



**Mobile Access**

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## **Mobile Access**

Sitting down by your computer to catch a breath, check your email, text a friend, check the weather, or see how your favorite sports team fared the night before is definitely not disappearing, but that time you spend is decreasing, and the way you consistently access the world wide web is ever changing. Mobile access, devices, and applications are letting consumers spend their time more efficiently and productively while being on the move to satisfy their customers, business needs, family needs, and sometimes control their daily schedules and routines. This is today's practice that makes communication and data more accessible and up-to-date. This evolution of mobile devices has created a challenge for marketers in not only creating marketing strategies to reach out to the user, but how to effectively gain their trust and interest in mobile ads. Measuring the success of mobile marketing and obtaining data to be utilized by marketers is still under skepticism. The amount of money that should be spent in order to obtain data analysis of the mobile industry continues to be a factor. Within the past year these challenges or obstacles are being worked through due to the use of mobile technology in the business and home arenas.

## **Challenges with Mobile Marketing**

Having businesses understand that marketing to the mobile world is just as important and touching the consumer base with online marketing is an issue. According to Forrester, a research company, in Q3 2010, only 8% of CMOs (chief marketing officers) were responsible for driving their company's approach to mobile (Kemp, 2010). For marketers this data doesn't make sense because there are so many more phones and tablets that are being used on the Internet than personal computers. Within in a year or so there has been a significant change in how marketers are looking at mobile exposure as a necessity for business.

More than one-third (34%) of interactive marketers are currently implementing or are planning to implement a mobile program (Parrish, 2011). This is a huge step, not only for the businesses, but for the consumers to be able to receive information and utilize sites while on the go.

Gathering data for marketing analysis has been an issue and still is in the forefront of concerns for not only businesses but for the marketers performing the collection of the data. Mobile measurement belongs alongside other online marketing channels when evaluating performance, return on investment and, ultimately, investment allocation (Coremetrics, 2011). A key challenge for marketers to hit the right people is the compatibility factor with so many different types, sizes, and operating systems pertaining to mobile devices. A person who wants to access a site might not be able to retrieve it due to the operating system of the device, or because of the browser they are using or even the size of the screen can cause issues. Mobile Return on Investment (mROI) is another challenge for marketers within the consumer based industry. Most organizations create a separation between mobile and online marketing. In order to collect true data concerning marketing, online and mobile should be combined in order to collect the most optimal analysis of data. Mobile marketing data analysis should not vary much from the same key performance indicators and analytics used to track performance of online marketing efforts (Coremetrics, 2011). Marketing in the online world with today's technology is two-fold; marketers need to account for the online pc-users while at the same time accounting for the mobile users. Depending on the mobile user's ambitions with their mobile device, which used to be just texting and verbal communication along with some gaming, innovations in technology and the consistent access to the web have created many more opportunities for marketers to reach their consumers. Within a year's time of doing research on online business marketing and marketing companies there has been a significant increase in the amount of time

and effort that is going into collecting data and using analytics for the online marketing world. With the increase in mobile devices and activity, these numbers should keep on rising.

### **Marketing Success/Low & Adaption**

In today's technologically improved, advanced, and ever changing world, businesses cannot afford to take the back seat and wait on making improvements to reach out to consumers. The use of mobile devices and the access that they bring to users seems to only improve dramatically daily. In order for marketers to gain access and trust with mobile users, companies need to be willing to take on that venture. Mozes, a company from Palo Alto, California, is making that thrust forward for mobile marketing geared towards the mobile users. Mozes, the leader in mobile engagement, has reached over 12 million unique U.S. mobile subscribers in its network and has encountered 175,000 mobile campaigns, for brands such as Ford, the Country Music Association, and the Rock the Vote (Marketwire, 2011). It is possible for marketers to reach customers and build those mobile relationships that will give them the data they need to strengthen their marketing needs, Mozes is an example of this. Marketers need to be careful of utilizing apps as a resource to collect data analysis. Not all apps match or are usable on all devices. Using a browser on a mobile device is the current mindset for most mobile users. As marketers and industry realize the glaring mindshare gap between apps and traditional tactics, a rhetoric change will occur with a greater focus on how to optimize existing search and display resources for mobile (Parrish, 2011).

Every individual in the world does not have access or the means to even own a mobile device, let alone a computer that connects to high-speed Internet. Marketers need to realize this and make their attempts to the consumers who have that access and are trying to reach their brand or product while being mobile. According to Yap at ZDNet, mobile communication brings a strong

link between increased telecommunications penetration and faster economic and social development for not only companies and organizations, but improved living conditions in developing countries (Yap, 2011).

### **The Future of Mobile Marketing**

Mobile devices, the Internet, and marketing to those users are here to stay. Things are only going to get better, faster, and smaller when it comes to mobility and being connected to the world. The future of mobile marketing and access should not focus solely on the use of downloadable apps or the version of the mobile operating system as a resource to connect to consumers. Most users that download apps end up getting rid of them after a short while or don't use them at all. There are some apps that marketers could zero in on that users like to use daily, which are; weather, travel, sports, and news. Again, utilizing marketing through the use of mobile browsers is the key to connect with consumers and to collect data that will provide data analysis to identify the needs and areas for marketers to target their consumers. Marketers need to be careful on how they utilize and track consumers just as they do with online consumers. No customer wants to be pushed or urged to do or try something. Opt-in services and applications that have clear and agreeable privacy policies will find the most traction, while marketing that is pushy or insensitive to consumer concerns over location sharing will stall adoption of location-based marketing (Parrish, 2011). It's not all about gaining consumers in the means of numbers, it's about gaining consumers that want to utilize sites to obtain information or products that they want and can use. These are the consumers marketers want to collect that reliable and factual data for analyzing and to assist in making the marketing decisions that will boost the company into the mobile world.

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