

# Realising the Potential of Mobile Measurement

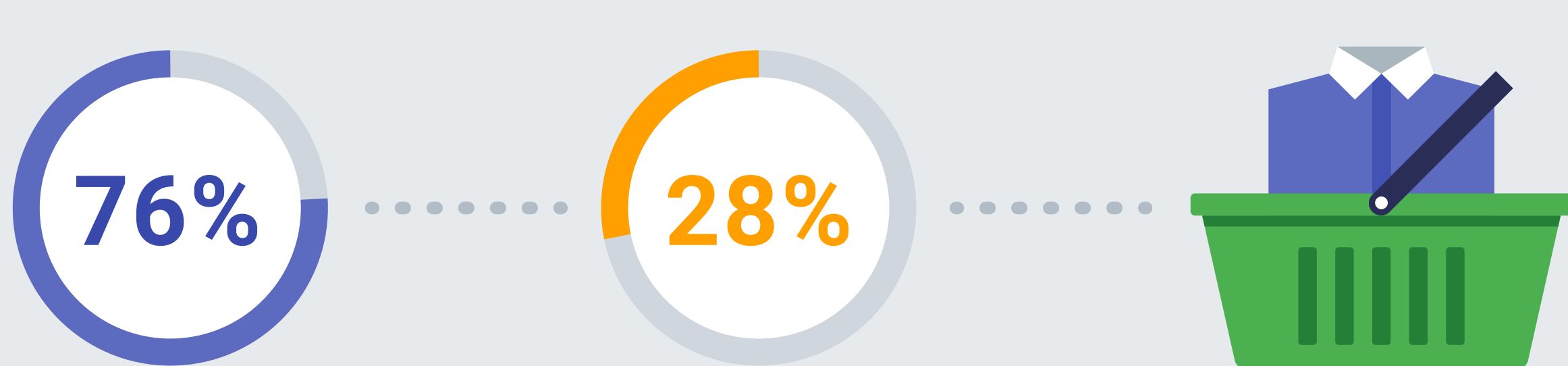


## Mobile influences consumers' purchase decisions:

**69%** of smartphone owners turn to mobile search first in a moment of need.<sup>1</sup>



**76%** of people who search on their smartphone for something nearby visit a related business within a day, and **28%** of those searches result in a purchase.<sup>2</sup>



## When smartphone users shop, they buy:

Walgreens shoppers who use its app spend **6X** more than those who don't.<sup>3</sup>

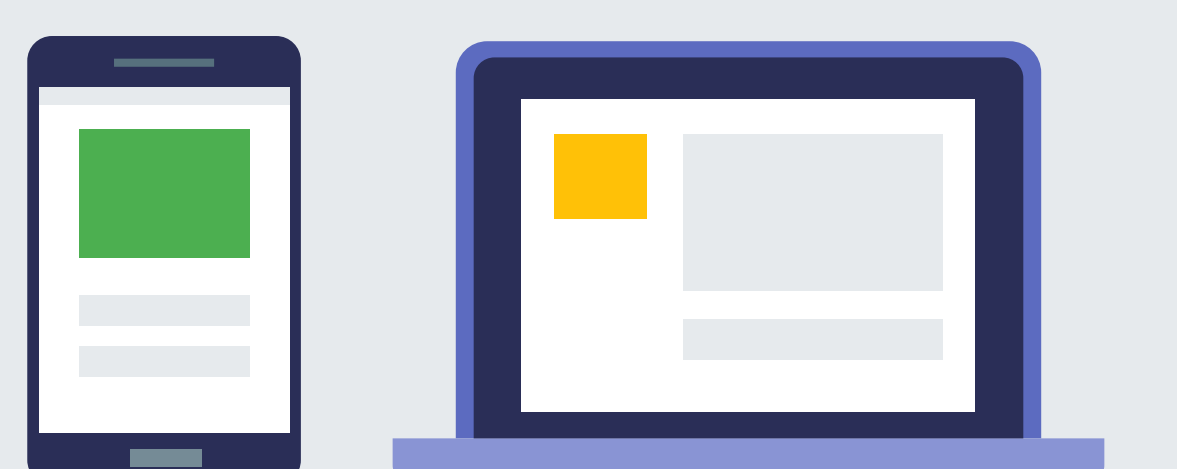


Macy's customers who use multiple channels (including mobile) spend **8X** more than those who shop in just one channel.<sup>4</sup>



## To capture the true impact of mobile, marketers have to evolve the way they measure this new behaviour:

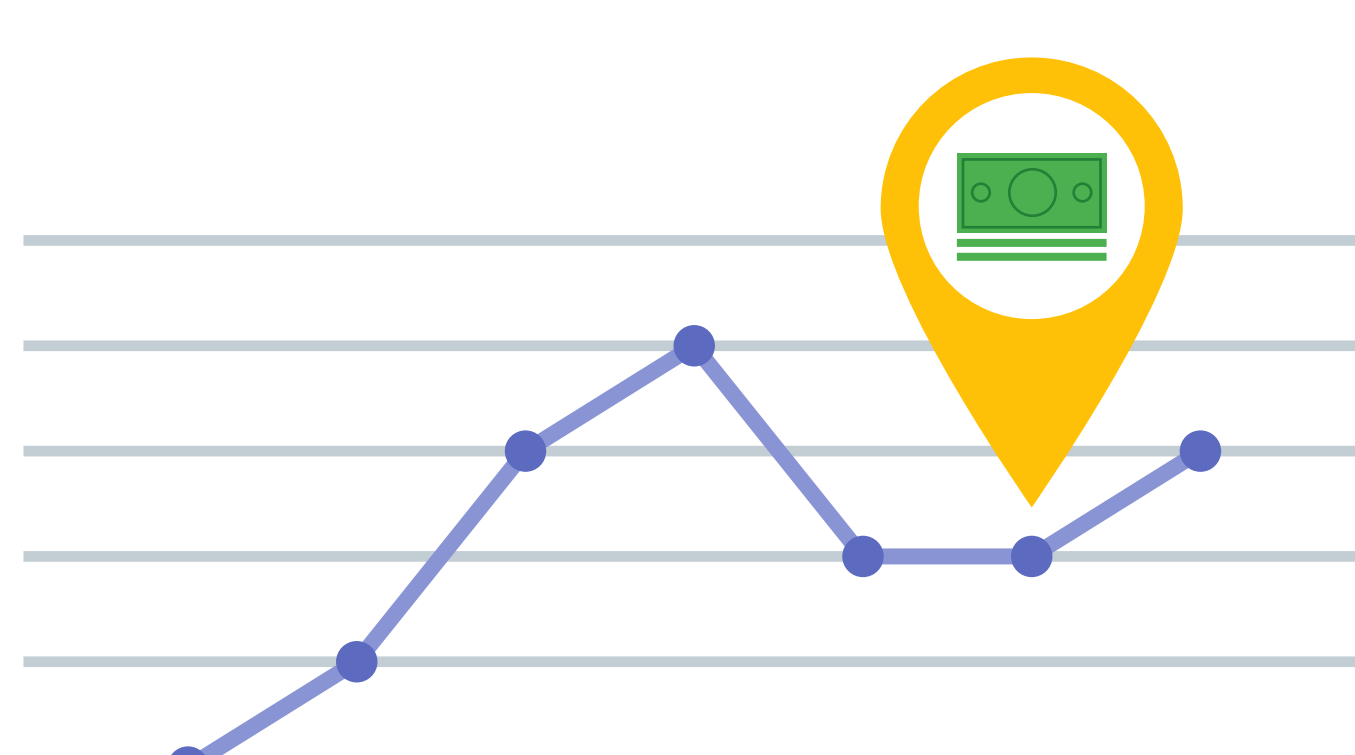
Leading marketers are **75%** more likely than the mainstream to have moved to a more holistic model of measurement in the last two years.<sup>5</sup>



Leading marketers are **83%** more likely than their peers to include cross-device data in their modeling.<sup>6</sup>

## How to drive growth with mobile:

**Focus on business metrics:** 95% of leading marketers agree that "to truly matter, marketing analytics KPIs must be tied to broader business goals."<sup>7</sup>



**Bridge gaps with estimates:** Leading marketers are **71%** more likely than the mainstream to regularly use estimates to bridge gaps in measurement and analytics practice.<sup>8</sup>

**Embrace big-bet experiments:** Top marketers are more than **twice** as likely to conduct big-bet experiments than the mainstream.<sup>9</sup>



### SOURCES

- 1 Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016, Representative sample of U.S. smartphone users = 1000, Responses = 14,840, Needs = 10,544.
- 2 Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016, Representative sample of U.S. Smartphone users = 1000. Local searchers = 634, Purchases = 1,140.
- 3,4 Bain Analysis, Mobile Marketing: Don't Miss the Moment, 2016.
- 5,6,9 Econsultancy and Google, Analytics and Measurement Survey, 2016, Base: n = 502 marketing and measurement executives at North American companies with over \$250MM in revenues / n = 132 leading marketers; n = 305 mainstream marketers.
- 7 Econsultancy and Google, Analytics and Measurement Survey, 2016, Base: n = 500 marketing and measurement executives at North American companies with over \$250MM in revenues / n = 132 leading marketers.
- 8 Econsultancy and Google, Analytics and Measurement Survey, 2016, Base: n = 500 marketing and measurement executives at North American companies with over \$250MM in revenues / n = 112 leading marketers; n = 170 mainstream marketers.