Realizing the Potential of Mobile Measurement

Mobile influences consumers’ purchase decisions:

- 69% of smartphone owners turn to mobile search first in a moment of need.¹

When smartphone users shop, they buy:

- 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.²

- 76% of Walgreens shoppers who use its app spend 6X more than those who don’t.³

- Macy’s customers who use multiple channels (including mobile) spend 8X more than those who shop in just one channel.⁴

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

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

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

Focus on business metrics: 66% of leading marketers agree that “to truly matter, marketing analytics KPIs must be tied to broader business goals.”⁷

Embrace big-bet experiments: Top marketers are more than twice as likely to conduct big-bet experiments than the mainstream.⁸

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.⁹

SOURCES


2 Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, May 2016, Representative sample of U.S. smartphone users = 1,000. Local searchers = 634, Purchases = 1,140.

3 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.

4 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 = 112 leading marketers; n = 170 mainstream marketers.


