



Powering Mobile Marketing

# Data-driven Mobile Strategy

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Data = static, doesn't capture subtleties of human behaviour  
Data Storage = expensive hardware or data centres required  
Database analysis = expensive and laborious

A man with a concerned expression, wearing a Star Trek uniform, is looking towards the right. In the background, there is a control room with multiple computer monitors displaying various data and graphics. The lighting is dim, with the screens providing the primary light source.

## Data: The Next Generation?

Data = dynamic, captures subtleties of human behaviour; when where how what

Data Storage = cheaper and available to all “in the cloud”

Database analysis = for everyone, with data visualisation tools like Tableau

What's next?

- Internet of Things (IoT): Smart things, smart buildings and smart cities
- Mobile is the back-channel
- Unified Marketing platforms are in the ascendancy
- Data-driven marketing



## Data-Driven Marketing

Boost returns on your marketing investments by turning customer information into valuable insights that help you compete.

<http://www.gartner.com/marketing/digital/research/data-driven/>

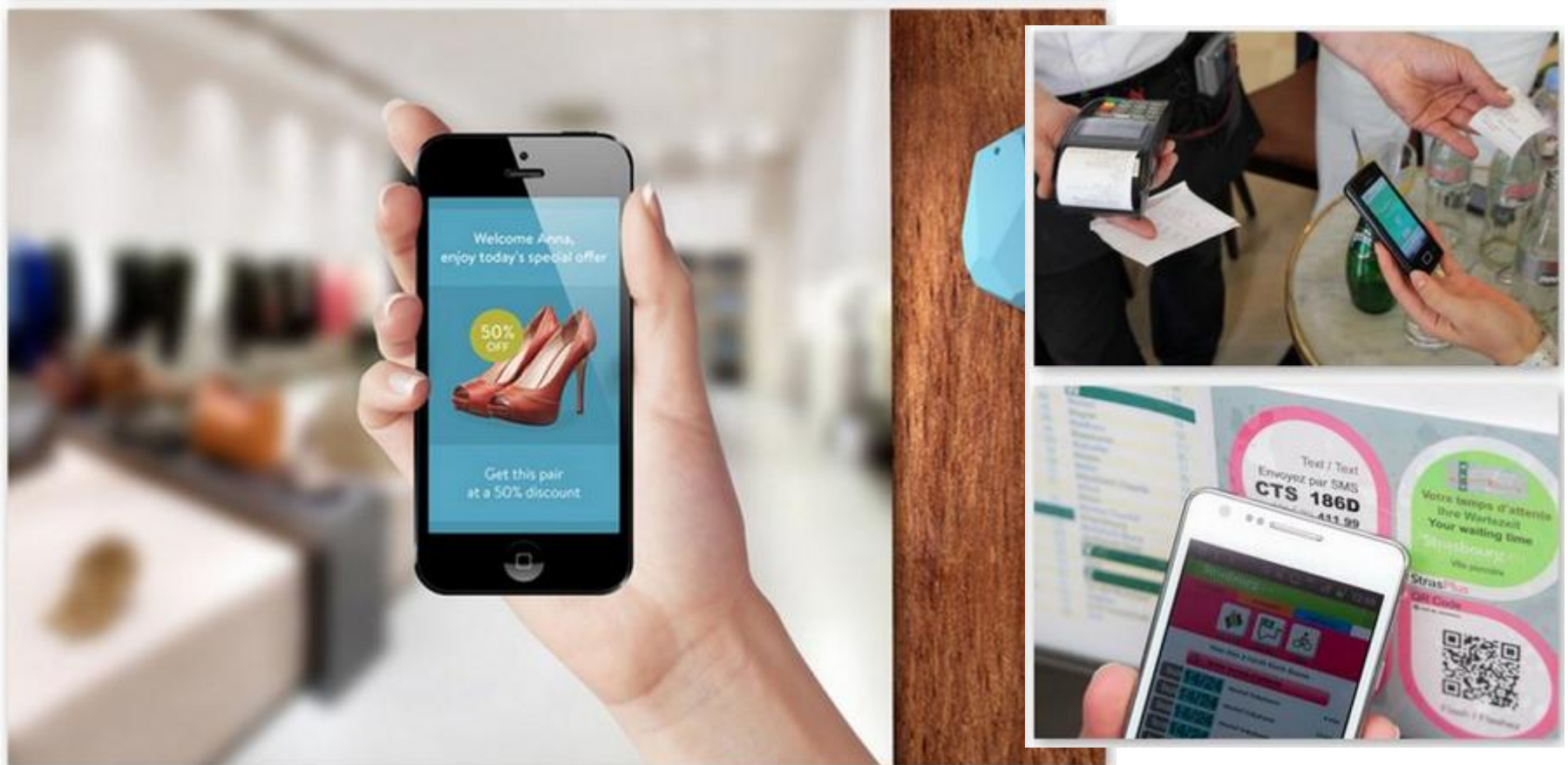
### SoLoMo?

[https://www.youtube.com/watch?v=J-GVd\\_HLlps&feature=youtu.be](https://www.youtube.com/watch?v=J-GVd_HLlps&feature=youtu.be)



"Social, local and mobile" is "the unified strategies mobile marketers must develop to synthesize the three forces, instead of always treating them as independent data points". Gartner

The objectives: UX that is seamless, frictionless



I need to provide a single brand experience across multiple digital channels...

I'd like to provide a more personalized experience to different customer segments

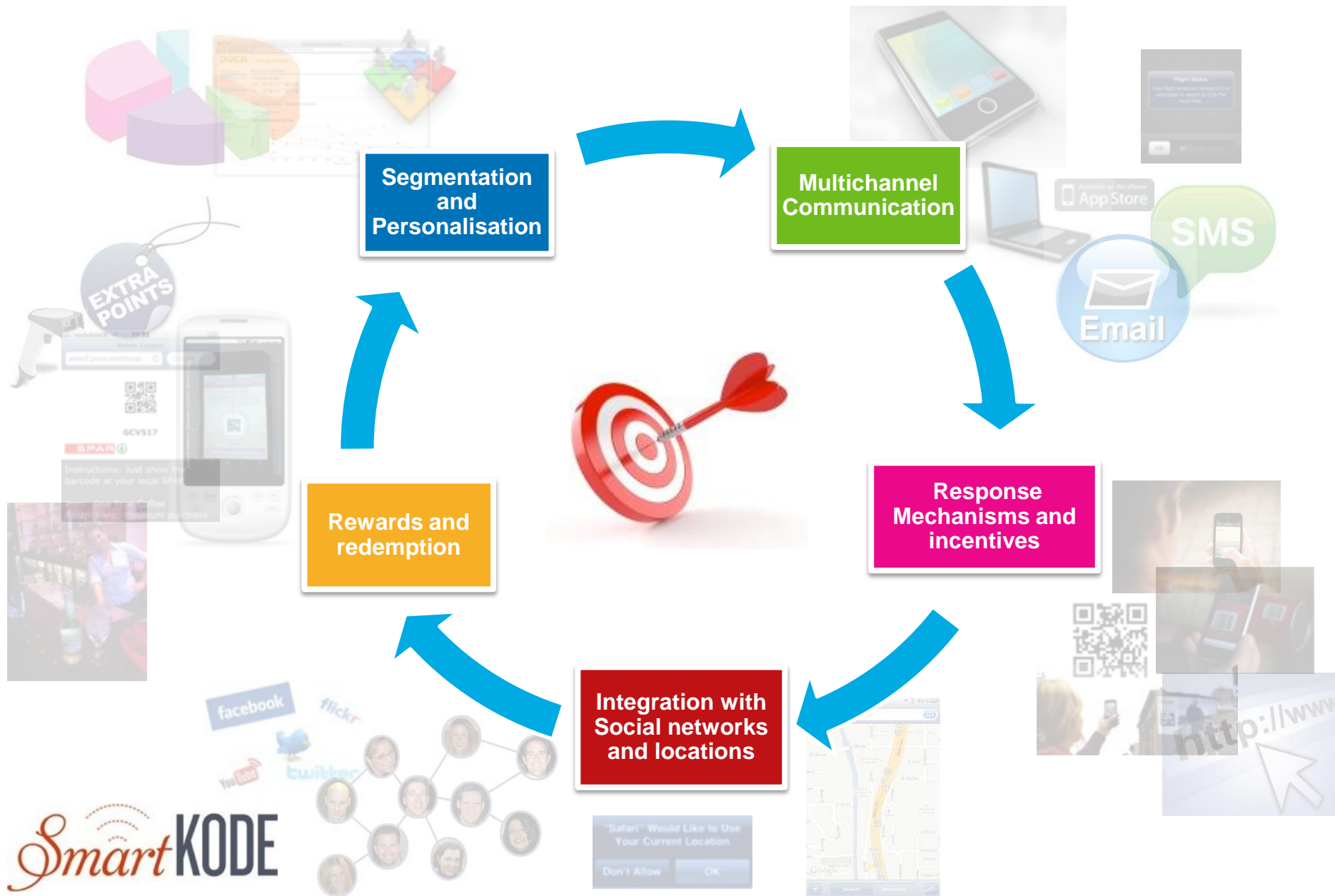
How do I help my customers promote my products to their friends?

How do I use digital vouchers to drive more customers in-store?

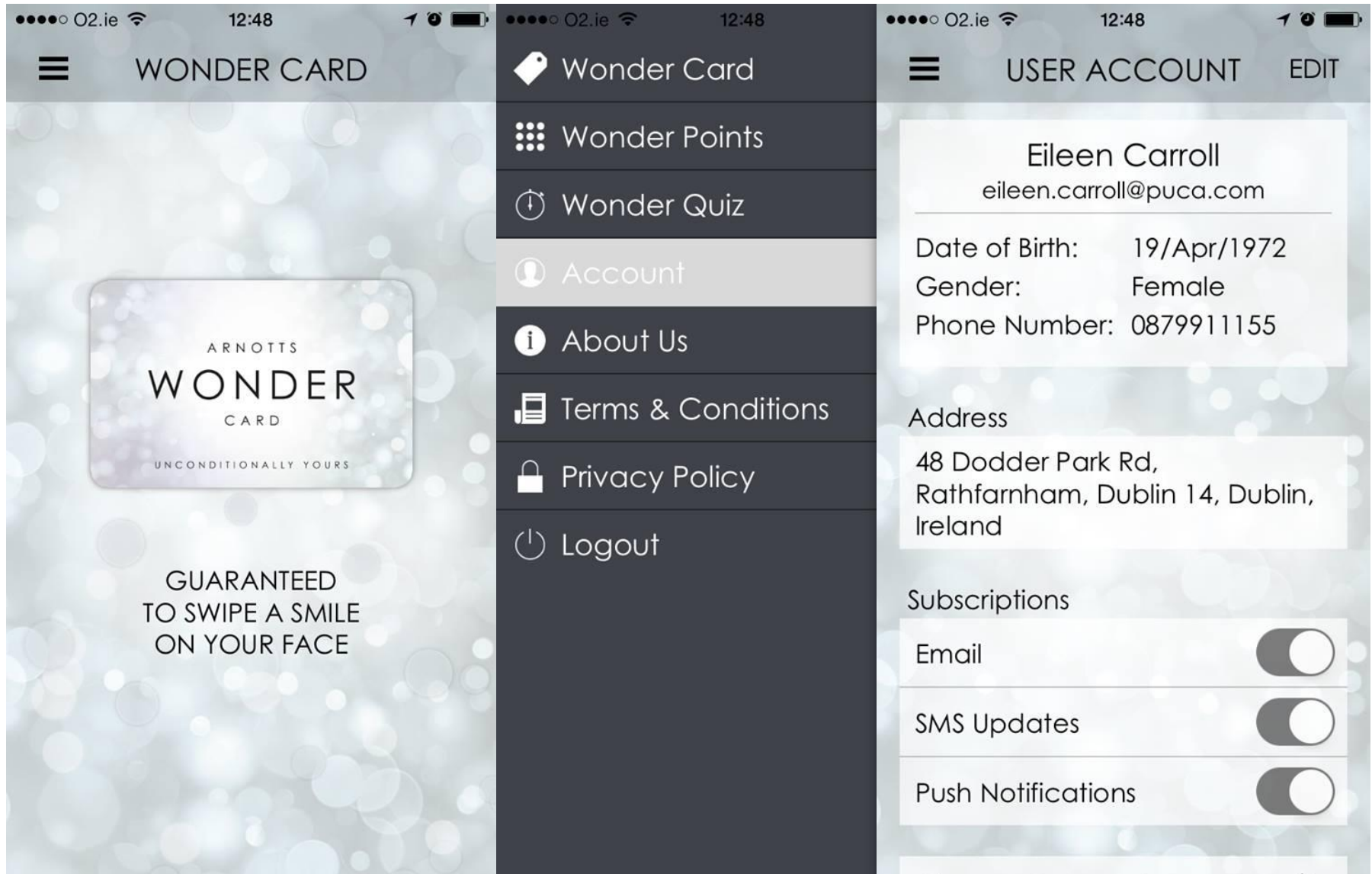
I want to make my product packaging more interactive and engaging

Can I provide locally-targeted information to my customers?

How do I link my TV and print ads with my digital activities?



# Case Study: Arnotts Wonder Card





A successful mobile strategy has to recognise that mobile is different: it is often treated as another advertising “channel”, but it is first and foremost the consumer’s method of communication with the world, and as such any marketing has to be relevant, engaging, and respectful of privacy.

A wide, straight asphalt road stretches towards a bright sun on the horizon. A large white arrow is painted on the road, pointing directly at the sun. The word 'SUCCESS' is painted in large, white, stylized capital letters across the foreground of the road. The sky is blue with some clouds, and the horizon is flat with green fields on either side.

SUCCESS

# pUCA

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## compliance





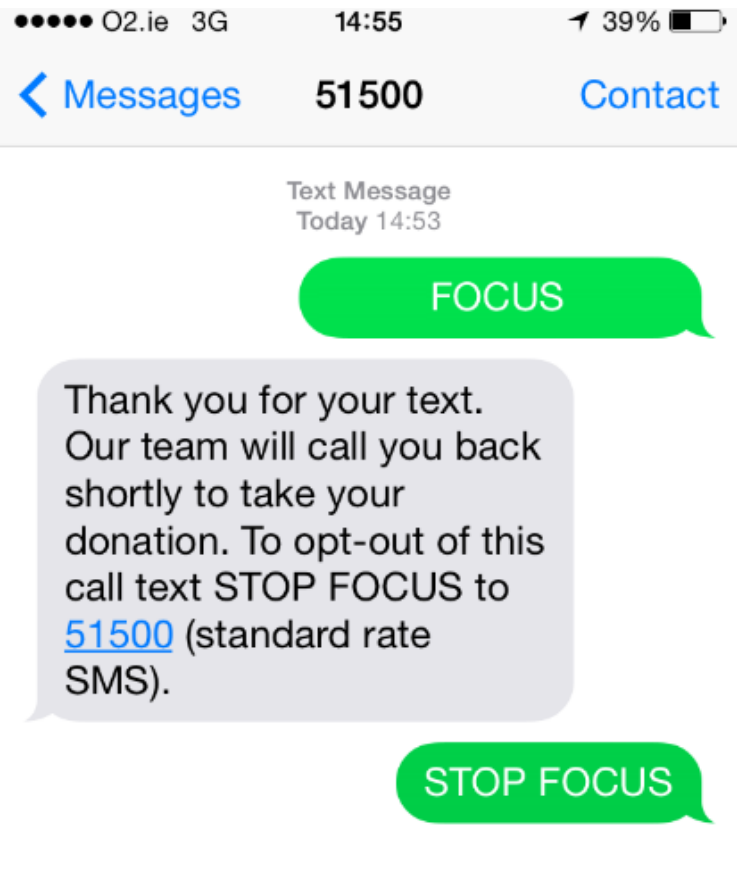
Familiarise yourself with the 8 Rules of Data Protection

([www.dataprotection.ie](http://www.dataprotection.ie)) – adequate and not excessive, opt-in, retention, give control to the customer, security

## *Internet Security*

- ☒ *Anti-Virus Programs*
- ☒ *Strong Password*
- ☒ *Firewall*
- ☒ *Backups*
- ☒ *File Encryption Program*

## Case Study: Focus Ireland



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