Cracking the mobile code

Understand the demands of mobile to develop more intelligent ways to communicate

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Summary

Mobile is a growing marketing channel as consumers increasingly rely on their phones as their primary mode of communication. More individuals are shopping, checking email and engaging in social media and apps on their devices.

This channel not only opens up many new ways for communication, but also brings new challenges to businesses as the user experience on a mobile device is very different than traditional digital channels. Mobile means less time spent on screen, more scrolling, more short and engaging content and more trouble inputting information into forms.

With 78 percent of companies seeing some of their website traffic coming through mobile devices, organizations have to crack the mobile code and better optimize for this popular channel.
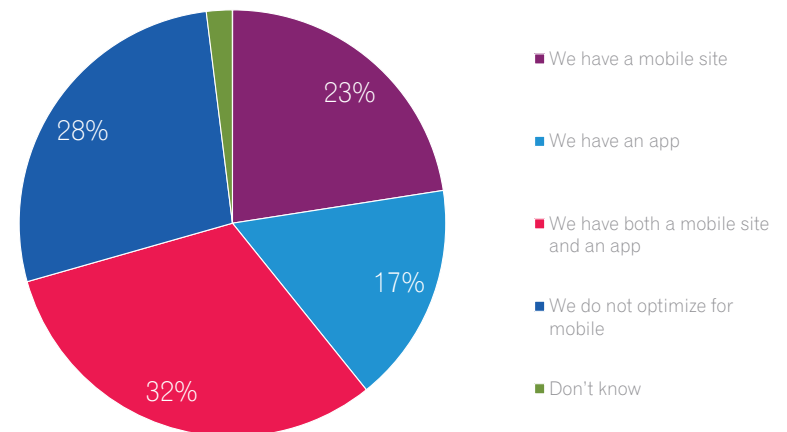
Prevalence of mobile

An increasing volume of traffic is coming through mobile devices. Seventy-eight percent of companies see some percentage of their website traffic coming from mobile devices. On average, companies believe 40 percent of their site traffic is coming in through this channel.

This is an incredibly large percentage that has certainly ballooned in recent years. In fact, consumers are not only visiting sites through mobile devices, they are also making purchases. According to Experian Marketing Services, 21 percent of cell phone owners (42.9 million U.S. adults) say they are interested in mobile payment options for in-store purchases.

Many companies are already working to optimize for mobile, with 72 percent of companies optimized in some way. Thirty-two percent of companies have both a mobile site and a mobile app, while smaller numbers just have one or the other.

Mobile optimization

- We have a mobile site — 23%
- We have an app — 17%
- We have both a mobile site and an app — 32%
- We do not optimize for mobile — 28%
- Don't know

Data collection through mobile

Data collection through mobile devices can be extremely challenging. Individuals have a hard time typing on screens and less patience around filling out a large number of form fields. Drop downs often have to be worked in to forms to minimize the amount of free-form typing that is required by the consumer.

Almost half of companies today are collecting data through mobile devices. However, a large amount of poor data quality is being collected. On average, US companies believe a quarter of the information they collect is inaccurate. This includes details collected through the mobile channel.
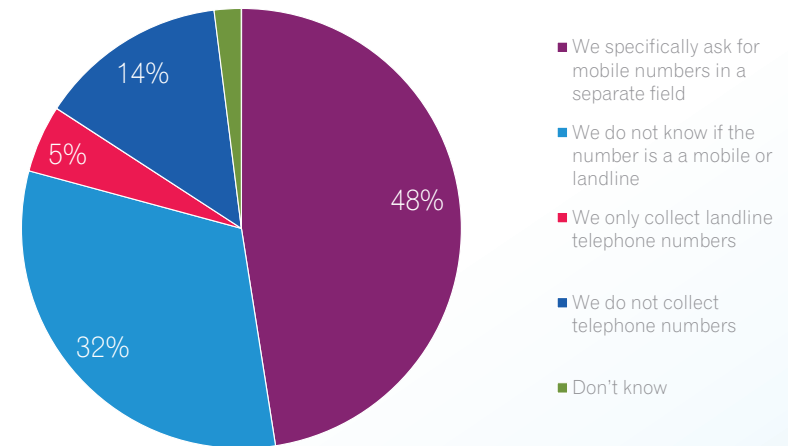
Marketing to mobile devices

While many marketers are optimizing their websites and email campaigns for mobile, they are also collecting phone numbers for SMS messages or other messages sent directly to the mobile device. Sixty-three percent of companies are using mobile numbers in some way for marketing campaigns.
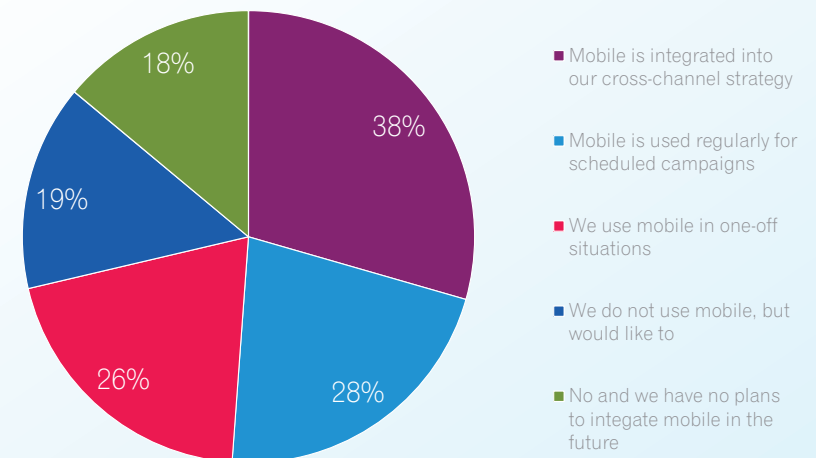
The level of sophistication regarding those marketing campaigns varies widely. Thirty-eight percent have mobile integrated into their cross-channel marketing strategy and 28 percent use mobile for regularly scheduled campaigns. Only 18 percent of companies have no plans to integrate mobile marketing into their strategy. However, there is a big difference between small and large businesses, with 43 percent of small businesses having no plans to integrate mobile into the marketing mix.

Because of the increase in mobile marketing, mobile telephone number collection is on the rise. Eighty percent of companies collect mobile telephone numbers from customers. In fact, 48 percent of companies specifically ask for mobile numbers in a separate field.

Mobile phone collection

- 48% We specifically ask for mobile numbers in a separate field
- 32% We do not know if the number is a a mobile or landline
- 5% We only collect landline telephone numbers
- 14% We do not collect telephone numbers
- Don't know

Mobile marketing campaigns

- 38% Mobile is integrated into our cross-channel strategy
- 28% Mobile is used regularly for scheduled campaigns
- 26% We use mobile in one-off situations
- 19% We do not use mobile, but would like to
- 18% No and we have no plans to integate mobile in the future

Improving mobile data collection

Poorly collected mobile information can dramatically impact the effectiveness of this channel, especially as marketers look to increasingly send mobile messaging as part of marketing campaigns and companies look to communicate basic operations through this channel. There are a few steps companies can take to ensure mobile telephone data is collected accurately.

1. Run phone numbers through a validation service

It is important to make sure phone numbers are valid and are formed. It is easy for someone to put in a random series of numbers that are not valid. Before you go to send a marketing campaign, be sure the message will actually reach the recipient. Either bulk cleanse these phone numbers or better yet, be sure they are valid in real time, while number is being entered, through a simple API.

2. Flag if it is a mobile number or landline

Today, 32 percent of companies do not know if a phone number they collect is a mobile or landline. It is important to know which numbers are mobile so you can ask for permission to market to those numbers and understand the size of your mobile database. Be sure to ask the customer what type of number they are providing.

3. Get permission for SMS

Before companies market to a mobile number, they need to have permission to do so in order to comply with the FCC's Telephone Consumer Protection Act. This law prohibits marketing text messages unless the consumer previously gave consent to receive the message or the message is sent for emergency purposes. In order to maximize the mobile channel, marketers need to have permission to send messages to any client and should prompt for this when collecting a mobile phone number.

Conclusion

As mobile continues to become more popular across the globe, companies need to ensure they maximize interactions through this channel. While most are optimizing for mobile traffic, many are still struggling to display all information through mobile or to collect information in an efficient way that is accurate. Be sure you are optimizing for this channel appropriately and collecting mobile contact information accurately.

Methodology

In September 2014, Experian Data Quality commissioned a research study to look at current approaches to data quality. This report, 'Cracking the mobile code' reviews the level of mobile optimization across an organization.

There were 200 respondents in the U.S. that took part in the research, produced by GMI for Experian Data Quality. Individuals in marketing, data management, customer service, IT, sales, finance, management and operations departments who had knowledge of data management practices all took part in the survey. Businesses of various sizes were surveyed, including small businesses and large enterprises. These individuals came from a variety of industry sectors, including manufacturing, automotive, retail, financial services and travel.

About Experian Data Quality

Experian Data Quality is a global leader in providing data quality software and services to organizations of all sizes. We help our clients to proactively manage the quality of their data through world-class validation, matching, enrichment and profiling capabilities. With flexible software-as-a-service and on-premise deployment models, Experian Data Quality software allows organizations around the world to truly connect with their customers by delivering intelligent interactions, every time.

Established in 1990 with offices throughout the United States, Europe and Asia Pacific, Experian Data Quality has more than 13,500 clients worldwide in retail, finance, education, insurance, government, healthcare and other sectors. For more information, visit http://www.qas.com.

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December 2014