

MOBILE

## Mobile changes one-on-one marketing: ePrize exec

May 2, 2013



By LAUREN JOHNSON



NEW YORK – An ePrize executive at the Luxury Roundtable: State

of Luxury 2013 conference said that mobile changes the old paradigms that marketers have used to establish one-on-one marketing.

During the “Changing the Way Brands Interact with Consumers” session, the executive spoke about how the advent of devices has caused the path to purchase to be unlinear nowadays. Additionally, the session presented a look at some of the challenges that brands face wiith digital.

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“Personal access is the thing that is really changing, and quite frankly what’s changing is this device that you get to carry with you that tells you where your location is and exactly

who you are,” said Matt Wise, CEO of ePrize, Pleasant Drive, MI.

“When we say one-to-one marketing, we don’t really mean it because the models and the paradigms that are we have used for the past ten years are very similar to the old paradigms, which have been able to target a little bit better than the Internet,” he said.

“The mobile phone changes all that.”

The Luxury Roundtable: State of Luxury 2013 conference was organized by Luxury Daily.

The session was sponsored by ePrize.

New devices

Ad spend in the digital space is growing tremendously year-over-year.

Forrester Research projects social spend to grow at a compound annual growth rate of 26 percent year over-year. Mobile spend will increase even more with a CAGR of 38 percent from 2011 – 2016.

When it comes to what consumers are doing on their mobile devices, texting and accessing social media are the top two uses, according to data from Nielsen.

This means that there is not a linear path to purchase anymore, and brands must have a presence across all devices and platforms to compete.

Mr. Wise said that often times the promotions that ePrize’s clients run begin on mobile devices first.

Location greatly affects how marketers talk to consumers, according to Mr. Wise.

Therefore, brands should marry content and context in their promotions.

“If you’re having a conversation, you can’t just talk about your offer,” Mr. Wise said.

“Just like when you have a conversation with your friend, if you talk about yourself all the time, it gets pretty darn boring,” he said.

Cracking into digital

Although mobile continues to peak marketers’ interest, roughly half of leading brands do not have rich mobile experiences, according to data that Mr. Wise presented.

Part of the challenge for marketers is finding a way to use mobile as a communication device without being intrusive.

The brands who master how to tap into mobile’s personal aspect through SMS are seeing big returns on mobile, according to Mr. Wise.

Additionally, nearly all of text messages are read by consumers compared to lower email open rates.

Another challenge for marketers is not knowing which platforms to be on.

For example, Facebook is only one part of a social strategy. Brands should also be

looking at Twitter and Pinterest as ways to connect with consumers.

“What we’re seeing is a radical change in the behavior of that millennial generation, and a radical change in the technology that you can use to target them,” Mr. Wise said.

Final Take

*Matt Wise is CEO of ePrize, Pleasant Drive, MI*

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