

# In-the-Know about On-the-Go: Adobe Captures What Mobile Users Want

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The mobile age has arrived and is here to stay. Worldwide shipments of mobile devices are expected to grow to 270 million units in 2012 (compared with 173.5 million units in 2009),<sup>1</sup> and mobile advertising spending is expected to increase to US\$12.8 billion in 2011 (compared with US\$1.7 billion in 2007)<sup>2</sup>—an increase of 758%. Despite this explosion, we're still in the early days of mobile marketing. Forrester Research estimates that today's mobile marketing is analogous to website marketing in 1999.<sup>3</sup> Many online marketers are unsure of how best to reach, engage, and convert mobile users into valuable and loyal customers. Yet those marketers who reach out to mobile users now, and do so effectively by providing engaging experiences, can increase sales, conversion, and market share while optimizing their mobile marketing spend.

Widespread adoption of mobile devices means that marketers must include mobile marketing in their overall marketing mix. As with any marketing channel, mobile websites and mobile applications (apps) must be measured to the same degree that other channels are measured, looking at key performance indicators and business objectives. The Adobe mobile experience survey: What Users Want from Media, Finance, Travel & Shopping, conducted by Keynote Services in August 2010, offers crucial insight into mobile web user behavior to help companies better create, measure, segment, target, and optimize mobile user experiences focused on engagement, conversion, and loyalty. The survey identified specific mobile user interest levels, past spending levels, time spent on mobile devices, preferences, and overall satisfaction levels when accessing mobile sites and apps in the following activity areas: shopping, finance, media and entertainment, and travel.

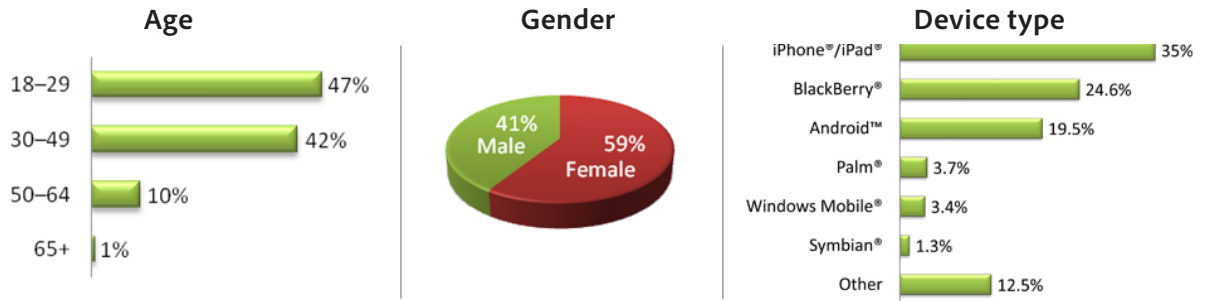
## What users want

Adobe surveyed more than 1,200 North American mobile web users to learn what they want most from their mobile website and app experiences. Participants shared many valuable insights with marketers across multiple activity areas. Additionally, Adobe identified differences in preference based on gender and age. In general, just as mobile usage is greater among younger demographics, a higher percentage of survey respondents skewed younger.

<sup>1</sup> IDC, "Worldwide Converged Mobile Device Market Projections Raised 10% for the Year," September 7, 2010

<sup>2</sup> Gartner, "Dataquest Insight: How to Move the Mobile Advertising Market Forward," Tole J. Hart and Andrew Frank, March 3, 2008

<sup>3</sup> Forrester Research, "Mobile Services: How to calculate the ROI and justify the budget you need," Julie Ask, January 11, 2010



## Key mobile trends to watch

### Media and entertainment are king

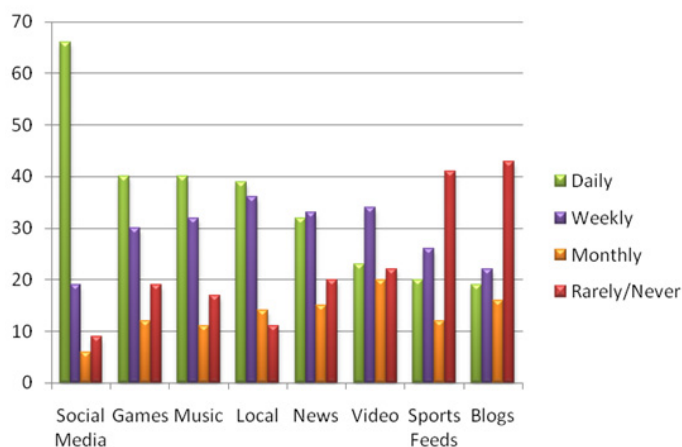
Above all, mobile device users like to be entertained. Media and entertainment experiences—including social media platforms like Facebook®, Twitter®, and others—are the clear leaders in mobile user activities across age, gender, and device type. Forty percent of users spend three hours or more weekly on mobile media sites, contrasted with only 10% of users who reported accessing no mobile media activities in the past six months. And even though only 44% of the older crowd (those aged 60 and above) reported making any mobile purchases in the past year, when they did, they also showed a clear preference for movies, music, and games.

### Which media and entertainment experiences do mobile users engage in most?



Mobile engagement with social media is the most popular (76%), followed by reading local information such as events, weather, and maps (73%); news (68%); music (63%); games (61%); video (56%); and more. Those in the 18–24 and 30–49 age groups spend the same amount of time on media activities, though there are differences in the types of media that each age group prefers. Those aged 18–24 tend to access social media, music, and games, while those aged 30–49 prefer to access news.

## How often do mobile users access content?



Even though users engaged in numerous media and entertainment activities during the previous 12 months, more than half (57%) won't pay for it. Furthermore, 75% of respondents would rather watch ad-supported content than pay a subscription fee so that they can view content free of advertisements. Of those who are willing to pay for mobile entertainment media, games are the most purchased form of entertainment across all age groups.

### Key takeaways:

- Take advantage of social media. With social media topping the list of activities that mobile users interact with daily, online marketers across all industries—not only media and entertainment—can take advantage of mobile marketing opportunities by creating entertaining and viral, brand-centered content delivered through frequent social media touchpoints like Facebook and Twitter. This will help establish and build customer relationships, strengthen brands, and deliver increased engagement.
- Deliver content types by frequency of engagement. Most mobile users access certain types of content—like social media, games, and music—daily and other types of content—like videos and blogs—weekly. Therefore, releasing certain types of content daily and other types of content weekly may be optimal to align with mobile user media consumption patterns.
- Consider delivering new forms of engagement media. The popularity of games across all age categories creates brand-centric and cobranded game development opportunities for marketers. Mobile user engagement with streaming and downloaded music and audio also highlights the value of creating or sponsoring podcasts and other audio content.
- Consider developing new marketing relationships. With more than one-third of mobile users engaging with local content daily or weekly, marketers should consider sponsoring local events or offering geocentric advertising and discounts.

## Shopping on mobile devices is gaining adoption, but for travel, research still leads adoption

As users become more comfortable with making purchases from their mobile devices, shopping is on the rise. Twenty-nine percent of respondents spend at least three hours each week shopping on mobile sites, and 24% spend at least three hours per week using mobile shopping apps. Across most categories, those aged 30–49 reported shopping the most.

The top purchase category was “shrinkwrapped” and downloadable entertainment—including music, games, and movies—followed by apparel, footwear, and jewelry. Men lead women in mobile shopping frequency, though spending amounts for both men and women are modest, with 45% spending less than US\$249 in the past year.

## What are mobile consumers buying?



When given a choice, the majority of those surveyed (67%) strongly prefer using mobile websites over mobile apps for all shopping-related activities.

When given a choice, the majority of those surveyed (67%) strongly prefer using mobile websites over mobile apps for all shopping-related activities—including researching product information, comparing prices across different retailers, registering for offers and promotions, viewing product imagery, checking order status, reading customer ratings and reviews, receiving online promotions and coupons, and product browsing.

Unlike mobile consumers, the majority of mobile users engaging in travel-related activities appear to use their devices to research purchases, completing them through other means. They use mobile devices only to access maps and directions, research travel destinations, check reviews, and compare prices, but when it comes to booking travel, 78% still prefer using other means to purchase their tickets and travel packages.

### Key takeaways:

- Mobile shopping is gaining adoption. Although mobile shopping has yet to mature fully, people are becoming more comfortable researching and making purchases with their mobile devices, even in high-consideration categories like electronics, tools, automotive, and industrial goods.
- Product reviews play a role in the purchasing process. As mobile shopping increases, so will the demand for mobile-accessible product reviews to aid shoppers in the purchasing process.
- Mobile consumers prefer mobile websites to apps for shopping. Across age and gender categories, mobile sites are preferred for shopping. Therefore, creating mobile-optimized sites for consumers results in more sales opportunities than creating mobile shopping apps, at least at present.
- Mobile-optimized research leads to mobile purchases. Similar to users who engage in traditional online experiences, mobile users prefer to research products and services before purchasing. Optimizing product content and reviews related to purchases so that they are easy to find makes users more likely to purchase products and services using their mobile devices.

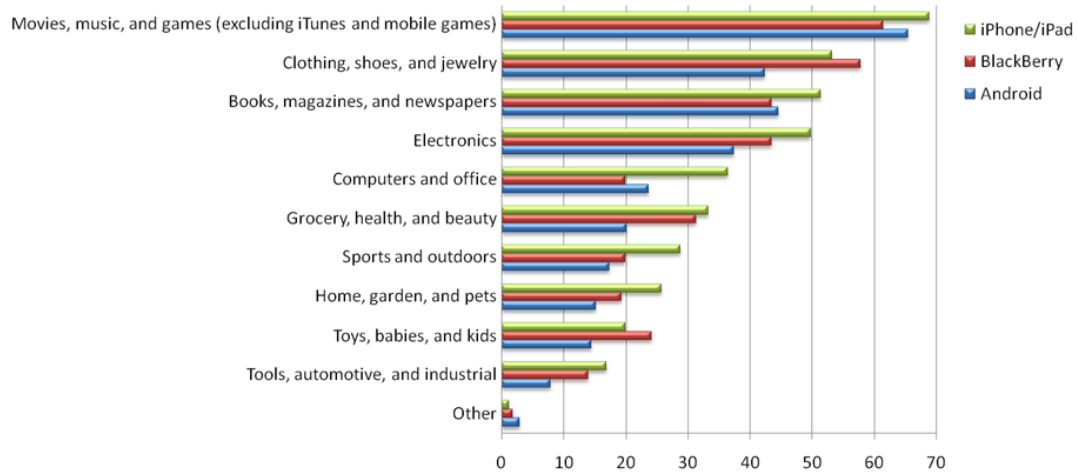
## Device type matters: iPhone and iPad users are the most engaged

iPhone and iPad sales continue to be strong. Apple sold 14.1 million iPhones during the third quarter of 2010, which indicates a 91% unit growth over the third quarter of 2009. Additionally, the company shipped 4.19 million iPads during the third quarter of 2010—for a total of 7.4 million units in its first six months on the market.<sup>4</sup> Accordingly, it's no surprise that iPhone and iPad users dominate user engagements across all four categories—except media and entertainment, where younger Android users (those aged 18–29) surpassed iPhone and iPad users by 7% in social media use and only slightly in mobile video viewing. In the finance category, 89% of iPhone and iPad users accessed and managed bank and investment accounts in the past six months, followed to a lesser degree by BlackBerry (79%) and Android (77%) users. Overall, the 30–49 age group was the most active in the banking segment, spending more than six hours weekly on mobile finance websites.

<sup>4</sup> Betanews, "Apple Q4 2010 by the numbers: Record iPhone sales and iPad push revenue to \$20.34 billion," Joe Wilcox, October 18, 2010

iPhone and iPad users are more engaged with reading and posting product reviews than users of any other device, suggesting a correlation between product review engagement and purchases. Additionally, while users of all device types show engagement in travel-related activities that correlate with purchases—such as researching travel destinations, comparing prices, and checking reviews—iPhone and iPad users have the highest level of engagement and purchases: 44% of iPhone and iPad users said they anticipate booking future travel using their devices, compared with only 32% of BlackBerry users and 28% of Android users.

### What are mobile consumers buying by device type?



#### Key takeaways:

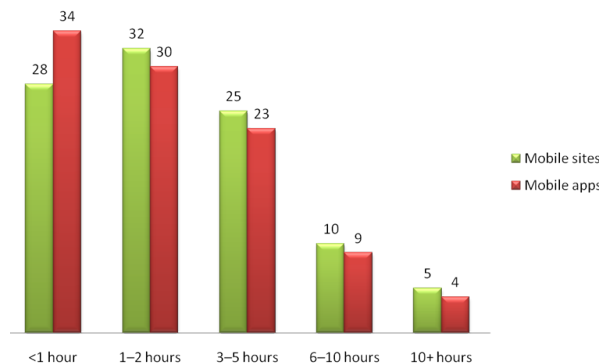
- Prioritize based on customer profile. If you have resources to create only one app or one version of your mobile website, use data to determine which device your customers are using the most and optimize your mobile website or app for that device.
- Create sites and apps optimized for the iPhone and iPad. Compared with their peers, iPhone and iPad users are more engaged with their devices and consume content across all categories, engaging in activities related to travel, shopping, finance, and media.
- Create mobile websites optimized for the BlackBerry. BlackBerry users' lack of access to mobile apps—compared with that of iPad, iPhone, and Android device users—necessitates mobile-optimized sites to increase BlackBerry user engagement.
- Cater to all device types. While it is optimal to target the highest level of mobile engagers by device, recognize that other devices may offer specific opportunities.

Compared with their peers, iPhone and iPad users are more engaged with their devices and consume content across all categories.

### Compared with mobile websites, web apps do not significantly increase engagement

Survey respondents across devices, gender, and age groups favor accessing media using mobile websites (34%) slightly more than web apps (32%), although users spend slightly more time per week using apps. Notably, 45% of iPhone and iPad users prefer using apps for shopping, while 55% of users of all other devices prefer mobile websites.

### How much time do mobile users spend accessing mobile sites and apps per week?

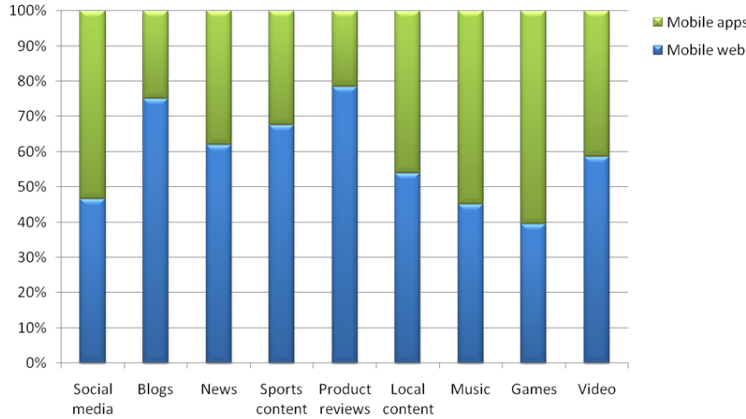


BlackBerry users show a distinct preference for mobile websites, with only 22% of BlackBerry users indicating that they use mobile apps. These low engagement levels for BlackBerry users are most likely the result of an overall lack of availability of apps for BlackBerry devices. There are approximately 10,000 mobile apps for BlackBerry devices, compared with more than 200,000 iPhone and iPad apps and more than 100,000 Android apps. As a result, lower satisfaction levels with mobile media among BlackBerry users appear to correlate with the lack of mobile apps for the BlackBerry.

Users prefer mobile apps for social media and music activities, while they prefer mobile web browsers for viewing blogs, news, sports feeds and scores, product reviews, local information, and video.

When it comes to shopping, 35% of survey respondents stated that they use their device's standard mobile browser, 34% download shopping apps, and 31% visit mobile sites optimized for their mobile web browser; however, preferences related to how users access mobile content appear to be activity specific. For example, users prefer mobile apps for social media and music activities, while they prefer mobile web browsers for viewing blogs, news, sports feeds and scores, product reviews, local information, and video.

### How do mobile users prefer to engage with specific types of content?



#### Key takeaway:

- Optimize both mobile websites and app offerings. The mobile web is the preferred entry point for accessing content—regardless of device type, age, or gender—whether for media consumption or performing travel- and finance-related tasks; however, there are great app opportunities in social media and shopping, where mobile users prefer access through mobile apps.

Satisfaction correlates with engagement.

### High user satisfaction leads to more engagement, except in travel

Media and entertainment have both the highest percentage of satisfied users and the highest engagement, suggesting that satisfaction correlates with engagement. Users accessing media and entertainment through mobile apps rated their experiences as slightly more satisfying than users who accessed those services through the mobile web; however, those accessing financial information or accounts rated mobile sites slightly more satisfying than apps.

iPhone and iPad users are most satisfied with their mobile experiences across every category, using both mobile websites and apps. They are also more likely to purchase products across all categories compared with users of other device types. Sixty-six percent of iPhone and iPad users spent more than US\$249 in the last 12 months. In comparison, only 58% of BlackBerry users and 52% of Windows Mobile users spent more than US\$249 in the past 12 months.

Highlighting differences in purchase behavior between men and women, 61% of men made at least six mobile purchases in the past 12 months, compared with only 44% of women.

When it comes to travel, mobile users indicated fairly high levels of satisfaction with both mobile websites and apps, but overall engagement levels were low: 60% of users access mobile travel websites and 62% use mobile travel apps less than one hour each week. Notably, 17% of respondents indicated they never use mobile travel sites or apps—a significantly greater percentage than those who never use mobile websites or apps for media and entertainment (6%), finance (9%), or shopping (6%). This finding suggests a general lack of awareness concerning mobile travel offerings.

Key takeaways:

- Strive for optimized satisfaction levels in both mobile web and app channels. Higher satisfaction levels correlate with higher engagement and purchase frequencies and amounts across all categories. It is essential to determine mobile user preferences by device and activity type.
- Generate more awareness of mobile travel offerings. Even though few mobile users currently engage with travel content on their mobile devices, the fairly high levels of satisfaction with travel websites and apps among existing users suggest that mobile travel channel opportunities may exist, given more consumer awareness of mobile-optimized offerings.

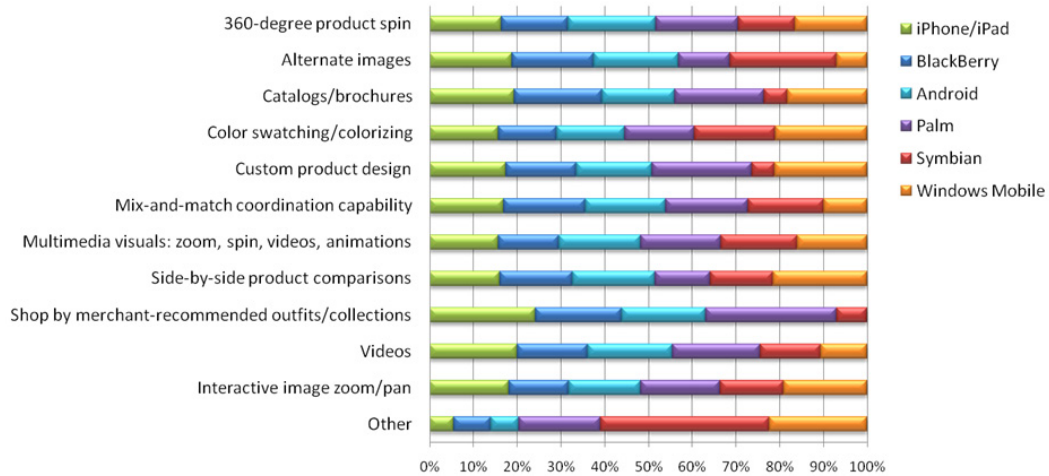
The ease with which a mobile user can navigate site features and use mobile websites and apps influences overall engagement across categories.

**Visual design and functionality correlate positively with user satisfaction and engagement**

The ease with which a mobile user can navigate site features and use mobile websites and apps influences overall engagement across categories. Mobile users seek the same types of features and experiences that they have on traditional websites and online channels. Among the features that users said are most valuable when purchasing are an easy checkout process; product and pricing information; product images; keyword search capabilities; customer ratings and reviews; online promotions, specials, or coupons; and order status. Most important to a majority of mobile shoppers is an easy checkout process (57%) and transparent product and pricing information (53%).

Product images increase a user’s likelihood to spend. In the shopping category, the ability to view pictures is rated higher than the ability to make the purchase in a mobile web browser. Visual features like the ability to view full-screen and complete-rotation views of products were the third most requested aspect of the experience (42%), followed by simple keyword search capabilities (40%). Survey respondents also indicated that side-by-side product comparisons and interactive zoom and pan capabilities would most likely influence a purchase. More women (42%) than men (35%) deemed online coupons and promotions important.

**Visual features most likely to increase a consumer product purchase**



Key takeaway:

- Offer a seamless experience between mobile sites, mobile apps, and traditional online channels. As in traditional online experiences, you can increase mobile user satisfaction and engagement through optimized design, functionality, and ease of use from the mobile home page to checkout.

Consumers will become savvier as the adoption and use of browser-enabled devices increase. As their mobile use grows, consumers will demand better experiences, and businesses that invested early will benefit.

**Consumers are putting up with "average" mobile experiences, but this will change**

Though users slightly prefer using mobile websites over mobile apps as the entry point for accessing content (89% versus 85%), the study suggests a lack of awareness related to mobile-optimized sites, especially in the travel category. Respondents appear to favor sites that are optimized for mobile devices equally with traditional sites optimized for viewing from a PC, even though sites optimized for mobile devices deliver a better mobile experience. Current expectations lag the technology; however, consumers will become savvier as the adoption and use of browser-enabled devices increase. As their mobile use grows, consumers will demand better experiences, and businesses that invested early will benefit.

Additionally, satisfaction levels for both mobile browser and app experiences are about the same across every category. This suggests that users like the convenience of simply typing their queries and destinations into the mobile browser rather than searching for and downloading apps. Users also appear to be transferring their desktop browsing and searching behaviors to the mobile environment—which for many devices mirrors the desktop experience. That said, consumers do appear to prefer apps for certain activities, like social media, and certain self-contained experiences, like games.

Key takeaway:

- Invest early in mobile marketing to benefit as the market matures. Those online marketers who invest in mobile marketing now will lead the pack.

## Tapping into the mobile market—mobile marketing best practices

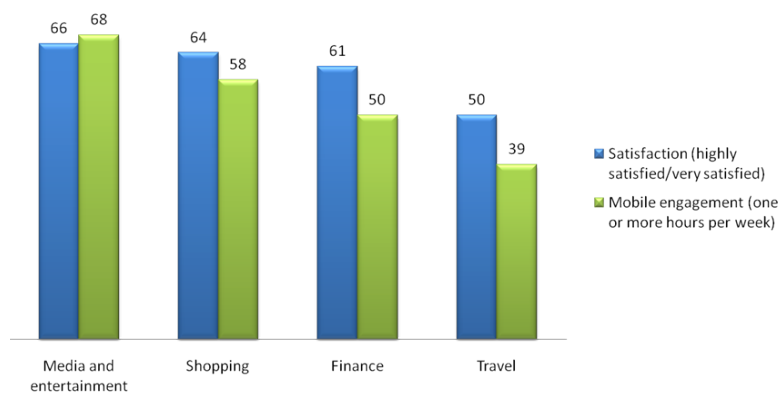
Understanding mobile user engagement is crucial to success. Those who invest early in mobile marketing will lead the pack as mobile use matures. Mobile marketing will become a necessary aspect of a complete, integrated marketing strategy, and companies across numerous industries will need to participate effectively in mobile marketing to remain competitive.

Launching one or more mobile web or app campaigns based on supposed trends and “gut-level” assumptions will not get companies where they want or need to be to take full advantage of the opportunities that are and will be available. Instead, the most successful mobile web marketers will rely on real-time analytics across all their campaigns to understand their customers’ online, offline, and mobile experiences.

### Provide mobile-optimized experiences for mobile users

The consumer online experience is changing. Traditional desktop activities—such as enjoying media and entertainment, shopping, managing banking and finance activities, and conducting travel research and bookings—are being experienced on a variety of mobile devices. This creates a need for mobile-optimized experiences delivered through mobile sites and apps. As the Adobe mobile experience survey: What Users Want from Media, Finance, Travel & Shopping shows, higher user satisfaction levels mean higher engagement, and higher user engagement means more return on advertising spend (ROAS) and increased revenue.

### Correlation between mobile user satisfaction and engagement



Identifying the most lucrative audiences in the mobile space presents unique challenges. While users expect the same navigation, ease of use, and design features of traditional desktop experiences, their preferences are also segmented by device type—each with its own specifications—as well as age, gender, and the availability of mobile-optimized websites and apps.

Successful optimization of multiple mobile channels will help companies remain relevant and competitive by providing seamless mobile, online, and offline experiences. Even though we’re in the early days of mobile market maturity, mobile devices have already shown the ability to impact brand perceptions and customer relationships across many industries and activities. Delivering more relevant consumer experiences through optimized mobile

sites and apps, along with well-positioned campaigns based on a user's device type and location, will give companies an advantage as the use of mobile devices grows.

### Target specific devices, where appropriate

The medium is the message. Yet with so many mobile devices available to consumers—each with its own size and browsing capabilities—a “one-size-fits-all” mobile strategy will not work. Users with different devices experience the web in unique ways, and they tend to pursue different activities based on the technology and satisfaction levels provided by the experiences available to them. To deliver targeted messaging to the right audiences, a company must target user experiences to specific devices, where appropriate.

There is a tendency for marketers to jump on “hot-channel” trends that are proselytized on technology blogs and news sources. But those channels may not be the best solutions for every company, even among those businesses competing in the same industry. Instead, the most effective strategies involve generating high-value customer response with acquisition measurement; determining whether a mobile channel is best for acquisition, conversion, or both; and creating a mobile marketing strategy to maximize ROAS. For instance, well-designed mobile apps and sites can add value, but analytics must confirm whether they add value for customers. Mobile strategy investments and decisions must be driven by data to succeed.

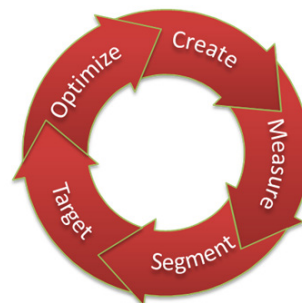
There are three ways to market to specific devices:

- Build mobile sites and apps according to business goals. Ask yourself, “What am I trying to achieve through this mobile website or app?” If you have a specific goal, you will determine the correct metrics and be able to make optimization decisions that support it.
- Implement mobile visitor measurements for each device type. With the correct measurement parameters in place, you will be able to compare visitor acquisition, engagement, and conversions to isolate the best mobile touchpoints to generate response from high-value users. Optimal platforms will deliver the highest return on investment (ROI) and ROAS. By measuring the devices, you’ll know which users on which devices respond best to various tactics.
- Identify gaps and investment leaks of all device types. Find areas of marketing waste to ensure that you are pursuing the most effective channels and segments, and that you are not neglecting better customer acquisition and conversion opportunities elsewhere.

### Integrate mobile marketing as part of your overall marketing strategy

Though in its early stages, mobile marketing is here to stay. Those who invest now will reap its benefits as the market matures. The 2010 Omniture Online Analytics Benchmark Survey revealed that only 23% of marketers currently use optimized mobile channels as part of their overall marketing strategy.<sup>5</sup> Of these, two-thirds can measure whether visitors are accessing from a mobile device, but less than one-third are able to measure mobile app conversions. Marketers can best take advantage of this significant untapped revenue opportunity by viewing mobile opportunities not as a series of standalone channels, but as part of an overall marketing strategy that ultimately provides consistent, holistic customer experiences across devices and offline experiences.

Analytics are essential to sound business decisions in the mobile space. As with any marketing channel, mobile sites and apps need to be measured by key performance indicators to determine the appropriate business objectives and decisions before they can be optimized to generate high levels of user engagement that increase sales and ROAS. The analytics process includes five key steps: create, measure, segment, target, and optimize.



<sup>5</sup> “Omniture Survey Reveals Significant Opportunity to Measure Marketing ROI and Increase Effectiveness through Emerging Channels,” May 10, 2010

### **Create**

Before you can measure, you must create mobile sites and apps, preferably with each device type in mind. In this process, asking the following questions can provide insight:

- What is the purpose of this mobile site or app?
- What action do I want my visitors to take?
- Which activities do mobile users engage in most often?
- Which device types do they use?

### **Measure**

How can you measure the impact of mobile marketing? Some companies are beginning to offer mobile sites and apps, but how effective are they in growing their business? Adobe® SiteCatalyst®, powered by Omniture®, lets marketers measure key mobile campaign metrics, device metrics, and user metrics, helping them make actionable decisions. Here are some key questions to ask:

- Are my visitors taking the action I expected? If not, does my data tell me why or why not?
- What aspects of my mobile site or app need to be improved?
- Are my mobile-optimized sites and apps successful?

### **Segment**

Mobile marketing provides opportunities to segment mobile device users by type and preference of mobile sites or apps as the point of engagement. Adobe SiteCatalyst helps you determine and target your most profitable customers and prospects. Ask these key questions:

- Who are my best customers by device type?
- Do these customers prefer mobile sites or apps?
- What is the best message to deliver to each target audience?

### **Target**

After identifying your optimal customer targets, determine how to best target them to increase ROI. Ask yourself these key questions:

- How do I reach my target audience?
- How can I optimize the experience to increase my business objectives?
- Which segments respond differently to targeted content?
- How do I fine-tune my mobile presence based on result metrics?

### **Optimize**

With a measurement method in place, you can now optimize mobile web experiences for your customers and prospects by continually improving the analytics process. Here are some key questions to ask:

- What is the ROI of my mobile marketing spend by device?
- How does my spend compare with other channels in my marketing mix?
- What is the cross-channel distribution?
- What are the right investment choices to optimize mobile channel results?

## **Adobe mobile marketing solutions**

Adobe mobile marketing solutions help savvy marketers take full advantage of the opportunities that mobile channels offer as part of the overall marketing mix. Integration of Adobe Creative Suite® 5 software and the Adobe Online Marketing Suite, powered by Omniture, helps companies create, measure, segment, target, and optimize mobile websites and apps. Adobe mobile marketing solutions help marketers move beyond providing boilerplate

mobile content and using online-only measurement tools to delivering mobile experiences and making business decisions based on comprehensive, integrated analytics that encompass online, offline, and mobile channels.

## Optimize mobile analytics with Adobe SiteCatalyst

Adobe SiteCatalyst helps online marketers lead the pack in mobile marketing by capturing real-time data from a variety of devices and locations to identify new and repeat mobile users and their behaviors.

### Adobe SiteCatalyst provides mobile-optimized experiences

Adobe SiteCatalyst helps provide the mobile-optimized experiences that users will come to expect as the market matures. The solution identifies new or repeat visitors to deliver a mobile experience on a par with the desktop Internet experience. This is achieved by using visitor identification technology such as cookies, subscriber identification, and header information. Adobe SiteCatalyst also captures targeted data from a variety of devices to gather insight about mobile web pages and apps. Adobe's single-pixel user measurement files, which can be placed on every mobile web page, allow marketers to measure device activity such as where the user is clicking and which content the user is downloading and watching. And with the Adobe SiteCatalyst geolocation component, you can identify where users are when they access the content so that you can deliver targeted messaging and campaigns based on user location.



Cars.com, the leading online destination for online car shoppers since 1998, launched its mobile website in 2007 and an iPhone app in 2008. Its goal was to make researching and buying a car as convenient as possible for shoppers. Despite the initial success of the company's mobile marketing efforts, Cars.com sought a deeper understanding of how its customers were engaging across its mobile channels. Going beyond high-level metrics, Adobe SiteCatalyst enabled Cars.com to measure and optimize mobile user engagement to generate a complete view of how users interact with its mobile-optimized content and then to identify which elements worked and which did not. With Adobe SiteCatalyst, Cars.com grew its quarter-over-quarter mobile traffic by 30% from 2009 to 2010, and the company accelerated report generation by 10%, enabling faster analysis and response to cross-platform performance.

As this example illustrates, mobile device identification within Adobe SiteCatalyst can help you develop more accurate marketing campaigns. For example, Adobe SiteCatalyst can provide you with valuable mobile device profile information, including device manufacturer, model, and make; video and audio format; screen height and width; screen color depths; and image and cookie support.

### Adobe SiteCatalyst helps measure mobile campaign ROI by specific device type

Measuring traditional marketing channel ROI is essential, and mobile campaigns are no different. Yet, the differentiation of mobile device types means that successful mobile campaigns must target engagement experiences to specific devices, where appropriate. Adobe SiteCatalyst helps marketers know their customers and which devices they use through advanced segmentation analytics. The solution helps deliver the right mobile-optimized experiences to the right user at the right time by enabling marketers to analyze usage data. An extensive library of device profiles lets marketers accurately identify which mobile devices are being used to access a web page. Adobe SiteCatalyst also helps marketers determine which video, audio, and text are being displayed to give them insight into what customers use most frequently. Additionally, mobile carrier identification enables marketers to partner with mobile carriers to set up other campaigns.



MyNewPlace, an apartment rental company, used mobile measurements from Adobe SiteCatalyst to optimize its mobile site. MyNewPlace also wanted to determine whether its iPhone app was worth continued investment. The

company's iPhone app allowed users to search for their ideal new residence, tag properties with helpful photos and notes, and call the phone number associated with a property directly from the app, but MyNewPlace wasn't sure if these features were leading to greater user satisfaction and adoption. After deploying Adobe SiteCatalyst to measure the use and effectiveness of its mobile websites and iPhone app, the company learned that its mobile-optimized site generated 26% more conversion than its traditional online site. MyNewPlace also discovered that its iPhone app converted users at nearly twice the rate of its mobile-optimized website.

To take advantage of the popularity of mobile media and entertainment, as well as social media platforms, Adobe SiteCatalyst also helps marketers leverage video to create more engaging mobile sites and apps to increase user engagement. Mobile video measurement tools within Adobe SiteCatalyst measure videos hosted on mobile-optimized sites and embedded in iPhone apps. The tools then identify the conversion impact of the campaign in your integrated marketing strategy and the differences in impact between mobile sites and apps.



uLocate is the leading publisher of WHERE<sup>®</sup> mobile location services, which provide users with access to local weather, news, traffic and gas updates, restaurant reviews, and entertainment information. The company required a single measurement and reporting system and deeper insight into how its users were engaging with its mobile-optimized apps across several devices. Adobe SiteCatalyst provided uLocate with real-time user data by device, which enabled the company to quickly identify and segment user behavior. As a result, uLocate now delivers a more relevant mobile experience to all mobile users on all devices and has increased its marketing ROI by optimizing its content.

#### Adobe SiteCatalyst integrates mobile marketing as part of an overall marketing strategy

Mobile marketing is only one facet of an integrated marketing strategy. As mobile adoption matures, customers will expect seamless mobile, online, and offline experiences. Adobe SiteCatalyst encompasses all online and mobile marketing analytics and offers relative conversion tracking so that marketers can understand how mobile engagement interacts with all marketing efforts. Those marketers who invest in optimized mobile experiences now will reap the benefits and remain relevant to customers going forward as technology—and customer expectations—evolve.



#### Optimize mobile advertising with Adobe SearchCenter+, powered by Omniture

Engaging customers with advertisements and promotions placed on social media platforms can be effective, but optimizing their delivery by customer segment and performance is best. Adobe SearchCenter+ helps online marketers tap into Facebook to optimize display ads by identifying and targeting high-performing customer segments and automatically optimizing performance based on cost per click (CPC) or cost per thousand impressions (CPM). With automatic bid price updating based on real-time advertising performance, Adobe SearchCenter+ maximizes ROAS.

#### Create and optimize rich mobile content for mobile commerce with Adobe Creative Suite 5, Adobe Scene7<sup>®</sup>, and Adobe Test&Target<sup>™</sup>, powered by Omniture

Adobe Creative Suite and the Adobe Online Marketing Suite integrate smoothly to allow companies to create and launch engaging content that can be measured, targeted, segmented, and continually optimized to deliver the highest revenue and returns. Creative Suite 5 has many integrated product features that have become the industry standard for online and mobile content creation. It also integrates video tracking into its Open Source Media Framework (OSMF) video player to allow marketers to quickly and easily deploy and tag online videos viewed on mobile devices.



Targeting the right device is no problem with Adobe Scene7 Small Business Editions. Scene7 enables marketers to manage, enhance, and deliver scalable, dynamic, and rich mobile experiences across mobile sites and apps. Dynamic

imaging and eVideo features enable automatic resizing to reduce production costs and custom video encoding into Adobe Flash® and other (iPhone and iPad) platforms for seamless delivery to a broad range of mobile devices.

Adobe Test&Target also helps optimize the performance of mobile apps through audience segmentation, A/B and multivariate testing, and dynamic content targeting. This enables marketers to more accurately personalize mobile content in real time to deliver the right message—at the right time—to the right device. Plus, with Adobe Test&Target extensions for Adobe Flash Professional CSS and Adobe Dreamweaver®, marketers can optimize conversion, ROI measurements, and A/B and multivariate testing directly in Flash Professional and Dreamweaver, saving valuable time.

## Case study: NBC Universal

NBC Universal (NBCU) is the one of the world's leading companies in the development, production, and marketing of entertainment, news, and information to a global audience. Known as "America's Olympic Network" since 1964, NBCU has broadcast more Olympic events than any other network, and it owns the broadcasting rights to the Olympic Games through 2012. Starting in 2006, NBCU began offering viewers new channels across platforms and devices, including online video, mobile apps, and social media.

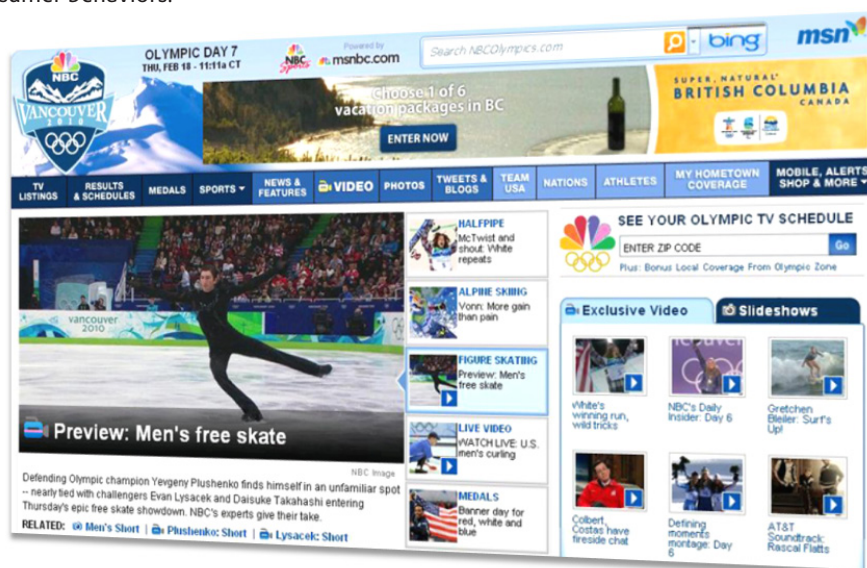
With the help of Adobe SiteCatalyst and Adobe Discover™, powered by Omniture, NBCU increased unique visitors approximately 250%, increased video streams fivefold, grew mobile page views by 95 times, and enhanced overall viewership.

As much of the company's revenue is generated through advertising agreements, it is essential that NBCU understand how viewers engage with new media channels to keep up with Olympic coverage. NBCU must also be aware of the impact of this engagement on the company's traditional telecasts in order to leverage premium advertising relationships and maximize ROI across all channels. The broadcaster, therefore, searched for an integrated solution that would enable it to analyze traffic and interactions across each platform, while also empowering marketers to maximize revenues and ad spend and identify additional opportunities.

## NBCU solution: Adobe Online Marketing Suite

NBCU deployed Adobe SiteCatalyst and Adobe Discover to measure and optimize user behaviors across online and mobile media channels. Using Adobe SiteCatalyst, the company identified where and how viewers access and engage with its Olympic content in real time on NBCU's Olympic website, mobile websites, iPhone apps, and social media platforms—all from a single user interface. With the advanced segmentation functionality in Adobe Discover, NBCU isolated high-value viewer segments to target and optimize.

The extensive segmentation and trending tools in the Adobe Online Marketing Suite enabled NBCU to measure referral traffic, content consumption, and points of exit. Summarized video consumption data was cross-referenced with telecast data collected by Arbitron and comScore to create a detailed, accurate overview of NBCU Olympic content consumer behaviors.



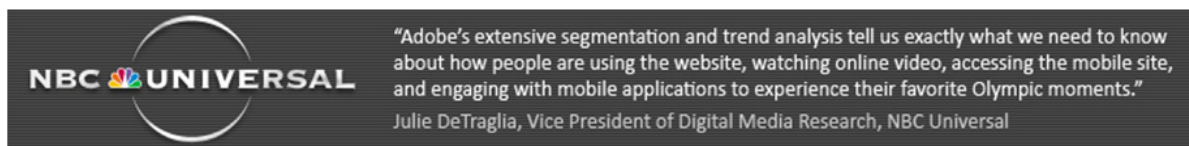
## NBCU success story

NBCU understands that providing users with satisfying experiences across all channels leads to higher engagement, consumption, and advertising exposure. Therefore, the broadcaster used Adobe SiteCatalyst and Adobe Discover to measure and optimize its online and mobile platforms. Through the Adobe Online Marketing Suite, NBCU proved that additional media channels beyond its traditional telecasts—including mobile and social media channels—enhance rather than cannibalize the consumption of its Olympic content. Moreover, Adobe SiteCatalyst and Adobe Discover also revealed a surge in user adoption of online and mobile platforms over a four-year period.

NBCU used the critical insights gathered with Adobe SiteCatalyst and Adobe Discover, together with the ability to easily integrate findings with data tracked by Arbitron and comScore, to provide a superior viewing experience to Olympic fans and maximize advertising revenue. Through online video, mobile, and social media channels, the network extended its viewer reach and frequency—key drivers for ad revenue.

Compared with the 2006 Winter Games, the 2010 Winter Games measured and optimized cross-platform channels and achieved the following results:

- Increased online page views by nearly 200%
- Saw 95 times more mobile page views
- Welcomed 250% more unique visitors
- Boosted video streaming by 500%
- Identified increasing adoption of new media platforms, with 32% of viewers using the Internet and television simultaneously
- Revealed that many online viewers use video on demand to reexperience their favorite Olympic moments



## Conclusion

The mobile market is maturing quickly. With mobile user satisfaction dependent on higher engagement levels, online marketers who invest in mobile optimization now—to reach, engage, and convert mobile users into valuable and loyal customers—will lead the pack. Measuring and optimizing mobile site and app engagement by device, as part of an overall integrated marketing strategy, empower marketers to make sound, analytics-based business decisions to increase ROI. The Adobe Online Marketing Suite offers real-time mobile marketing analytics to measure and optimize mobile campaigns so marketers can deliver more relevant and engaging mobile customer experiences; increase sales, conversion, and market share; and maximize web spend.

Key takeaways:

- The proliferation of mobile devices creates great opportunities for online marketing professionals, while it also presents special challenges.
- Collecting accurate and meaningful data is essential to providing and optimizing mobile experiences that engage users.
- Segmentation tools indicate which users and device types most frequently interact with your company.
- Visitor measurement shows how users interact with your mobile web pages, apps, and advertisements, allowing you to measure and target the right audience.
- Measuring mobile marketing impact as you target the most promising customers and prospects helps optimize your online marketing results.
- The Adobe Online Marketing Suite helps you deliver the relevant, engaging mobile experiences that your customers expect.

For more information

[www.omniture.com](http://www.omniture.com)



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