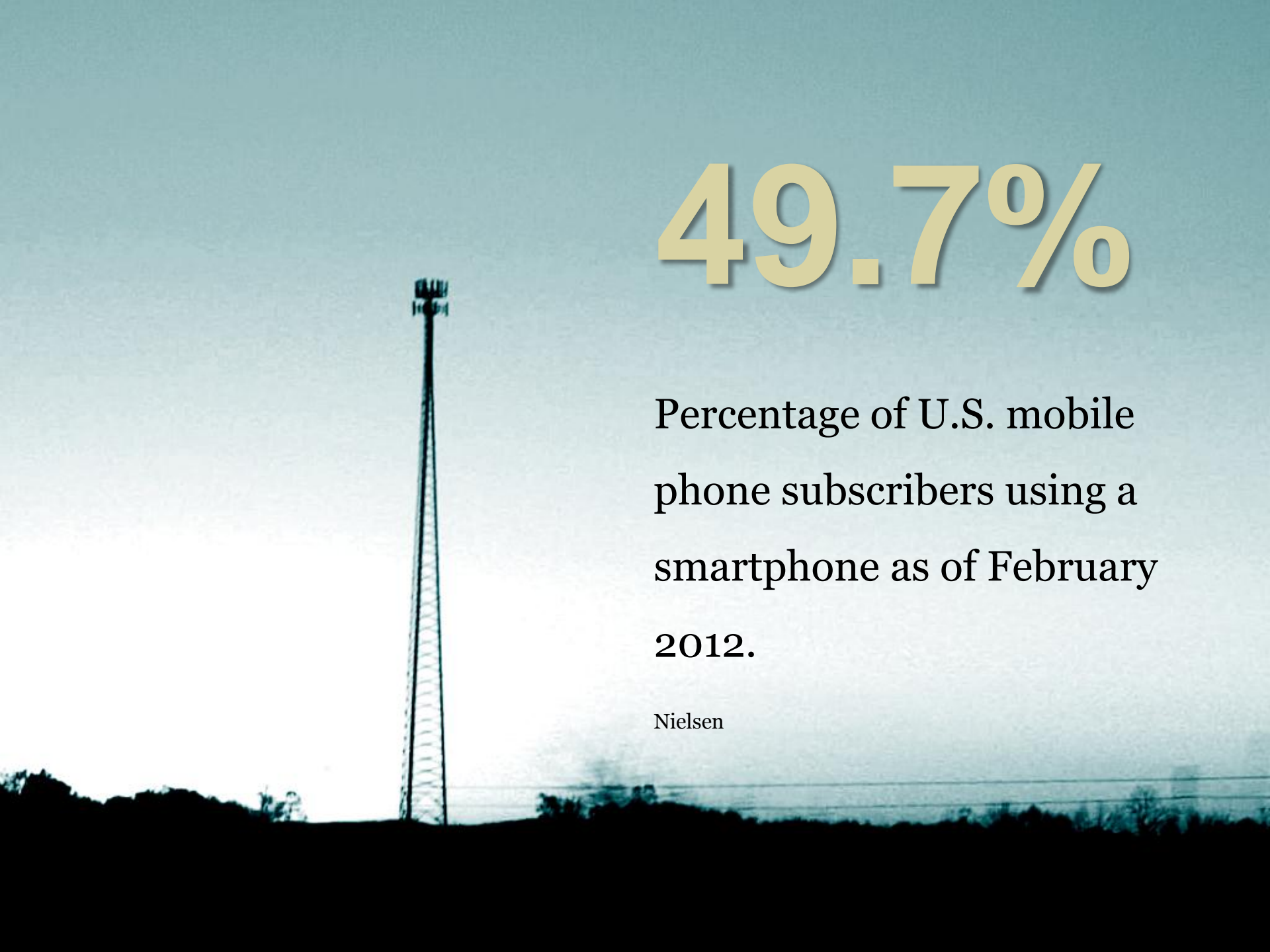


TODAY'S OPPORTUNITIES, TOMORROW'S CHALLENGES



Presented by


SCOTT CHAPIN | *SVP Digital Strategy* | Marcus Thomas LLC



49.7%

Percentage of U.S. mobile
phone subscribers using a
smartphone as of February
2012.

Nielsen



50.1%

Smartphone market share
for Android in the U.S.
(February 2012).

comScore



2.12B

Text messages sent in 2011.

CTIA

40M+

Tablets sold within the U.S.
in past 2 years.

comScore





15M+

Number of websites
currently running Google
Analytics.

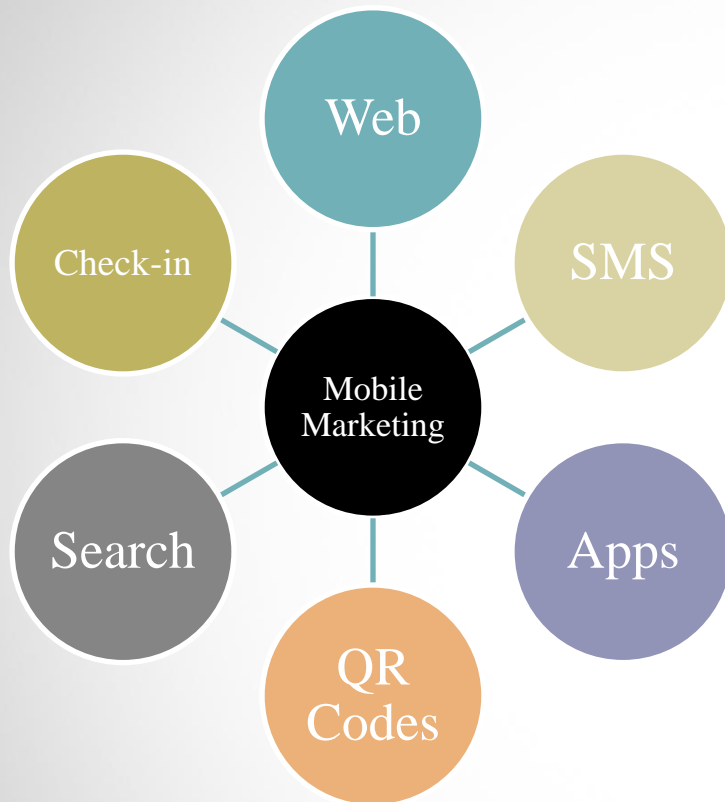
BuiltWith



WHAT IS MOBILE?

The term “mobile” continues to evolve as new applications and devices are introduced. Mobile marketing is about reaching consumers wherever they may be.





MOBILE TOOLS CONTINUALLY EXPAND

Five years ago, mobile marketing consisted of mobile websites and SMS. Now, through the widespread adoption of smartphones, we've moved well beyond simple websites and text messaging.





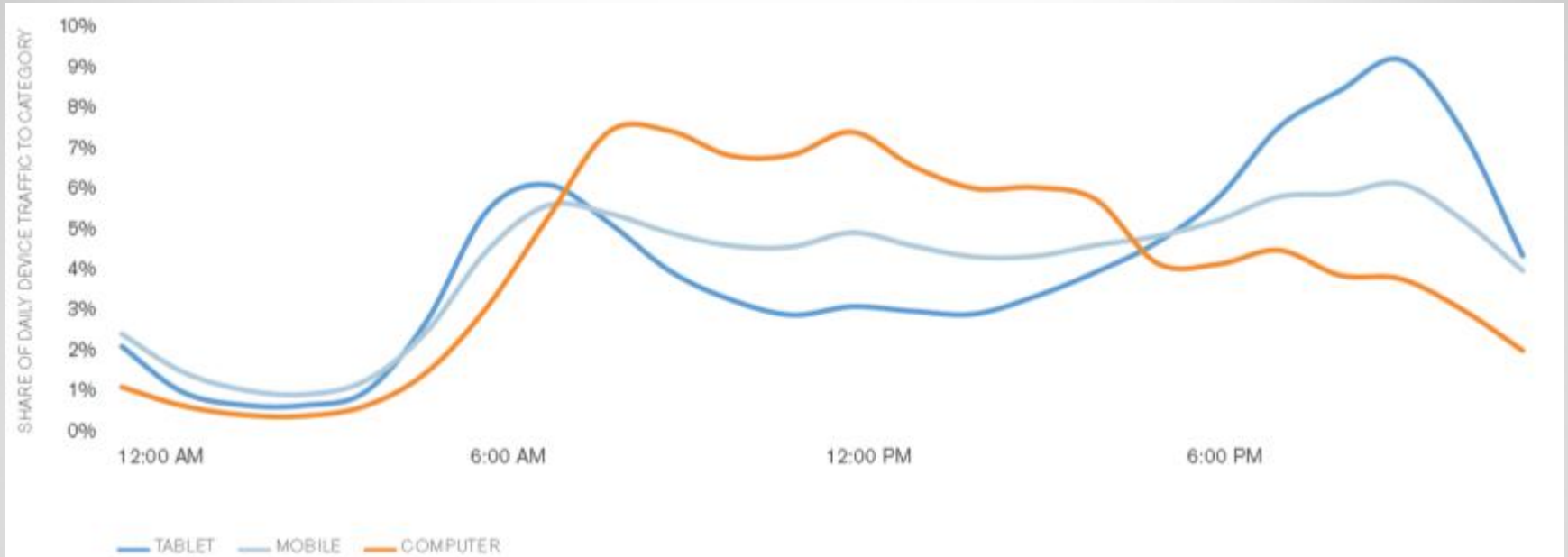
PHONES VS. TABLETS

When it comes to apps, there are many devices to target. The size of the device and how your customers are using it should drive the type of app being built.





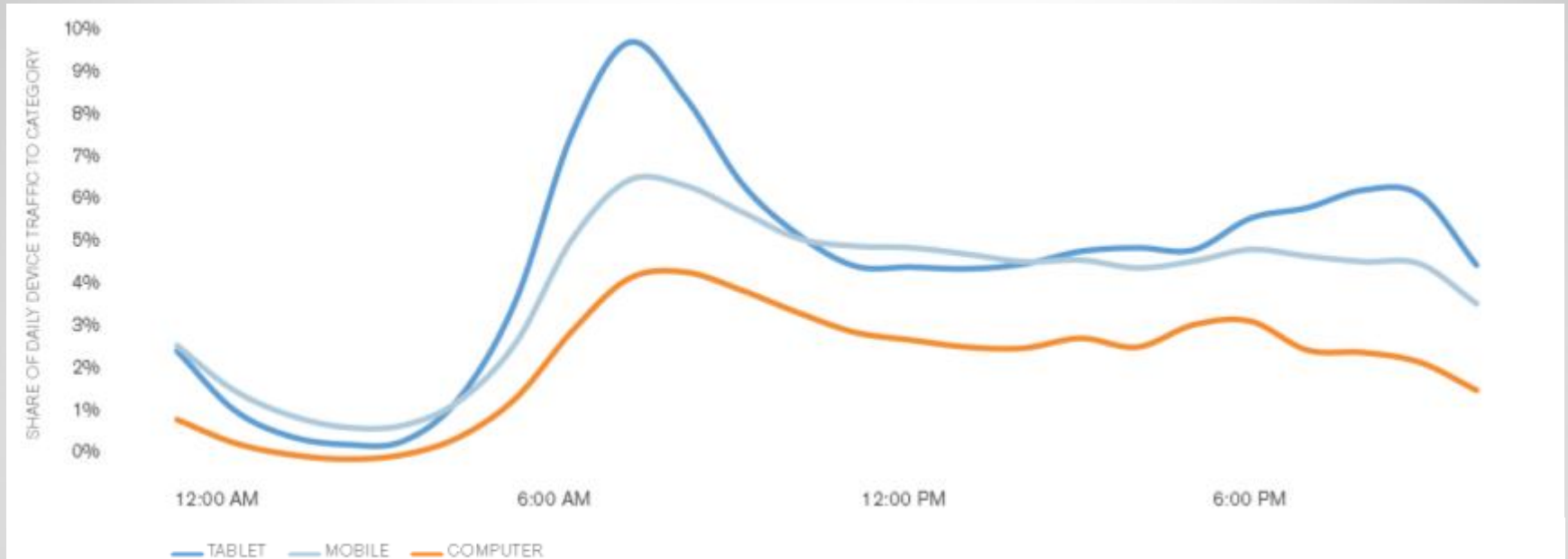
WEEKDAY DEVICE USAGE



comScore



WEEKEND DEVICE USAGE



comScore



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10.224.41.80 GET /media/44547/bbb-badge-horz.png - 80 - 24.239.190.221
10.224.41.80 GET /Images/global/bg-btn-orng.gif - 80 - 24.239.190.221 H
10.224.41.80 GET /Images/global/border-1px-dotted-fff.gif - 80 - 24.239
10.224.41.80 GET /Images/global/bg-btn-grn.gif - 80 - 24.239.190.221 HT
10.224.41.80 GET /css/images/loading.gif - 80 - 24.239.190.221 HTTP/1.1
10.224.41.80 GET /css/images/border2.png - 80 - 24.239.190.221 HTTP/1.1
10.224.41.80 GET /css/images/border1.png - 80 - 24.239.190.221 HTTP/1.1
10.224.41.80 GET /css/blank.gif - 80 - 24.239.190.221 HTTP/1.1 Mozilla/
10.224.41.80 GET /favicon.ico - 80 - 24.239.190.221 HTTP/1.1 Mozilla/5.
10.224.41.80 POST /shop/window-grille.aspx clear=true 80 - 68.196.51.19
10.224.41.80 GET /custom/visualizer.aspx 133220457254649546 80 - 68.196
10.224.41.80 POST /shop/diy-grille-kit.aspx clear=true 80 - 24.151.124.
10.224.41.80 GET /custom/visualizer.aspx 133220457825549255 80 - 24.151
10.224.41.80 POST /shop/window-grille.aspx clear=true 80 - 68.196.51.19
10.224.41.80 GET /custom/visualizer.aspx 133220457531349313 80 - 68.196
10.224.41.80 POST /shop/window-screen.aspx clear=true&gclid=CLHRpseg9K4
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10.224.41.80 POST /shop/diy-grille-kit.aspx clear=true 80 - 24.151.124.
10.224.41.80 POST /shop/window-screen.aspx clear=true&gclid=CL7M4N2g9K4
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10.224.41.80 GET /images/global/icon-check-grn.gif - 80 - 24.239.190.22
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10.224.41.80 GET /media/3519/l226.gif - 80 - 24.239.190.221 HTTP/1.1 Mo
10.224.41.80 GET /media/2995/aa-aaf.gif - 80 - 24.239.190.221 HTTP/1.1
10.224.41.80 POST /shop/window-grille.aspx clear=true 80 - 68.196.51.19

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DATA COLLECTION HAS EVOLVED

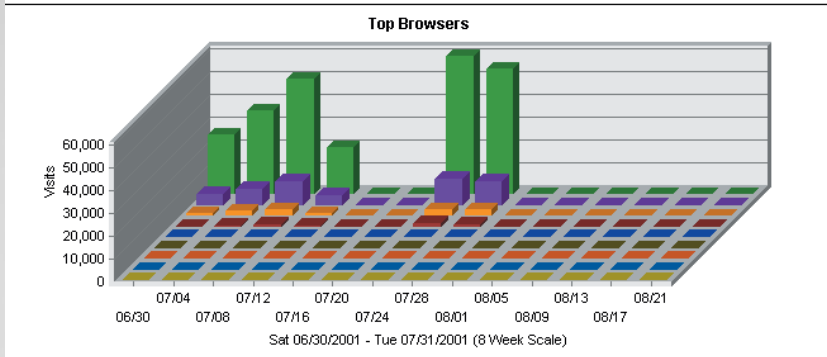
From the early days of log files to the modern JavaScript tags, data collection has become increasingly easier.



Top Browsers

Help ?

This page identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.



INTERFACES HAVE IMPROVED

Moving from data tables to graphs and charts; from fixed dates to date ranges to live data, analytics interfaces have improved tremendously.

Top Browsers

	Browser	Hits	% of Total Hits	Visits
1	Microsoft Internet Explorer	2,545,481	85.64%	250,712
2	Netscape Navigator	310,867	10.45%	51,606
3	Netscape Compatible	61,022	2.05%	14,652
4	Others	53,405	1.79%	6,590
5	WebTV	788	0.02%	580
6	OmniWeb	571	0.01%	58
7	Lynx	77	0%	48
8	U.S. Robotics/3Com IE	74	0%	17
9	!WENG	3	0%	3
10	Spy AIR Mosaic	2	0%	0
Total For Browsers Above		2,972,290	100%	324,266

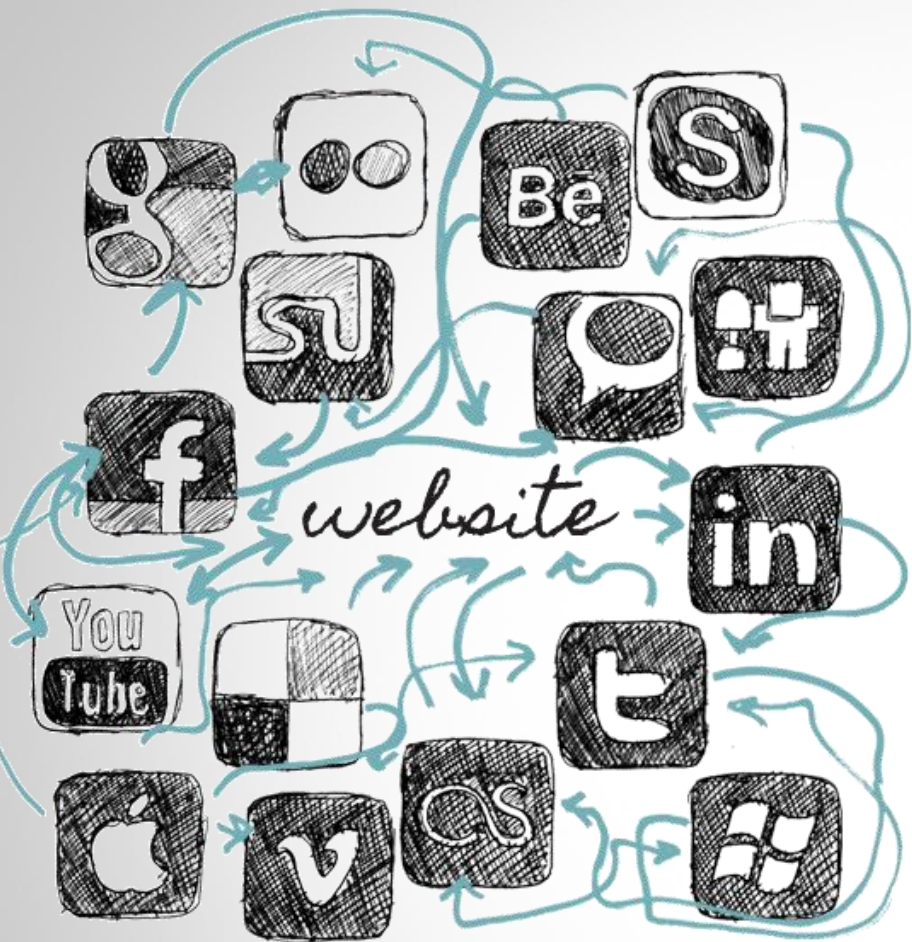




MEASURING ROI HAS BECOME REQUIRED

We no longer track hits or even just pages, but paths, multichannel conversions and true business drivers.





AND NOW WE MEASURE MORE THAN WEBSITES

Digital analytics is no longer just measuring a website, but multiple sites, social media, mobile websites, mobile apps and more.

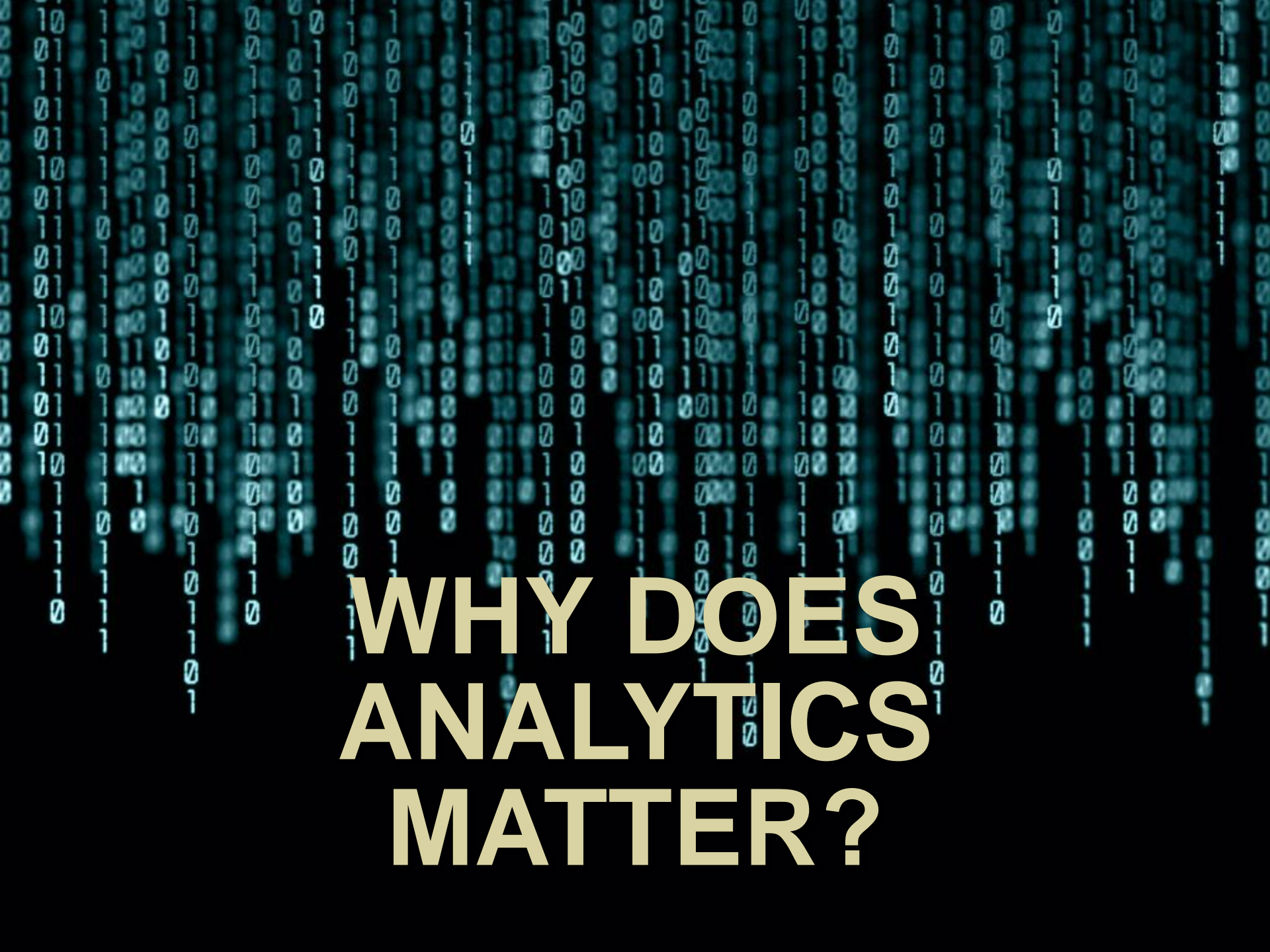




**WHY DOES
MOBILE MATTER?**

A night scene of a fireworks display. The sky is filled with numerous bright, vertical streaks of light from exploding fireworks. In the foreground, the silhouettes of a building and a flagpole with an American flag are visible. The year "2012" is overlaid in large, white, bold, sans-serif font at the bottom right of the image.


2012



**WHY DOES
ANALYTICS
MATTER?**



ROI IS DRIVING MARKETING

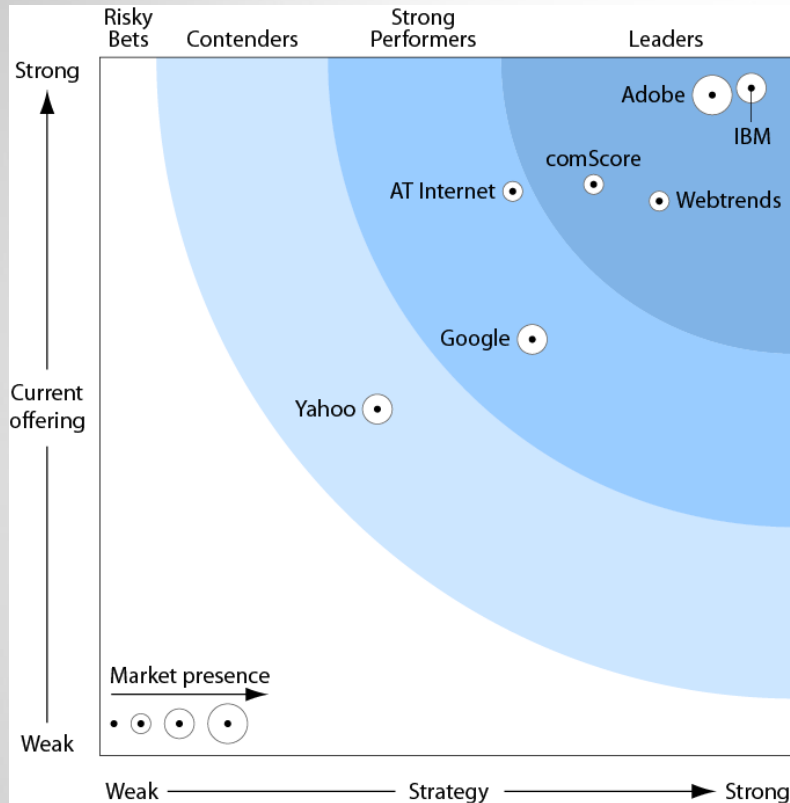


**DATA IS EASIER THAN EVER
TO ACQUIRE**



**WE CAN FINALLY DETERMINE
WHICH 50% ISN'T WORKING!**

TOP ANALYTICS PLATFORMS

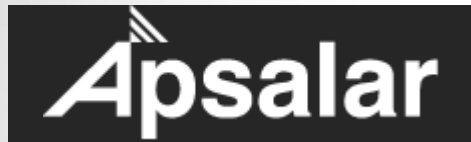


Today there are many players in the analytics world. From enterprise providers to free and open-source solutions, there is a tool for everything.





MOBILE ANALYTICS CONTINUES TO GROW



While all of the large Web analytics providers have added mobile tracking and reporting, niche players also have development specializing around mobile.



NETBASE



collective intellect

radian⁶

SOCIAL TOOLS ALSO EXPAND

The number of social media monitoring and analysis tools increase every week.





Samstag
Saturday
Samedi
Sabado

TODAY'S CHALLENGES

MANY PLATFORMS, MANY RULES





TODAY'S CHALLENGES

MANY PLATFORMS, MANY RULES

REPORTING OVER ANALYSIS

INCOMPLETE DATA AND TOOLS



**MOBILE IS
EVERYWHERE,
GET ON BOARD**



**YOU ARE
AN ANALYST!**

A large, dark, three-dimensional question mark sculpture is the central focus, set in a paved courtyard. The question mark has a thick, white border. In the background, there is a multi-story brick building with several windows and dormer windows. A white van is parked near the building. A tall, thin pole with several light fixtures stands to the right of the question mark. The overall scene is captured in a monochromatic, slightly desaturated color palette.

QUESTIONS