around the world are chat apps and building a bot is a faster and more cost effective alternative to piggy back on their popularity.

"78% of smartphone time and 87% of tablet time are spent in a user's top-3 apps."

– Ronalee Zarate-Bayani, Head Of Global Integrated Marketing & Digital Advancement, The Hershey Company

"Knowing what doesn't work is just as important as knowing what does work. It's critical."

– Chris Boucher, SVP Advertising Technology, AMP Agency

## #5 MATURE YOUR MOBILE MEASUREMENT

Ron Pinelli Jr. VP of Research and Standards for the Media Rating Council (MRC) spoke at length on mobile measurement, particularly in regard to accuracy in impression counting. The MRC recently revamped its mobile accreditation to only count fully rendered impressions as valid—an advancement that will significantly change how media buyers approach purchasing mobile. Next up for the MRC will be accreditation for mobile viewability (i.e. no ad will be considered viewable unless it is fully rendered).

**Pro Tip:** Studies show that as much as 20% of mobile ads are not fully rendered and almost all marketers investing in mobile are paying based on requested impressions. To avoid considerable media waste and ensure ROI, marketers must move from the common practice of site serving or ad serving mobile from a desktop ad server to an MRC accredited, dedicated mobile ad serving solution.

"With mobile... instead of renting impressions, you are buying relevance"

– Lou Paskalis, SVP Enterprise Media Executive Bank of America

"Measurement is a big challenge. Only 13% of inventory can be tracked using cookies."

– Tatyana Zlotsky, Digital Marketer, American Express

# KEY TAKEAWAYS

**Modern marketing is a value exchange:** Consumers are increasingly in control of the customer experience and expect something in return for their data. Strive to understand the mobile micromoments that govern your customer's unique journey and focus on creating a reciprocal value exchange.

**Commerce is a Conversation:** Consumers expect brands to behave more like people. Consider not only which messaging apps and social platforms will be most important to establish a conversational presence within, but also understand how this trend will affect your owned digital channels (e.g. integrating bot-powered chat functionality into websites and mobile apps.)

**Data is a Force for Creative Good:** Use what you know about your consumers not just to find them, but to inspire them with content that packs a more positive punch. For example, if your demographic loves Snapchat, don't just advertise on Snapchat—use this insight to create ad experiences in other places that capture their attention with the same highly familiar and engaging calls to action.

**Apps—Proceed with Caution:** If you do it right, apps are the greatest data collection tool and the best CRM medium in the world. But if you get it wrong, they are a money pit. Dig deep into your consumer insights to determine whether you can really offer the post-conversion utility and content that will result in truly engaged users.

**Mobile is Measurable:** Though it may not be simple, it is possible to measure conversions in mobile. Take a hard look at your ad serving and attribution models to ensure that you aren't relying solely on outdated methods like cookies and discuss the more efficient built-for-mobile solutions available with your ad ops team.

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