The Mobile Strategy Filter: Translating Corporate Strategy Into Mobile Action

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**The Mobile Strategy Filter:
Translating Corporate
Strategy Into Mobile Action**
With Sustained, Iterative
Improvements

Riding the Mobile Wave

- **2002 Mobovida established**

- **2011 Edwin Choi hired (VP of Marketing)**

- **2011 to 2016 Growth of 500.56%**

    1. **Mobile First Culture & KPIs**

    2. **Design & Test for the Mobile User**

    3. **Mobile Marketing Channels**

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Global Smartphone Traffic to Increase Tenfold by 2019

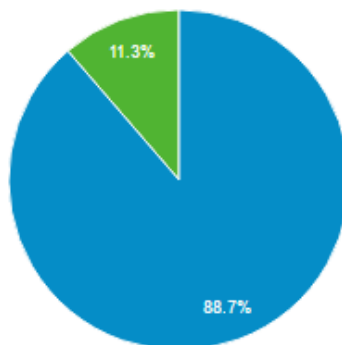Global smartphone data traffic forecast (in exabyte per month)

| 1.74 EB | 2.96 EB | 4.87 EB | 7.80 EB | 11.97 EB | 18.24 EB |

| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
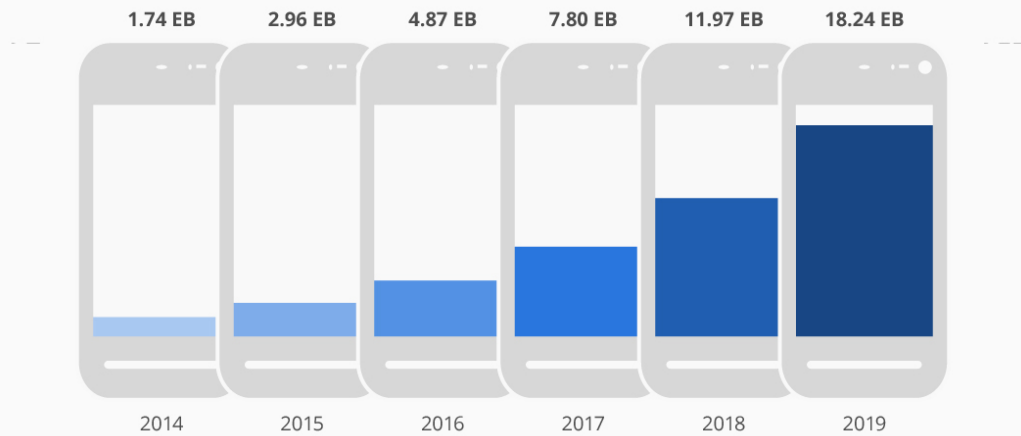
@StatistaCharts   Source: Cisco VNI

statista

Mobile Migration

1. ■ desktop
2. ■ mobile

11.3%

88.7%

2011

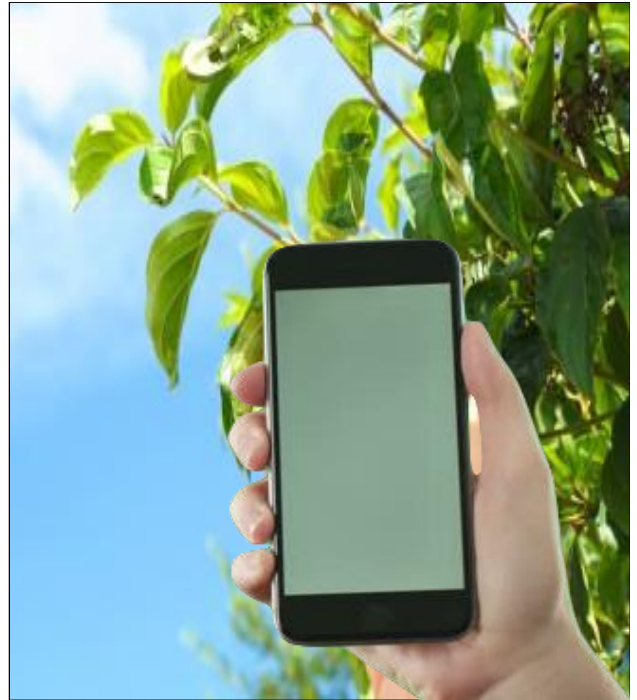■ mobile
■ desktop
■ tablet

9.5%

26.8%

63.7%

2016
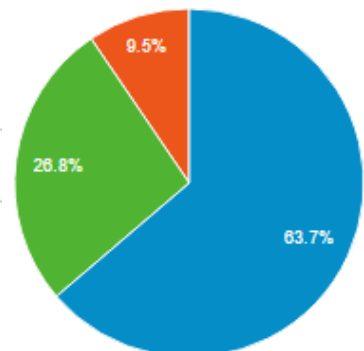
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Low Hanging Fruit

- Segment desktop and mobile performance
- Desktop CR%: 3%
- Mobile CR%: .5%
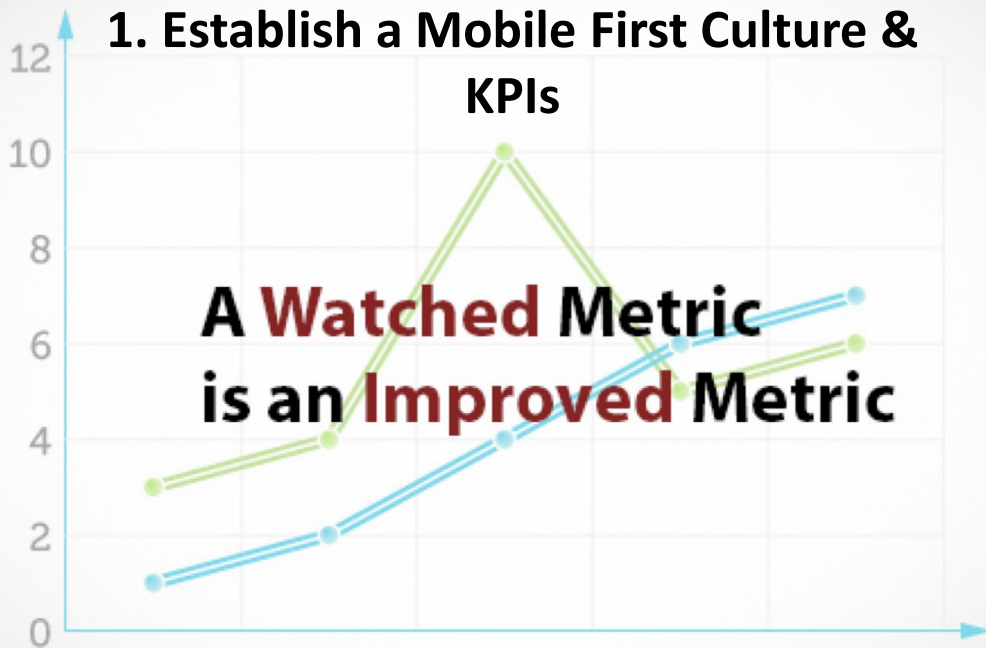- Goal: match mobile CR % with desktop CR %
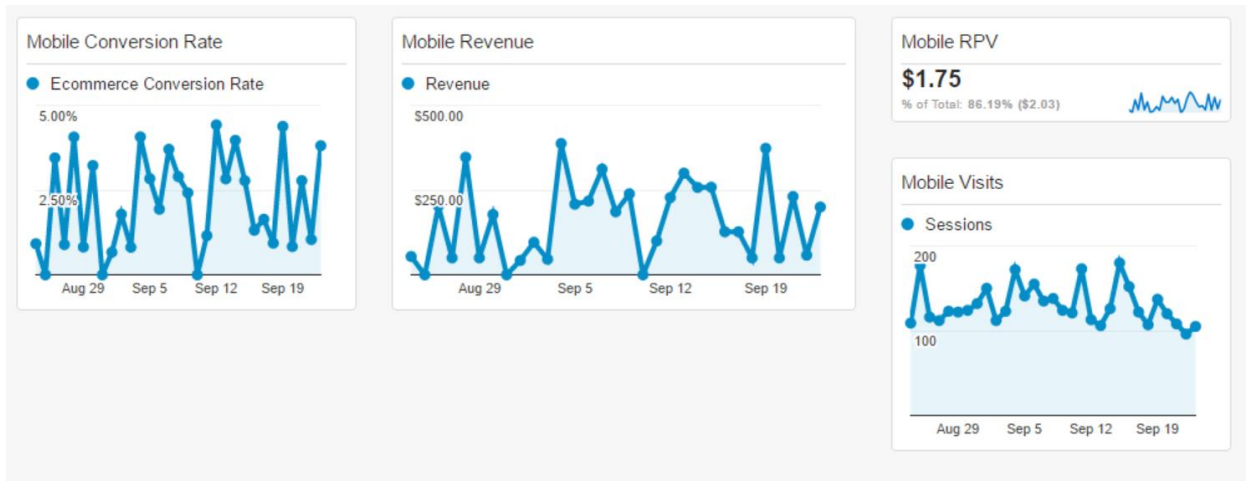
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1. Establish a Mobile First Culture & KPIs

A Watched Metric is an Improved Metric
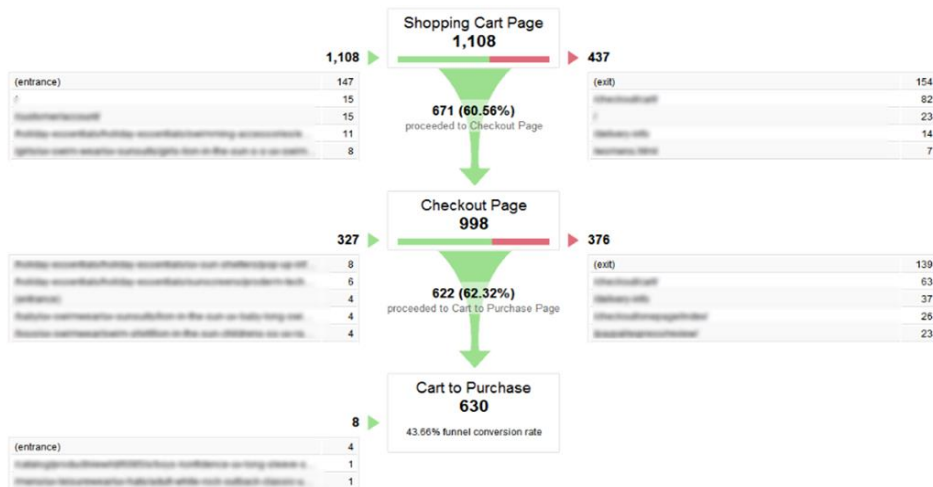
Key Performance Indicators

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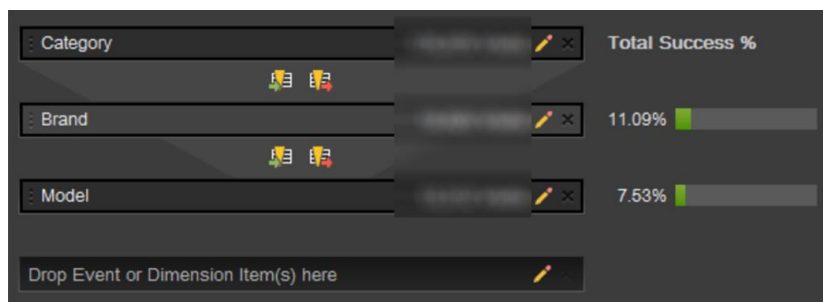# Monitor Your Mobile Funnels!

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2. Design and Test for the Mobile User

Designing the Test

- Key metrics: Funnel metrics, bounce rate, exit rate, revenue per visit (RPV), revenue contribution, time on page level
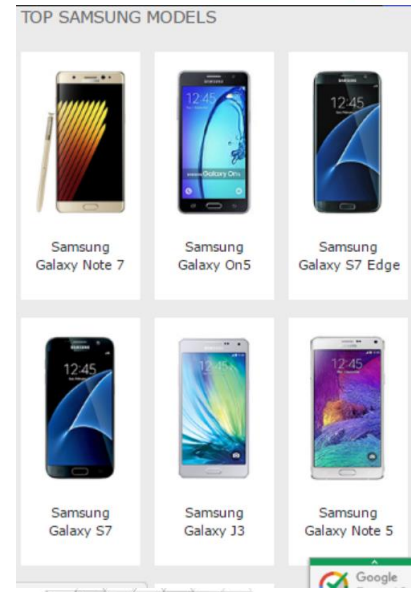

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Designing the Test

- Additional tools: Hotjar, Clicktale, Qualaroo, Five Second Test, UserTesting.com

- Add context to the data

- Results: CR % up by 18%, passthrough rate up by 36%

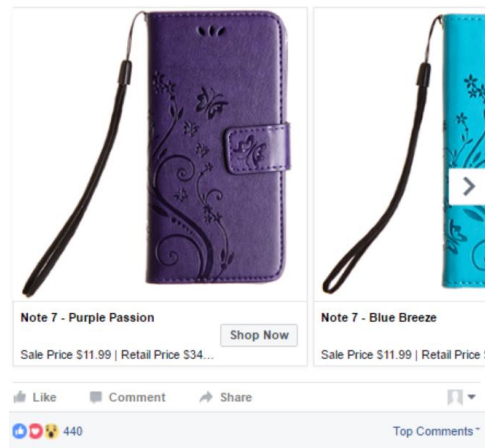- Gain learnings and apply to your future tests

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3. Mobile
Marketing Channels

- **Facebook (and other social/mobile channels) knows *everything* about you**

- **Mine your customer database and apply to targeting**

- **Personalize ad creative based on your audience targets**

- **Utilize retargeting, custom audiences & lookalike audiences**

Thank You for Listening – Let's Connect!

https://www.**linkedin**.com/in/**choiedwin**
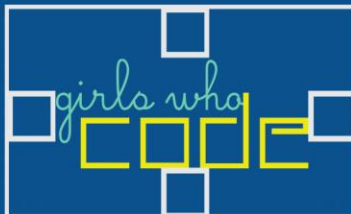
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