

MARKETING

## Just because you can does not mean you should on mobile: Almighty exec

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*Nordstrom's mobile app*

By BRIELLE JAEKEL

NEW YORK An Almighty executive at the Mobile Marketing Association's SM2 Innovation Summit 2016 elucidated that mobile needs to be thought of as the first device and not a separate media channel.

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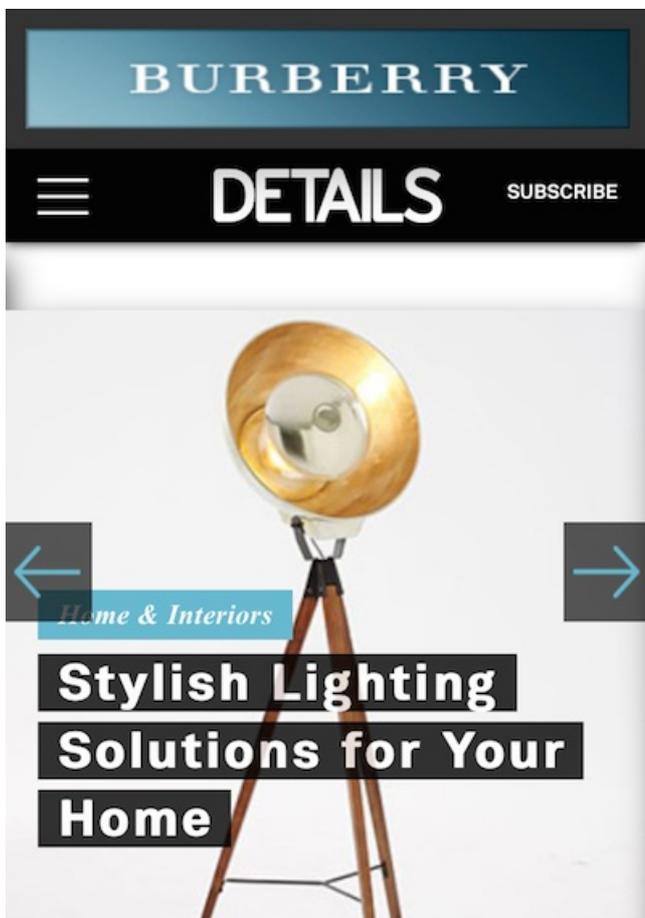
During the Sept. 27 session "Ubiquity," the executive touched on how it is detrimental for brands to think of the untethered device as a separate media channel, saying that they should instead view it as the first touch point for all channels. Consumers are using their devices for a wide range of experiences such as streaming television programming, shopping and talking with friends, but marketers are putting mobile ad spend in a box, when instead, they should be focusing on native experiences.

"I particularly think with mobile, native becomes really important to be sure that you can deliver against that experience," said Rob Griffin, chief innovation officer at Almighty. "So there is a relevancy there between the advertising message and the content on the Web site.

"There is a better way," he said.

### Mobile first

Consumers are now streaming a substantial amount of entertainment content on mobile devices. When advertising on these streaming platforms, do marketers consider these television or mobile ads?



*A Burberry mobile ad unit*

The most effective solution is to provide a native experience that balances the hardware of a mobile device, but mirrors the television viewing experience. Separating these mediums can hinder the experience for marketers, making their content less effective.

While mobile experiences have dramatically increased in terms of content consumption, advertising on these devices have fallen behind. Pop-up ads that impede the user experience are not providing value, but instead create negative sentiment.

There is a time and a place for the pop-up ad, and marketers must make sure it is useful.

Many users are often multitasking on their mobile devices, which makes a slow and interruptive experience extremely frustrating. Marketers should scale back on the data exchange happening with mobile ads and accordingly format aspect ratios to look better on various devices.

There should be a value exchange between the advertiser and the consumer. Mobile users are looking for some type of benefit from interacting with a brand such as information, entertainment and shopping capability



### *Belstaff example of effective email*

Marketers should no longer rule out email, but make sure it is formatted for the mobile device as that is the key medium users are opening their inboxes.

### Luxury and mobile

Many luxury automotive brands are taking native and innovation mobile strategies into consideration. For instance, Toyota Corp.'s Lexus was among the brands to see significant improvement in responsiveness to mobile advertisements that incorporated TouchSense technology.

Working with advertising and marketing platform Opera Mediaworks and Immersion, the developer of TouchSense technology, Lexus saw sizable increases in click-through rates, completed views, replay rates and ad recall for touch-enabled ads. As mobile use increases and brands fight to engage viewers saturated with advertising, haptic ads offer a way to stand out ([see more](#)).

German automaker BMW also saw a surge in mobile traffic at one Washington location thanks to a digital advertising platform.

PureCars employed its SmartAdvertising solution, which utilized geo-targeting, location-based bid adjustments, mobile-specific advertisement scheduling and other forms of mobile boosting to turn customers toward the BMW dealership. Thanks to the campaign, the store was regularly at the top of search results and experienced an increase in clicks by almost 66 percent, a 60 percent jump in impressions and an improvement of almost 4 percent in the click-through rate of mobile ads ([see more](#)).

"I think it really comes down to triggers," Mr. Griffin said. "Someone is doing something on the phone; it is a utility.

"If I want to think about how I want to put a message in front of them, what is that trigger that is going to make that person react," he said. "You have to keep it simple.

"Offer them something of value and make sure it is relevant."