



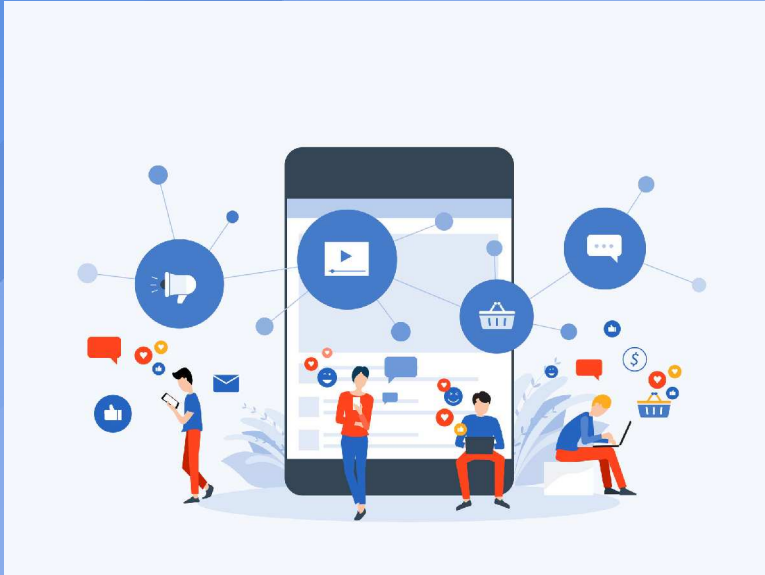
Integrate | Automate | Innovate

In-the-Moment Marketing: Capitalizing on a New Marketing Revolution

www.groupfio.com



CONTENTS



- 3** Consumers Are Now Mobile
- 4** Micro Moments: The Minutes That Matter
- 5** The New Customer Journey: From Sessions to Spurts
- 6** Succeeding in a Micro-Moment World
- 7** Being There in the Moment, Especially on Mobile
- 8** Being There if Four Key Moments in Time
- 9** Being Useful in the Moment
- 10** Being Useful in the "I Want" Mobile Moments
- 11** Being Quick in the Moment

Consumers are Now Mobile

You know that smartphone device that is currently in your pocket or sitting next to you on the desk or in a special easy-access slot in your bag? How would you describe its role in your life?

When Forrester Research asked the same question in a recent study about mobile usage, phrases like “attached to my hip,” “constant companion” and “lifeline” were all frequently used descriptions. Calling a device your lifeline might seem a bit extreme, but for many of us, it’s become reality.

That little device by our sides is transforming our lives, whether we actively notice it or not. It’s enabling new ways of doing and learning things. It’s helping us discover new ideas and new businesses. It’s helping us manage our to-dos, tackle our problems, and inspire our plans.

Mobile search behavior is a good reflection of our growing reliance: in many countries, including the U.S., more searches take place on mobile devices than on computers. Mobile is quickly becoming our go-to. When we want or need something, we tune in via convenient, self-initiated bursts of digital activity. When we want or need something, we tune in via convenient, self-initiated bursts of digital activity.

Take the oft-quoted stat that we check our phones 150 times a day.* Pair it with another that says we spend 177 minutes on our phones per day,* and you get a fascinating reality: meaningful mobile sessions that average a mere 1 minute and 10 seconds long, dozens and dozens of times per day: a mere moment-in-time, but a completely marketable one.

***Forrester Research Institute**



15 minutes*

How soon 68% of smart phone users check their device after waking up



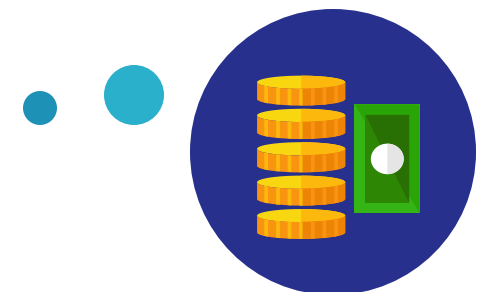
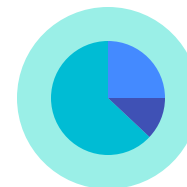
2.4 Hours*

The average time smartphone owners spend engaging with their phones daily



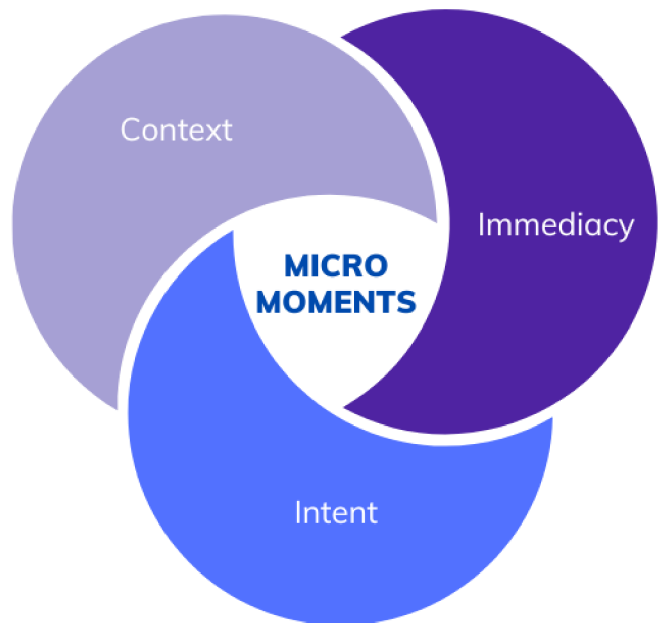
4.1 per Week*

The average amount of purchases people make on their phones



Micro-Moments: The Minutes that Matter

Behind these mobile bursts of activity are countless interactions, like texting a spouse with a carpool update, dashing off a quick work email while waiting in the ATM line, or posting your European vacation photos to make friends jealous. These types of moments are a common part of life, but they're not moments when we're necessarily looking to engage with brands. And if a brand tries to butt in with a distracting or irrelevant message? Swipe. But in other moments, we're very open to the influence of brands. These are the moments when we want help informing our choices or making decisions. For marketers, these moments are an open invitation to engage. And they're the moments you have to be ready for.



These moments in time are often referred to as “**micro-moments**”. They’re the moments when we turn to a device—often a smartphone—to take action on whatever we need or want right now. These moments are loaded with intent, context, and immediacy. They are critical touchpoints within today’s consumer journey, and when added together, they ultimately determine how that journey ends.

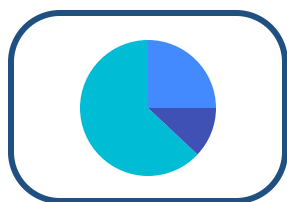
Chasing the dream of matching consumer moments of intent is nothing new. But since the mad men era of sexy product placement and branded billboards, we’ve come a long way. From print ads then, to online multi-channel marketing today, if you want to engage impatient consumers, you’ve got to meet them on their terms, wherever they are. Not expect them to tune into that TV show, or slow down beside that roadside billboard.

But though we now have the technology to reach audiences, digital influence isn’t the only way for mobile companies. It’s time to take a look at the real world again, connecting online behaviors with offline movements and surroundings - to harness the power of context. Mobile is an extension of your customer. It’s the way by which you can know when your audience is the most receptive, based on where they are, what they’re doing, what events they are attending, what trips they are on, as well as their preferences. You can really engineer mobile brand messages and offers in some very cool ways, when you know which moment to reach them, and can do it in real-time.

Forrester Research estimates that “mobile influences 34% of total US retail sales, or well over \$1 trillion. By 2022, the firm expects this figure will rise to 41%.”. This statistic alone endorses the notion of “online to offline” behavior.

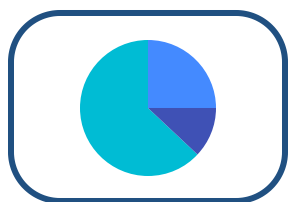
The New Consumer Decision Journey: From Sessions to spurts

That consumer journey looks a lot different than it did even in the recent past, and it's not just a simple story of more mobile usage. Since we can take action on any need or curiosity at any time, the consumer decision journey has been fractured into hundreds of tiny decision-making moments at every stage of the "funnel"—from inspiring vacation plans to buying a new blender to learning how to install that new shelf. Consider the following:



20%

increase in mobile's
share of online
sessions*

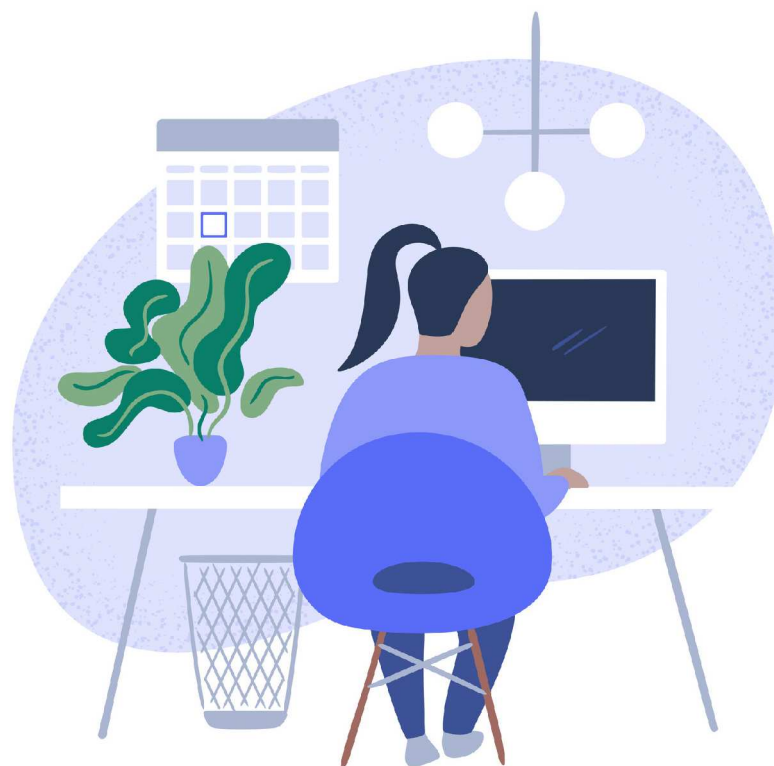


18%

decrease in time
spent per visit*

An increase in mobile sessions and a decrease in time spent might lead you to conclude that consumers aren't finding what they want on mobile. But actually, mobile conversion rates have shot up by 29% in the last year alone.

Think about it. We don't just rely on long sit-down sessions at our keyboards to make purchases anymore. We reach for our devices and make informed decisions faster than ever before. And though mobile is driving this change, this phenomenon has implications far beyond mobile. It affects the entire consumer journey across screens, devices, and channels.



*Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2021, n=5,398, based on internet users.

Succeeding in a Micro-Moment World

Today, you have to earn the customer's consideration and action, moment after moment. Why? Because people are more loyal to their need in the moment than to any particular brand. Case in point:



of smartphone users agree that when conducting a search on their smartphones, they look for the most relevant information regardless of the company providing the information*

Forrester Consulting found that companies that take steps toward becoming moments-ready reap higher ROIs in both mobile and overall marketing investment. The promise of that upside is driving change: they found that mobile has **influenced 70% of companies to begin transforming their businesses and experiences.***

Mastering moments-in-time marketing is centered around three fundamentals. These essential strategies help you win micro-moments in real-time:



BE THERE: You've got to anticipate the micro-moments for users in your industry and then commit to being there to help when those moments occur.



BE USEFUL: You've got to be relevant to consumers' needs in the moment and connect people to the answers they're looking for.



BE QUICK: They're called micro-moments for a reason. Mobile users want to know, go, and buy swiftly. Your mobile experience has to be fast and frictionless.

Being There In-The Moment, Especially on Mobile

Marketers obsess over “being there” for their consumers. Whether it’s share at the store shelf or social share of voice on these are metrics used to judge how present a brand actually is. But what about on mobile, where there are billions of micro-moments happening every day? Are you devoting the same amount of thought to your mobile marketing strategy and being there whenever consumer needs arise?

When someone picks up their mobile device, chances are they want to learn, do, find, or buy something right now. Whether in the form of searches, app interactions, mobile site visits, or even YouTube video views, these micro-moments happen constantly. You need to be there for them.

Being there on mobile can drive big results and build a competitive edge for your brand. Here’s why:



of smartphone users are not absolutely certain of the specific brand they want to buy when they begin looking for information online.*



Smartphone users has purchased from a company or brand other than the one they intended to because of information provided in the moment they needed it.*



More than half of smartphone users have discovered a new company or product when getting an SMS text or conducting a search on their smartphones.*

Ultimately, showing up gets your brand in the game to be chosen, not just seen. By being there, your brand has the chance to address consumer needs in the moment, help move someone along their decision journey and deepen their loyalty. That’s how brands earn their stripes with mobile.

Being There in 4 Key Moments-in-Time

Be there across all stages of the consumer journey, not just when someone is ready to buy. To accomplish this, consider four key moment types that represent the full range of user needs.



66%

of smartphone users turn to their smartphones to learn more about something they saw in a TV commercial*

I WANT TO KNOW MOMENTS:

Someone is exploring or researching, but not yet in purchase mode. They want useful information and maybe even inspiration, not the hard sell.

Curiosity can be triggered by anything and satisfied at any time



2X

"Near me" searches have grown 2X in the past year*

I WANT TO GO MOMENTS: People are looking for a local business or are considering buying a product at a local store. Being there means getting your physical business in their consideration set in that moment.

Our digital lives connect us to our physical world



70%

Searches related to "how to" on YouTube are growing per year*

I WANT TO DO MOMENTS:

These may come before or after the purchase. Either way, these are "how to" moments when people want help with getting things done or trying something new. Being there with the right content is key.

We seek instruction for just about everything



82%

of smartphone users consult their phone while in a store*

I WANT TO BUY MOMENTS:

These are huge, of course. Someone is ready to make a purchase and may need help deciding what or how to buy. You can't assume they'll seek you out; you have to be there with the right information to seal the deal.

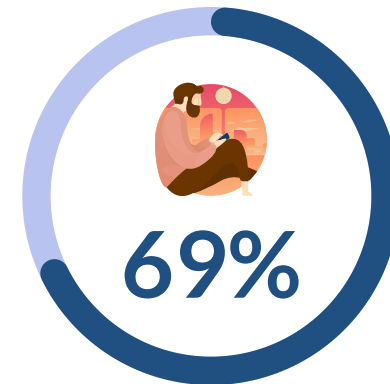
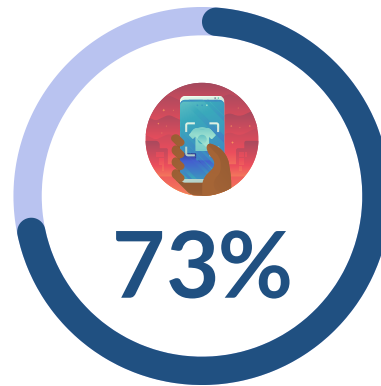
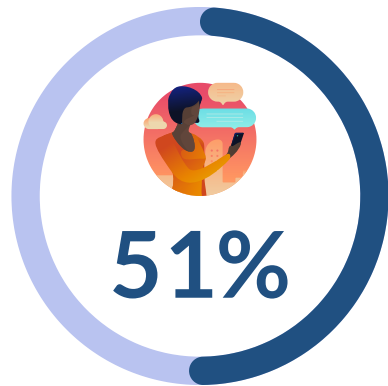
Mobile assists in purchases across channels

*Consumerism in the Moment, Forrester Research March 2021, based on internet users.

Being Useful In-The-Moment

If you want to win the hearts and wallets of consumers in their **I-want-to-know, I-want-to-go, I-want-to-do, and I-want-to-buy moments**, you'll need to do more than just show up. You need to be useful and meet their needs in those moments. That means connecting people to what they're looking for in real-time and providing relevant information when they need it. And with mobile, doing so is both more critical and more achievable than ever. Why? With a Customer Data Platform that can convert deep data into in-the-moment mobile marketing, FiO is able to add a rich understanding of context to consumers' underlying intent. That context provides critical insights into consumer behavior—and therefore powerful clues for how your brand that can be most relevant and useful for people in their moments of need. And the consequences of not being useful are serious too. Without utility, consumers will not only move on in-the-moment, they actually might not ever come back.

Being useful on mobile in-the-moment matters. Here's why:



Ultimately, showing up gets your brand in the game to be chosen, not just seen. By being there, your brand has the chance to address consumer needs in the moment, help move someone along their decision journey and deepen their loyalty. That's how brands earn their stripes with mobile.

Being Useful in the "I Want" Mobile Moments

When you have a robust CDP like Group FIO's Customer Data Platform, you already have access to first-and zero-party data that is the bedrock of deploying Moments-in-Time Marketing. Combine it with our next-generation Mar Tech that allows you to capitalize on event and location-based opportunities, and you have built-in access to AI tools that create highly personalized, 1-to-1 experiences while still respecting the sweet spot of consumer privacy. Some ways to maximize FIO's new tech include the following:



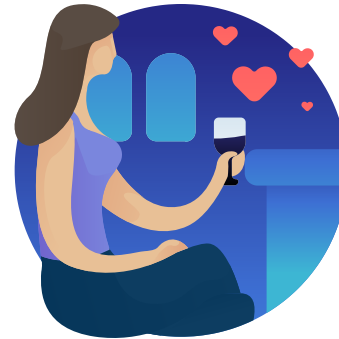
I Want to Know Moments

Consumers are turning to their phones to learn at the moment, even when it's for larger purchases with higher stakes. Why? Because mobile helps them chip away at a long purchase journey whenever they're motivated to do so.



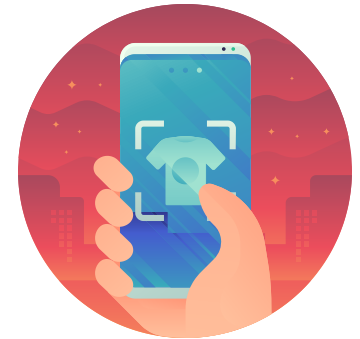
I Want to Do Moments

This type of micro-moment is all about the "how-to." Consumers are looking for immediate help with getting something done or trying something new in these moments. Smartphone video viewers are 2X as likely as TV viewers to feel a sense of personal connection to brands that show video content or ads on their devices.



I Want to Go Moments

Consumers are looking for a connection to the physical world. Give them what they want by using a **CDP like FIO's** that can deploy location signals to highlight relevant locales, store inventory, and driving directions. Proximity matters to these mobile consumers, and winning the I-want-to-go moments drives real results for both your brand and bottom line.



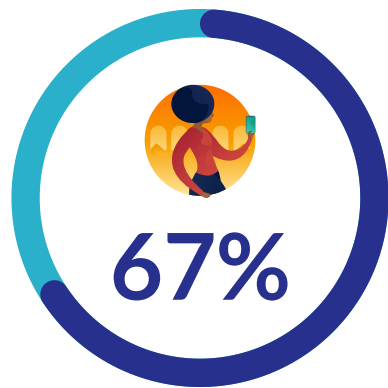
I Want to Buy Moments

Thanks to mobile, these moments can happen anytime and anywhere. That means how a consumer wants to buy from you will vary depending on their context and intent. **Having a CDP like FIO's** allows you to use factors like location and time will help you be useful in the moment and give consumers the information they need to make the purchase.

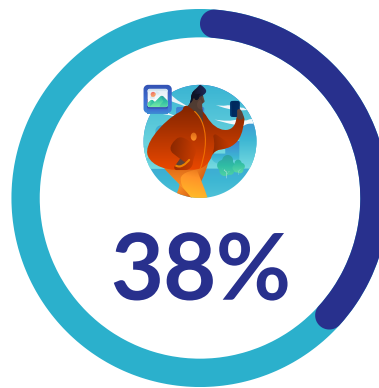
Being Quick In-The-Moment

For today's consumers, even instant gratification takes too long. They want what they want when they want it, they make decisions on purchases and brands much faster than ever before, and they're used to getting it thanks to our mobile lives. Mobile has created and enabled this faster new reality. Whether smartphone users are looking for local businesses, researching a product or service, or in need of instruction or direction, not only do they have increasingly more bigger expectations for speed in general, they are often in a hurry to accomplish their tasks because the speed of life in general has been affected by our mobile life. This is why consumers expect your brand's mobile game to cater to their need for speed by being quick, easy, and presenting them with offers, merchandise, and solutions before they even know when they want it.

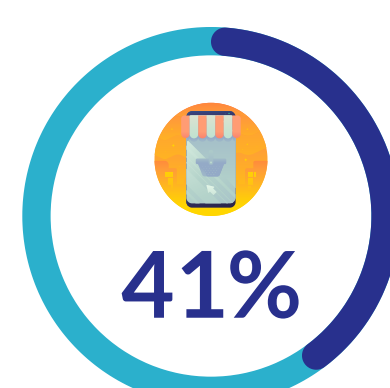
Being useful on mobile in-the-moment matters. Here's why:



of online users say that thanks to online research, they make purchase decisions more quickly now than they did a few years ago*



of smartphone users say they are always or frequently in a hurry while buying something on their smartphone.*



of online consumers say they would buy from a brand they have never engaged with before if presented with a good offer at the right time *

Therefore, by understanding the speed of commerce and being able to combine that knowledge with the ability to implement advertisements, messages, texts, and information when it is contextually relevant and in the right moment, you have the ability to attract a significant amount of consumers to your brand.