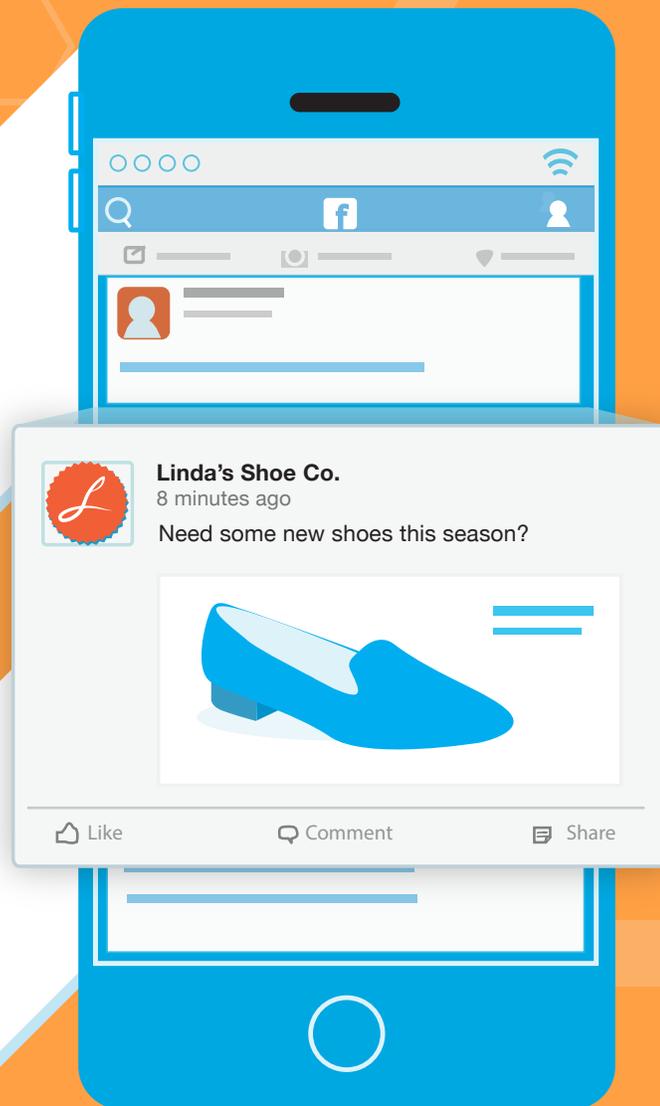


The Mobile Retargeting Strategy Guide

Real-World Tactics for Mobile Marketing Objectives



Executive summary

Today's consumers regularly shift between desktop, mobile, and tablet devices throughout the day. In 2014, adults in the US will spend more time on mobile than they do on desktop,¹ and complete over \$50 billion in purchases directly through mobile and tablet devices.² The rise of mobile presents an enormous challenge for marketers trying to reach targeted audiences with the right message at the right time.

Cross-device retargeting offers a practical, high-performance 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:

- ▶ Apps vs. the mobile web: understanding mobile environments
- ▶ Mobile retargeting strategies to test
- ▶ Cross-device retargeting on Facebook and Twitter
- ▶ Mobile retargeting case studies



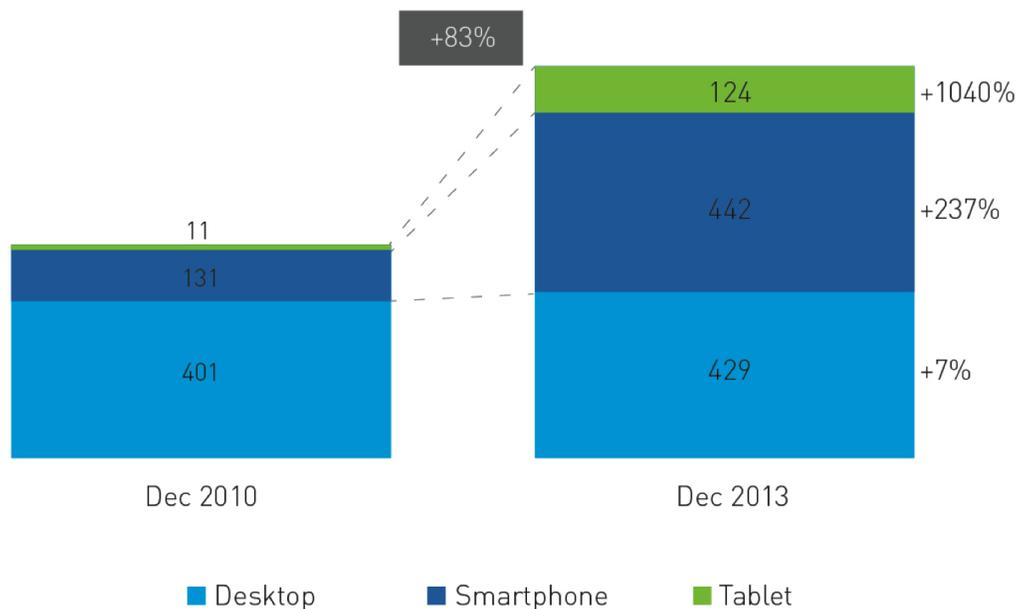
Consumption and transaction shifts in the media landscape

Media consumption is expanding everywhere, but it hasn't expanded equally across all devices. While desktop continues to see modest growth, it's far outpaced by the explosion in smartphones and tablets. As consumers spend more and more time on mobile devices, their online shopping and purchase behaviors are shifting as well.

Consumers today are becoming device-agnostic when it comes to shopping, picking up the device that's most convenient based on what they're doing, where they are, and how much time they have. Neil Mohan, VP of Display Ad Products at Google, recently reported that "90% of consumers start a task on one device and finish it on another."³ This often means a consumer who notices a product on their smartphone in the morning will research it on their desktop at work and finally make the purchase from their tablet in the evening.⁴

"90% of consumers start a task on one device and finish it on another."

— Neil Mohan, VP of Display Advertising Products, Google



Total U.S. time spent by digital platforms (billion minutes)

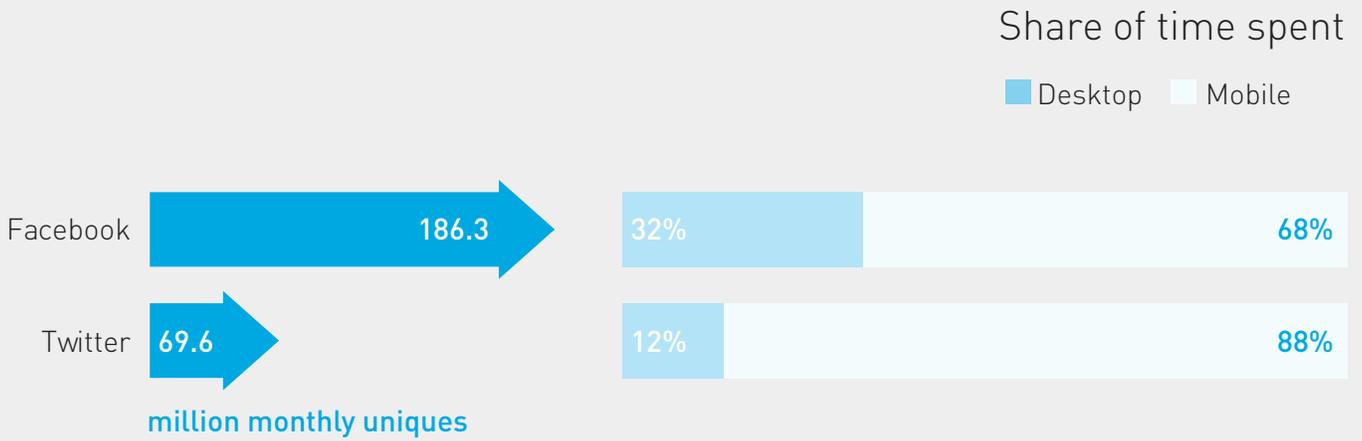
comScore Media Metrix® Multi-Platform, U.S., December 2013



This trend is especially clear on Facebook and Twitter, two of the most active social platforms in the world. Both companies are seeing more traffic on their mobile apps than desktop.

Total digital unique visitors

comScore Media Metrix® Multi-Platform, U.S., January 2014



Shopping and purchase behavior by device

The average consumer is more likely than ever to use multiple devices, but that doesn't mean that all devices are created equal. Phones are convenient and portable for on-the-go browsing. Larger screens and easier navigation between windows make desktops ideal for in-depth research. And tablets, which combine larger screens with a comfortable form factor, are currently on the rise. At any given moment, a single consumer may turn to whatever device is easily available, but general media consumption trends and overall purchase behaviors vary by device.

Consumers turn to the desktop to research and shop for big-ticket items.⁵

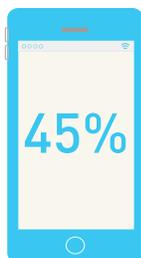


of daily media interactions

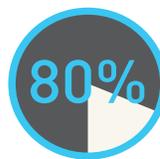


of desktop use is info-gathering

Consumers use smartphones to shop, research, and purchase products on the go.^{6,7}



use mobile devices for shopping and research



of phone searches end in a purchase

Consumers increasingly lean on tablets for day-to-day shopping.²



of m-commerce sales come from tablets

We recommend tailoring your mobile strategy based on preferred customer purchase behavior by device.

Strategic mobile retargeting campaigns

Marketers who get the most out of mobile evaluate all the options for advertising, and consider a cross-platform, cross-device strategy for reaching customers as they move between apps and devices. 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.

At AdRoll, we have seen a strong trend toward folding high-performance mobile strategies into broader, always-on retargeting programs. As you look for ways to elevate your mobile strategy, here are a few recommendations:



Drive incremental mobile conversions with mobile web retargeting

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

Re-engage your desktop audience with cross-device retargeting

With your device-agnostic audience spending over half their time on mobile or tablet devices, having a desktop-only marketing strategy limits your opportunities to engage them. Marketers should consider extending their current desktop retargeting strategy to include mobile and tablet ad inventory. This will help brands reach their 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



BRILLIANT EARTH

Brilliant Earth, an online retailer of ethically sourced engagement rings, wanted to make sure their brand stayed top of mind throughout a long consideration phase, and to appeal to potential customers who shared their passion for conflict-free jewelry. Brilliant Earth retargeted desktop website visitors as they browsed their mobile devices across Facebook, Twitter, and other mobile sites, and drove visitors back to the mobile website where they could continue research or complete a purchase. Brilliant Earth then used these results to optimize ad spend and plan for future marketing programs.

Kristina Simonsen, Marketing Associate at Brilliant Earth, comments, “Being able to splice by device and platform has not only let us use our first-party data for advertising, it’s also given us a richer understanding of our customer profiles and helped us reach our customers wherever they are, regardless of the device.”

Results

2.46% average CTR

58% below target CPC

Reached users across desktop, mobile, and tablet

Drive mobile app installs through highly targeted cross-device strategies

Users will download over 138 billion apps this year. By 2017, Gartner projects that there will be 268 billion downloads annually, with 80% of app revenue coming from in-app purchases.⁸ Ads that let consumers install your app from the App Store or Google Play with a single click can promote app discovery, drive app 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.

Case study



Trek, a globally respected cycling manufacturer and distributor, wanted to engage their customers and bicycle enthusiasts with background on Trek's products, updates on seasonal offerings, and stories of athletes repping Trek. With the release of their first iPad-only digital magazine, @trekbikes, Trek leaned on retargeting to drive installs of their iPad app and build a consistent viewer base.

Trek promoted the new app to recent site visitors from Trek's global website through app install ads. Since the app was only available for the iPad, Trek delivered ads to potential readers only when they were browsing on an iPad.

Casey Kohner, Digital Marketing Manager at Trek, explains, "Our app installs definitely improved once we turned on AdRoll's mobile retargeting product. We've seen a 160% spike in app installs since starting."

Results

3.25% avg. CTR on mobile

CPC \$0.32

Conclusion

Top marketers are working quickly to adapt to the fragmented, multi-screen world, and drive engagement across devices, including mobile sites, m-commerce, and mobile apps. Cross-device retargeting with AdRoll can help you reach your most valuable audience segments:

- ▶ 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 maximize your ROI. For more information, contact solutions@adroll.com.

About AdRoll

AdRoll is the world's largest retargeting platform, with over 15,000 active advertisers worldwide and a 97% customer retention rate. AdRoll provides unmatched transparency and reach across the largest display inventory sources, including Google AdX, Twitter, and Facebook. For more information, please visit www.adroll.com/mobile.

About the authors

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Kexin plans and executes integrated marketing for AdRoll's global office launches and drives advocate marketing programs.

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Ben is leading AdRoll's push into mobile, working cross-functionally with product and engineering, marketing, and sales to bring mobile retargeting to market.

Sources

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