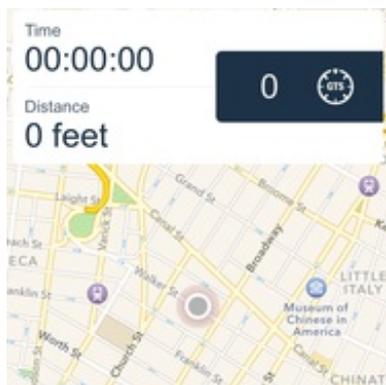


MOBILE

Mobile is not just about shrinking content

June 26, 2014



Porsche GTS Routes app

By JOE MCCARTHY

NEW YORK - Consumers spend three to four times as long on mobile applications than on mobile sites, and mobile traffic now equals Web traffic, according to an Adobe director June 25 at Forrester's Forum for Customer Experience Professionals East: "Why Good Is Not Good Enough."

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As mobile continues to reshape the way business is conducted, brands will have to respond to the proliferation of devices, build real-time content around real-time data and acknowledge the breakdown of channel boundaries. Indeed, as brands integrate emerging digital trends more effectively, the customer experience will improve.

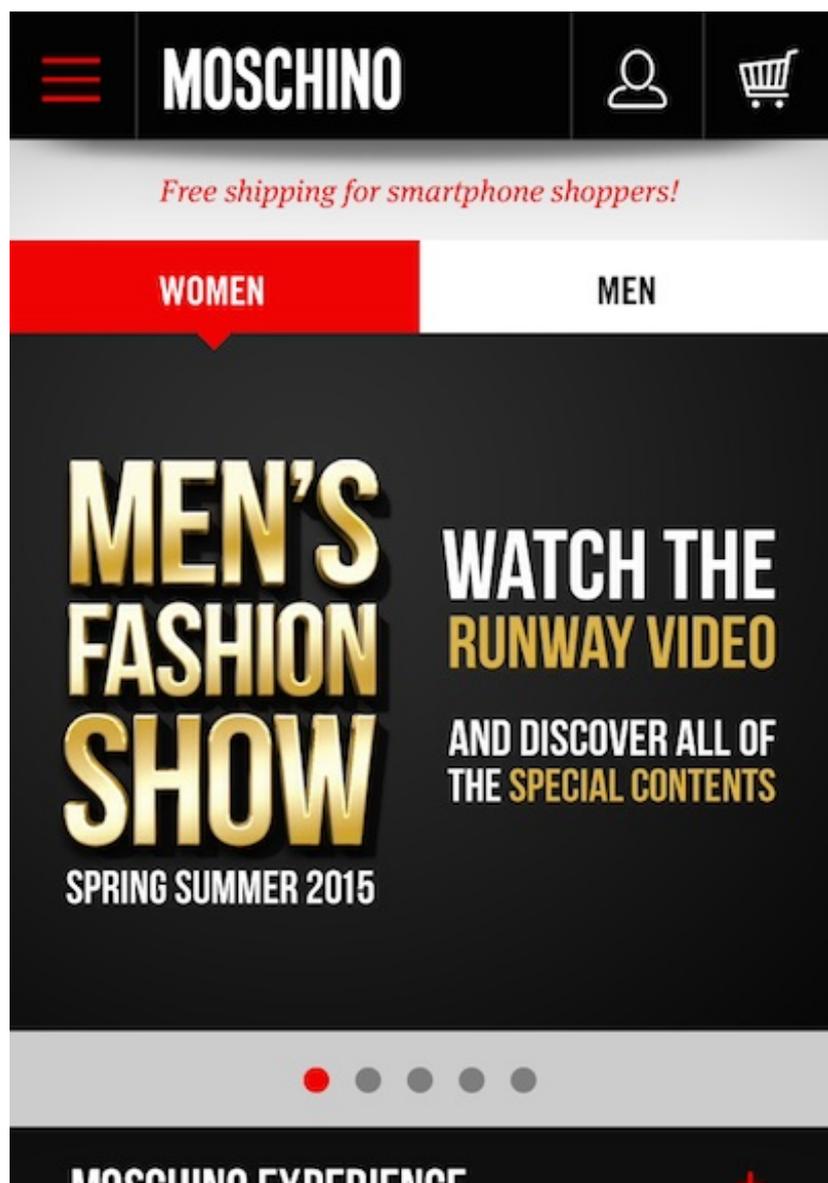
"It's not just having big data, it's being able to marry that data with content," said Loni Stark, director of product and industry marketing at [Adobe](#), San Francisco.

Trendspotters

The average consumer is active on multiple connected devices, meaning that mobile activity permeates the majority of her day.

Consequently, brands have to stop devising separate strategies for separate channels.

Moment-to-moment channel-crossing is so prevalent that consumers may feel disoriented and avoid a brand if there is a disconnect somewhere along the consumer journey.



Moschino's new Mobile Web site

This notion of connectivity leads to Ms. Stark's second digital trend. The lines between channels will become irrelevant. Consumers will no longer draw semantic distinctions between channels, and instead will fold every brand interaction into the brand experience.

As bricks-and-mortar stores amplify in-store connectivity, previously digital-only retailers are moving in-store.

For instance, Rent the Runway jumped from its online-only foundation with a showroom in Henri Bendel's New York flagship store that provides consumers with a guided and efficient way to find the right outfit.



Rent the Runway showroom

The 1,400-square foot, second-floor showroom features a rotating collection of the retailer's 175 designer brands and lets consumers work directly with Rent the Runway Go-To Girl personal stylists. Beyond enhancing efficiency, the showroom gives the brand greater control over its image since in-store experiences are generally more encapsulating than digital ([see story](#)).

Finally, Ms. Stark said that the influx of real-time data should lead to real-time content. Brands should leverage the information they receive from consumers to craft relevant, responsive content.

Twitter's mobile advertising strategy recently pulled ahead in the race with Google and Facebook through a mixture of real-time content video tied to TV viewing and ads targeting TV viewers who have seen an ad.

Mobile users are increasingly watching TV with a smartphone or tablet nearby so they can engage further with content, including commenting about it on social media sites such as Twitter. By providing marketers with new ways to leverage mobile to tie into TV content and ads, Twitter is taking an important step toward attracting major brands with big advertising budgets to its platform ([see story](#)).

Fast learners

Some luxury brands are adapting to these digital trends faster than others.

French department store chain Printemps is helping consumers find exactly what they are looking for in-store with a new mobile application.

The app uses geolocation to let users pinpoint brands, services and their friends inside the chain's Paris Haussmann flagship. Since consumers are very likely to be on their mobile device while in-store, it makes sense for a retailer to aid their shopping experience with an app ([see story](#)).

There are risks posed by resisting digital that go beyond simply seeming outdated.

"[Amazon is] trying to remove and make irrelevant those in-person storefronts," Ms. Stark

said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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