



YAHOO!

Smart Mobile
How mobility influences
category shopping

Why did we do this study?



- ▶ Understand how shopping process is changing
- ▶ Isolate reactions to mobile/tablet/online advertising
- ▶ Assess mobile/tablet usage and its affect on shopping process
- ▶ Understand shopping behaviors in each category

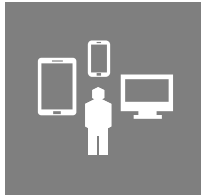
Methodology



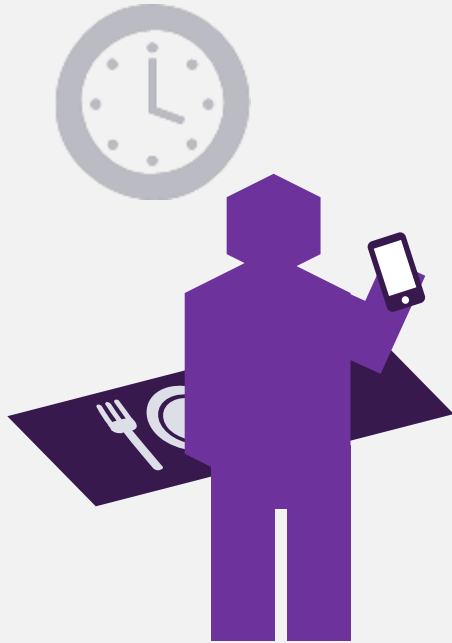
- ▶ 30 minutes
- ▶ Collected Nov 26 – Dec 12, 2012



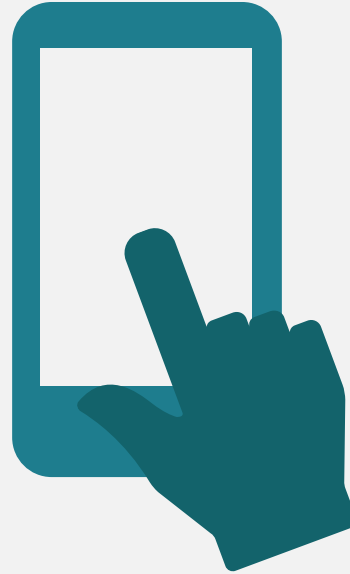
- ▶ Automotive
- ▶ Finance - Banking
- ▶ Finance - Credit Card
- ▶ Finance - Investments
- ▶ Finance - Insurance
- ▶ Restaurants
- ▶ CPG Beauty & Personal Care
- ▶ CPG Packaged Food & Beverage
- ▶ Pharma/Health
- ▶ Consumer Electronics
- ▶ Clothing/Apparel/Accessories
- ▶ Home Improvement
- ▶ Entertainment
- ▶ Personal Travel



- ▶ 10,000 interviews
- ▶ 3,900 for mobile shoppers/researchers
 - ▶ n=250 to 295 per category
- ▶ 3,900 for tablet shoppers/researchers
 - ▶ n=250 to 295 per category
- ▶ 2,100 for PC shoppers/researchers
 - ▶ n=150 per category
- ▶ Aged 13 to 64, US Residents



67% of mobile owners believe their mobile is critical to my daily life



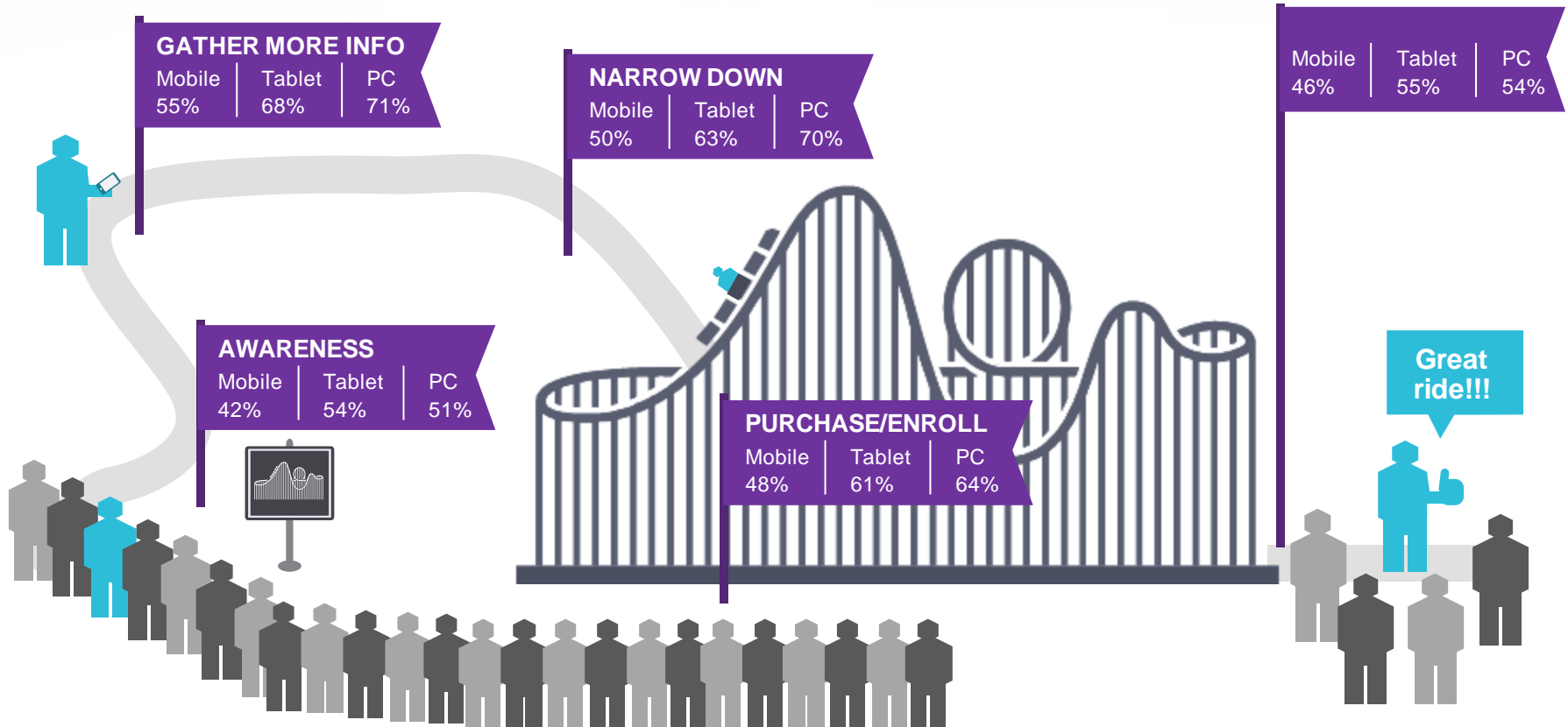
More than **50%** say their mobile devices makes them browse the internet more



43% of tablet owners believe their tablet is critical to my daily life

Mobile, Tablet & PC are used throughout the purchase path

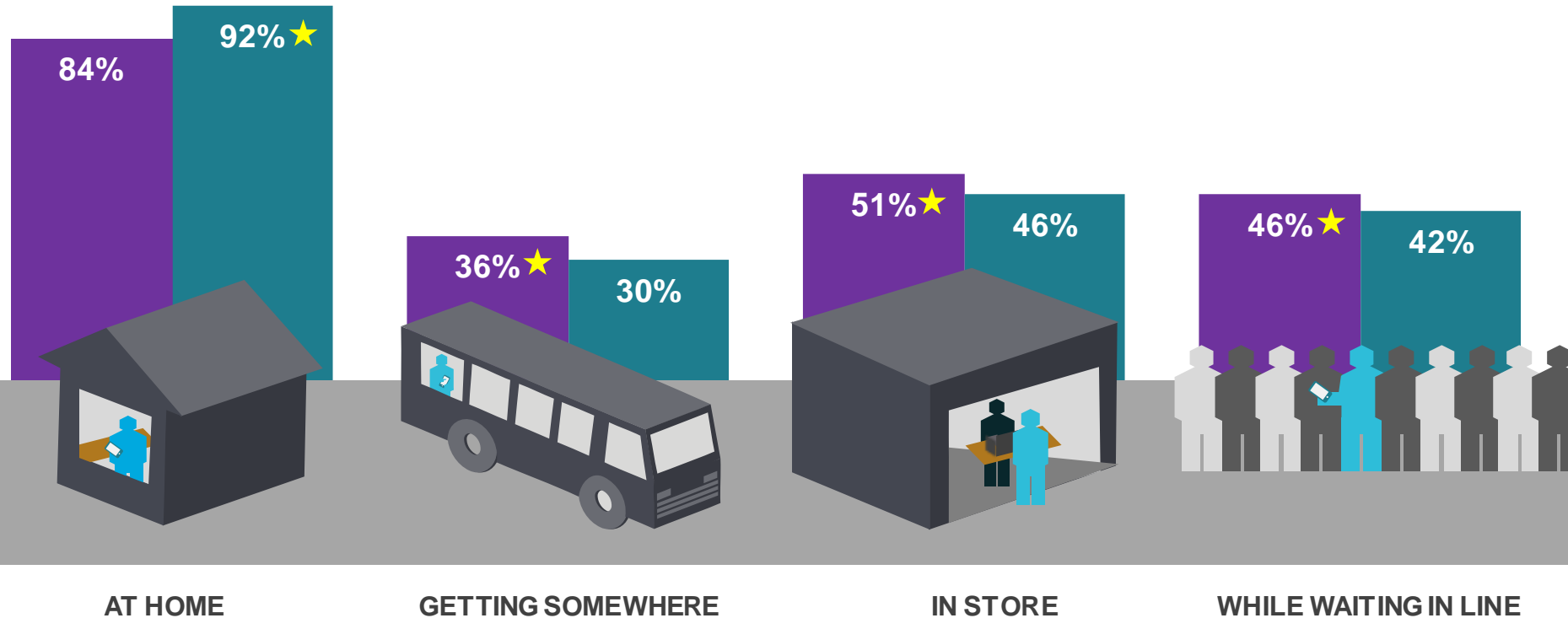
Helpfulness of Device in Purchase Path



While mobile shopping is on-the-go, it really starts at HOME

I use my Mobile/Tablet to access <category> shopping related information in this location

■ Mobile ■ Tablet



Category research ubiquitous at home; Dining, F&B more likely to be accessed on-the-go

I use my Mobile/Tablet to access <category> shopping related information in this location

■ Above Average Index vs other categories
 — Index below 95



AT HOME



GETTING SOMEWHERE



IN STORE



IN LINE

	AT HOME		GETTING SOMEWHERE		IN STORE		IN LINE	
	MOBILE	TABLET	MOBILE	TABLET	MOBILE	TABLET	MOBILE	TABLET
Auto	100	101	108	115	—	100	115	117
Beauty/Personal Care	101	101	106	104	—	103	100	105
Food & Bev	104	103	129	128	103	107	107	102
Banking	96	97	—	98	—	103	—	100
Credit Cards	99	100	—	104	—	100	98	110
Insurance	95	105	—	104	—	110	—	114
Investment	104	101	—	109	—	113	100	114
Apparel/Fashion	102	100	110	100	100	100	98	98
Consumer Electronics	105	101	106	98	103	97	107	—
Home Improvement	105	100	96	102	—	—	—	95
Entertainment	98	98	104	—	117	—	111	—
Health	99	96	102	—	97	—	115	105
Travel	99	97	98	—	119	—	96	—
Dining	—	98	—	—	142	120	—	98

Most users claim to use their PC in addition to their mobile and tablet devices

Mobile Tablet



Also used a pc to <category> shop



Go home to do more shopping on my PC
% Strongly/Somewhat Applies after using device in-store



There is ample opportunity to improve the consumer brand experience on mobile devices

SITE EXPERIENCE

	MOBILE	TABLET
Disappointed companies don't have optimized site	44%	50%
Disappointed companies don't have application	38%	47%
I am less likely to re-visit a brand's site if it wasn't optimized for my mobile device the first time I visited it	38%	44%

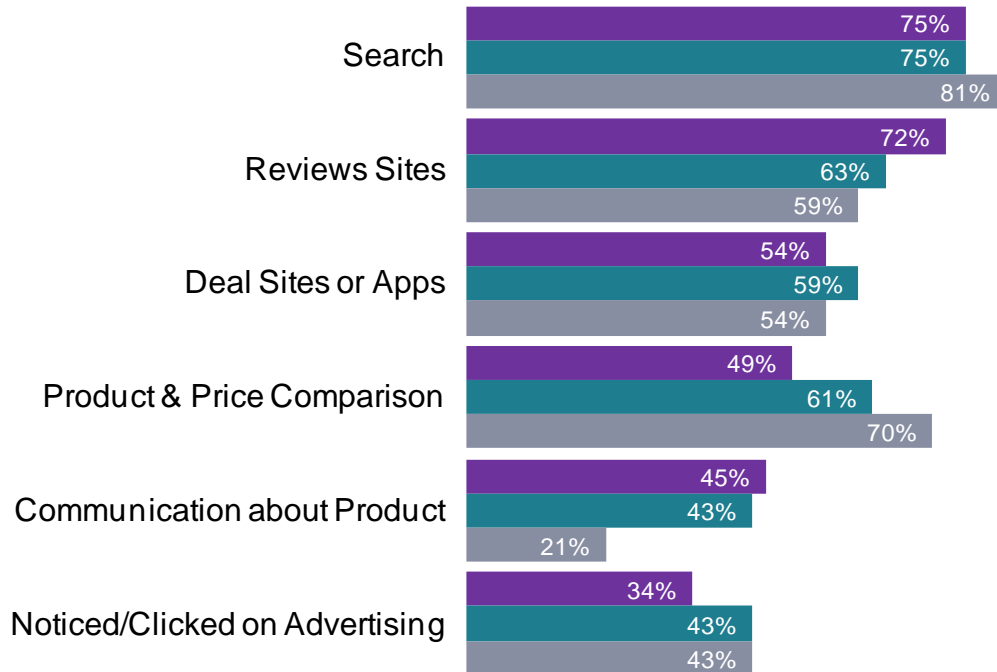
BUYING STUFF

	MOBILE	TABLET
Filling out forms on my mobile phone is difficult	61%	46%
Brands-Manufacturers-Retailers have not made it easy to redeem coupons on my mobile device while in-store	36%	37%
I am sometimes unsuccessful at making payments using my mobile device	27%	26%

It's really about the basics: search, review sites, and community are important during the buy cycle

I used my device to do the following...

Mobile Tablet PC



OTHER

	MOBILE	TABLET
Used a map to navigate	52%	50%
Took/sent product picture	34%	29%
Scanned Something	30%	32%
Looked for/downloaded apps	23%	30%
"Checked in" at a location	22%	24%

Multiple devices are used for product comparisons and deals for clothing, tech, home and travel

I used my device to do the following in each category...

■ Above Average Index vs other categories
— Index below 95

	SEARCH			PRODUCT/PRICE COMPARISON			REVIEWS			LOOKED FOR/USED DEALS/OFFERS		
	MOBILE	TABLET	PC	MOBILE	TABLET	PC	MOBILE	TABLET	PC	MOBILE	TABLET	PC
Auto	101	95	105	102	102	100	99	102	115	—	—	—
Beauty/Personal Care	101	104	98	106	110	111	100	105	117	113	115	124
Food & Bev	96	100	98	102	98	97	96	95	102	113	115	150
Banking	—	—	—	—	—	—	100	—	—	—	—	—
Credit Cards	96	—	—	—	—	—	100	—	—	—	—	—
Insurance	96	—	—	110	102	110	—	97	—	100	—	—
Investment	—	—	98	—	—	—	—	—	110	—	—	—
Apparel/Fashion	100	111	105	108	120	110	104	106	97	122	127	128
Consumer Electronics	105	109	112	122	116	127	106	114	122	117	110	113
Home Improvement	103	105	107	116	115	127	97	110	114	107	108	109
Entertainment	109	104	114	—	—	107	107	97	120	—	—	113
Health	—	96	100	—	—	—	—	—	—	—	—	—
Travel	107	111	106	112	116	114	108	108	110	119	107	117
Dining	100	101	102	—	98	—	110	102	—	98	115	137

Purchase on mobile devices over-indexes for entertainment, travel, and dining

I used my device to do the following in each category...

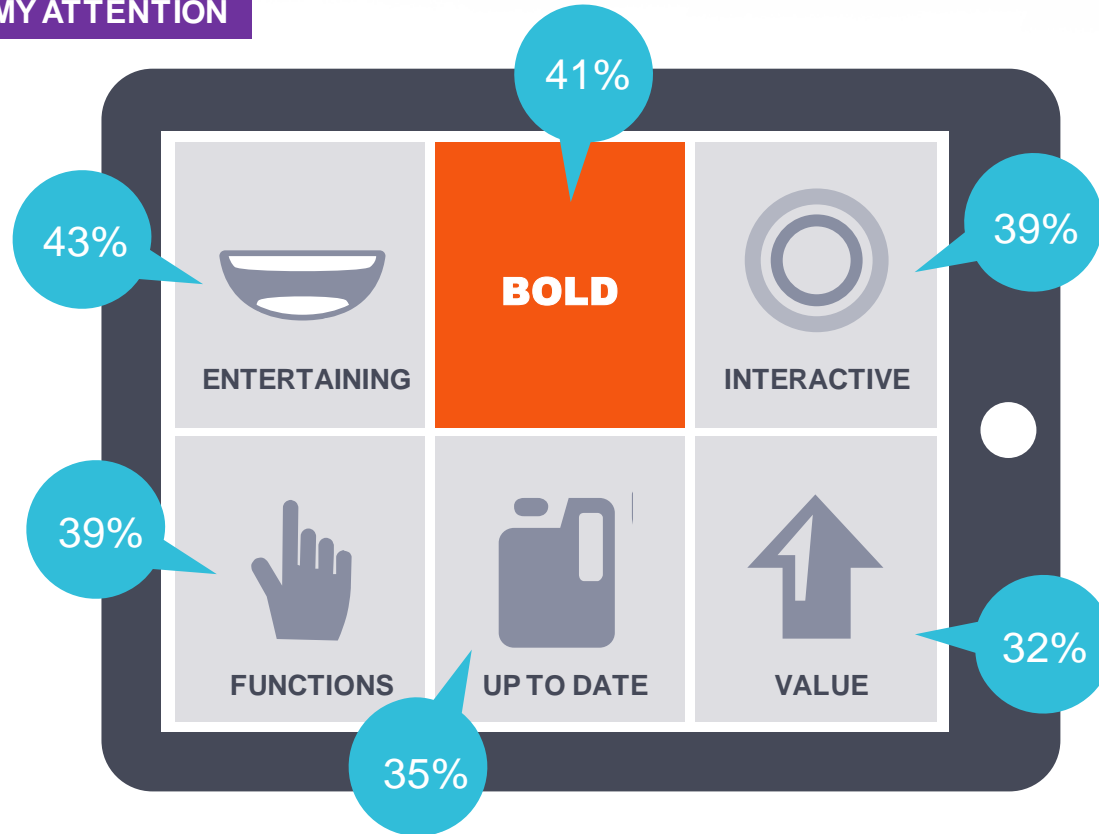
■ Above Average Index vs other categories
 — Index below 95

	NOTICED/CLICKED ON ADVERTISING			PURCHASE ON DEVICE			COMMUNICATION		
	MOBILE	TABLET	PC	MOBILE	TABLET	PC	MOBILE	TABLET	PC
Auto	97	—	102	—	—	—	96	—	110
Beauty/Personal Care	115	116	112	—	—	97	102	105	—
Food & Bev	97	112	114	—	—	—	109	105	—
Banking	—	98	—	—	—	—	—	95	—
Credit Cards	100	100	95	—	—	—	—	—	—
Insurance	124	112	109	—	—	—	—	102	171
Investment	—	98	--	—	—	—	—	—	119
Apparel/Fashion	115	107	126	—	—	122	107	114	—
Consumer Electronics	103	112	105	—	—	98	104	—	—
Home Improvement	106	107	114	—	—	—	96	105	—
Entertainment	103	—	114	143	140	129	124	102	143
Health	—	—	—	—	—	—	—	—	100
Travel	106	102	105	131	135	143	131	121	129
Dining	—	98	95	226	184	148	118	100	—

Bold and interactive ads that take full advantage of the device are most appealing to consumers

Mobile/Tablet Advertising Preferences – Ad Copy

WOULD CAPTURE MY ATTENTION



For most categories, the top 3 ad tactics revolve around location, relevancy and promotions

Mobile/Tablet Advertising Preferences – Category

- ▶ Auto
- ▶ Apparel/Fashion
- ▶ Beauty/Personal Care
- ▶ Consumer Electronics
- ▶ Food & Bev
- ▶ Home Improvement
- ▶ Banking
- ▶ Entertainment
- ▶ Credit Cards
- ▶ Health
- ▶ Insurance
- ▶ Travel
- ▶ Investment
- ▶ Dining



Relevant to current location/local area



Relevant to interests/background



Offers/Coupons/
Promotions/Incentives

Meet the consumer where they want to be met, on the device they choose

FINDING	IMPLICATION
<p>MOBILE: A SIGNAL OF A POTENTIAL PURCHASER</p> <ul style="list-style-type: none">• With 50% of mobile shoppers saying that mobile makes them browse the internet more• 84% start mobile shopping in a category while at home• For mobile and tablet users, most shoppers are using it to “gather more information	<p>STICK WITH THE BASICS:</p> <ul style="list-style-type: none">• When shopping starts, users are indicating an active intent for information gathering, which usually leads to purchase.• For mobile shoppers specifically, 75% will start on search, 72% review sites, and 54% deal sites. That order should influence your media buying plan

Meet the consumer where they want to be met, on the device they choose

FINDING	IMPLICATION
<p>MOBILE: A SEQUENCED PART OF BRAND STORY TELLING</p> <ul style="list-style-type: none">• 88% of mobile shoppers use a PC to shop and 75% will always go back to their PC even when doing the occasional show rooming• ~40% of consumers are frustrated about sites not being mobile optimized and coupon redemption. In fact, when sites don't do a good job telling their mobile story, it can lead to customer's not coming back	<p>IT'S NOT MOBILE VS. PC <u>BUT</u>... MOBILE + PC</p> <ul style="list-style-type: none">• Consider how the consumer travels cross-screen when it comes to your consumer shopping journey. It's not just the advertising but also the overall shopping experience of your site• Consumers want to use their devices to research products and service but marketers have not kept up with the demand. It's important that mobile websites and apps to be optimized, informative, easy to find & navigate, and powerful

Meet the consumer where they want to be met, on the device they choose

FINDING	IMPLICATION
<p>MOBILE: AD EXPECTATIONS ARE ABOUT LOCATION, RELEVANCE, AND DEALS</p> <ul style="list-style-type: none"> • 52% are looking for deals, 52% want ads that are location based, and 49% want personalization • Creatively speaking, consumers expect mobile advertising to be entertaining (43%), bold (41%), and interactive (39%) • However, think category as different things index by category 	<p>CREATE FOR MOBILE BUT DON'T FORGET ALL THE TECHNOLOGY AVAILABLE FOR EFFECTIVE BUYS</p> <ul style="list-style-type: none"> ▪ Tailor your mobile and tablet advertising to deliver personalized, location-based & promotions to help drive purchase ▪ Consider cross-screen digital advertising buys or re-targeting across screens to catch consumers during their follow-up visits to PC