

Driving mobile success with data



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Introduction

The mobile era has arrived and it's here to stay. Retail marketers are incorporating mobile initiatives into their plans, not just as a strategy, but as a critical channel that is deserving of designated stakeholders and budget. At the very least, retailers should recognize mobile as a powerhouse, a necessary piece of a robust omnichannel strategy. A channel that is crucial for meeting customer expectations and supporting the growing number of mobile-first, and even mobile-only, shoppers.

This shift towards the digital medium means that data is increasingly important to the marketer—to use, to own, to keep track of, and to maintain. But who are the pioneers and stakeholders in the mobile movement? What do they care about? And how do they balance creating an exceptional customer experience by being data-driven while ensuring that they are not inundated by the sheer amount of data received from more and more channels?

In this white paper, we will look to the factors that matter in successful mobile initiatives, why data collection and data quality shouldn't be an afterthought in this digital age, and how we help support retailers in their mobile initiatives.

What's important to mobile success?

With the focus on showy mobile initiatives like beacon technology, mobile payments, and loyalty programs on mobile apps, it can be easy to forget about the importance of having a strong foundation to build successive goals off of. However, the success of these initiatives relies on data.

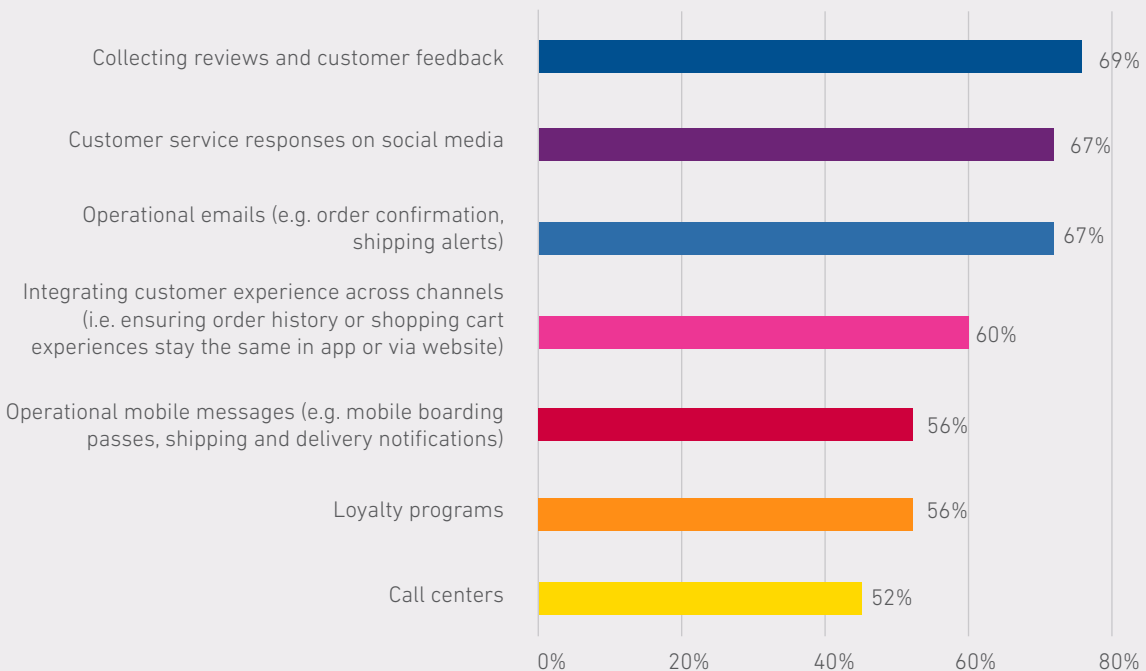
The influence of data quality and data collection

Multiple channels are used in a typical buyer's journey—in fact, according to our [2016 global data management benchmark report](#), customers engage with your brand across three channels on average. Within the use of these channels, a customer can start and resume their journey with your brand numerous times. A good experience across channels relies first and foremost on consistent brand representation and language. An omnichannel focus is what most retail marketers emphasize—and to be sure, this is an extremely important area of focus.

However, we argue that data quality is just as important—if not more so—when trying to provide the best customer experience possible.



Chart 1
Expansion of Marketing departments' roles include



Source: [Experian Marketing Services, The 2016 Digital Marketer](#)

A shift from data-driven users to data-driven owners

Marketers today are recognizing the need to take ownership of the data they use. They are becoming data-driven, tasked with providing more customized experiences and being more accessible via mobile devices. In fact, according to [The 2016 Digital Marketer](#) from Experian Marketing Services, the marketer's role is expected to expand by at least 20 percent—and much of that has to do with optimizing the use of data.

By 2017, 95 percent of enterprise marketers will be accountable for ensuring that the data quality in their organization is accurate and actionable, and that they can execute an effective multi-channel strategy. As you can see, the accomplishment of these goals live and die by the quality of customer data that is collected.

The more insightful data you have on your customers, the more you are able to provide personalized and effective content. But, the 2016 Digital Marketer observes that the main challenge for marketers, at 38 percent, is to understand more about their customers' needs, wants, and attitudes. Clearly, there is a desperate need for data. However, there is a discrepancy between the data marketers need and the data they are able to obtain/use.

There are several pieces of data that marketers collect beyond email addresses, some examples being:

- Full mailing addresses
- ZIP Codes™
- Country of residence
- Mobile number
- Date of birth

With mobile devices playing an increasingly large role in the way consumers shop and engage brands, data like those shown above can enter your organization from multiple channels. This makes identifying duplicates as well as proper data management a daunting challenge.

The growing complexity around when, where, and how this data is collected challenges marketers to rethink at times decades-old marketing strategies. For example, in many cases, older businesses may rely on the use of third-party marketing service providers to complete tasks and projects. This setup reinforces data silos and prevents marketers from being able to clearly understand how to use their customer data and what customer data they actually have.

Experian for retail mobile initiatives

A mobile website should offer all the functionality that its PC cousin would, but do it in a way that's even more digestible. Ease-of-use, reducing keystrokes, and streamlined checkouts are among the top priorities for retailers wanting to improve the mobile experience because it can mean the difference between a conversion and abandonment. Having your user experience optimized also extends to the way you collect customer data on mobile.

Common frustrations with mobile include showing twice

as many address fields as is necessary, with 16 percent of sites showing two separate sets of address forms for billing and shipping. Twenty-eight percent of sites ask for the same information twice, instead of allowing for auto-completion where the opportunity arises. And 80 percent of sites still lack an easier way to input addresses instead of tediously long drop-downs for choosing the country and state.¹

These all contribute to high cart abandonment rates. The average cart abandonment rate, calculated by Baymard Research Institute, is 69 percent, meaning about one in every four customers actually go through with an Ecommerce purchase. According to VentureBurn, these numbers are even higher for mobile devices at a staggering 97 percent.² And indeed, these high percentages are a result of long checkout processes, disruptive experiences, and forced registration forms.

In addition to these oversights, 39 percent of mobile sites also do not use a recommended address validation solution, often forgoing user experience, aesthetics, and overall quality of customer data entering their database for a cheaper alternative.

Contact data validation at checkout

Average cart abandonment rate for mobile devices is a staggering 97 percent.

Experian's mobile solutions comprise of contact data verification that streamlines contact data acquisition at mobile checkout, which decreases the overall time spent checking out, and can help improve your conversion rates.

Unlike other contact data validation solutions, our functionality allows shoppers to type in their ZIP Code™ first, and our pre-populating software then provides the city, state, and country based off that ZIP Code™. This first process immediately eliminates three form fields and the need to click and scroll into those three fields. Our mobile contact data verification solutions allow you to capture a customer's completed, standardized, and validated address in 9-12 keystrokes. As a frame of reference, the industry benchmark for mobile checkout typically takes 25+ keystrokes.

Our mobile email validation works much the same way in that it provides no disruption to the customer's shopping process. Whenever there is an inaccuracy in an email, the user is notified before they leave the page or even the form field. This validation enhances the workflow, as the shopper is given a chance to correct a mistyped email without even pressing backspace, simply having to click on the suggested change.

Conclusion

Our contact data management solutions won't change the way you do business. We just make it better.

[Learn more](#)

Retailers should focus on making their mobile shopping journey as easy and non-disruptive as possible, while not neglecting the quality of customer data they collect. Data will continue to be the foundation powering effective marketing. With consumer engagement using mobile devices on the rise and data analysis becoming more and more a marketer's responsibility, optimizing your mobile experience with contact data validation in mind is a crucial aspect of success.

Never before have consumers had as much access to technology as they do now. On the flip side, never before has there been as much incorrect and duplicate information being entered into databases. While it is important to make the shopping experience as optimized as possible for the shopper, retailers must make sure they don't compromise the quality of contact data being captured in the meantime.

Sources:

1. <http://baymard.com/blog/mobile-ecommerce-checkout-forms>

2. <http://ventureburn.com/2016/01/7-reasons-why-customers-are-abandoning-your-mobile-shopping-cart/>



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