

Tapping into the Empowered Digital Consumer

VM Live Tech's Appeal
September 2015

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We are a Mobile/Digital Innovation Leader

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OFFICES
Global Reach

- OFFICES
- Wellesley, MA (HQ)
- Waltham, MA
- Providence, RI
- New York, NY
- Philadelphia, PA
- San Francisco, CA
- Atlanta, GA
- Gainesville, FL
- Dallas, TX
- San Jose, Costa Rica
- Amsterdam, The Netherlands
- Ahmedabad, India



500+
MOBSTERS



200+

F1000 COMPANIES

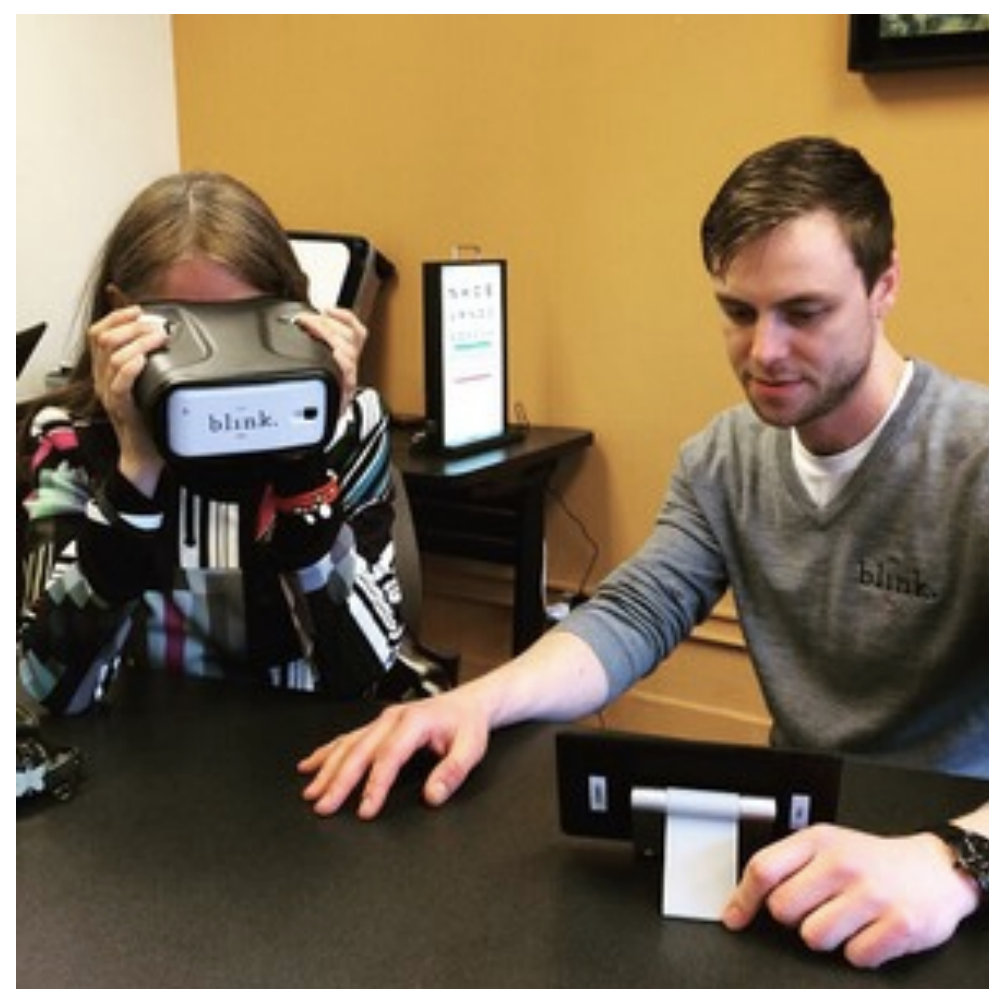
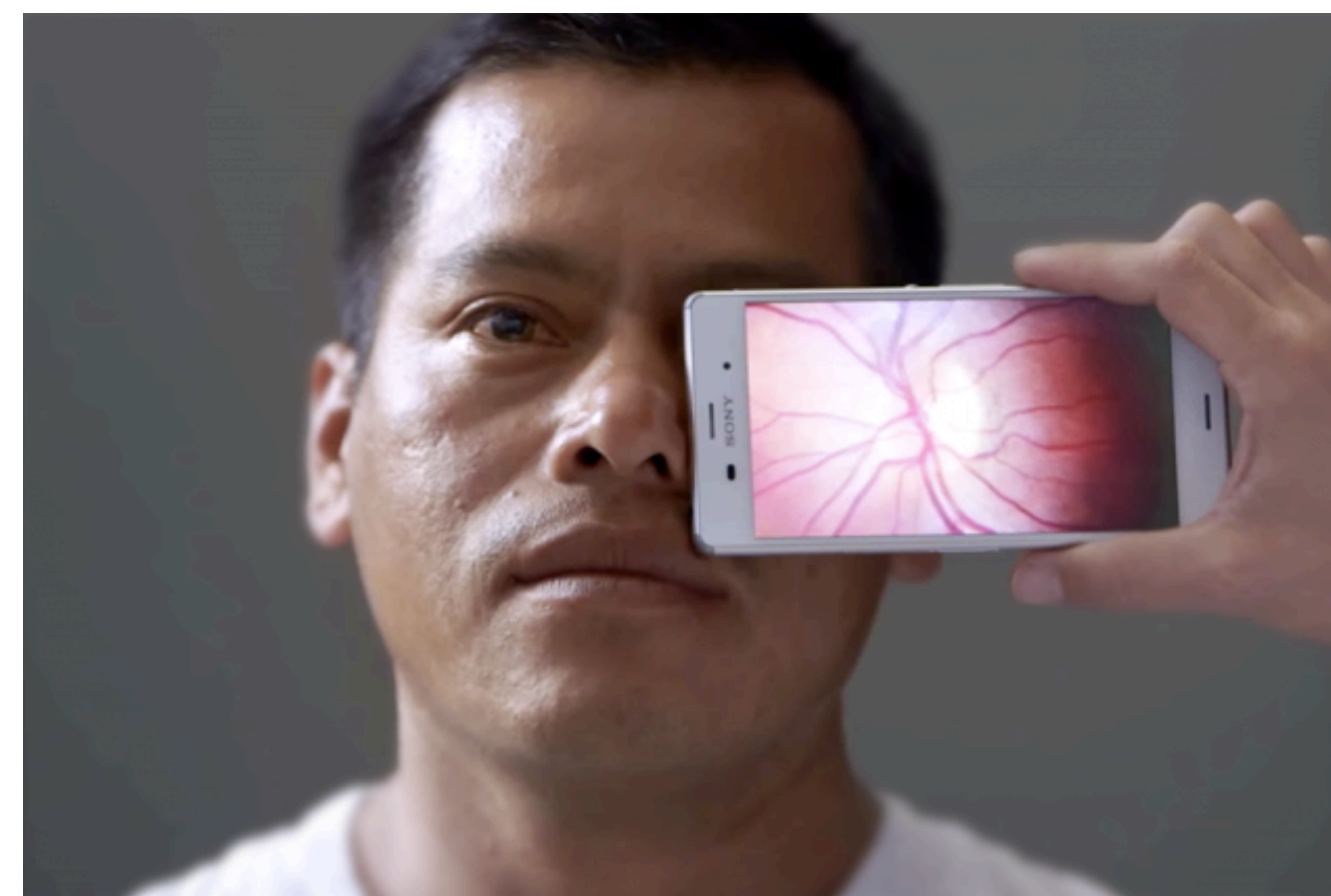
Imagining the Possibilities...



A Few Things Replaced by Smartphones and Tablets....

- Books
- Magazines
- Newspapers
- Digital Cameras
- Pocket Translators
- Bar Code Scanners
- Bank ATMs/Check Deposits
- GPS device
- Maps
- Notebooks/Diaries
- Voice Recorder
- Grocery Lists
- Remote Control
- Home Security Monitor
- Pointer/Clicker
- Access Point
- Game Controller
- Tour Guide
- Compass
- Breathalyzer
- Portable Gaming Console
- iPod
- Radio/Streamed Music
- Set-top Box
- Receipt Reader
- Business Card
- Credit/Debit Cards
- Loyalty Cards
- Drivers License
- Laptop
- Flashlight
- Stethoscope
- Pedometer
- Taxi Stand
- Tape Measure
- Microscope
- ECG
- Blood Pressure Cuff
- Barometer
- Spectrometer

Disrupting Eye Exams



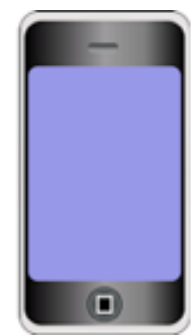
Empowered End-users



Digital is Disrupting Retail

Drivers of market change

Observations & Implications



Mobile phones

- Influencing 2X more purchases than all e-commerce
- Millennials: 87% have phone on and with them 24x7
- “Vertical viewing” in US on the rise; TV declining



IoT and Connected Stores

- By 2020, 50 Billion devices connected to the Internet
- Smart appliances monitor quality and direct workflow
- New opportunities to enhance customer experience



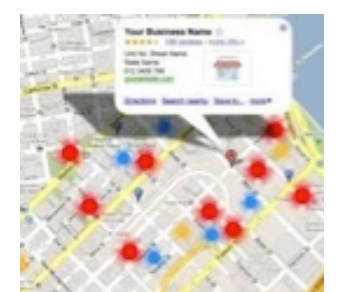
Social Platforms

- Messaging apps = 6 of Top 10 most used apps
- More ads + buy buttons: Commerce is shifting here
- Sharing economy enabling new business models



Local/Contextual/Personal

- Geo/Context+Predictive analytics = precision targeting
- Ability to deliver rewards/loyalty tied to user context



Social + Mobile + Cloud Enabling Collective Behavior

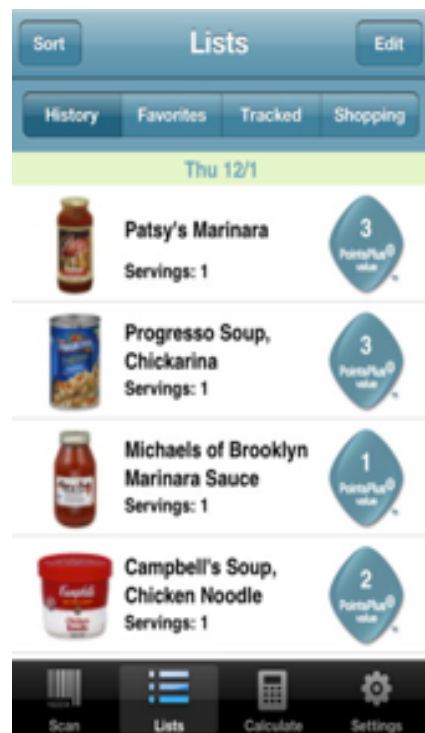
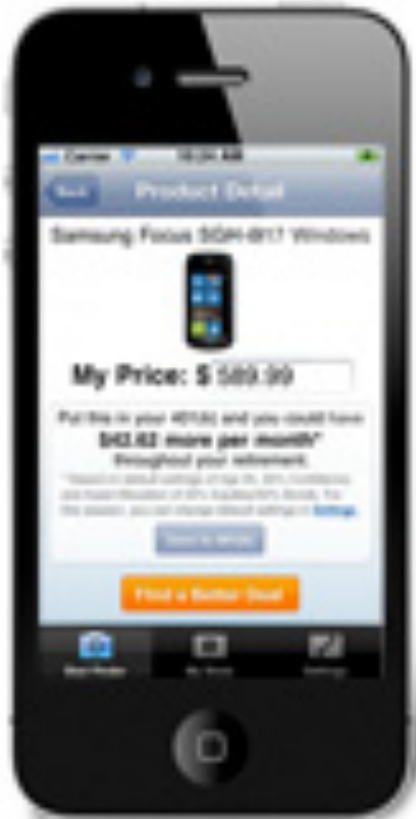


Revolutions

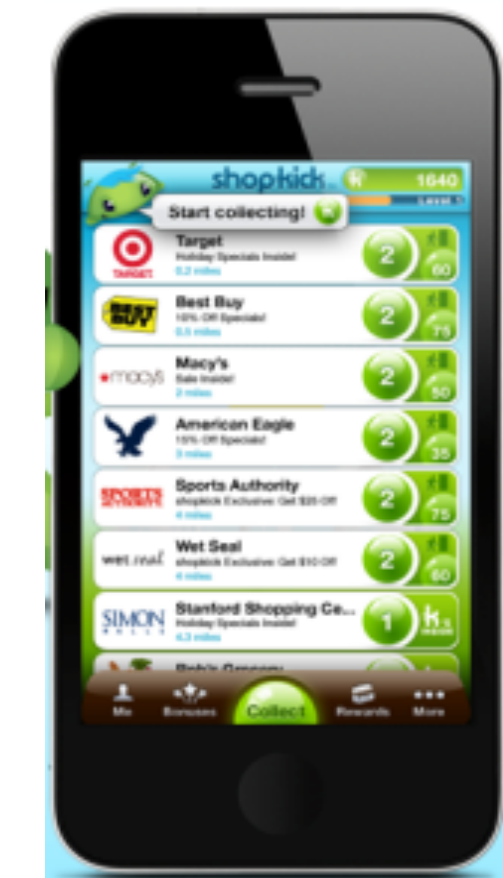
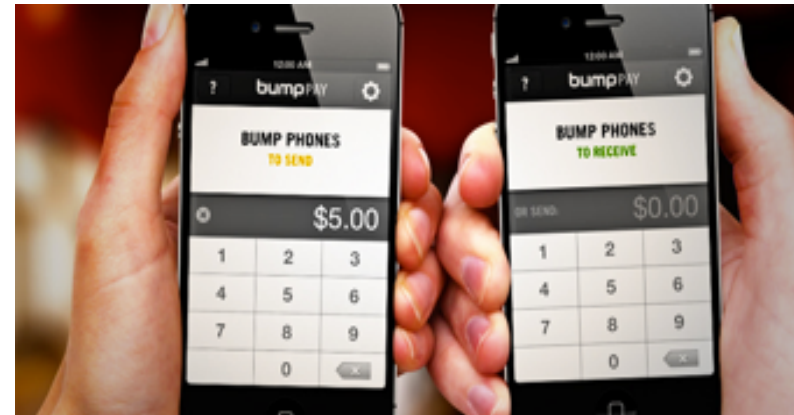
“A revolution doesn’t happen when society adopts new tools. It happens when society adopts new behaviors.”

– Clay Shirky, Author and Professor at NYU

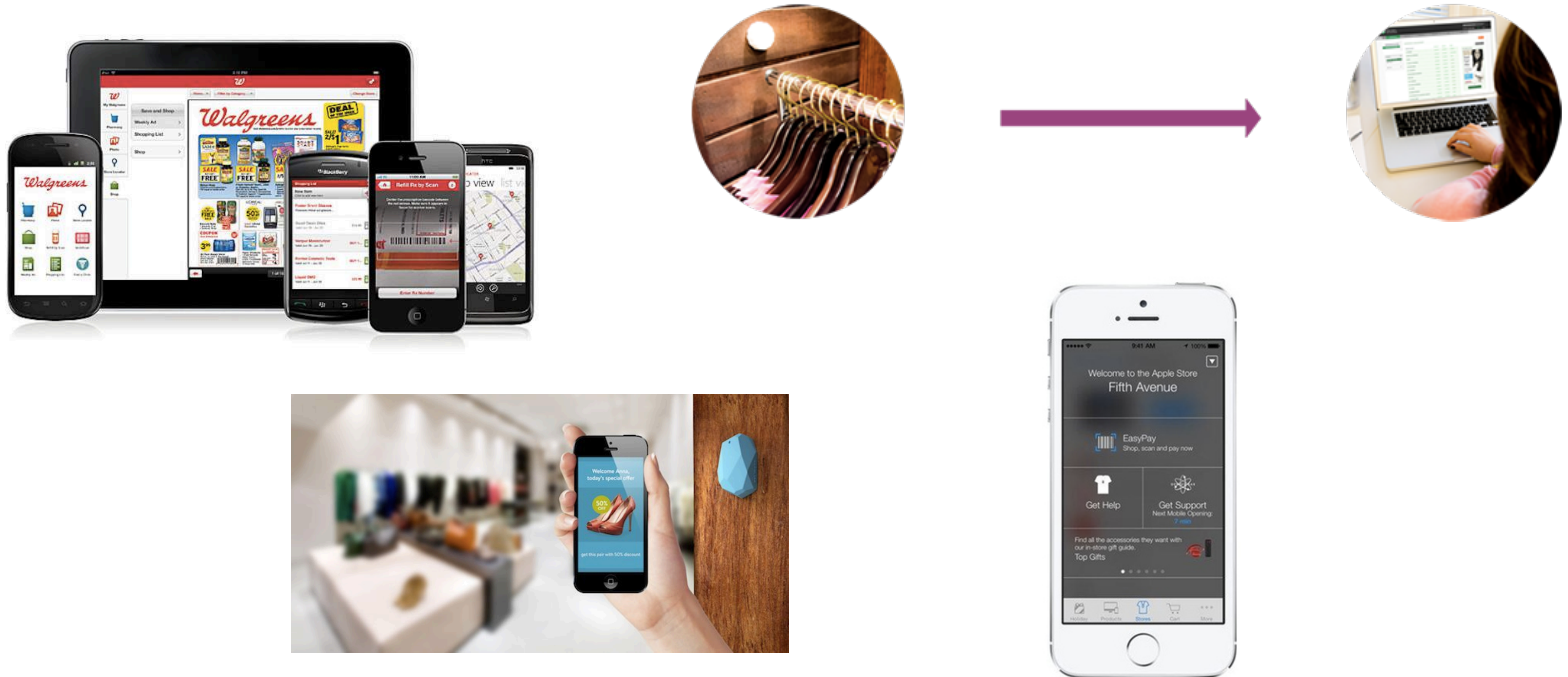
Mobile as a Behavior Change Agent



Payments + Loyalty + Rewards Anywhere



Beacons Provide Pre-emptive Interactions



Expanding Our Definition of Context

Time
Early Morning
Morning
Midday
Afternoon
Evening
Night

Location
@Home
@Car
@Work
@Store
@Restaurant
@Beach

User
Identity
Demographics
Mood
Goal
Experience
Cognitive Ability
State of Mind
Loyalty

Physical
Precipitation
Temperature
Humidity
Light
Landscape

Social
Alone
Special Someone
Friends
Kids
Colleagues

Device
Mobile
Game Console
TV Set
Tablet
Smartband/Wearable

Historical
Purchases
Products
Engagement
Favorite Location

Interaction
Channel
<ul style="list-style-type: none">• Web• Mobile
Type of Media
<ul style="list-style-type: none">• Video• Text

Ref: Mobiquity and Wireless Innovation Council Research, 2014

Example: Adapting to Context

User: ME, LOYALTY & EXPERIENCE

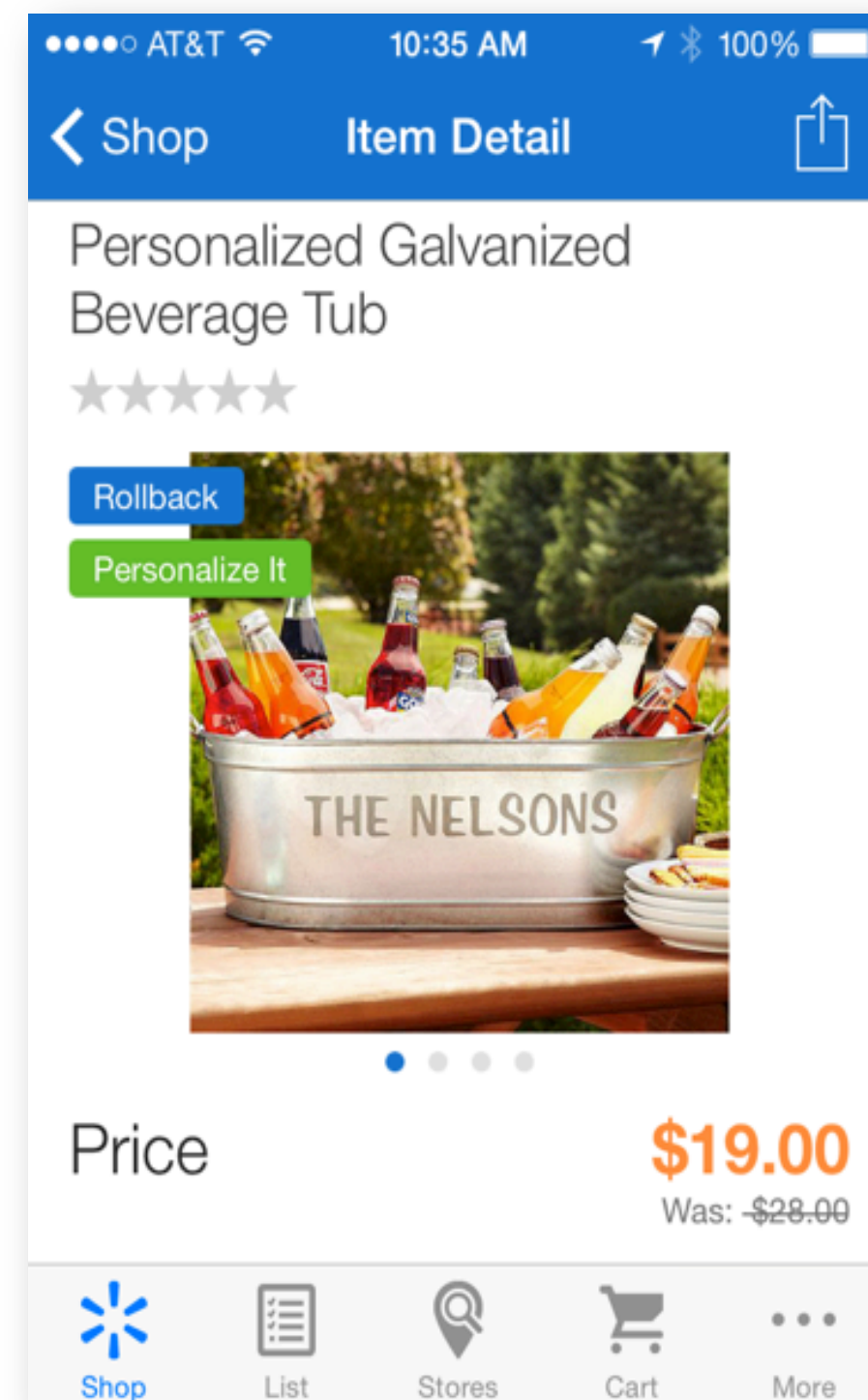
Time: SUMMER



User: ME, LOYALTY & EXPERIENCE

Historical: SHOPPING LIST & STORE

Activity: SHOPPING



User: ME

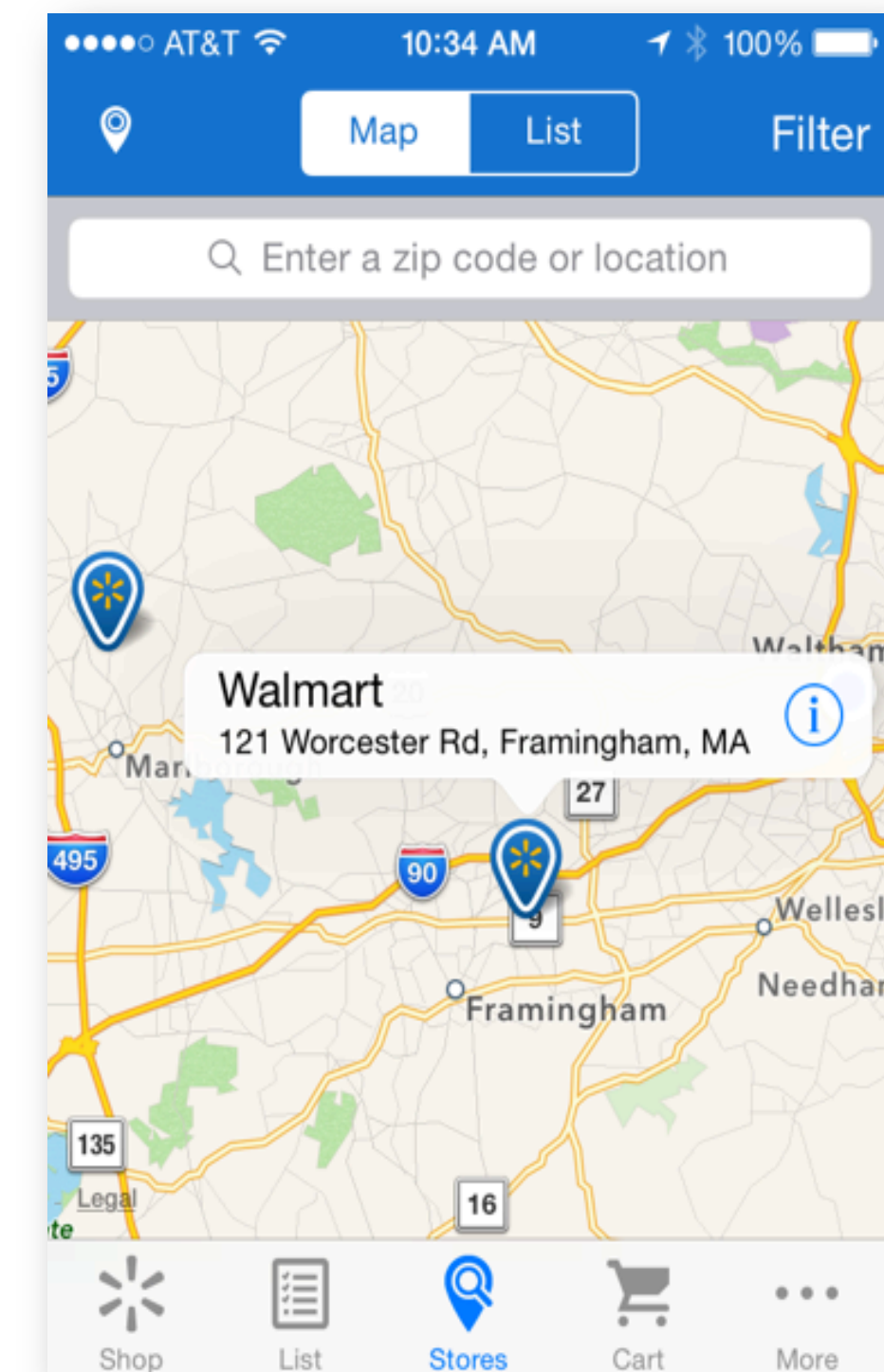
Historical: TRAFFIC PATTERNS

Time: NOW

Location: HERE & STORE

Activity: DRIVING

Interaction: MOBILE



Wearables Enrich Context and Interactions



Trackers & Smartwatches

- Display incoming calls, e-mails, text messages, calendar alerts, weather alerts, alarms and social network notifications
- 3rd party apps extend functionality



Eyewear

- AR and VR plus connectivity integrated into eye gear



Embedded

- Integrated into clothing or attached to skin to be more natural/invisible



Making Technology Invisible

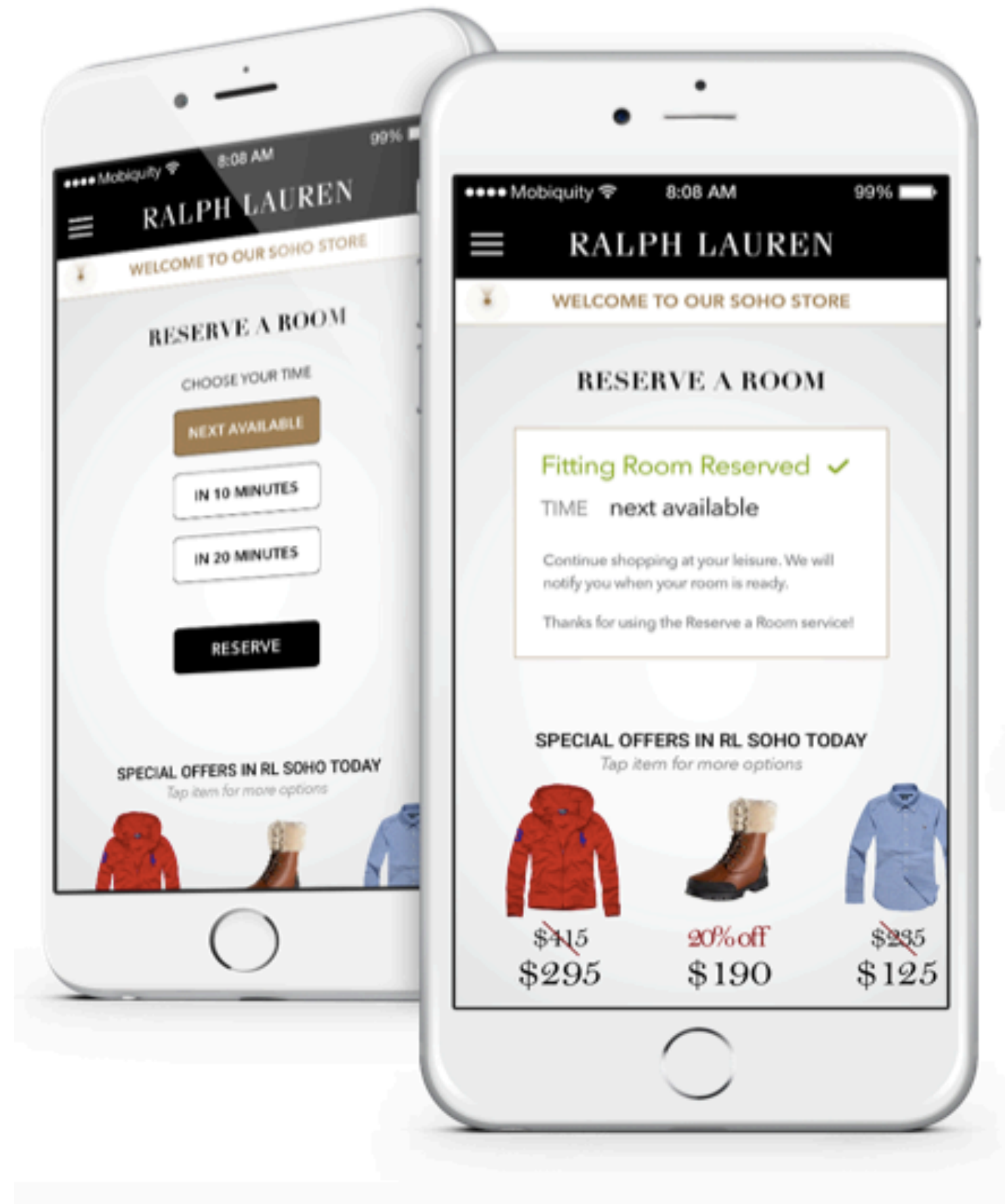
"I think the best technologies disappear. They fade into the background, and they're relevant when you want to use them, and they get out of the way when you don't."

- Jack Dorsey

Don't be a Glass-hole...



Rethinking In-Store Engagement



Reserve a room



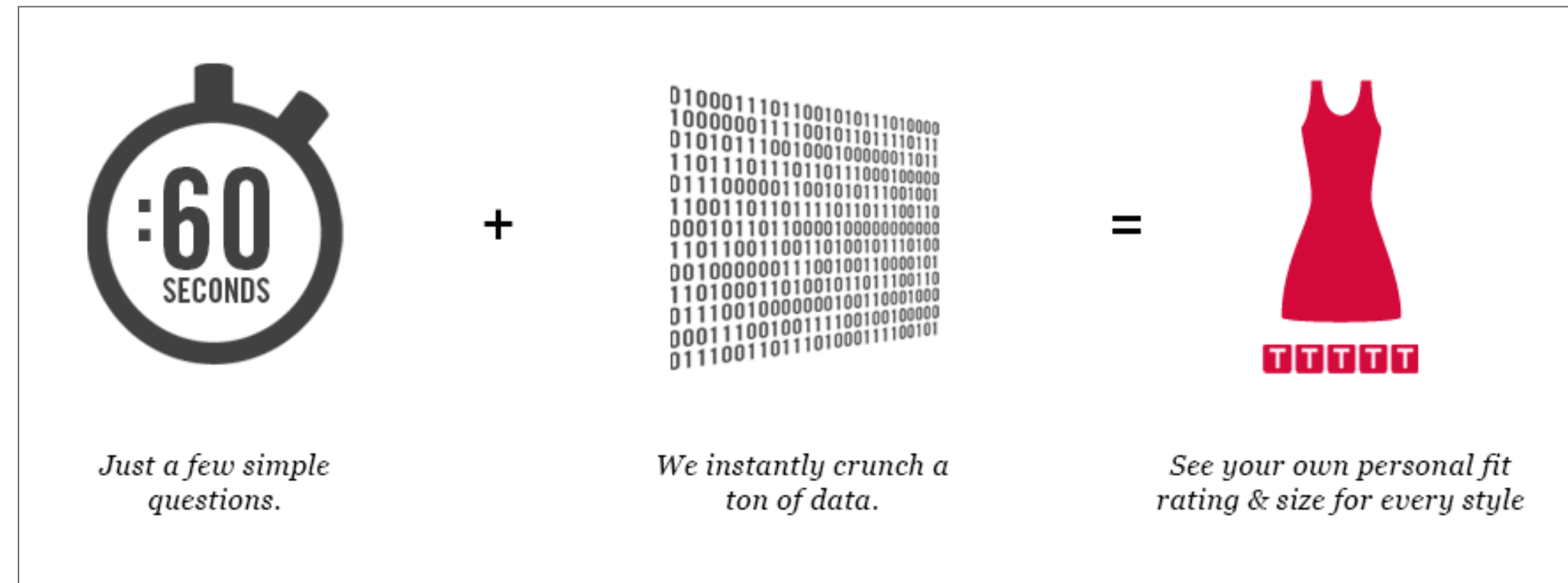
Associate notification



Smart glass

Personalization = Big Data

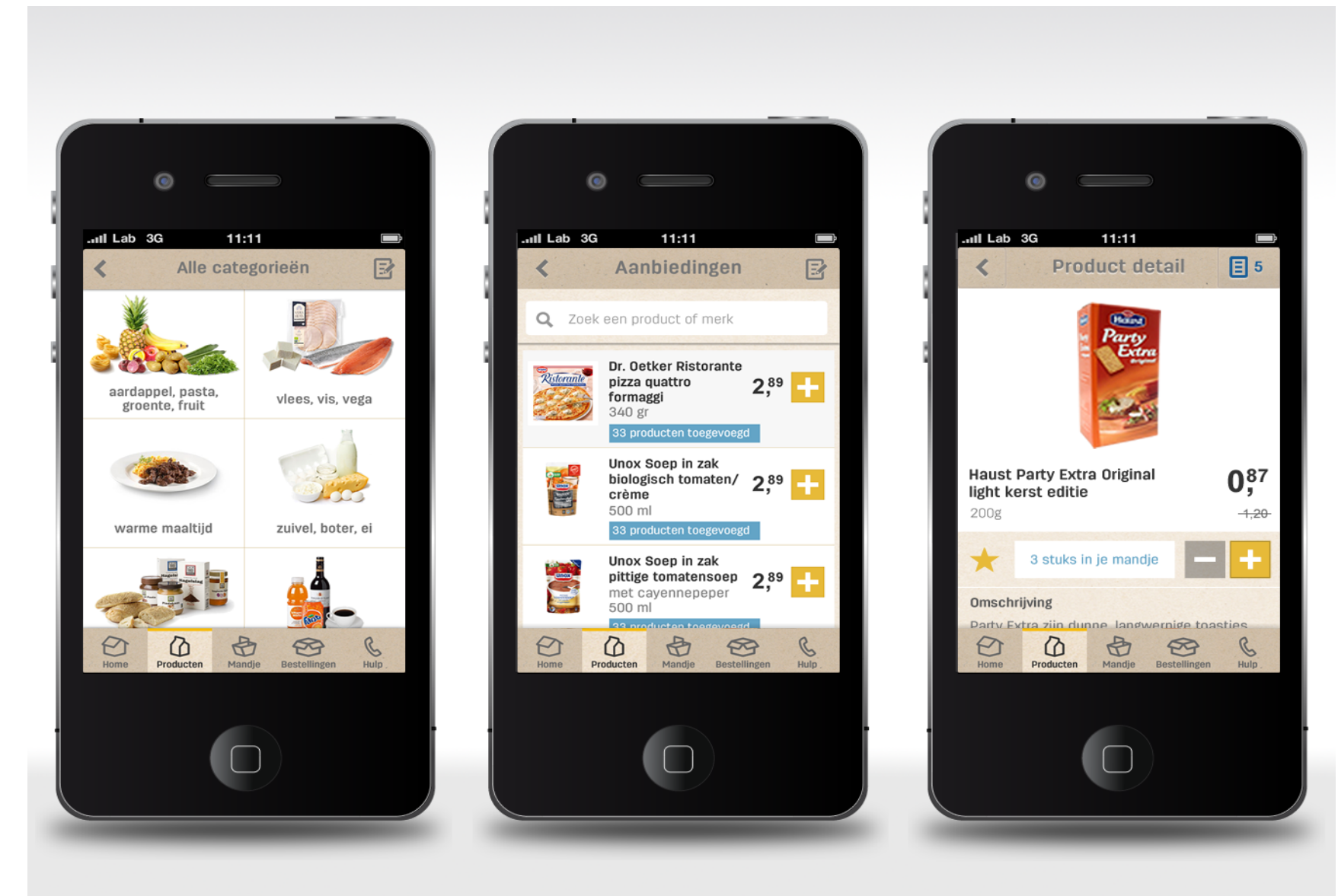
- ▶ Start-up based in Woburn, MA
- ▶ 20 retailers (including Macy's, Nordstrom, Guess, and Gilt) have TrueFit on their site
- ▶ Gathers billions of points of data on dimensions, colors, and fabrics from more than 1000 brands
- ▶ Recommends items to consumers based machine learning and a quick user-entered profile
- ▶ Decrease return rates (expensive to retailers), boosts online shopping



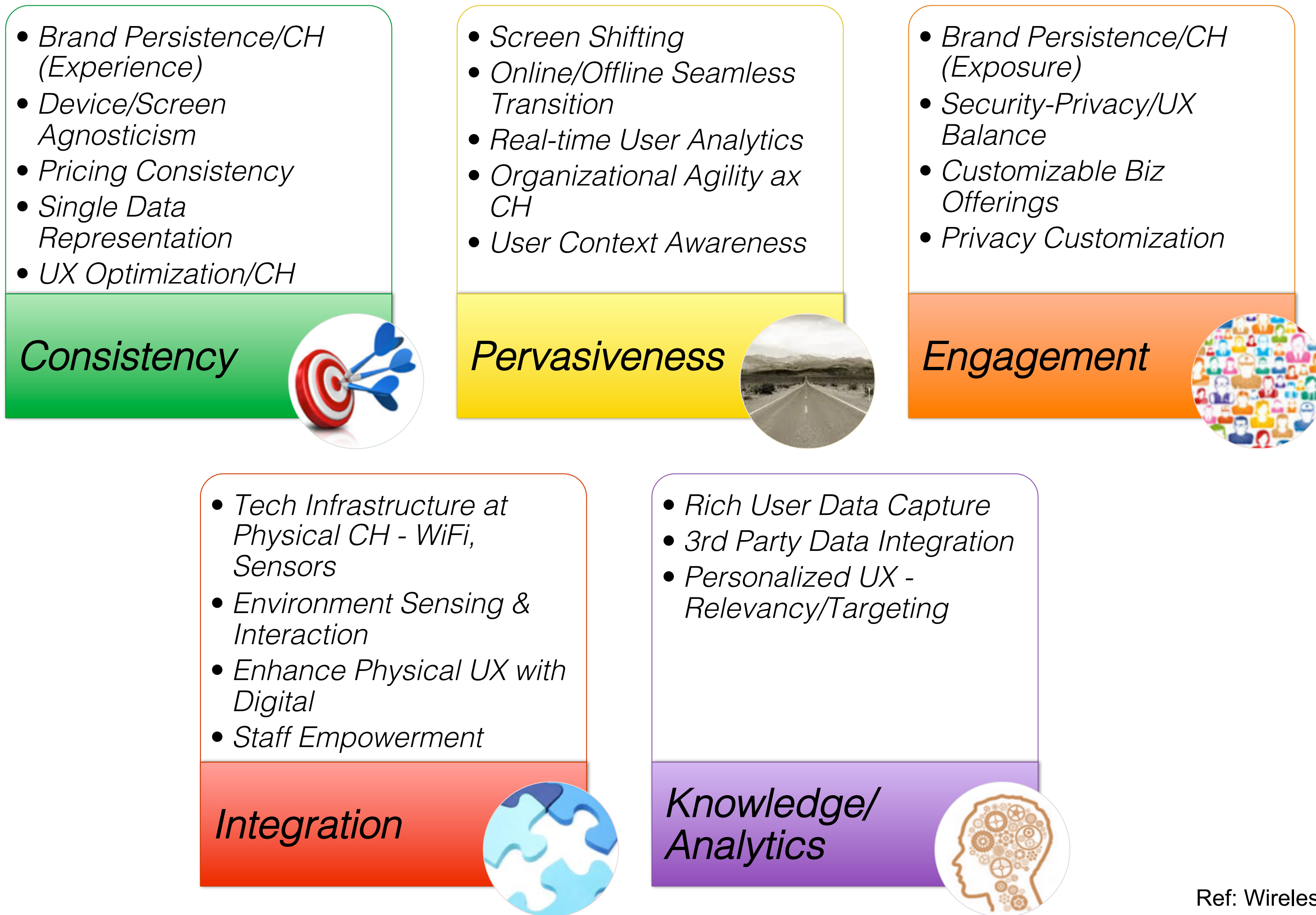
86 % of purchases facilitated by True Fit came from shoppers with no previous sales history with the retailer

True Fit users are **58%** more likely to buy a brand they have never purchased before

Rethinking Bricks and Mortar



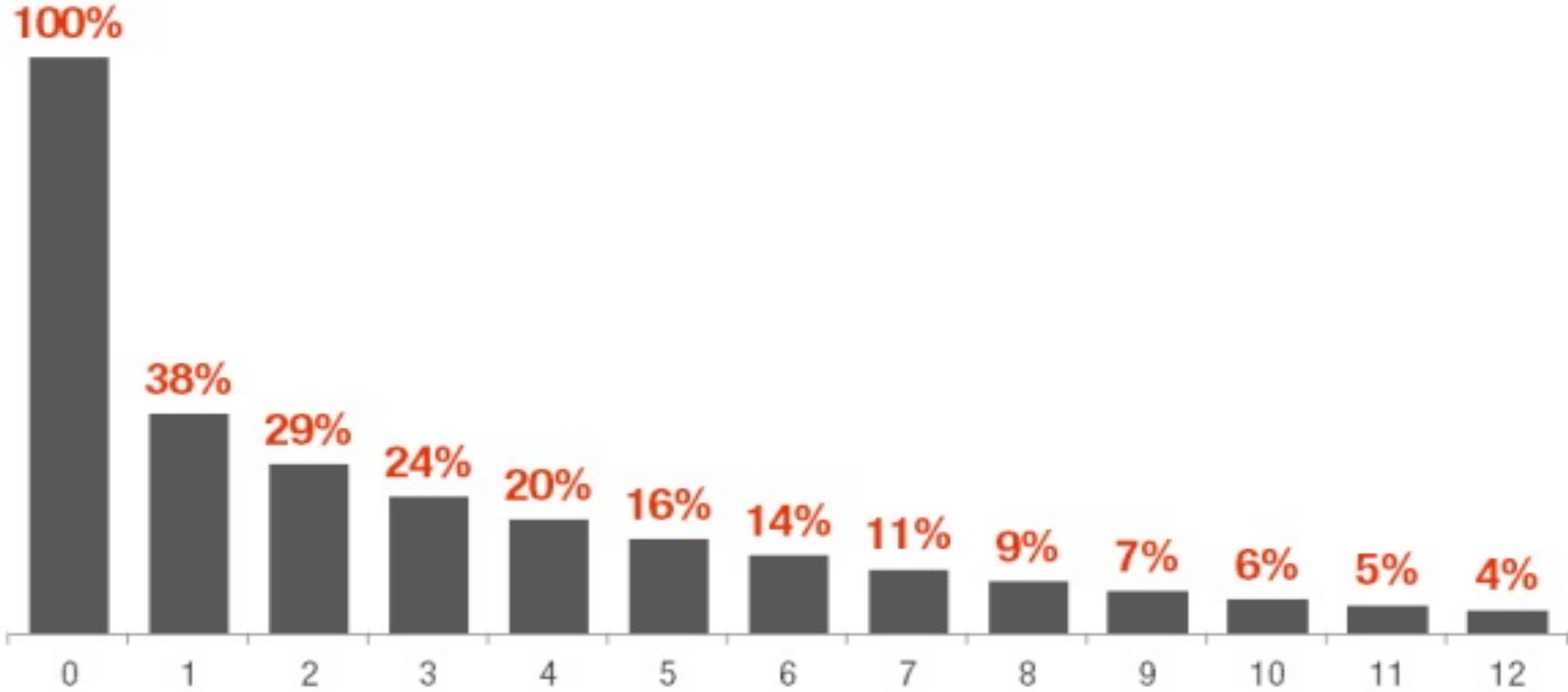
A Model for Integrating Customer Experiences



Ref: Wireless Innovation Council/Mobiquity Research

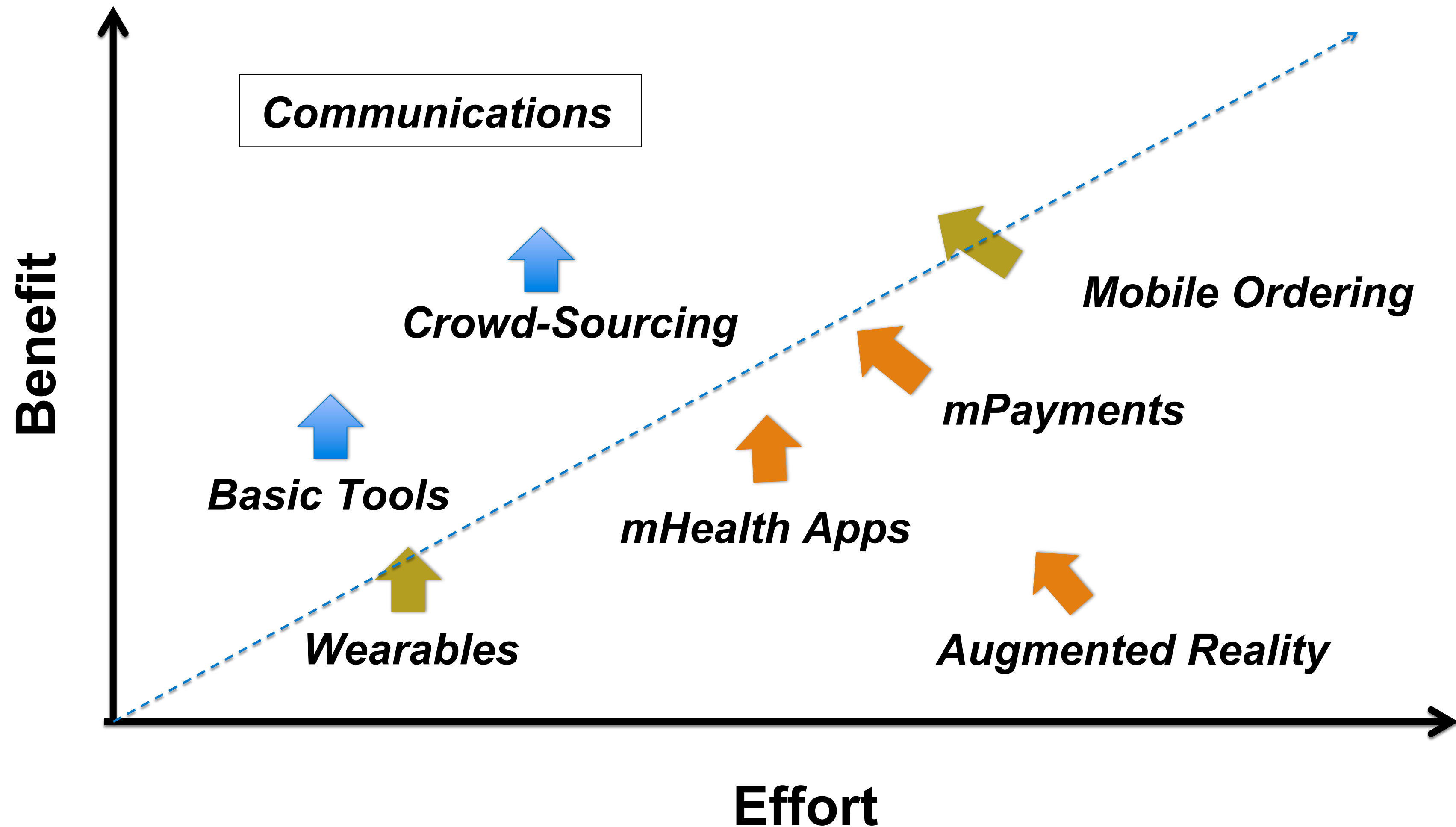
Challenge: Creating Apps that Stick

iOS & Android App User Retention, Months Since Acquisition (%)



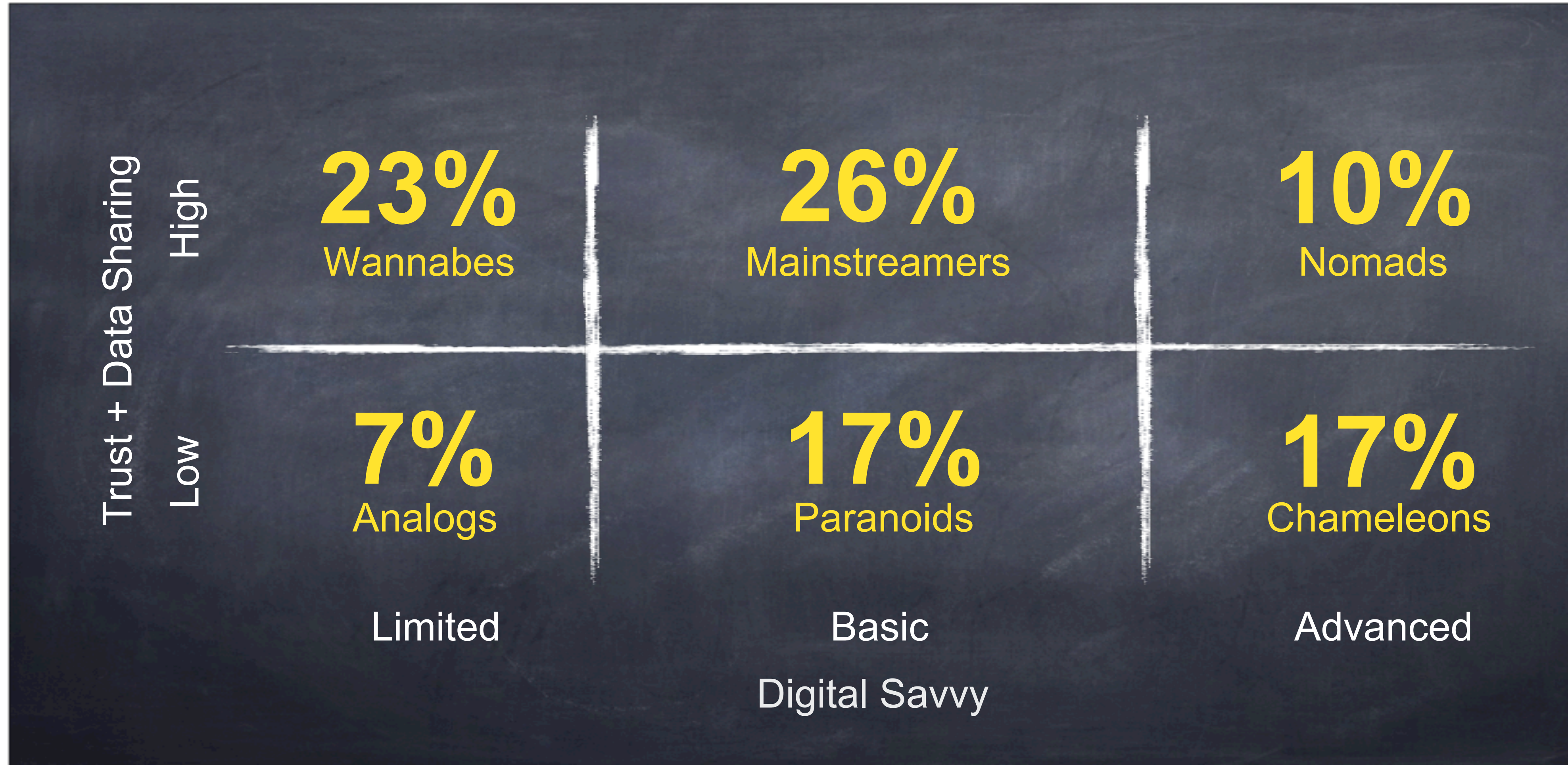
Source: Flurry Analytics & Estimates

The User View: Effort versus Benefit



Most Apps Fail to Deliver Benefit > Effort for the User

Bring Your Own Persona (BYOP)



Ref: Wireless Innovation Council/Mobiquity Research

Fitting into the New Health Consumer Journey



Takeaways

- Now is the time to rethink your business through the lens of empowered end-users. Otherwise, they will just go around you
- In order to engage users and create successful solutions, you need to deliver benefit > effort for the end-user
- One-size-fits all solutions will not work. Create solutions that adapt and deliver impact for different personas
- Design-in data/analytics up-front to understand user context and drive more personalized experiences across channels
- Engage end-users in your delivery model – so your products and services tap into the power of Every Day MacGuyvers

Q&A



Thank You

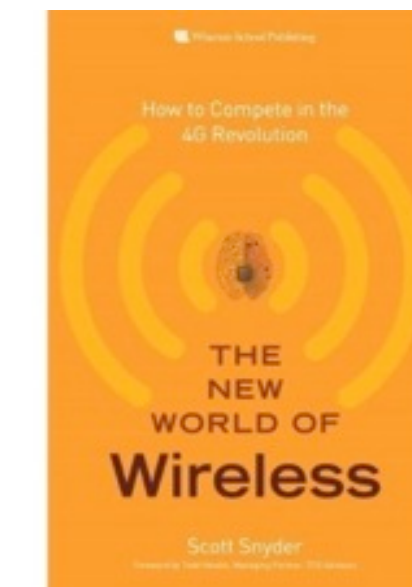


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