convirza

white paper:
The 10 Great Mobile Marketing Experiments

Table of Contents

Executive Summary

By now, every marketer knows that they should be at least experimenting with mobile marketing. They know it is about to explode. They know it is critical to the future of their success. Some marketers even know—at least roughly—how to do mobile marketing.

However, research also shows that most mobile marketers still don't know which tactics are most effective. Nor do they know how to track mobile marketing success (or even what that success really looks like).

Our goal in this White Paper is to provide mobile marketers with the simplest, best, and most useful mobile marketing tests, experiments, and case studies so you can learn from companies (large and small) that have had success.

How Did We Decide Which Case Studies to Include?

Providing case studies that were useable and helpful were the only criteria. The data included in this White Paper covers a broad variety of mobile marketing methods—everything from SMS marketing and click-to-call, to branding, apps, and SoMo coupons. We've included information about the tools marketers used to track their campaigns, the tactics they employed, and results they generated. As best we can, this White Paper also provides hard data about revenue generated from mobile campaigns.

Our goal is to make you better mobile marketers.

What You Need to Know About Mobile

This White Paper is certainly not titled 'Mobile Marketing 101,' but it is critical to provide a high level view before we delve into the experiments and case studies themselves.

Mobile Is Big and Getting Bigger

Several factors will converge in the next few months that will produce a massive mobile marketing explosion.

1. Research from sources as disparate as Morgan Stanley and eMarketer project that mobile marketing spend will multiply 5x to 10x in the next four years. Other growth models projecting into 2020 and beyond are even more staggering.

2. Smartphone penetration surpassed 50% in Q2 of 2012 and will continue to grow. It is increasingly likely that by 2014 nearly 80% to 90% of 18-55 year olds in the U.S. will have a smartphone. In fact, even now, more people on Earth own smartphones than own toothbrushes.

3. Mobile search is rapidly gaining preeminence. By the end of 2013—or perhaps in early 2014—mobile search volume will surpass desktop search volume. This means that more people will find your website and learn about your business on their smartphone than on their laptop or desktop.

Mobile Works

Research from Mobile Marketer found that over 90% of mobile searches result in action. And over 70% of those actions occur within one hour of search. Google even says that over 50% of mobile searches result in purchase.

Other mobile methods work just as well. Research indicates that over 95% of text messages from businesses are opened within 15 minutes.

These are stunning numbers when compared with virtually any other marketing channel. Imagine if 95% of your businesses emails were opened within 15 minutes. (Heck, I'm sure your email marketing guy would be thrilled with 96% open rates in 15 days).

Or, what if 70% of people who heard a radio ad acted within one hour (like mobile search)?

We could regurgitate additional statistics to demonstrate this single point: no marketing medium we've ever seen compares to mobile in terms of response.

Mobile Produces Calls

The next thing you need to know about mobile is this: mobile marketing is very, very good at producing phone calls. An August 2012 study from Nielsen found that **73% of mobile searches result in a phone call.** That number is up from 61% just a few months prior.

It is becoming increasingly apparent that the most common and natural action after a mobile search is a phone call.

Mobile Metrics

Because mobile marketing produces phone calls so frequently and so readily, the metrics required to track the success of mobile campaigns are call centric. In other words, 'traditional' online analytics like abandon rate, CTR, etc., simply aren't useful.

Call analytics are useful. You need to know which ads produce calls and which do not.

Get Started

The experiments and case studies you are about to read will give you concrete tactics, ideas, and data about how real companies are doing mobile marketing.

Enjoy.

1. In-Store Mobile Coupon Experiment

Summary: Crocs launched an in-store mobile coupon campaign. 94,000 people redeemed the coupons in 30 days.

Objective: Crocs' objective was simple: generate additional customer engagement, loyalty, and revenue while the customer was in their stores. Strictly speaking, their goal was to get retail customers to request, receive, and redeem a 15% off coupon all while in-store.

Company: Crocs Inc.
Campaign Size: National
Marketing Firm: Knotice
Source: Mobile Marketer

Strategy: Encourage retail shoppers to engage with the brand via their smartphone and redeem coupons directly and instantly in-store.

Tactics: Crocs placed brightly colored and specific signage in their retail stores. These signs contained instructions, a call-to-action, and the details of the offer. They placed these signs in each of their 185 Crocs retail stores nationwide. Crocs needed to ensure that their call-to-action was urgent and useful:

> "What is a foot's best friend? Find out and save 15% off today! It is as easy as one, two three…"
> 1. Text 'CROCS 1234' to 63103
> 2. Instantly receive a 15% off coupon code
> 3. Show cashier the code at check out

Results: The in-store mobile experiment (it was marketed nowhere else) generated 94,000 coupon requests during the first 30 days. Customers loved the 15% off coupon. Store staff also enjoyed the promotion and encouraged customers to take advantage of it.

In Their Words: "Being able to connect with [our consumers] in a meaningful way on their mobile device allows us to create a valuable shopping experience and to have a one-on-one dialogue with our customers," said Jay Custard, Global Online Marketing Director at Crocs Inc. "Mobile helps us reach out to customers."

Analysis: Even though the campaign was hardly 'one-on-one' (94,000 people participated after all), customers felt like it was one-on-one. That's the beauty of mobile marketing. When something appears on our smartphone we somehow feel like it is only

for us, even though 93,999 other people received the same coupon.

Obviously the campaign worked. However, the question still remains: did the lost revenue from the coupon actually produce more loyal customers and more long-term revenue? This is, perhaps, a larger question about coupons and limited-time offers—something every business must decide.

Do you want to lessen your margins in the short-term to gain brand loyalty, more revenue, and happy customers in the long-term?

2. Click-to-Call Metrics Google #Fail

Company: Holiday Inn Express
Campaign Size: Local
Marketing Firm: Convirza
Source: Convirza

Summary: For testing purposes, Convirza recently began conducting mobile click-to-call campaigns for some our call tracking clients. A test with a franchisee-owned Holiday Inn Express found that Google measures click-to-call campaigns with less than 50% accuracy.

Objective: Drive calls to the front desk of the Holiday Inn Express. These calls generate revenue for Holiday Inn Express and provide valuable mobile marketing tests and call analytics for Convirza.

Strategy: Purchase pay-per-call ads using Google Adwords Call Extensions. Rather than using the hotel's phone number as the call extension for the mobile PPC ads, Convirza provided local phone numbers. These numbers were routed to the hotel. This allowed Convirza to gather call analytics data.

Tactics: Convirza spent $324 dollars on click-to-call (CTC) mobile ads over a two week period. These ads contained phrases like 'Book Now' or 'Call Now to Book a Room.' The call extensions (the tap-able phone numbers) were local numbers provided by Convirza and routed directly to the hotel.

Results: Google billed Convirza for 60 calls generated via click-to-call. This means that 60 people tapped the phone number in the ad. Google billed for each and all of these taps because it believes they are actual phone calls. Thus we were billed for 60 phone calls.

However, our call analytics platform found that only 29 calls (48.3%) were actually completed (rang at the hotel). Again, less than half of the 60 calls for which we were billed were actually calls. The rest were either mistaken clicks or abandoned calls.

Only 9 calls (15%) were actually qualified leads (i.e. people looking for a hotel room). The rest were wrong numbers, people asking questions about future reservations or just random phone calls from odd people.

And 6 calls (10%) ended in a room reservation.
In Their Words: "Without call analytics we wouldn't have known the accuracy of any of our metrics," said Carlton van Putten, VP of Marketing, ContactPoint.

Analysis: There are several takeaways from this pay-per-call experiment:

1. Had we relied on Google Adwords for data alone, our CPL, CPA and even CPC would have been badly skewed. Fortunately we used our call analytics tool, Convirza, to provide accurate data.

2. If we had used the standard business phone number and not a call tracking phone number we would have had vastly different analytics. This data would have led to incorrect decisions about ad optimization, ad copy, and even the entire pay-per-call model Google offers. Our assumptions would have been incorrect and our future decisions about marketing spend would have been based on incorrect data.

3. The campaign was still a success. We spent $324. The campaign generated 6 reservations. If the average room rate is around $100/night we nearly doubled our marketing spend immediately. Most marketers would gladly take those results.

4. Use a call tracking number when you conduct mobile click-to-call advertising. There is simply no other way to get clean data.

There is no downside. You have to use some phone number as the call extension in Google Adwords. Why not use one that will give you rich call analytics data?

3. The Mobile Ad Copy Test

Company: IHG
Campaign Size: Global
Source: Google

Summary: IHG sought to increase room reservations and revenue via mobile click-to-call. After some testing, they optimized the entire mobile experience and added overt calls-to-action in mobile ads. This resulted in a 20% increase in mobile web traffic and a 91% increase in mobile search activity.

Objective: Increase demonstrable revenue from mobile search activity via Google pay-per-call ads. In other words, get people to call.

Strategy: Utilize Google's mobile pay-per-call advertising via Google Adwords.

Tactics: IHG did two things to increase revenue: 1) They created mobile optimized websites with easily clickable phone numbers, maps, and mobile-friendly copy and, 2) They wrote mobile-specific ad copy.

IHG's click-to-call (CTC) mobile ads used phrases like 'Call to Book Now' or 'Call Us Now.' Prior, using such overt calls-to-action in ad copy was not a focus of the IHG mobile strategy. They would, instead, simply insert the click-to-call phone number without an overt CTA to call it.

Results: IHG mobile search activity increased by 91% YoY. Additionally, traffic to their mobile site increased 20% MoM. These metrics have translated into increased reservations and phone calls. Additionally, this increased traffic has resulted in increased app downloads and built brand loyalty.

IHG also says that mobile click-to-call ads account for roughly 40% of their mobile marketing revenue globally.

In Their Words: "We don't want to limit customers' options," said Marco De Rosa, Interactive Marketing Manager, EMEA, IHG. "Plus click-to-call is clearly an important source of revenue."

Analysis: It is clear that mobile click-to-call via Google pay-per-call is extremely effective when utilized properly. In order to have mobile click-to-call success companies must optimize the entire mobile experience. This includes optimizing mobile websites and optimizing mobile ad copy with clear and specific calls-to-action like 'Call us Now' or 'Tap to Call us Now.'

4. Pay-Per-Call Smashes Pay-Per-Click

Summary: esurance needed to decrease CPA and sought to do so by using mobile pay-per-call ads. They wanted to generate phone calls via these ads that would result in new insurance quotes and policies. They launched Google pay-per-call campaigns and saw a 30% lower CPA than other advertising channels—much better than standard PPC.

Company: esurance
Campaign Size: National
Source: Google

Objective: Generate phone calls, insurance quotes and new insurance policies via mobile campaigns—specifically mobile pay-per-call (Google Adwords Call Extensions).

Strategy: Purchase mobile pay-per-call ads on Google Adwords. Create short, concise ads with a clear calls-to-action directing searchers to call.
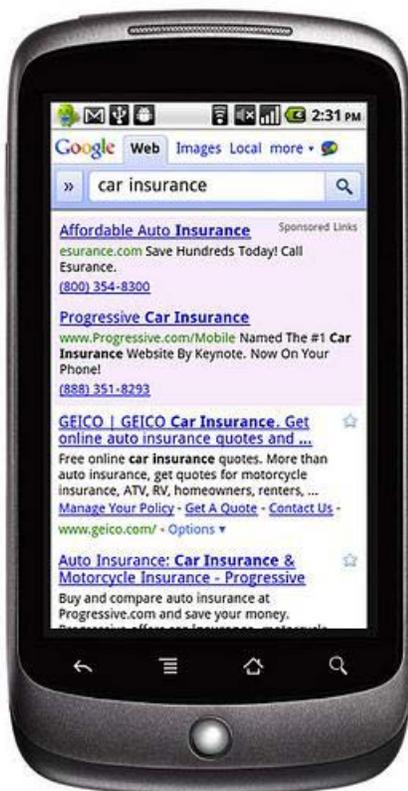
Tactics: esurance used 800- numbers as call extensions within Google Adwords. They then created ad copy containing click-to-call friendly language such as 'Call Now For a FREE Quote' and 'Call esurance.'

Results: esurance mobile pay-per-call campaigns generated 30% to 35% higher response rates with a 5% to 10% lower cost-per-click, as compared to standard pay-per-click ads for the same keywords. Additionally, quotes and policies generated from Google mobile pay-per-call ads had a 30% lower acquisition cost (CPA) compared to other channels.

In Their Words: "The people coming in through Google mobile ads click-to-call are very, very high converting leads. CTC allows us to immediately begin consultative selling over the phone, and that increases our close rate substantially," said Tolithia Kornweibel, Director of Online Marketing. "So, customers have a great user experience, and we get a positive ROI. We'll definitely be using per-per-call as a cornerstone of our future campaigns."

Analysis: The interesting thing to note about this campaign is its impact on CPA. Because costs were lower and conversion rates were higher, CPA dropped dramatically.

Data we've gathered about close rates backs up esurance's claims about high close rates for leads generated via mobile click-to-call. Analytics gathered from thousands of phone calls within Convirza, shows clearly that inbound mobile calls are more likely to convert and close than inbound web leads (12 – 15 times more likely, to be precise). So, naturally, CPA would be substantially lower.

5. The Local SMS IHOP Campaigns

Summary: In an effort to build brand loyalty and drive traffic into a localfranchisee's IHOP during slow days of the week, a marketing firm began an integrated media campaign involving SMS marketing, direct mail and outreach. Mobile coupon redemption reached 10%, restaurant traffic increased, and revenue jumped.

Objectives: Build brand loyalty and drive traffic into a local IHOP franchise during slow days of the week. Build an SMS text list for future marketing usage.

Strategy: The strategy involved an integrated marketing approach using a variety of ifferent mediums. Consumers would be encouraged—via these other mediums—to opt-in for a coupon via SMS. This coupon could be redeemed for a free short stack of pancakes on certain days of the week.

Tactics: The plan relied on a variety of marketing channels. First, Money Mailer sent out direct mail pieces telling people to text 'IHOPFREE' to a specific number in order to receive the free short stack of pancakes. Similar calls-to-action were promoted in radio and print ads.

Company: IHOP (Franchisee)
Campaign Size: Local
Marketing Firms: Pocket-Promo
Source: Pocket-Promo

Sending the text message puts consumers on an SMS lst that allows them to receive future coupons and updates from IHOP and instantly provides the coupon for delectable, buttery, syrupy pancakes.

Now this local IHOP is sending two text messages each month to its list containing coupons and specific offers. These offers are targeted to customers in mid-week when in-restaurant traffic is significantly lower than weekends.

Results: In 30 days IHOP says around 105 of the coupons have been redeemed.

They are also seeing massive 'upsells.' For example, consumers that redeem a coupon for a free short stack are coming into the restaurant and purchasing breakfast for their entire family.

Additionally, the attrition rate (opt-out rate) for the text message list is only 10%. And most importantly, traffic on traditionally slow, mid-week days is also up substantially.

In Their Words: "This is really the most cost-effective way to reach consumers," Ever Santana, IHOP franchise owner said. "It is low cost, easy to execute and it reaches a wide variety of people."

Analysis: The first thing that is striking about this campaign is the use of traditional media to generate mobile marketing traffic and interest.

This is instructive for marketing firms of all kinds.

Mobile firms should not be afraid to seek marketing partners in traditional channels. Nor, should radio, TV, direct mail and other traditional mediums be frightened of integrating and partnering with mobile and online marketing firms.

Additionally, this experiment indicates how small businesses can use mobile marketing. Even a one-location franchise can benefit.

6. Decreasing Mobile Bounce Rates

Company: Vegas.com
Campaign Size: Global
Marketing Firms: SiteSpect
Source: Hubspot, MarketingSherpa

Summary: Vegas.com mobile visitors were bouncing way too quickly and far too often. In order to better understand mobile engagement on their site, their team began A/B split testing. The results led them to create a fully optimized mobile site. Bounce rates subsequently dropped by over 20%.

Objective: Learn why mobile visitors were bouncing from the Vegas.com site, and then fix the problem.

Strategy: Vegas.com did not have a mobile site. Mobile visitors were simply visiting the regular website. In order to test mobile bounce rate causation, Vegas.com created a mobile website to A/B test differences in performance metrics.

Tactics: The Vegas.com marketing team created a very scaled-down and simpler version of the regular website to serve as their mobile site. They also placed mobile-specific calls-to-action such as CTC phone numbers and specific display ads on the mobile site.

Once the new mobile site was functional, Vegas.com routed 50% of mobile visitors to the new mobile site and 50% to the regular Vegas.com website.

Results: Their A/B testing showed, clearly, that mobile users need a mobile-tailored experience. The mobile page had a 22% lower bounce rate than the website. It also had 16% more page views and a 4% higher conversion rate. Not only did the mobile site perform better, but it was actually easier for Google to locate via mobile searches.

Due to these results, Vegas.com fast-tracked development of their full-featured mobile site.

In Their Words: "It only took about two weeks of time from talking about it to when the test was ready," Mike Brown, VP of Internet Optimization at Vegas.com said. "Honestly, if we had known how easy it was going to be to create and test a mobile site, we would have done it a long time ago."

Analysis: This test is interesting for several reasons:

1. It confirms what mobile marketers should already know: mobile websites perform substantially better than 'regular' websites in a mobile environment.

2. Not only do mobile sites have better performance metrics, but they are actually easier for Google to locate during a mobile search.

3. This case study is also interesting for what it did not measure. Brown specifically says that they included a phone number on the mobile site. What he fails to disclose is the number of phone calls that number generated. Our research—and research from Google, xAd, Nielsen and others—clearly shows that phone calls are the most common action after a mobile search.

Bounce rate is an online marketing metric, not a mobile marketing metric.

7. Coke's New Mobile Focus

Summary: As of July 2012, Coca-Cola allocated 70% of their mobile marketing budget to text messaging. This is a shift. Coke has traditionally focused largely on mobile branding. The experiment discussed here details how Coke is beginning to leverage text message marketing at live events.

Objective: Drive mobile customer engagement and consumer experiences in connection with other marketing campaigns—specifically live events. In this case, it was the Essence Music Festival.

Company: Coca-Cola
Campaign Size: Event-based
Source: Mobile Marketer, Mogreet

Strategy: Get attendees to text a specific phrase to Coke while they are attending the event. This generates mobile engagement during live events and builds a vast SMS list for future mobile marketing campaigns.

Tactics: During the show itself attendees were encouraged by signage and people on stage to text the keyword 'CELEBRATE', along with their first and last name, to a number provided by Coke. The first 500 people to do so were invited to a special BBQ. Some were even given VIP passes to the music festival.

Results: Within 30 seconds of the campaign's announcement, 3000 people participated—over 16% of the total attendees.

In Their Words: "We're all about a Coke in one hand and a phone in another," said Tony Francis, a member of the Global Connections Team at Coke. "In terms of live events we are seeing higher participation. Consumers really want to interact with brands and really integrate compelling experiences."

Analysis: While there are very few companies that have the budget of Coke, there are still several interesting takeaways from their event-based SMS experiment.

1. Coke has obviously seen so much success with text message marketing tests that they are pouring their mobile budget into future SMS campaigns.

2. Certainly Coke does far more extensive mobile marketing than the test described above. They've developed a Coke-themed mobile game/app targeted at teenagers. They've done extensive experiments with mobile wallets, mobile vending and mobile branding. However, the vast majority of their mobile budget is spent on tactics like those discussed above. Even for a brand like Coke, immediate customer engagement and direct response is vital.

3. This Coke experiment demonstrates something we've been saying for several months: mobile branding is quickly being usurped by various forms of mobile direct response marketing—be it click-to-call, SMS or other methods.

8. Plummeting CPA with Click-to-Call

Summary: In order to generate calls to State Farm call centers, Resolution Media began click-to-call campaigns using mobile search networks. The ads resulted in insurances quotes with a 70% lower CPA for State Farm. Further optimization reduced costs even more.

Objective: Resolution Media wanted to take advantage of the relatively limited competition in the click-to-call space to drive phone calls for their client from people seeking insurance quotes.

Strategy: Their plan was to use Google Adwords Call Extensions to push calls to call centers.

Tactics: As any good marketing company will do, Resolution Media tested various budget levels of CTC spend to determine optimal levels. They also ensured that their ad copy was mobile friendly and 'call friendly.' They used call tracking phone numbers to measure call analytics.

Results: According to Resolution Media's own case study, they report that click-to-call has become the lowest cost-per-call acquisition channel within State Farm's marketing mix.

They also say that average cost-per-call has decreased 55.5% since launch and that CPA for click-to-call is 70% cheaper than other channels.

Analysis: The financial services industry is a great fit for click-to-call mobile marketing. This includes insurance, credit unions, banks and even mortgage and lending firms. Why are they such a good fit? Because the interaction is rather complex and requires a phone conversation.

The other takeaway from this case study is something we've been preaching for a long time: use call tracking when you conduct click-to-call campaigns. Resolution Media is not a Convirza client, but they used call tracking for this campaign to track their success.

Company: State Farm
Campaign Size: Event-based
Marketing Firm: Resolution Media
Source: Resolution Media

Research consistently shows that gathering call analytics is critical when conducting CTC campaigns.

9. SoMo Check-Ins Produce Results

Summary: In an effort to build brand loyalty sports entertainment company TopGolf launched a Foursquare mobile check-in campaign. The campaign resulted in several thousand check-in coupons redeemed.

Objective: Engender loyalty with 18-35 year-olds via Foursquare and other social location-based platforms. TopGolf's audience is young and hip. They assumed that a social media-based Foursquare campaign would be a great fit.

Strategy: Integrate this Foursquare 'check-in' campaign with other social media campaigns and media channels.

Tactics: TopGolf began launching check-in specials that could only be redeemed with Foursquare check-ins. These specials were promoted heavily on social media platforms, emails and even print media. All the messaging focused on one purpose: getting TopGolf attendees to check-in upon arrival.

Upon checking-in, the customer has to actually show his smartphone and Foursquare check-in to a staff member. The staff member then provides the customer with a coupon. Staff is consistently trained on the procedure for redeeming coupons and other 'specials' generated via the check-in campaigns.

The specials included coupons for food, beverages and discounts activities.

Results: Since October 2011—when the check-in specials began—TopGolf has had over 4,000 check-ins and subsequent coupon redemptions. They heavily promote the specials on their social media outlets.

They say the check-ins have resulted in increased repeat business.

Company: TopGolf
Campaign Size: Regional
Source: StreetFight

In Their Words: "Like anything else, I think it is about keeping the special fresh. If someone is constantly coming to TopGolf and seeing the same Foursquare check-in special over and over again, I think it can start to get stale," said Scott McMahon, Regional Marketing Director.

Analysis: Every business can leverage social/mobile check-in campaigns. There is no business too large or too small. The advantages are simple:

1. When someone checks-in on their mobile device that check-in is usually posted to the person's Facebook page. Their friends see this. This generates clicks and builds awareness.
2. Of course, check-in special coupons are very effective. TopGolf utilized check-ins like many businesses use coupons.

TopGolf effectively leveraged a social media mobile campaign to encourage loyalty. However, they do not have firm data about new customer acquisition related to specific check-in campaigns.

Company: eMart
Campaign Size: National (South Korea)
Source: eMart
Watch the video of the 3d QR Codes

10. Korean QR Code Mania

Summary: We had to go all the way to South Korea to find a creative QR code experiment that wasn't same-old, same-old. This campaign was conducted by national retail chain, eMart. They created a stunning 3D QR code that would only scan between noon and 1pm, when shadows fell on the QR code in a certain way. 12,000 coupons redeemed in one month.

Objective: The problem eMart faced was substantial: very low in-store traffic between noon and 1pm. Thus, the objective of this experiment was to generate buzz and get people to visit eMart's 141 locations during lunch—when sales typically drop.

Strategy: Create unique 3D QR codes that could only be scanned when shadows fell in a precise way between 12 and 1 PM. Scanning the QR codes would generate coupons for use inside eMart.

10:30 a.m. - Can't Scan   12:30 p.m. - Can Scan

Tactics: eMart created 3D QR codes and posted them throughout urban areas of Seoul— some were posted directly outside of eMart locations, others were not. They also posted signage directing people to scan the QR codes only between 12 and 1. The QR code landing page contained a 25% off coupon. They labeled the campaign the 'Sunny Sale' because it had to be sunny for the QR codes to scan.

eMart started with a few locations and expanded to dozens.

Results: The campaign generated significant social media buzz. Several international and national news organizations also covered the 3D QR codes. A stunning 12,000 eMart coupons were redeemed via the QR codes in the first month. eMart online membership increased 58% MoM.

But the biggest stunner was a 25% increase in eMart sales during lunch hours.

Wow.

Analysis: South Koreans have traditionally been ahead of the curve in terms of mobile adoption, usage and creativity. This campaign is no exception.

It is worth noting that these QR codes were not attached to the eMart buildings, and in some cases, were not even in front of eMart locations. Rather, they were scattered throughout densely populated areas of Seoul.

While your business may not want to duplicate (or can't duplicate) eMart's QR code campaign, there are a few things we can learn:

1. Limited-time offers work great on mobile phones. Ex. 'Text in the 10 minutes to receive….' or 'Call Today to Receive….'
2. Direct response mobile marketing is the best use of mobile for most companies.
3. QR codes are not dead. At least not in Korea.

Bonus - Integrated Mobile App

Summary: Australian mobile marketing firm Snakk needed to create impressions for their client, Intel, but found that younger demographics were fast-forwarding commercials and not engaging with traditional mobile ads. So they developed a mobile app with gaming, video, and music—all with embedded Intel branding. The games have played over 100,000 times.

Objective: Intel wanted to drive demand and upsell to next generation Intel products. They also wanted to establish thought leadership and market share in the 18-39 demographic.

Strategy: Snakk realized that a mobile app was the perfect platform to show off Intel tech, provide valuable content and build brand all at the same time.

Thus, they decided to build an app.

Tactics: Snakk created 4 very robust 'mini-apps' in one— Music Composition, Video Editing, Design and Gaming. Each of these mini-apps had games, competitions, content and capabilities highlighting Intel technology.

Snakk also figured out a way to embed Intel branding throughout the app. Users could also

Company: Intel
Campaign Size: National (Australia)
Source: Snakk
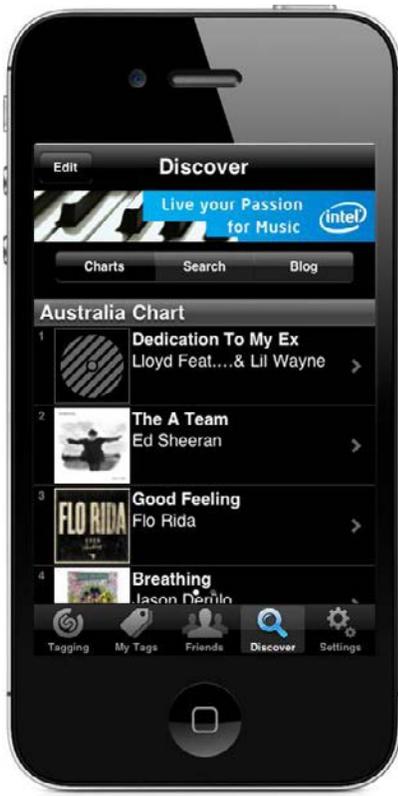
share internal app content via SMS, Twitter or email.

Results: In just a few months there were a total of 62,669 games played. The games also generated TWICE the stated goal of clicks to the Intel branded ads.

Analysis: While many companies don't have the capital to invest in such a thorough and robust mobile app, there is still much we can learn from this Intel example.

First, Intel didn't just throw mobile branding at users. They embedded branding into the user experience.

Second, their entire focus was on providing the mobile user with useful information and great experience. The branding was secondary.

A Word About Mobile Analytics

Phone calls are the most common action after a mobile search. Thus, mobile marketers need to be tracking phone calls and gathering call analytics.

Conducting mobile marketing campaigns without call analytics is akin to conducting web campaigns without Google Analytics or another web analytics platform.

You would be flying blind.

Mobile marketers need to measure phone calls.

We are the mobile call tracking and call analytics company. We can help you.

Our message is simple: mobile marketing is here to stay. And we had better figure out how to do it effectively and how to measure it efficiently.

Additional Resources

White Paper: The Elements of a Converted Call

http://pages.convirza.com/elements-converted-call

White Paper:The Authoritative Guide to Call Tracking and Local SEO

http://pages.convirza.com/authoritative-guide-call-tracking-and-local-seo

About Convirza

Convirza is the next generation of intelligent call tracking and marketing automation. Convirza allows marketers to track marketing ROI, close rates, lead quality, and call quality. Offering award-winning features like Dynamic Number Insertion (DNI), full-scale Google Analytics integration, and Conversation Analytics, Convirza is the most robust call tracking solution on the market.

Sign up for a 30-day FREE Trial by visiting www.convirza.com/30-day-trial or call 866-811-8880

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