

MOBILE

## For marketers, leveraging 3D Touch is not about when, but how

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By **Brielle Jaekel**

Marketers need to tap into Apple's 3D Touch now while it is still new, as the feature will eventually become a staple for consumers and the possibilities to connect and increase revenue are extensive.

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Along with the release of the iPhone 6S came Apple's 3D Touch, a new touch screen in which the device has the ability to detect pressure, allowing users to 'peek' or 'pop' into content. The tech is expected to soon be widely accepted, with marketers late to the game likely missing out on opportunities for added press and acknowledgement from Apple.

"Once 3D Touch is adopted across most applications, it will become an expected feature for consumers," said Scott Michaels, vice president of client engagement at [ArcTouch App Development Studio](#). "So for marketers, the discussion is not about when to support the feature, but it is about how to best take advantage of it so that it helps meet their marketing goals.

"If you work quickly, and have this feature enabled before a crush of other new apps include it, then the opportunities for earned media increase as influencers look for anecdotes about real-world adoption to support their stories," he said "If you are an early adopter, you are also more likely to get a nod from Apple in the App Store under a roundup such as Great Apps that use 3D Touch.

"It is an easy feature to add to an application. If you do not support 3D Touch, you are missing an opportunity and leaving money on the table."

### Touch screen evolution

The evolution of the touch screen is likely to become significantly widespread as we move farther away from the first launch of the new iPhone and more consumers are equipped with 3D Touch. Marketers taking advantage now will have an opportunity to stand and fine-tune the feature before it becomes vital.

Jumping in right now means the marketers' applications will attract attention, and those excessively late will stand out in negative way.

□

There are numerous ways to incorporate the 3D Touch feature into an app such as digital mass merchant retailer Jet using it to allow users to seamlessly search for a product without having to go through many steps. Apple's technology can determine what a user would like to do through the pressure they put on the screen, and Jet's feature allows users immediate access to the search bar through a light touch on the app icon.

### **Marketing goals**

The feature opens the door to complete numerous marketing goals. Retailers can use it to drive sales while publishers can increase engagement.

For instance, readers of publication will likely to be able to peek at stories of interest with a light touch before committing to opening the entire article. Retailers can incorporate methods to simply repeat orders or purchase items listed within a saved or favorites list.□

"The point being for marketers is that in just the way push notifications became a new entry point into the starting flow for a purchase, this is exactly the same thing," Mr. Michaels said. "The friction to the action is exceedingly low, especially as users become more accustomed to using the feature over time.

"With just the briefest of interaction, a peek or a pop, a purchase can at least be started, if not completed in that one action," he said.

### **Final Take**

*Brielle Jaekel is editorial assistant at Mobile Marketer*

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