

Beyond the Curve

Staying Ahead of your Customers Journey



- 
- 1. Location based marketing**
 - 2. Social sharing growth**
 - 3. Focusing on the Customer - Online Communities and Digital Advocates**
 - 4. The growth of native advertising**
 - 5. Mobile key for Omnichannel**

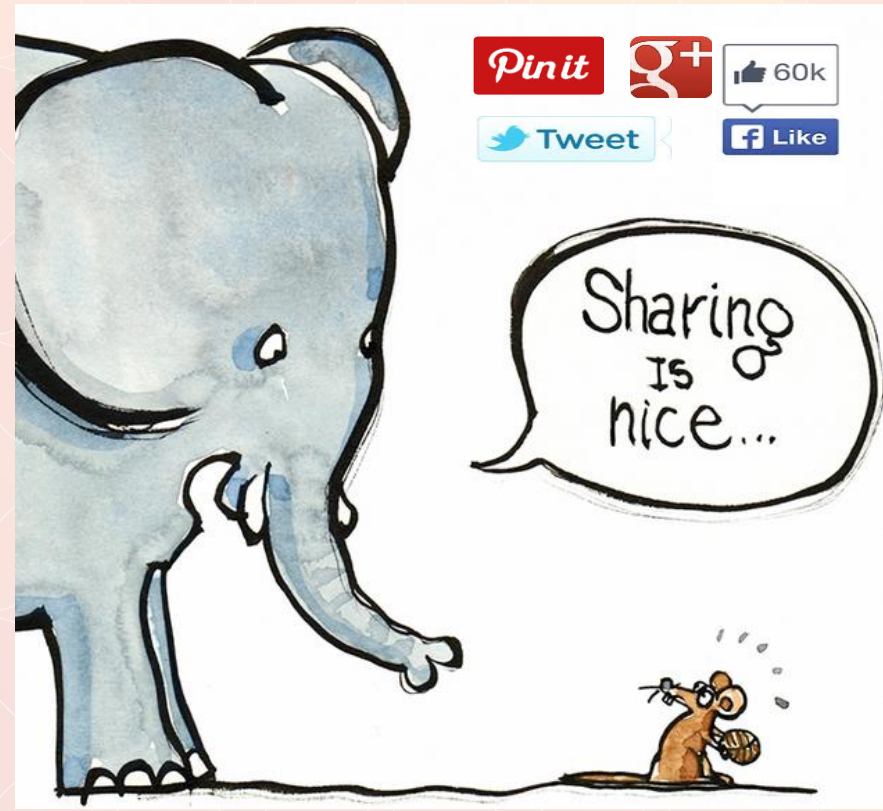
Location based marketing



1. The world is becoming more connected
2. Why is location based marketing important?
3. What are the keys to success?

Social sharing

- Social media continues to grow
 - 23% of Facebook users login at least 5 times per day
 - Google+ is growing at 33% per annum
- Create marketing campaigns with the sharing element
- Why does social sharing matter?
 1. Increased brand recognition
 2. Better search engine ranking
 3. Drive efficient site traffic
 4. Extend campaign reach



Focusing on the customer



Rise in loyalty based promotions across all customer touch points;

1. Channel usage rates: 12% rise in web self-service usage, 24% rise in chat usage, 25% increase in community usage for customer service in the past three years
2. 39% of shoppers surveyed see loyalty programs as the biggest incentive to making a second purchase online

Native advertising becomes mainstream

 **William Andrew Raposo**
Bespinn City Nights returns tonight to The Wythe!

 **Midnight Magic**
Tonight, Morgan and Andrew play jams at The Ides (atop The Wythe Hotel in Brooklyn) from eight o'clock on to the cocktail and Instagramming set.

Like · Comment · Share · 11 minutes ago · 

 Write a comment... 

 **The Blacklist** Suggested Post Like Page

WATCH James Spader in fall's hottest new drama. #TheBlacklist premieres tonight at 10/9c.

 **The Blacklist - Tonight at 10/9c on NBC.**
Length: 1:00

Like · Comment · Share ·  2,843  330  565  Sponsored

 **Sean Kilpatrick** was tagged in Nick Kelly's photo.




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The speech every woman should hear

By **Frida Ghitis**, Special to CNN
updated 8:26 AM EDT, Fri October 19, 2012



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[when...]

A man with dark skin and a beard, wearing a dark suit, white shirt, and patterned tie, is looking down at a smartphone in his right hand. The background is a blurred indoor setting with warm lights. A red network overlay of dots and lines is superimposed on the image.

**Activity Peak:
Afternoon**

Age: Mid-30s

Response Rates:

Email: 17%

Social: 11%

Display: 6%

**Industry:
Technology**

**It is imperative to keep the online journey
as fluid as possible**

- 40%* of all online adults start an activity on one device and finish it on another
- Each device developing clearly defined roles

opportunities for
mobile marketing





THE END OF DOWNTIME

- **52%** When I have downtime I check my smartphone
- **37%** When I'm out with friends and there's a lull I'll check my phone
- **44%** My smartphone enhances my commute and makes it more enjoyable
- **40%** Check their phone 150 times a day
- **66%** Watching online video content

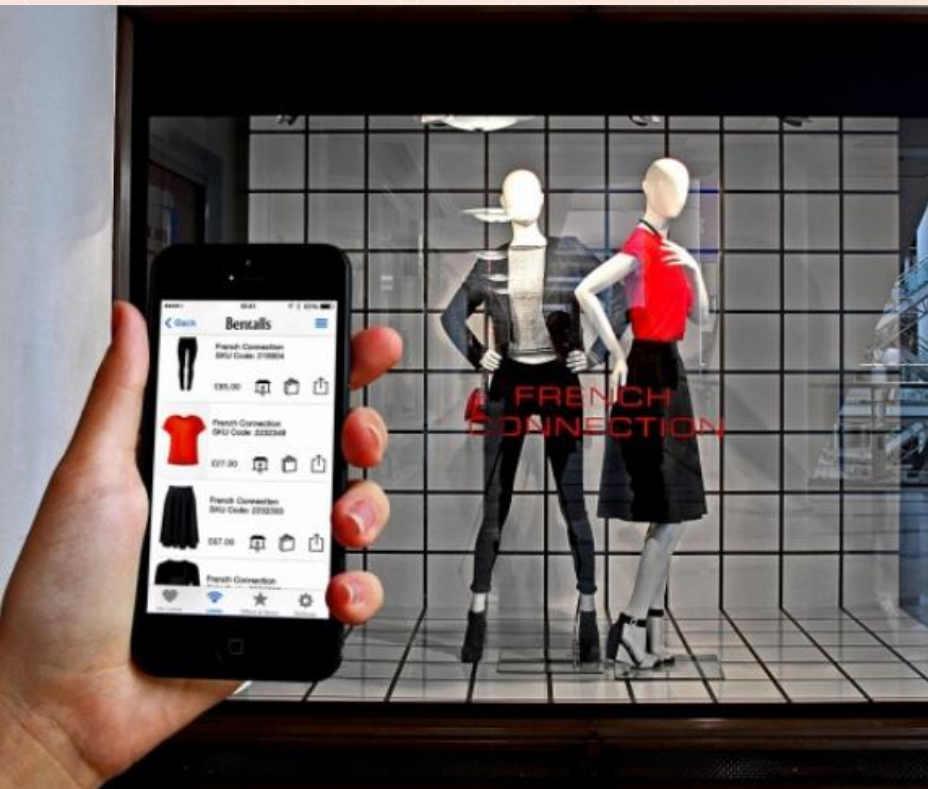
MCL Cinema, Hong Kong



DRIVE IN STORE TRAFFIC & SALES

- Mobiles as tracking devices
 - iBeacons & BLE that recognise users exact locations
- Opportunities for marketers
 - Drive footfall
 - Deliver immediate and relevant messaging
 - Tailor messaging based on products browsed / purchased
- OR even reduce your need for a store

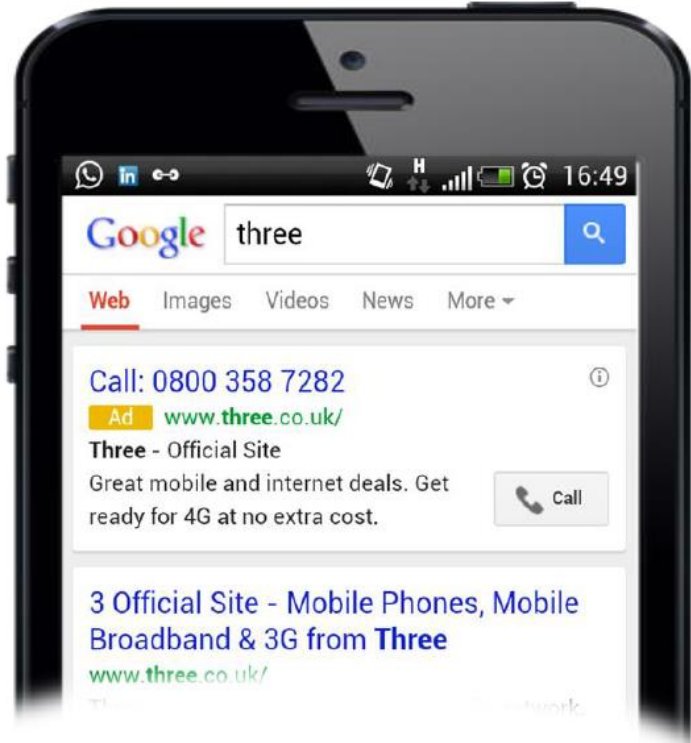




USE YOUR STORE TO DRIVE ENGAGEMENT

1. Track and engage with visitors
2. Customer service and advertising platform
3. Profile users
4. Scan products
5. 24 hour window shopping

MOBILE SEARCH TO OVERTAKE DESKTOP IN 2015



- Imperative to build mobile search strategy
 - Tailor ad copy
 - Complement desktop strategy
- Increased competition but performance and CTR is improving
- Make it easy for consumers to find a store
- SEO essential on mobile
 - Responsive website
 - Unique store pages
- Regionally test for impacts on retail traffic



TIPS TO BUILD A MOBILE STRATEGY

- Define clear campaign goals & objectives
- Create connected customer journeys
- Think about how you can drive both engagement and sales in retail
- Think mobile first
- Stringently measure performance & Test

Questions?



Richard Bettinson

Senior Digital Media Strategist
rbettinson@ebay.com



Sebastian Gutierrez

Product Marketing Manager
segutierrez@ebay.com



@seguti