

A World Gone Mobile

CLAB Banking IT Conference
Latin American Federation of Banks
Panama
Sept. 12, 2012

Chuck@MobileFutureInstitute.com

Twitter: [@ChuckMartin](https://twitter.com/ChuckMartin)



IS YOUR MOBILE PRESENCE REALLY HELPING YOUR COMPANY?
 OUR CUSTOMER EXPERIENCE ANALYTICS WILL TELL YOU.

Mobile Marketing DAILY

Home > Mobile Marketing Daily > Jan 17, 2012 Issue

 SEARCH

[ADVANCED SEARCH](#)

MoBlog CUTTING THROUGH THE STATIC
Action Movie FX: A Branded App Without The Brand
 by Steve Smith

 The Bad Robot Interactive unit chose not to put out another cheesy movie promo app throwaway that is clever for all of ten seconds. Instead, the company's Action Movie FX app has been a presence scoring high on the App Store's Entertainment chart for about a month now. No Spock. No Kirk. And thank God (or the "Eighth Dynamic," as Scientology might have it) -- no Tom Cruise. ...[Read the whole story](#)


PayPal Teams With Ingenico For POS Payments
 by Mark Walsh




 A new partnership between PayPal and payment solutions company Ingenico will allow consumers to make purchases through their PayPal accounts at retail stores that use Ingenico's point-of-sale terminals. M-commerce is booming for PayPal, the eBay unit, which last year saw mobile payment volume, including both person-to-person and mobile purchases, jump to \$4 billion. ...[Read the whole story](#)

The Rocky Road To Mobile Coupon Redemption
 by Steve Smith
 Mobile coupons are a no-brainer. Not having to clip, save and remember to carry print promotions is a convenience that should in theory supercharge the coupon format. But apparently it will take some brains to figure out how to execute on the promise. ...[More](#)



START MEASURING
 YOUR CUSTOMERS'
 SATISFACTION
 WITH YOUR MOBILE
 SITES AND APPS TODAY.
**PRECISE MEASUREMENT.
 CONFIDENT INSIGHTS.
 DECISIVE RESULTS.**

 You are subscribed to the *Mobile Marketing Daily* email newsletter.

 [RSS](#)  [Email](#)  [Print](#)

[Most Current News »](#)

Previous Issues

- [Tuesday, Jan 17, 2012](#)
- [Monday, Jan 16, 2012](#)
- [Friday, Jan 13, 2012](#)
- [Thursday, Jan 12, 2012](#)
- [Wednesday, Jan 11, 2012](#)
- [Tuesday, Jan 10, 2012](#)
- [Monday, Jan 9, 2012](#)
- [Friday, Jan 6, 2012](#)
- [Thursday, Jan 5, 2012](#)
- [Wednesday, Jan 4, 2012](#)
- [More Issues »](#)

Coming Soon: More of Everything

OMMA at **ADVERTISING WEEK**
VIDEO

October 1-2, 2012
 New York Marriott Marquis

MediaPost **BLOGS**

HOME + M

THE THIRD SCREEN

Home > [The Third Screen](#) > Wednesday, Sep 5, 2012

Mobile Shopping Behaviors Still A Moving Target This Holiday

by [Chuck Martin](#), Today, 7:05 AM

1

 17
 5
 0

With holiday shopping season around the corner, retailers will have to decide how to gear up for mobile and tablets this time around.

Mobile sales as a percentage of total Web site sales hit 16 percent a month ago, according to the recent IBM Enterprise Marketing Management Fifth Annual Online Retail Holiday Readiness Report, putting mobile solidly on the retail map.

Last year, mobile sales accounted for only six percent of total site sales. What a difference a year can make.

Within the next four years, online sales are projected to hit \$327 billion, according to Forrester

You are subscribed to the *The Third Screen* email newsletter.

TAGS

mobile, retail

ADVANCED SEARCH

Chuck Martin is author of "Handbook" and "Future Institute Media Research"

REGISTER

ON
SC
at **ADV**

OMMA MOBILE

OCTOBER 25, 2011
SAN FRANCISCO MARRIOTT UNION SQUARE

Home Register Agenda Speakers Sponsors Venue Contact

Overview Videos Previous Events

TITLE SPONSOR



The Listening Tour

Live from OMMA Mobile



Marketers, your customer is on line one ... are you ready to take the call? In 2011, the new mantra of mobile is to iterate, listen, reiterate. Almost every savvy mobile marketer has learned not to assume too much about how the consumer really wants to interact

Join the conversation!

Official Twitter hashtag: [#OMMAMobile](#)
[Like MediaPost Mobile on Facebook](#)

Rave Reviews from Attendees

"It was very, very well organized and informative. The speakers were from well known brands and the case studies were highly relevant."

Carri Lukasik, Marketing Manager, Disney Store

"Love the way dialog develops throughout the day! The keynotes were all interesting!"

JJ Beh, Mortgage Strategy & Planning Lead, ING Direct USA

"OMMA Mobile 2010 had a strong agenda, great

SPONSORS



MediaPost's Mobile INSIDER SUMMIT

JANUARY 25 - 28, 2012
OCEAN REEF CLUB, KEY LARGO

[Register Now >>](#)

[Home](#) [Register](#) [Agenda](#) [Speakers](#) [Sponsors](#) [Venue](#) [Contact](#)

[Overview](#) [Videos >](#) [Previous Events](#)

PRESENTING SPONSORS

Time to **REGISTER** for Mobile Networking at Its Best

Join us on Jan. 25 for three days of knowledge sharing with some of the best brands (and minds) in mobile at the ultimate get-away location of the very exclusive **Ocean Reef Club** in Key Largo, Florida.

You'll develop long-term relationships with mobile leaders as they share their experiences and insights with a focus on the future of mobile and how to stay ahead of increasingly more active mobile consumers.

Summit Theme: Next Case Scenarios: Getting Ahead of the 2012 Curve

Key Sessions:

- Mobile Revenue Forecast
- Mobile to Mobility: Synching Brands With People's Lives
- Serving the Local Buyer
- Successful Mobile Case Studies
- What Retailers Learned from the Holiday Mobile Shoppers

Summit Attendees Include

CONDÉ NAST

Walgreens

PUBLISHERS CLEARING HOUSE

AutoTrader.com

Kodak

AMERICAN EXPRESS



AMERICAN EAGLE OUTFITTERS

ebay

HOULIHAN'S

ESPN



airG SHARE YOUR WORLD.

MARCHEX

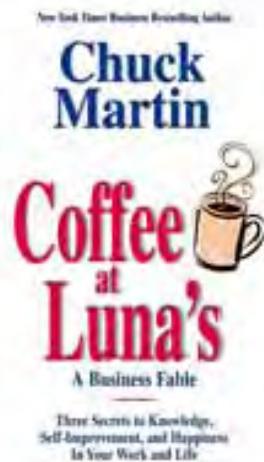
net biscuits
Enabling the mobile experience

SPONSOR

Microsoft Advertising

ASSOCIATION PARTNER

SoDA Society of Digital Agencies



The Market Technology Behavior

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”

**– *Western Union,
Internal Memo, 1876***

“I think there is a world market for maybe five computers.”

**– *Thomas Watson, IBM
Chairman, 1943***

**“There is no reason anyone
would want a computer in their
home.”**

***– Ken Olson, Founder,
Digital Equipment Corporation, 1977***

About Facebook:

“A faddish nature about anything that basically appeals to younger people.”

**-- Steve Ballmer, Microsoft CEO
October 2007**

About Facebook:

“Facebook is nothing more than the Princess Phone 20 years ago.”

**- Barry Diller, CEO, IAC Interactive,
Chairman Ticketmaster, May 2008**

**“640k ought to be
enough for anybody.”**

**– *Bill Gates,
Microsoft, 1981***

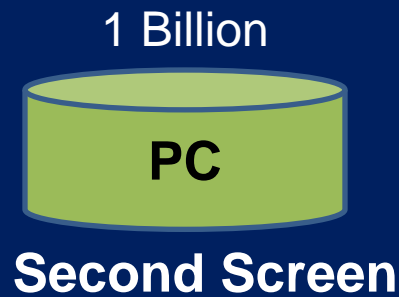
Evolution of Move to Consumer Centric

- One to Many: Network TV
- Time-Shifting – (VCR)
- Auto-Content Selection & Shifting (TIVO)
- Ubiquitous Access to Information (Web)
- Easy Access to All Information (Yahoo, Google)
- The Age of the Tethered Consumer

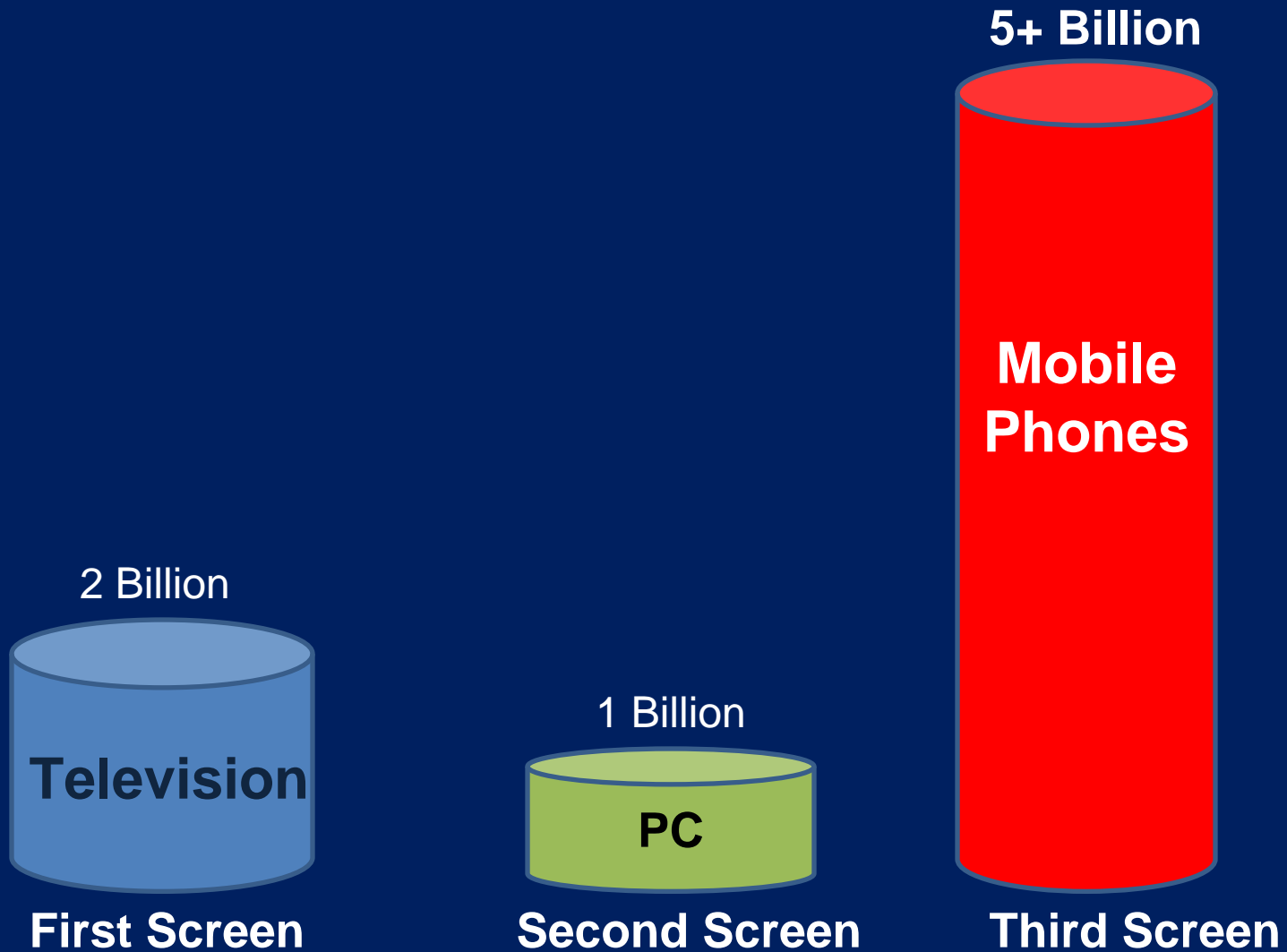
The 3 Screens



The 3 Screens



The 3 Screens



The Third Screen: Mobile

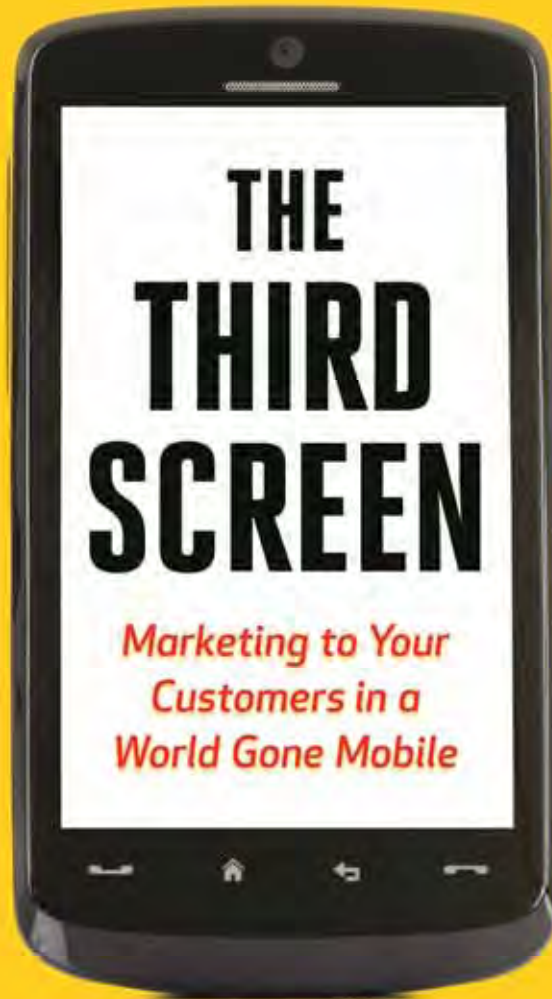
Number doubled in last 5 years

87% of entire world population

**The Age of the Untethered
Consumer**

*"Chuck Martin has more than all the facts. He has the soul of the idea.
The Third Screen is thoughtful and valuable."*

Chris Brogan, President, Human Business Works and co-author of *Trust Agents*



CHUCK MARTIN

author of *New York Times*
Business Best-Seller *The Digital Estate*

1983: Cell Phone Evolution



Motorola Dyna TAC 8000X
'The Brick'

Took 10 years, \$100 million
Cost: \$4,000



1989: Cell Phone Evolution



Motorola Micro Tac
Cost: \$3,000
5 million cell phone subscribers

Cell Phone Evolution

- **1992: First text message sent**
- **1996: 38 million cell phones in US**
- **1997: 50 million; 2G introduced**
- **1998: average phone use 122 minutes/month**
- **2000: Camera phone introduced in Japan**

Cell Phone Evolution

2000



Motorola TimePort

The Third Screen: It's Global

105 countries: cell phone penetration exceeds 100% of population

Saudi Arabia:

Pop: 26 mil – Cell phones: 54 mil

Hong Kong

Pop: 7 mil – Cell phones: 15 mil

Finland

Pop: 5 mil – Cell phones: 9 mil

The Third Screen: It's Global

Latin America:

- **107% -- Mobile phone penetration**
- **204% -- Panama mobile penetration**
- **29% -- LA households with internet access**

The Third Screen: US

328 million cell phones in US

104% of total population

32% of US households: cell phone only

52% of mobile phones in US are smartphones (LA 33% in 2 years)

62% smartphones 25-34 group

The Third Screen: Latin America

Brazil:

Pop: 203 mil – 251 mil Cellphones

Colombia

Pop: 43 mil – 45 mil Phones

Argentina

Pop: 42 mil – 57 mil Phones

Mexico

Pop: 114 mil – 91 mil Phones

Chile

Pop: 17 mil – 22 mil Phones

Mexico

Pop: 114 mil – 95 mil Phones

Venezuela

Pop: 28 mil – 29 mil Phones

Dominican Republic

Pop: 9 mil – 13 mil Phones

The Third Screen: Latin America

World's largest mobile markets:

- 1. Asia Pacific**
- 2. Africa**
- 3. Latin America**

630 million mobile connections

**20 countries account for 98% of
mobile connections**

130% mobile penetration in 4 years

The Third Screen: Financial Services

33% of US consumers used mobile for banking in 2011

Mobile banking app usage up 74%

Mobile banking:

–14 million by App

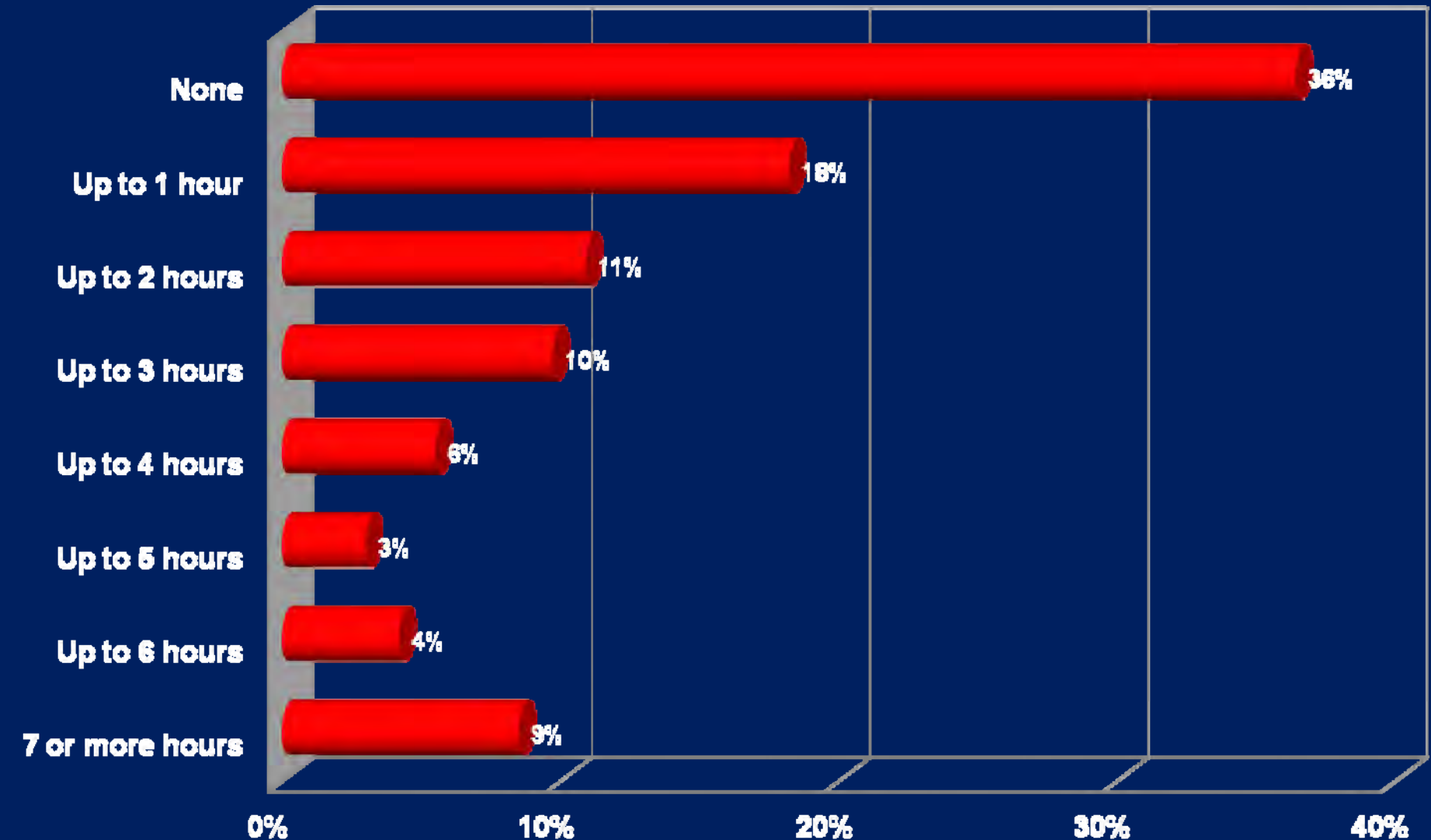
–18 million by mobile Web

Top mobile bank brands in mobile:

• Chase, Citi, USAA

Mobile Future Institute

On a typical day during all your waking hours, how much time are you without (turned off, not with you, etc.) your cell phone?



Characteristics of Mobile

- **It's Personal**
- **Multi-faceted Communications Capability**
- **Time, Location, Supply, Demand**
- **Standing Up Medium**
- **Installed Base**
- **Ramp-up Speed**
- **Self-Service Platforms**
- **Call-to-Action Capability**
- **Mobile Ecosystem (devices, carriers, etc.)**
- **Pull vs. Push Medium**

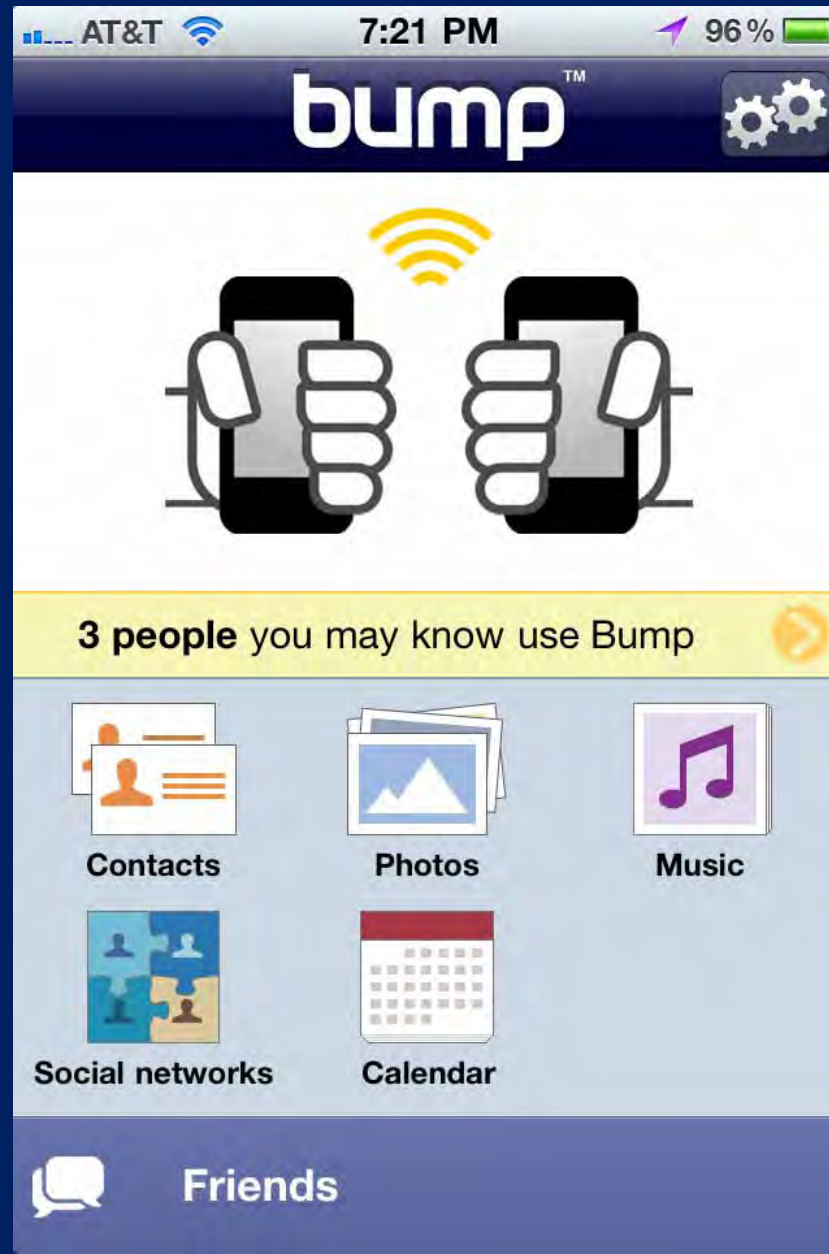
The 2 Worlds of Mobile

- UPT= Using Phone Technology
- USPT = Using Smartphone Technology

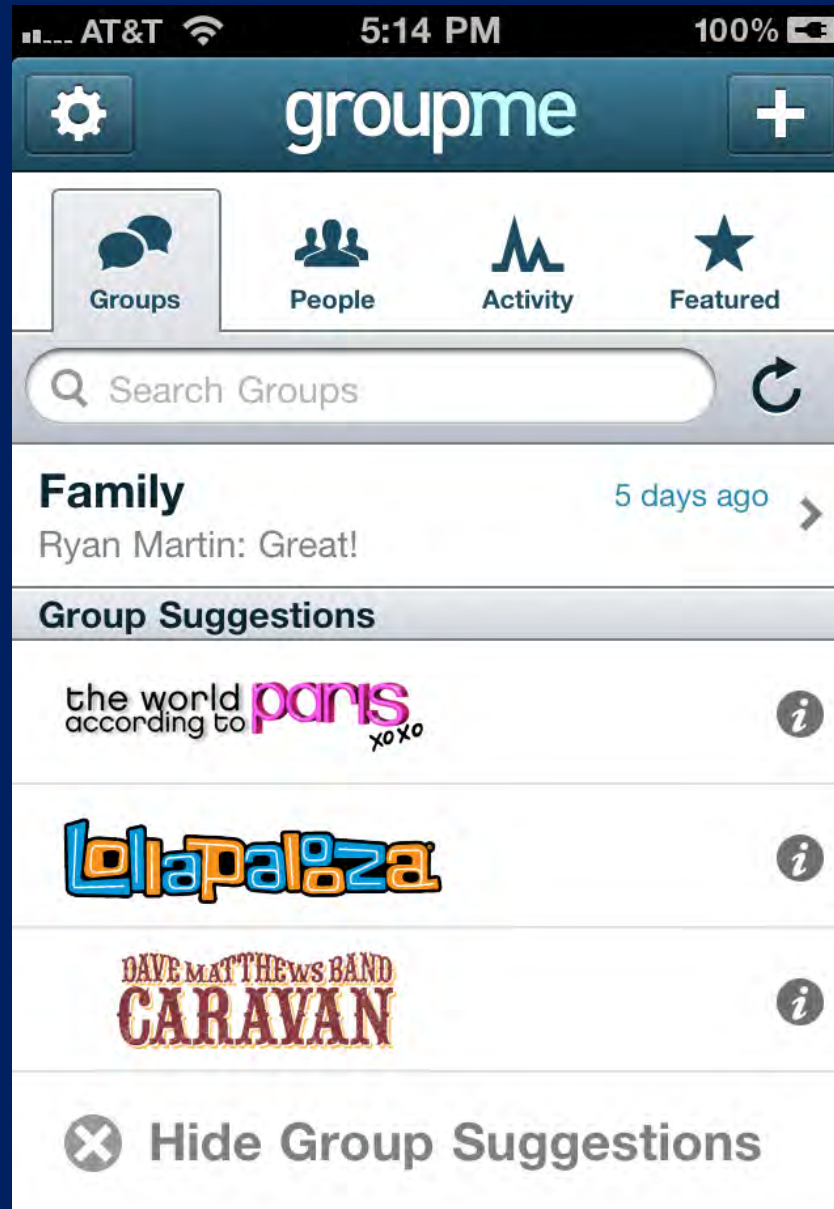
UPT vs. USPT

- Mobile Web vs. Creating Application
- SMS (Texting)
- MMS (Multi-media communications)

Create New Types of Interactions



Group Chat: Groupme



International Communication: Viber



Proximity Marketing: NFC in the UK


To stream the latest X-Men: First Class trailer
touch your **NFC** phone on the icon below



Proximity Marketing: NFC in the US




Create Remote Capabilities

No Service 10:25 PM 86% 

redbox[®]
easy DVD rentals



Loading...

No Service 10:25 PM 86% 



Mobile Websites: Intel



Mobile Opportunity: SMS

- **2007: 1.8 Trillion SMS text messages sent worldwide**
- **2011: 7 Trillion SMS messages sent worldwide**
- **200,000 text messages every second**
- **US subscribers send 696 messages a month**
- **US teens send 3,300 texts a month**

Mobile Opportunity: SMS

UPT Approach

- Opt-In required
- Double opt-in best practice
- 160-character limitation
- Can reach most phones

Mobile Opportunity: MMS

Using MMS (Multi-Media Messaging Service). Can Include Text Messages, Video, Photos, Documents, etc.

Provide video content

-- Majority of those with smartphone apps watch video clips

Mobile Opportunity: MMS

UPT Approach

- Open-viewing rates typically 15-25 percent higher than standard text
- No 160-character limitation
- Can reach most phones

Smartphone Users:

Text more

Use the Internet more

Play more games

Use more applications

Listen to music

Watch video more

79% of smartphone owners use them to help while shopping

Behavioral Changes: Peers

Behavioral Changes: Peers



Behavioral Changes of Mobile

Location Based

Location Drivers

Behavioral Changes of Mobile

Location Based

Location Drivers

- Coupons.com
- mobiQpons
- Zip2Save

Behavioral Change: Citi, Best Buy

thankyousm
citi rewards

Available Points
2,500 Points

Welcome CHUCK MARTIN,

Search, scan and redeem for ThankYou®
Rewards in-store with your phone.



Browse Rewards



Search Rewards



Scan a Barcode



Go to Cart


My Account


Log Out


Behavioral Change: Citi, Best Buy

TV & Video **thankyou™** citi rewards Sort

DVRs, Receivers, & Converters

- 

Logitech Revue with Google TV
Price in points 13,500
Available In-Store Pickup
★★★★☆
- 

TiVo Premiere High-Definition Digital Video Recorder
Price in points 13,500
Available In-Store Pickup
★★★★☆
- 

Roku XD Wireless Digital Media Player
Price in points 11,000
Available In-Store Pickup
★★★★☆
- Sling Media The Slingbox PRO HD**

Home Browse Search Scan Cart 4

Behavioral Change: Citi, Best Buy

Done **thankyou** citi rewards View Map

Stores

Q Enter ZIP code

6 stores found near "Current Location"

Best Buy (Saugus) Saugus, MA (2.9 miles)	All Items Available	
Best Buy (Everett) Everett, MA (3.6 miles)	All Items Available	
Best Buy (Cambridge) Cambridge, MA (5.2 miles)	All Items Available	
Best Buy (Best Buy Mobile - Cambridgeside Galleria) Cambridge, MA (5.3 miles)	Not available	

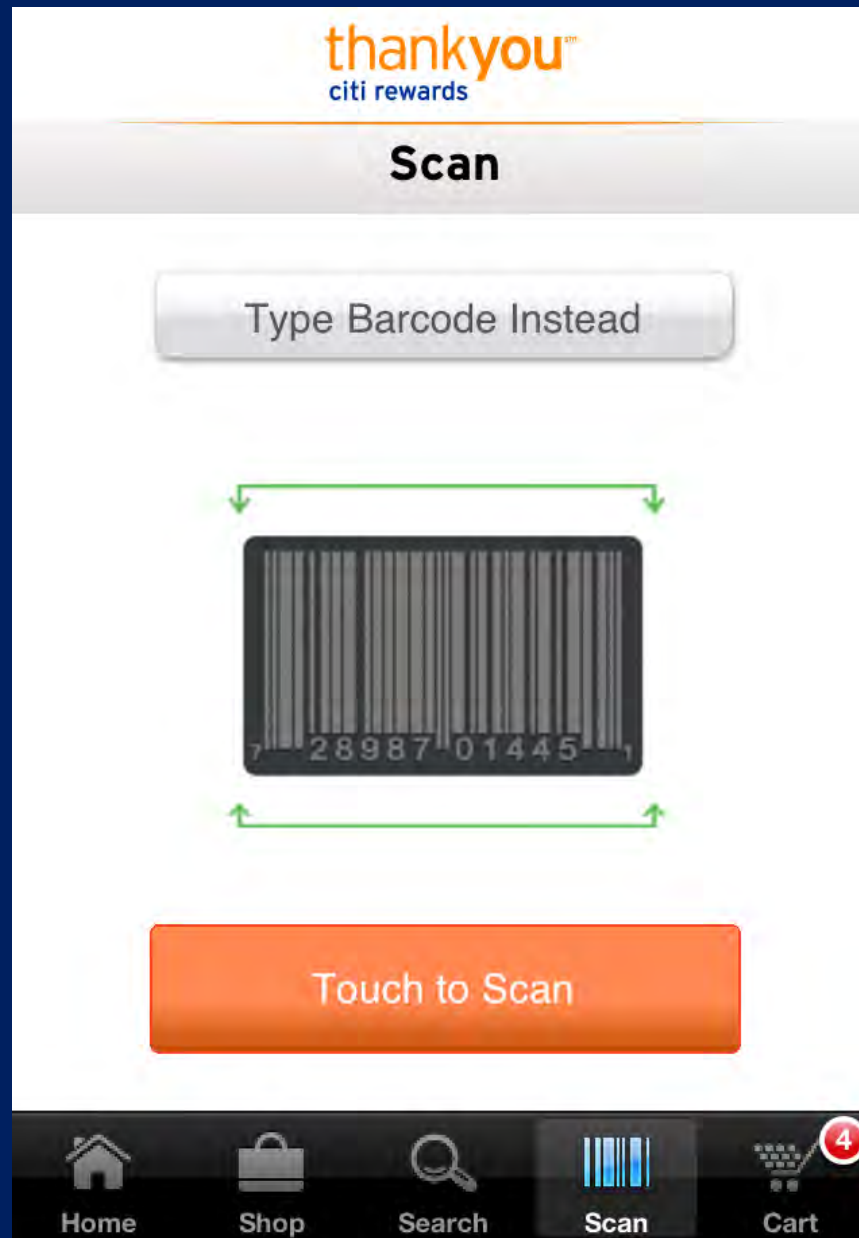
Stores **thankyou** citi rewards

Best Buy (Saugus)

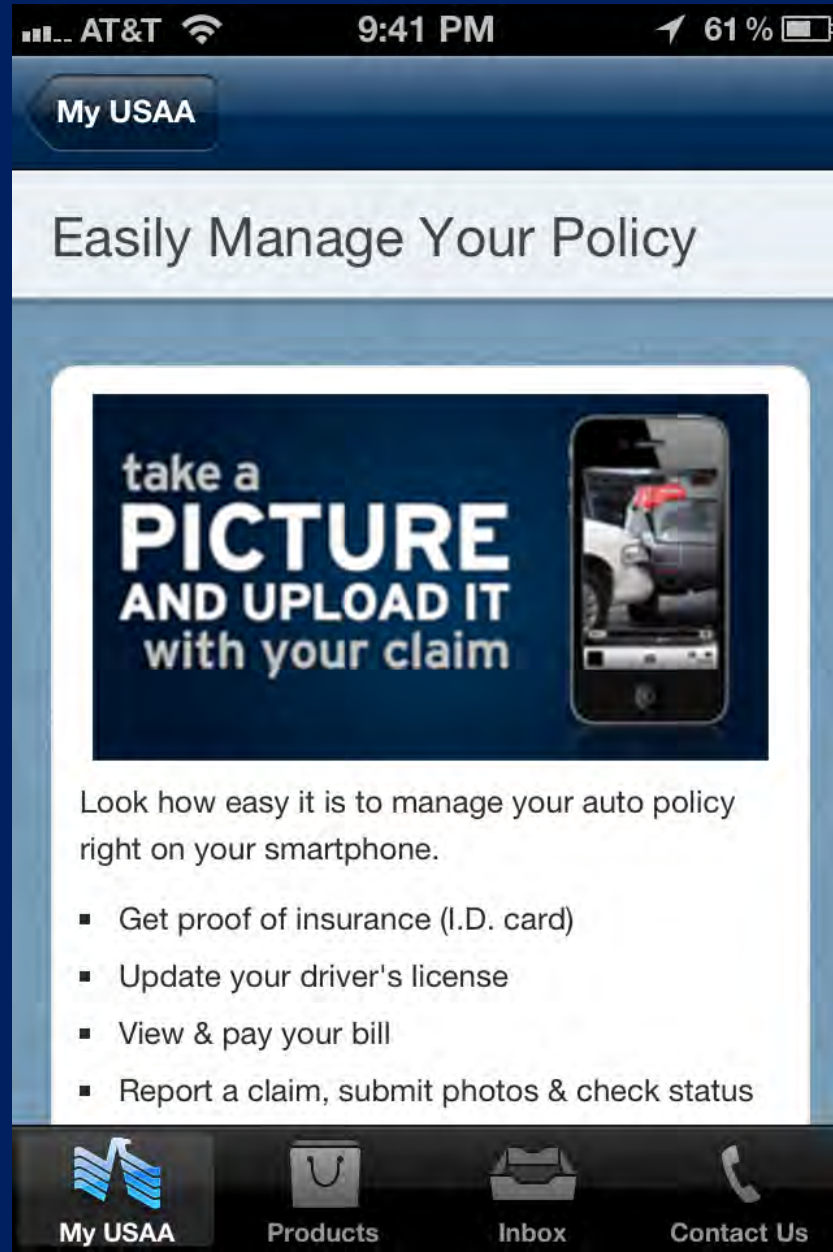
Phone	781-233-3435
Address	1201 Broadway Saugus, MA 01906
Hours	Mon - Sat 10-9 Sun 11-6

Directions To Here

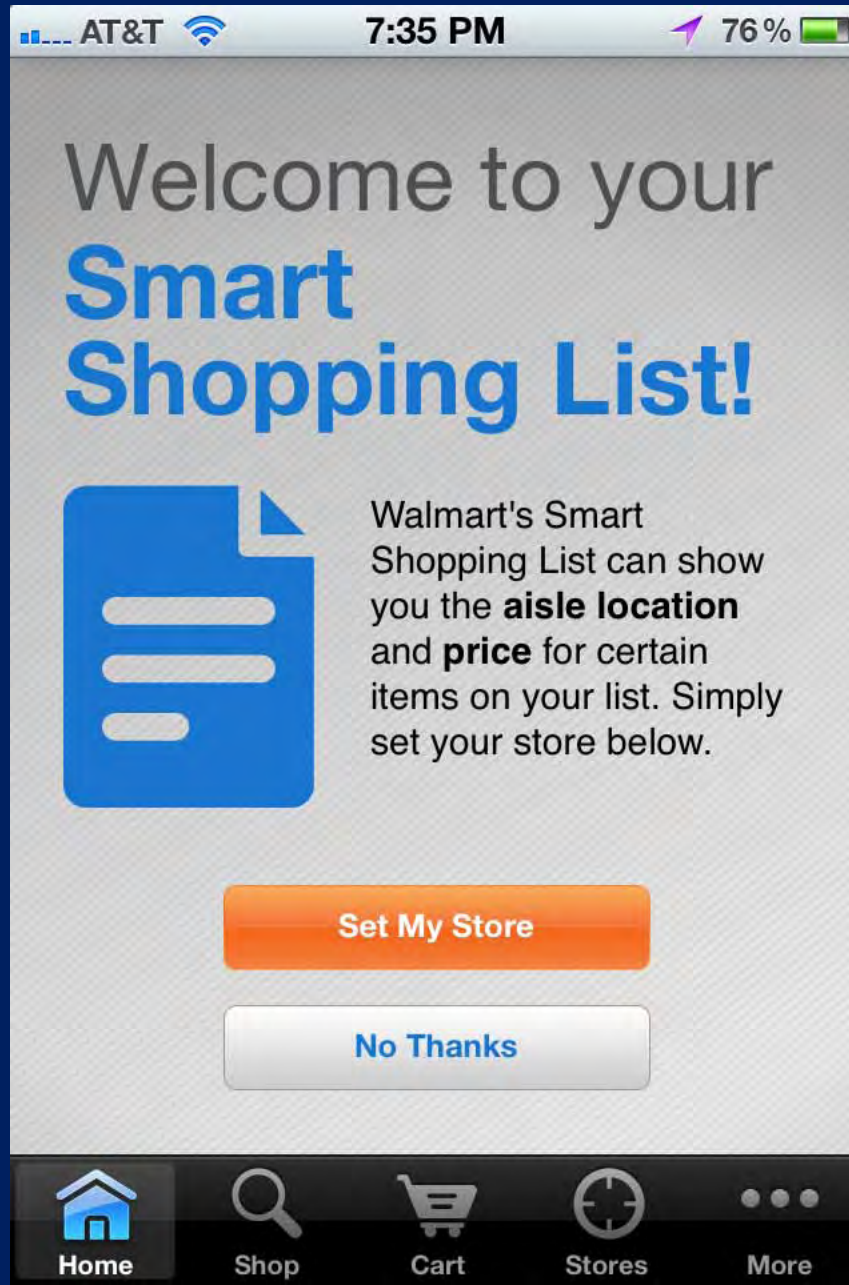
Behavioral Change: Citi, Best Buy



Behavioral Change: USAA



Behavioral Change: Walmart



Behavioral Change: Radios Argentina



Behavioral Change: Univision Mexico



Behavioral Changes of Mobile

Location Based

Location Drivers

Location Magnets

Behavioral Changes of Mobile

Location Magnets

- **Fast Mall: in 20 countries**
Australia, Argentina, Japan, Brazil, US, Norway, Chile, Spain, etc.
- **Micello: US based platform**
- **Go!Shopping**
Singapore, operated by SingTel
- **Mall Maps Australia: 40+ malls**

Behavioral Changes of Mobile

Location Based

Location Drivers

Location Magnets

Location Activators

-- We Reward

-- ShopKick

-- Placecast

Behavioral Changes of Mobile

LBS -- Location Based Services

Mobile Goes Social

Foursquare

Facebook

The World of Apps & Brands

Brands Investing: Coupons, Kraft

The screenshot shows a mobile application interface for coupons. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, and the time '11:37 AM'. Below the status bar is a green navigation bar with three buttons: 'Coupons', 'Savings Card', and 'Sort'. The main content area features three coupon cards, each with a product image, a title, a description, and a 'CLIP' button. The first coupon is for Edge Shave Gel, offering a 'Buy One Get One FREE' deal with a 'Free' badge. The second coupon is for Dove Body Wash, offering '\$1.00 Off' with a '\$1' badge. The third coupon is for Energizer batteries, offering 'Save \$1.00' with a '\$1' badge. At the bottom of the coupon list, a green bar displays '156 Coupons, \$336.16 Value'. The bottom navigation bar includes icons for 'List', 'Favorites', 'Stores', 'Coupons', and 'More'.

AT&T 11:37 AM

Coupons Savings Card Sort

Buy One Get One FREE **Free**
Edge® Shave Gel
On Any Edge® Shave Gel (Retail Value up to \$2.75)

CLIP

\$1.00 Off **\$1**
DOVE®
any ONE (1) Dove® gofresh Body Wash

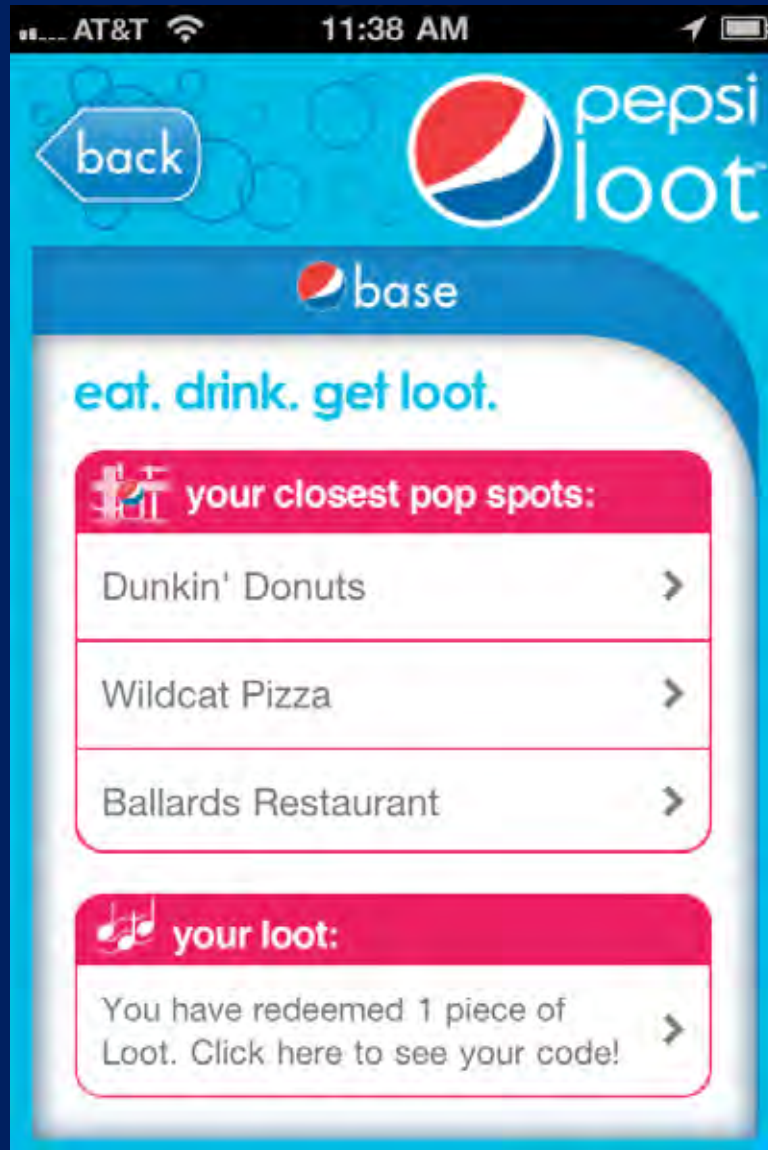
CLIP

Save \$1.00 **\$1**
Energizer®
on any one (1) package of

156 Coupons, \$336.16 Value

List Favorites Stores Coupons More

Brands Investing: Pepsi



Behavioral: Brick & Mortar Rise

Behavioral: Brick & Mortar Rise



Mobile Banking: Citibank Brazil

AT&T 7:30 PM 63%

citibank

Usuário chuckmartin@att.net

Senha ●●●●●●●●

Lembrar Usuário

Entrar

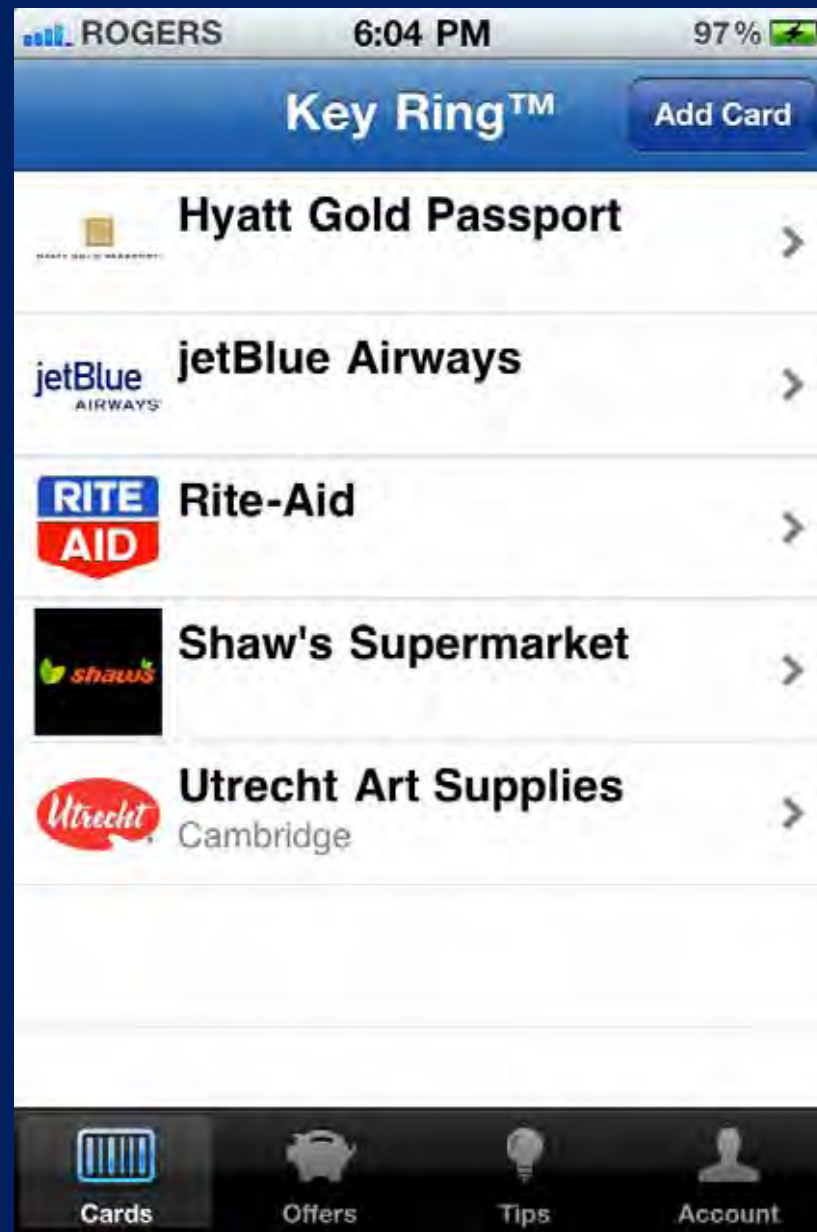
Como acessar o Citi Mobile?
Perguntas mais frequentes
Termos & Condições
Privacidade

Copyright © 2011 Citigroup

The Rise of the 2D Barcode



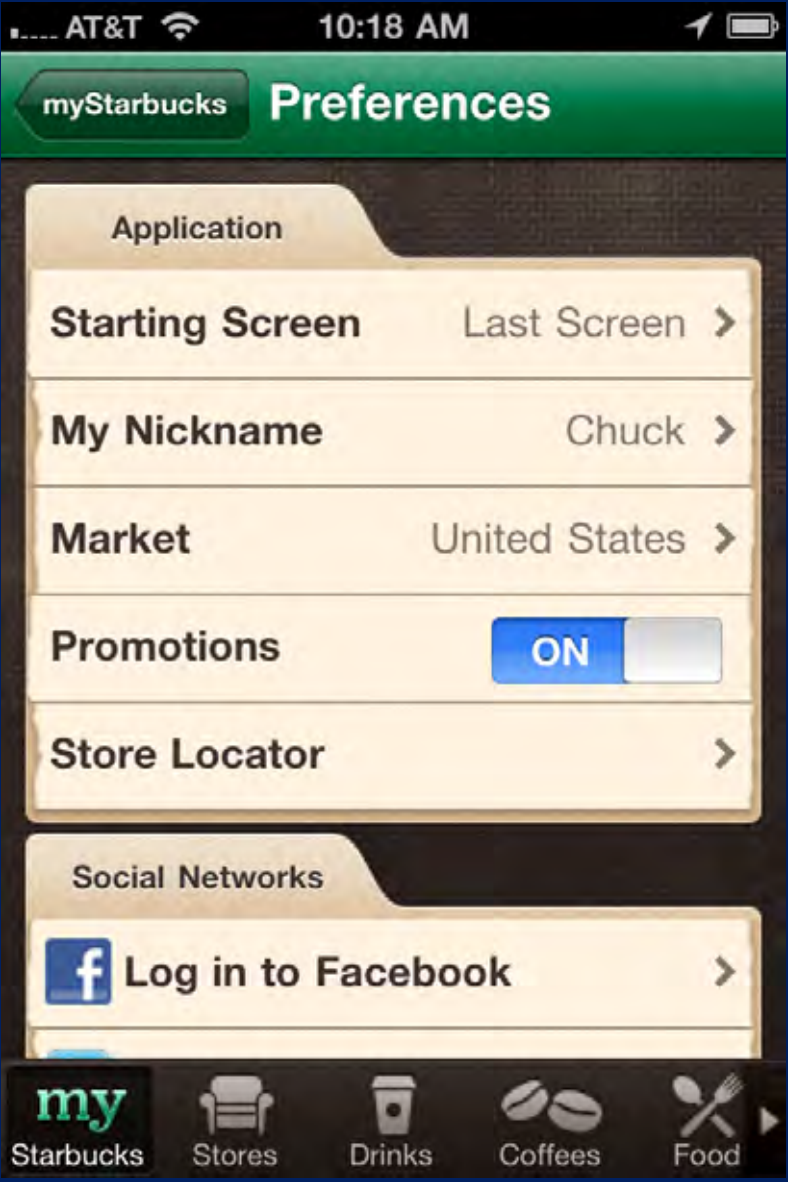
Track Cards, Rewards Cards



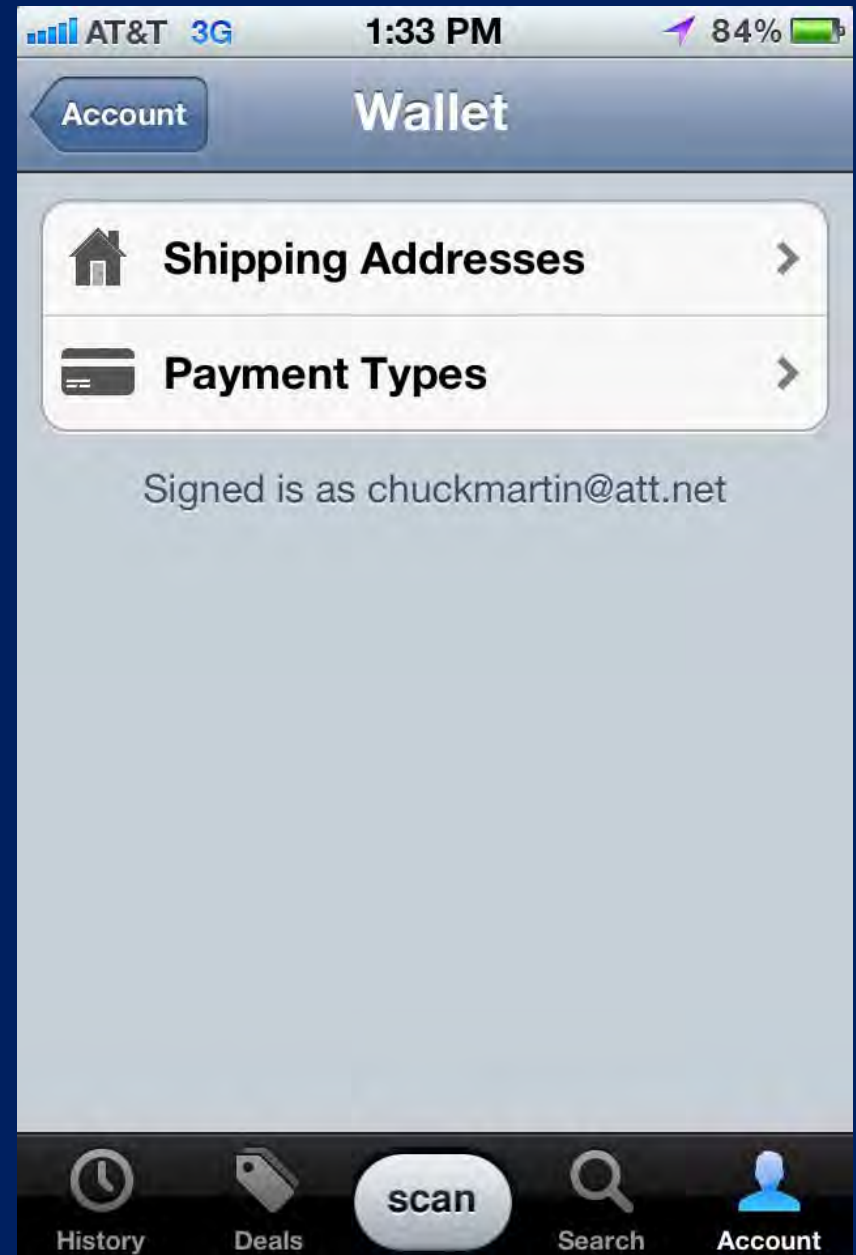
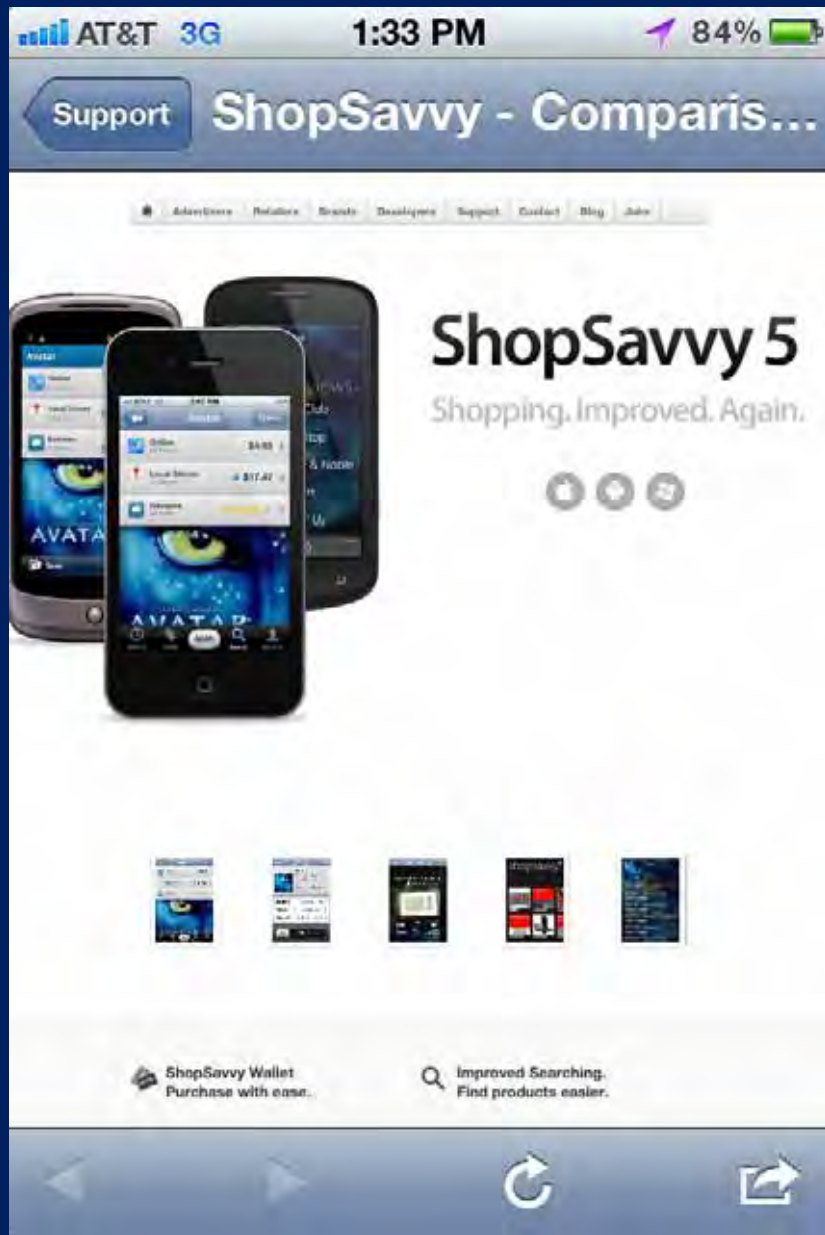
Track Cards, Rewards Cards



Barcode Behavior: Starbucks



The One-Tap Buy: ShopSavvy



2D Barcode Tracking



2D Barcode: Opt-in

JOIN THE CHIVAS[®]
BROTHERHOOD
REAP THE REWARDS

Gain exclusive access to tastings and special events.
Plus, find out how you can enter for a chance to
WIN a TRIP for 4 to SCOTLAND!
NO PURCHASE NECESSARY

Snap a photo and send to 95871 to join.



Or, visit chivasbrotherhood.com

Brought to you by
CHIVAS

LIVE WITH CHIVALRY
and
URBANDADDY

Please enjoy Chivas responsibly.

© 2011 B&W Spirits, Inc. All rights reserved. 12 and 18 are trademarks of B&W Spirits, Inc. CHIVAS, CHIVAS BROTHERHOOD, CHIVAS 12, CHIVAS 18, CHIVAS REGAL, CHIVAS 12 YEAR OLD, CHIVAS 18 YEAR OLD, GOLD SIGNATURE, and URBANDADDY are trademarks of B&W Spirits, Inc. All other marks are trademarks of their respective owners. *Spend \$50 on Chivas 12 or 18 to receive a complimentary bottle of Chivas 12 or 18. Offer ends 11/30/11. See website for details. Terms and conditions apply. See website for details. No cash value. Good for one use only. Void where prohibited. © 2011 B&W Spirits, Inc. All rights reserved.

The Age of Mobile Facilitation

The Age of the One-Tap: USAA



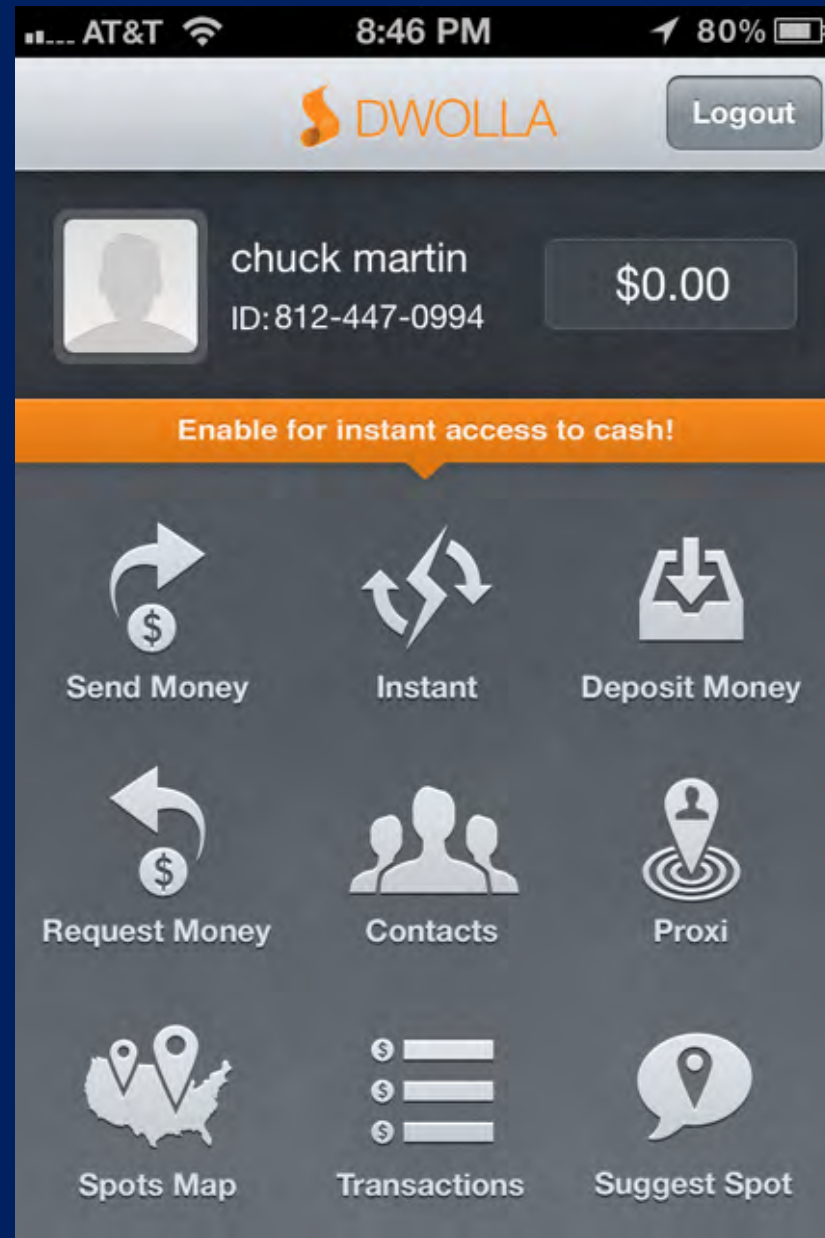
The One-Tap: MasterCard



Mobile Payments: Square, Payfirma



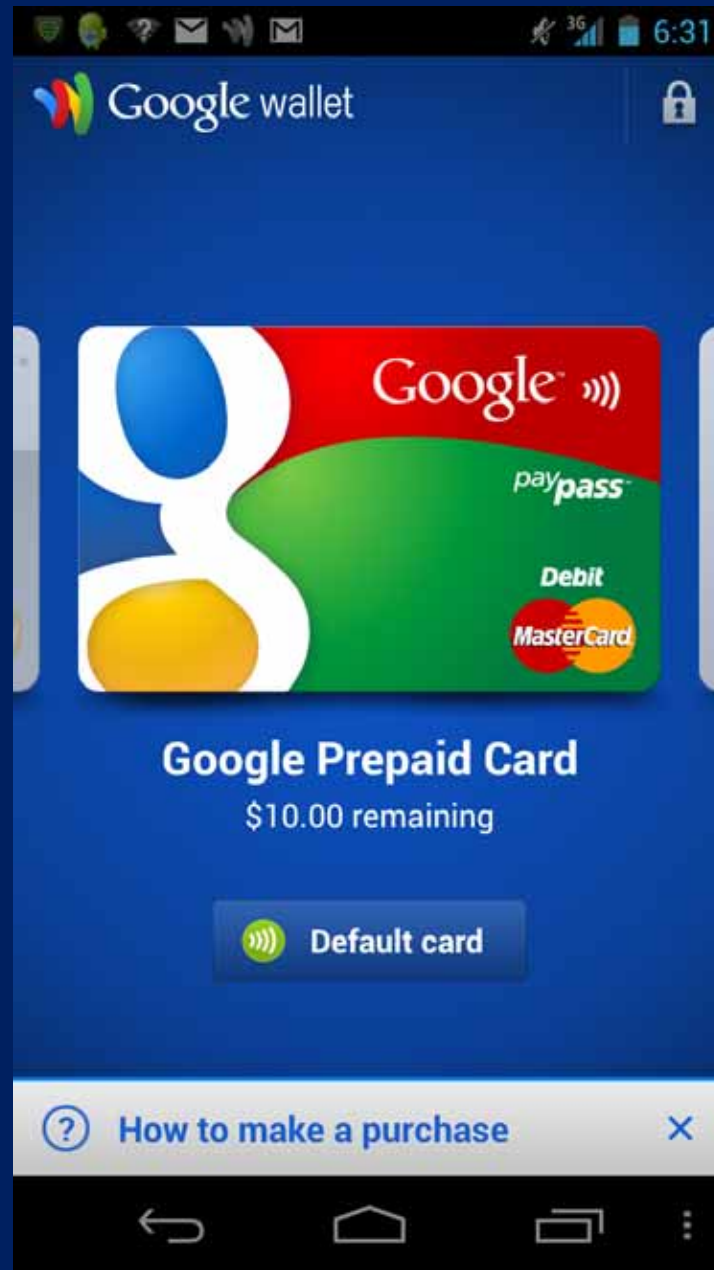
The Age of the One-Tap: Dwolla



The One-Tap Like/Buy: Spyderlynk



The One-Tap: Google Wallet



Opportunity in Mobile

Shorter Term

- Benchmark Customers' Mobile Usage**
- Capture, leverage mobile phones numbers**
- Communicate via mobile**
- Leverage SMS, MMS**
- Launch proximity marketing**

Opportunity in Mobile

Longer Term

- Mobile Apps, Mobile Web
- Test & Learn
- Measure & Analyze
- Leverage Geo-location
- Add Value to Consumer Experience
- Think Service (make life/work easier; entertain)
- Avoid Bright Shiny Object Syndrome
- Think Facilitation

**It's not about
the phone, it's
about the value**

A World Gone Mobile

Chuck@MobileFutureInstitute.com

Twitter: [@ChuckMartin](https://twitter.com/ChuckMartin)



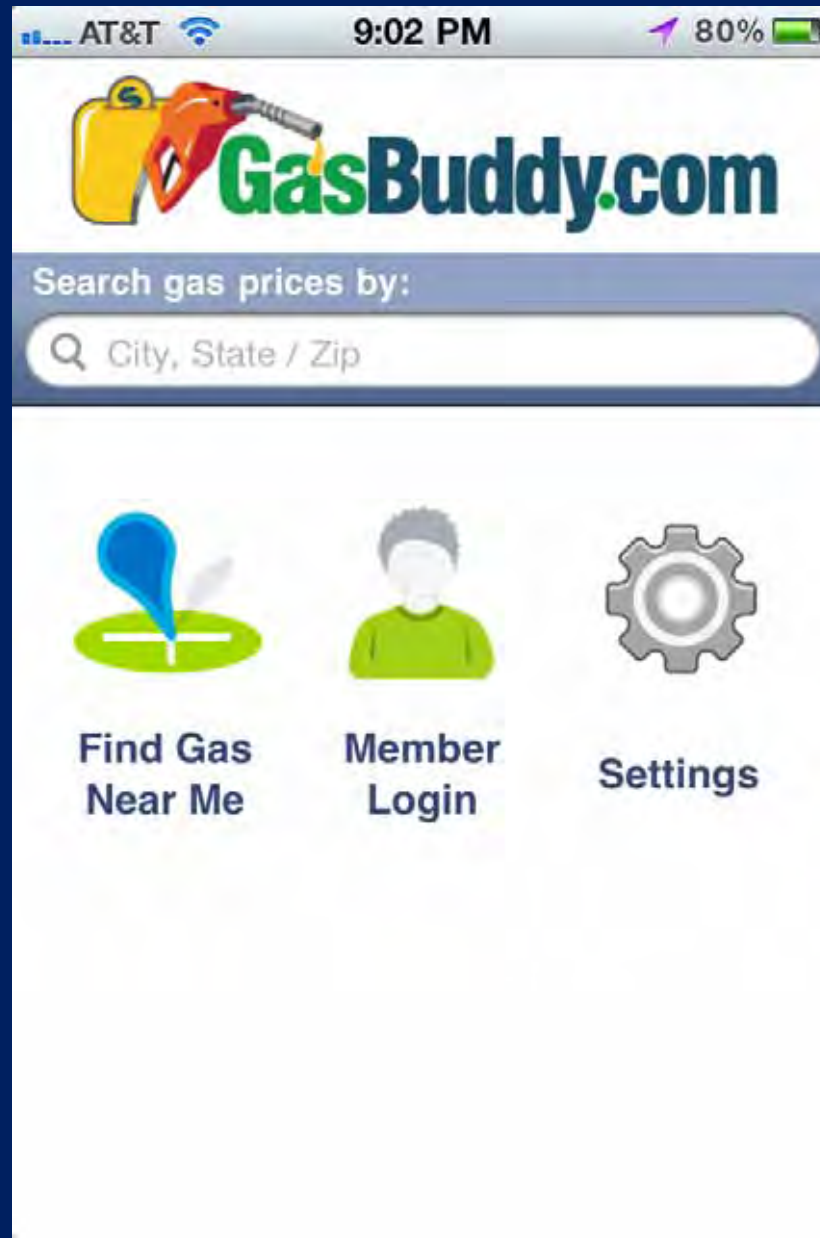
The Third Screen: It's Local

**77 million mobile subscribers
accessed local content via mobile in
one month**

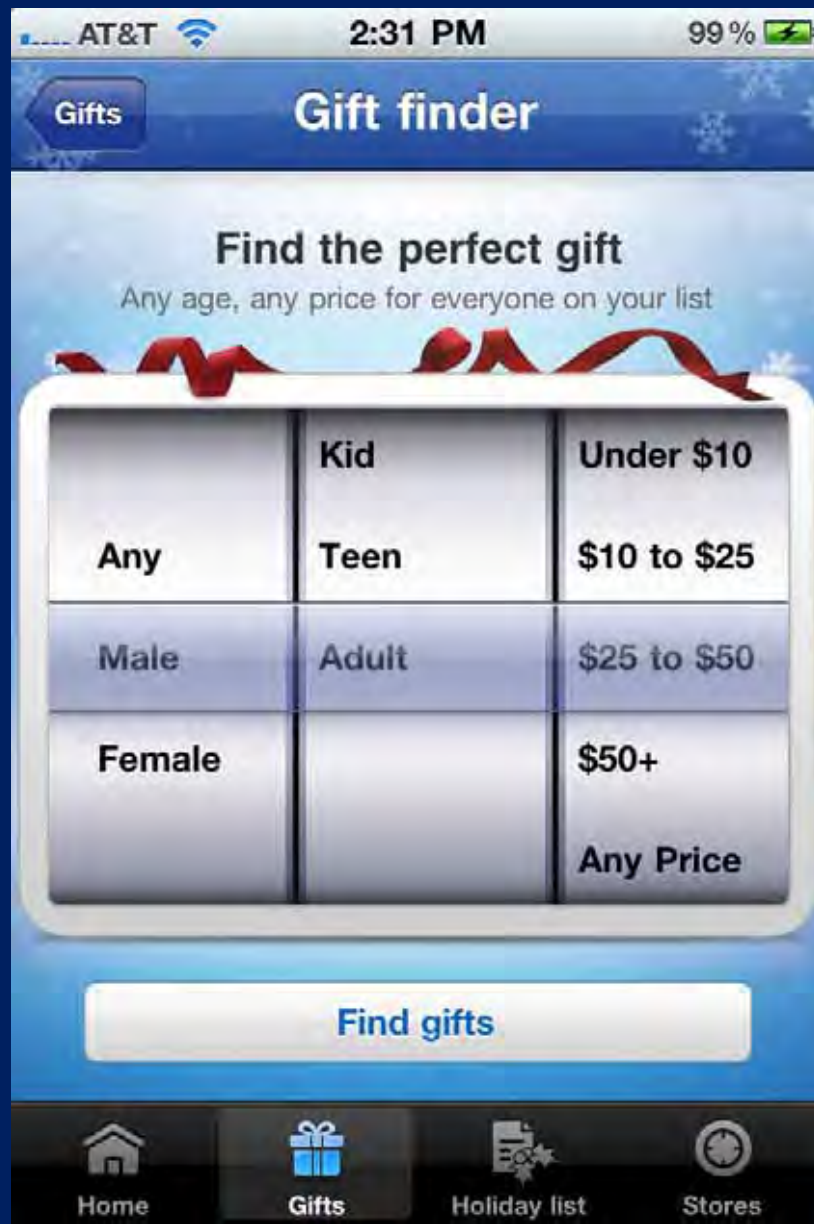
**73% found local business info via
mobile Web**

56% use apps to find local content

Behavioral Changes: Value



Brands Investing: Walmart



Behavioral Change: Walmart

AT&T 8:11 PM 69%

**Thanks for spending the
season with Walmart.**

Download the Walmart App in iTunes to
continue finding great gifts and your favorite
items at fantastic prices.



[Download](#)

Mobile Innovation: Shopkick



Video Messaging: American Greetings



americangreetings.com

feedback | help

sign in

join now

Login to Facebook 

ecards

photo cards

printables

reminders


invites

wallpapers & screensavers



mobile ecards

Send ecards to the mobile phone of your friends and family members.

Browse our mobile ecards below! 

birthday

