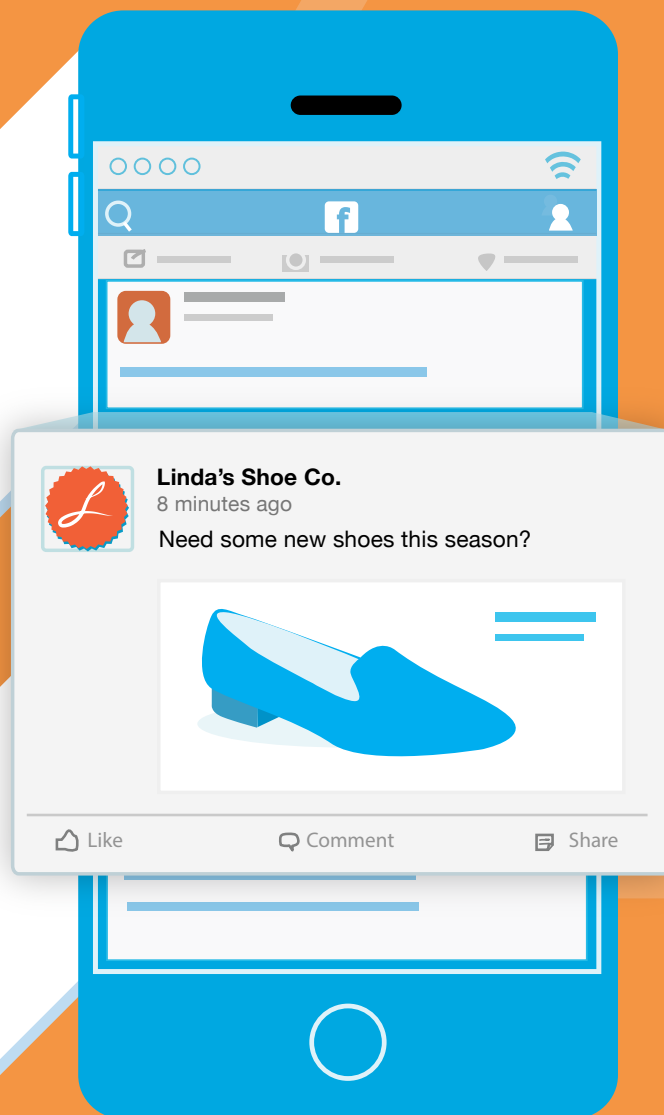


The Mobile Retargeting Strategy Guide

Real-World Tactics for Mobile Marketing Objectives



Executive summary

The greatest challenge for marketers right now: reaching targeted audiences with the right message at the right time. A study by InMobi found that in the UK, “users are now spending more time consuming media on mobile phones than on any other type of device, including desktop computers, television, and radio.”¹

Cross-device retargeting is the practical solution to this challenge: highly targeted advertising to your most valuable audience segments, tailored to drive engagement across devices including mobile sites, m-commerce, and mobile apps.

In this strategy guide, we’ll show you how cross-device retargeting can change your approach to marketing:

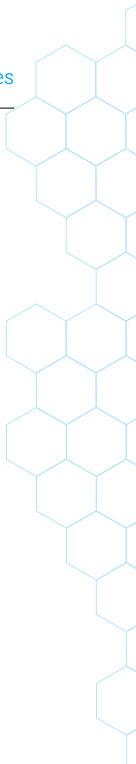
- Mobile environments: Apps vs. the mobile web
- Mobile retargeting strategies
- Cross-device retargeting on Facebook and Twitter



Consumption and transaction shifts in the media landscape

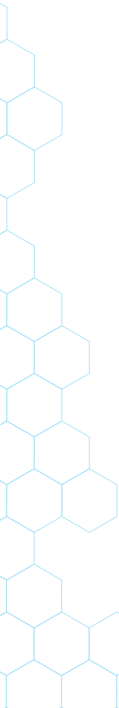
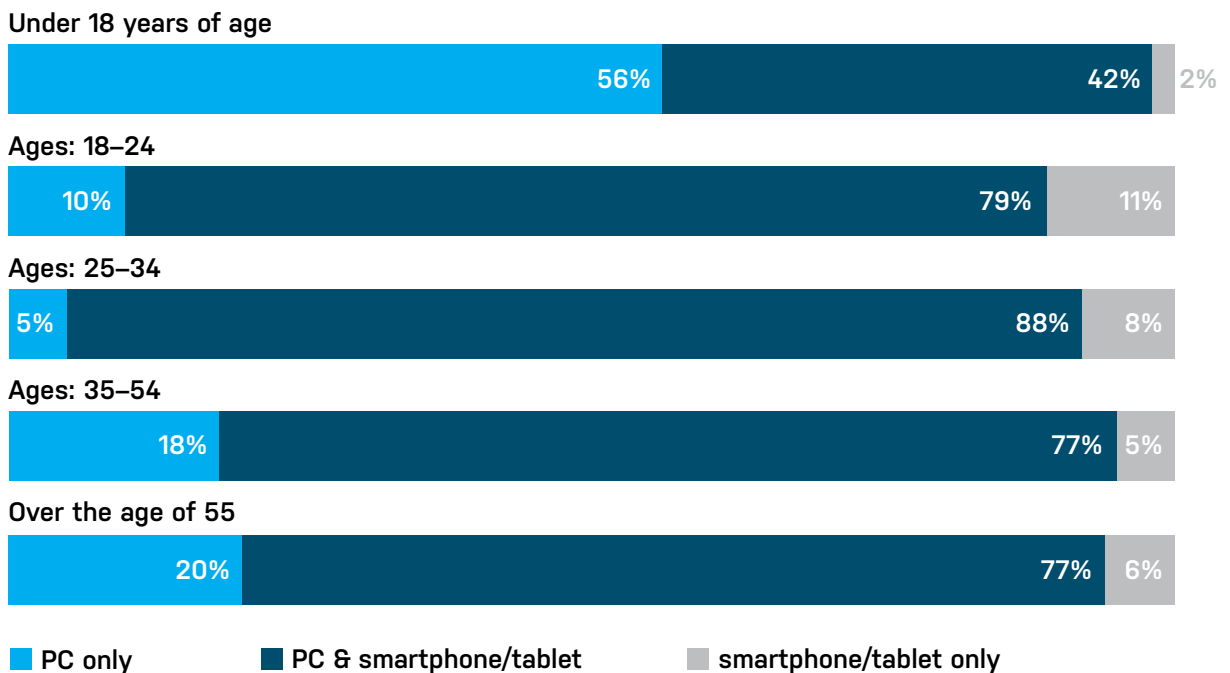
Media consumption is expanding everywhere, but it hasn't expanded equally across all devices. The growth in desktop use is far outpaced by the explosion in smartphones and tablets.

This trend is especially clear on Facebook and Twitter, two of the most active social platforms in the world. Both companies report more traffic on their mobile apps than on desktops, across the world. In the UK, 47% of users access social media on a mobile device, nearly double the European average of 26%. That's 30 million active social media users accessing their accounts through a mobile device, or 15% of total European mobile social media users.²



According to Comscore, 67% of consumers start shopping on one device and move to another device or location before they purchase.³

Media Consumption of UK Internet Users by Device⁴



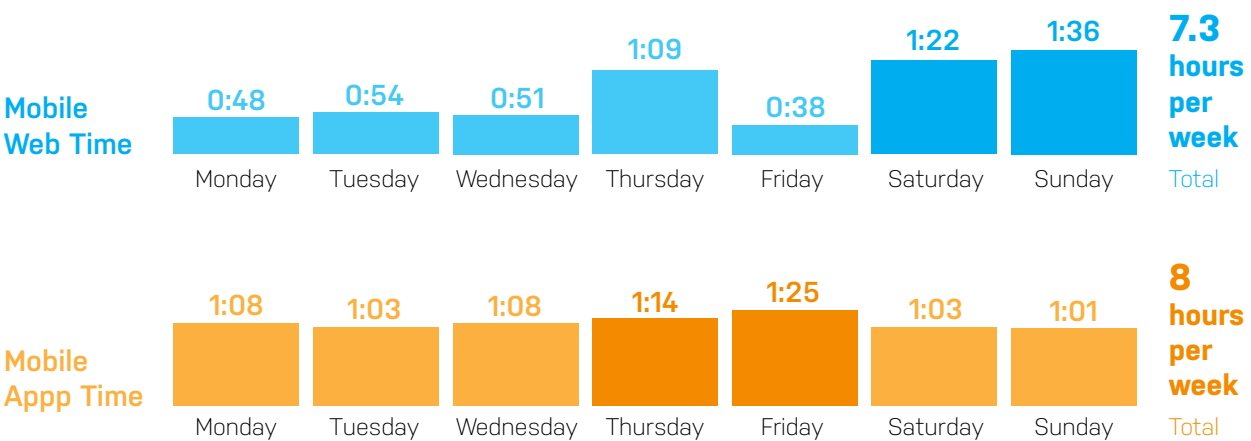
Shopping behaviour by device

As consumers spend more and more time on mobile devices, their online shopping and purchase behaviour is shifting as well.

When shopping, they're platform-agnostic, picking up the device that's simply the most convenient based on what they're doing, where they are, and how much time they have, but general media consumption trends and overall purchase behaviours vary by device.

Consumers use the convenience and portability of smartphones for on-the-go browsing, but studies show that consumers also spend a significant amount of time on smartphones researching products.⁵

Consumers spend a significant amount of time researching products on mobile⁵



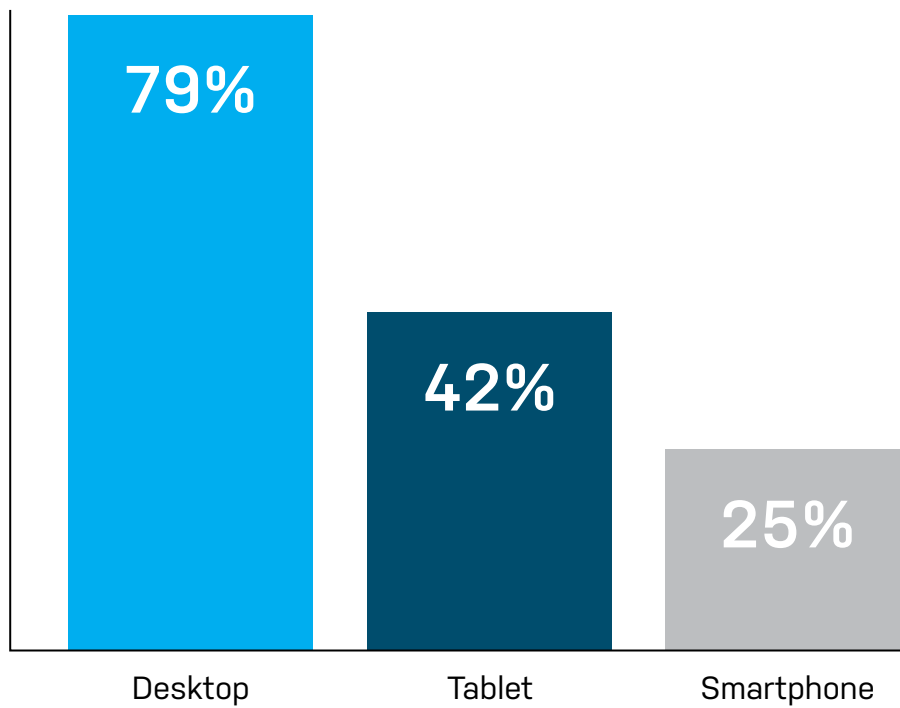
Mobile research heavily influences purchase decision making⁵



Purchase behaviour by device

Consumers still primarily complete the purchase on desktop, followed by tablet.⁶ The larger screen and easier navigation between windows makes the desktop ideal for further in-depth research and purchases, while the tablet's combination of a bigger screen with a comfortable hand-held form factor have increased its popularity among shoppers.

Desktop is the device of choice for final purchase⁶



BUYER PENTRATION BY PLATFROM

Strategic mobile retargeting campaigns

Many mobile apps, including social platforms like Facebook and Twitter, provide in-app advertising opportunities with high engagement rates. Meanwhile, the mobile web—accessed from a device through a mobile browser like Safari or Chrome—serves up billions of high-visibility ad impressions. Reach customers as they move between apps and devices with a cross-platform, cross-device strategy that adapts to changing customer purchase behaviour.

But go further: marketers should be moving toward folding high-performance mobile strategies into broader, always-on retargeting programmes.

Here are a few recommendations to elevate your mobile strategy:



Drive incremental mobile conversions with mobile web retargeting

Just like traditional desktop retargeting helps you re-engage visitors to your website, mobile web retargeting selectively targets your on-the-go audience. Mobile ads drive consumers back to your mobile-optimised site, where they'll find opportunities for deeper research and engagement with your brand. Keep your brand top of mind and improve conversions on your mobile site by targeting tailored ads to consumers who are actively researching to purchase on mobile.

Re-engage your desktop audience with cross-device retargeting

With your device-agnostic audience spending over half their time on mobile or tablet devices, a desktop-only marketing strategy limits your opportunities to engage them.

Extend your current desktop retargeting strategy to include mobile and tablet ad inventory to reach customers at the moment they are researching or ready to purchase a product, regardless of the device they have on hand. Engage visitors who have already shown an interest in your products on their desktops, and drive them back to your mobile website with mobile ads to complete their purchases.

Case study

Chesterfield Showroom embraces cross-device for massive reach



The buying process for the right piece of furniture takes time: customers like to visit several websites and stores before they make their final decision. During this period, which could take up to several months, Chesterfield Showroom has to stay top of mind and continue to re-engage visitors who show interest in their products.

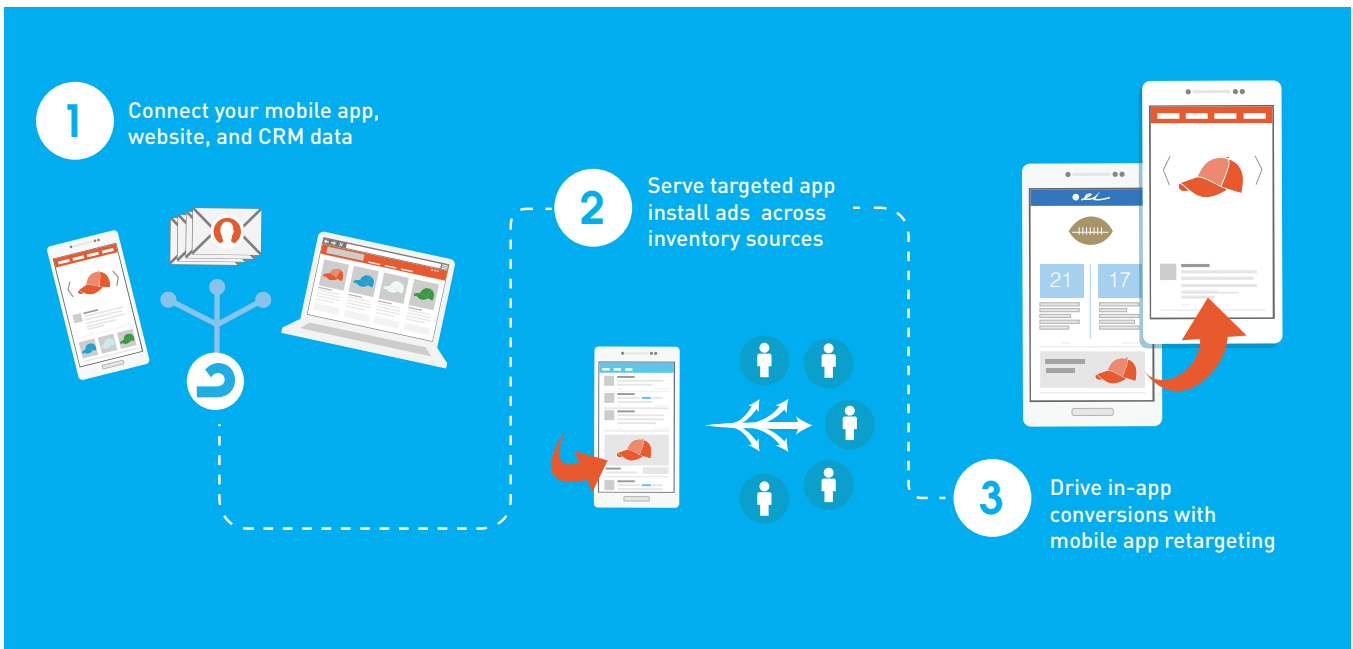
AdRoll’s cross-network, cross-device reach allowed Chesterfield Showroom to not only engage customers shopping online, but also when they are on the move with a mobile device. “With AdRoll’s tools we could segment visitors and target them with ads related to the products they are interested in,” Lämmert de Jonge, owner of Chesterfield Showroom said.

OVERALL RESULTS		
CTR	Click Volume	Facebook CTR
80% <i>increase on mobile</i>	300% <i>increase</i>	2.67%

Drive mobile app installs through highly targeted cross-device strategies

By 2017, Gartner projects that there will be 268 billion downloads annually, and that in-app purchases will overtake paid download sales.⁷ This provides an enormous opportunity for brands to increase lifetime value through app installs and engagement.

Ads that let consumers install your app from the Apple App Store or Google Play with a single click promote app discovery, drive adoption, and increase in-app sales. Target these app install ads directly to people who have visited your desktop website when they're browsing their feeds in the Facebook and Twitter mobile apps.



Conclusion

Top marketers can't afford to miss the opportunities offered by the range of devices that consumers use to fuel their purchasing behaviour. The most successful marketing experts are working quickly to adapt to the fragmented, multi-screen world in order to increase CTR and overall ROI.

Cross-device retargeting with AdRoll can help you reach your most valuable audience segments. Mobile retargeting allows marketers to:

- Drive incremental conversions on the mobile web
- Re-engage your desktop audience across devices
- Drive mobile app installs and increase app engagement

We look forward to helping you take advantage of all the available mobile retargeting options, tailor a mobile advertising strategy, and maximise your ROI.

About AdRoll

AdRoll is the world's most widely used retargeting platform, with over 20,000 active advertisers worldwide. The AdRoll platform helps businesses in every industry use their customer data to execute high-performance campaigns across platforms and devices.

AdRoll provides unmatched transparency and reach across the largest ad inventory sources, including Google, Facebook, Twitter, iAd, and the web. The company is headquartered in San Francisco with offices in New York City, Dublin, London, Sydney, and Tokyo. AdRoll is backed by leading investors such as Foundation Capital, Institutional Venture Partners, Northgate Capital, GlenMede, Accel Partners, Merus Capital and Peter Thiel. For more information, please visit <http://www.adroll.com>.

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Niamh has over 6 years experience in display advertising and represents AdRoll on IAB Ireland's Display Council. Prior to AdRoll, Niamh was with Google Ireland. A graduate of University College Cork, Niamh has a B.A. in economics and history and a diploma in marketing and management from the Dublin Institute of Technology.

Geraldine McCabe, EMEA Marketing Manager, AdRoll

Geraldine has more than a decade of international marketing experience across hi-tech businesses of all sizes, from start-up SMB to multinational enterprise.

Geraldine began her tech career at IONA Technologies and went on to work for Microsoft, O2 Telefonica and IAB Ireland among others. A graduate of applied languages (French and Spanish) from Dublin City University, Geraldine also has a diploma in public relations from the Public Relations Institute of Ireland.

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