



KEEPING UP WITH THE CONSUMER

The ~~Impending~~ Era
of SoLoMo

May 20-23, 2012
The Broadmoor
Colorado Springs, Colorado



How SoLoMo is Connecting Consumers and Brands to (almost) Everything

Dr. Phil Hendrix, immr and GigaOm Pro

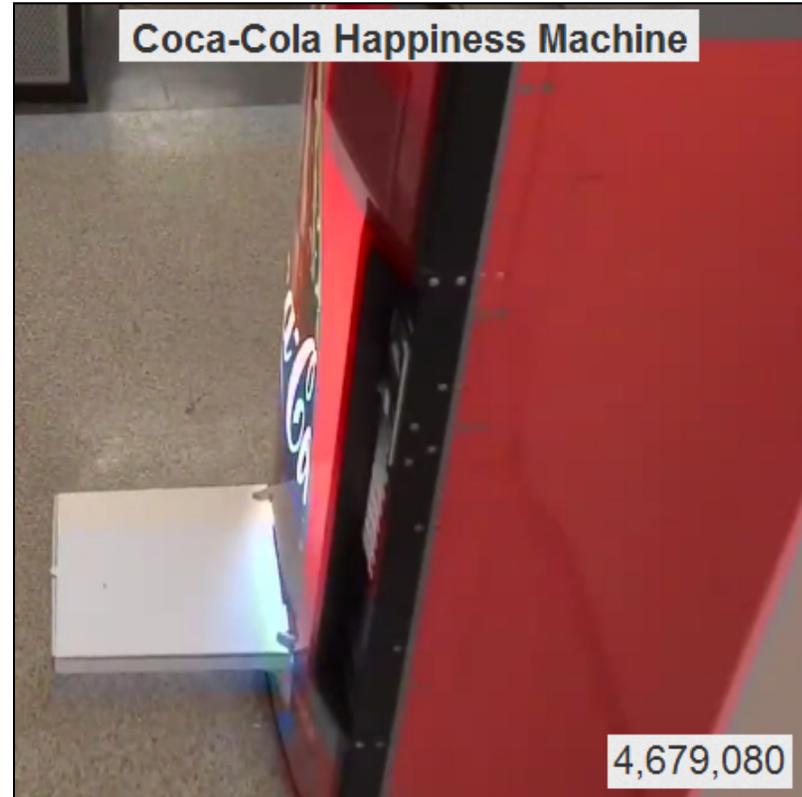
May 21, 2012



Slides  @phil_hendrix



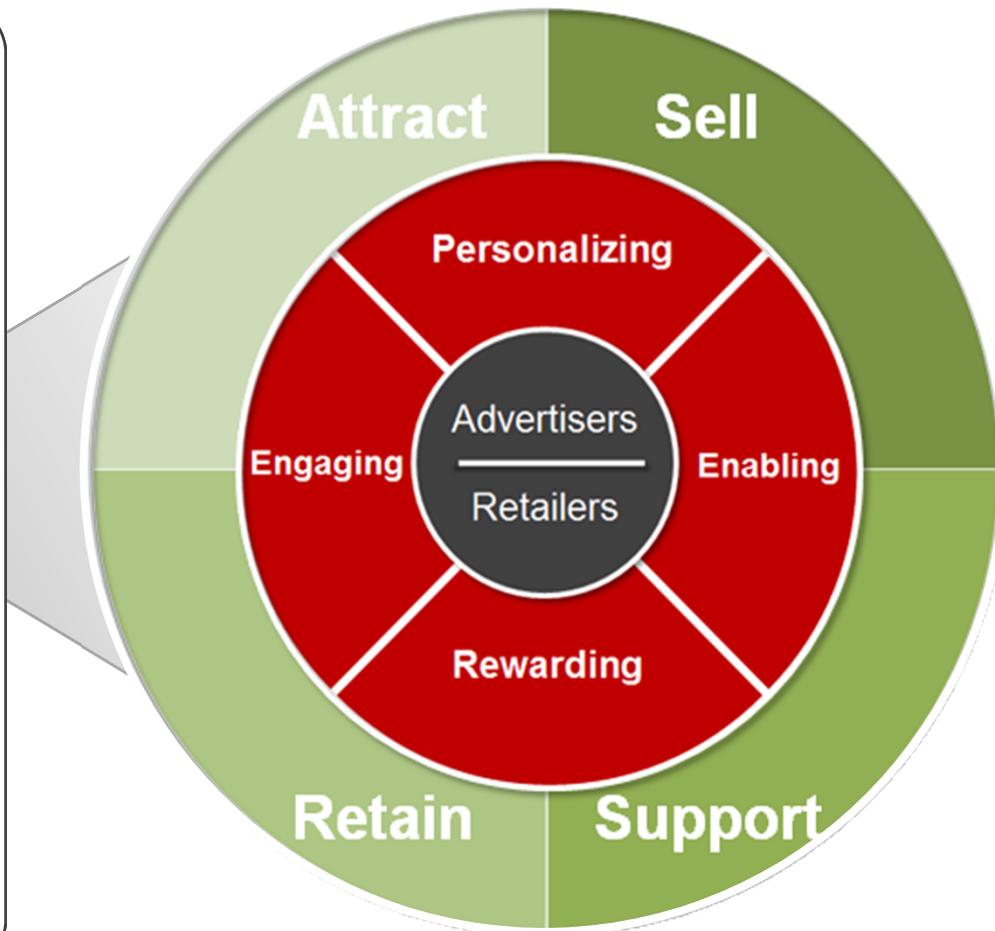
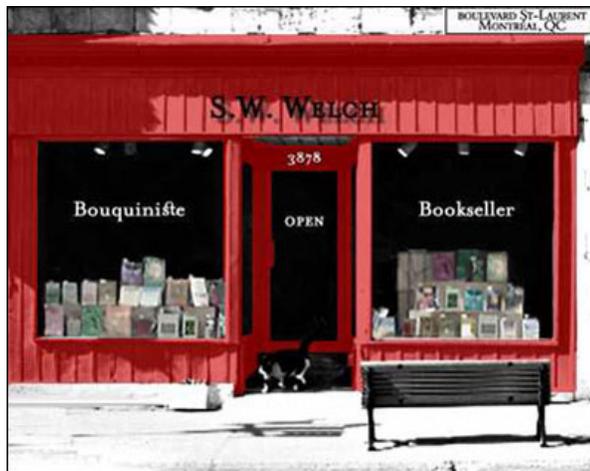
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Is Your Brand Connecting?

3

From Push to PEERSM



Source: Dr. Phil Hendrix, How SoLoMo is Empowering Consumers, Transforming Shopping and Disrupting Advertising and Retailing

Consider the Differences...

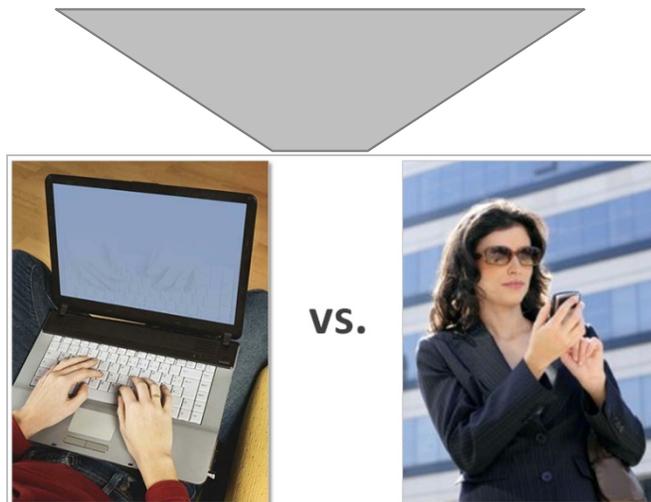


VS.

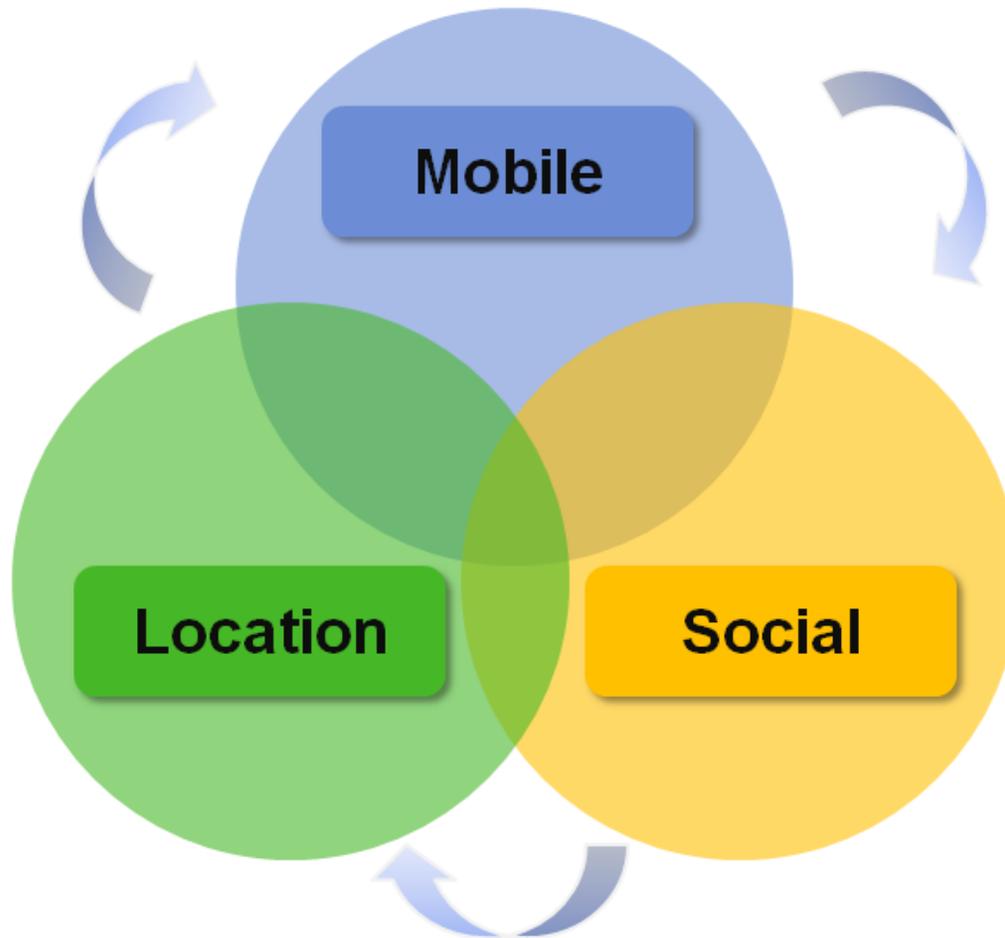


Which one...

- Is with you when you (fill in the blank)?
- Do you use to “share the moment?”
- Knows where you are?
- Recognizes what’s around you?

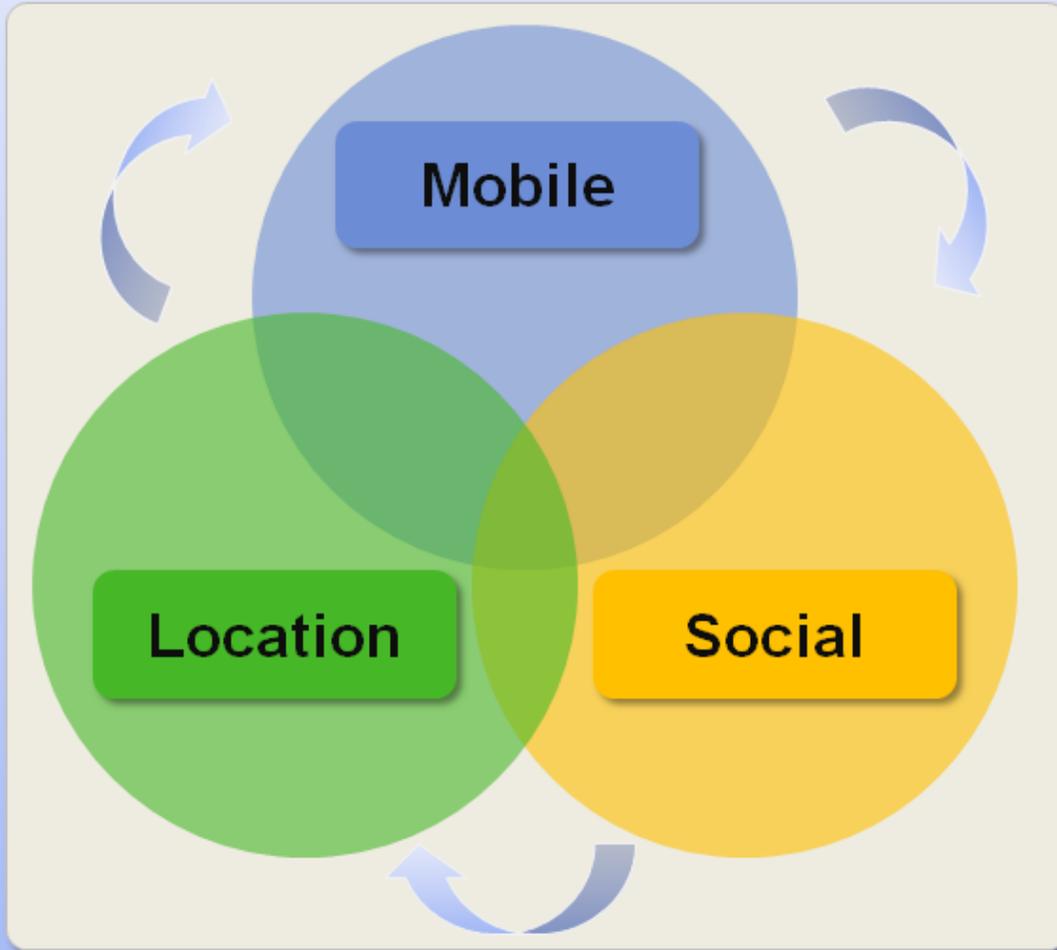


SoLoMo is Empowering Consumers, Transforming Shopping and Disrupting Advertising and Retailing



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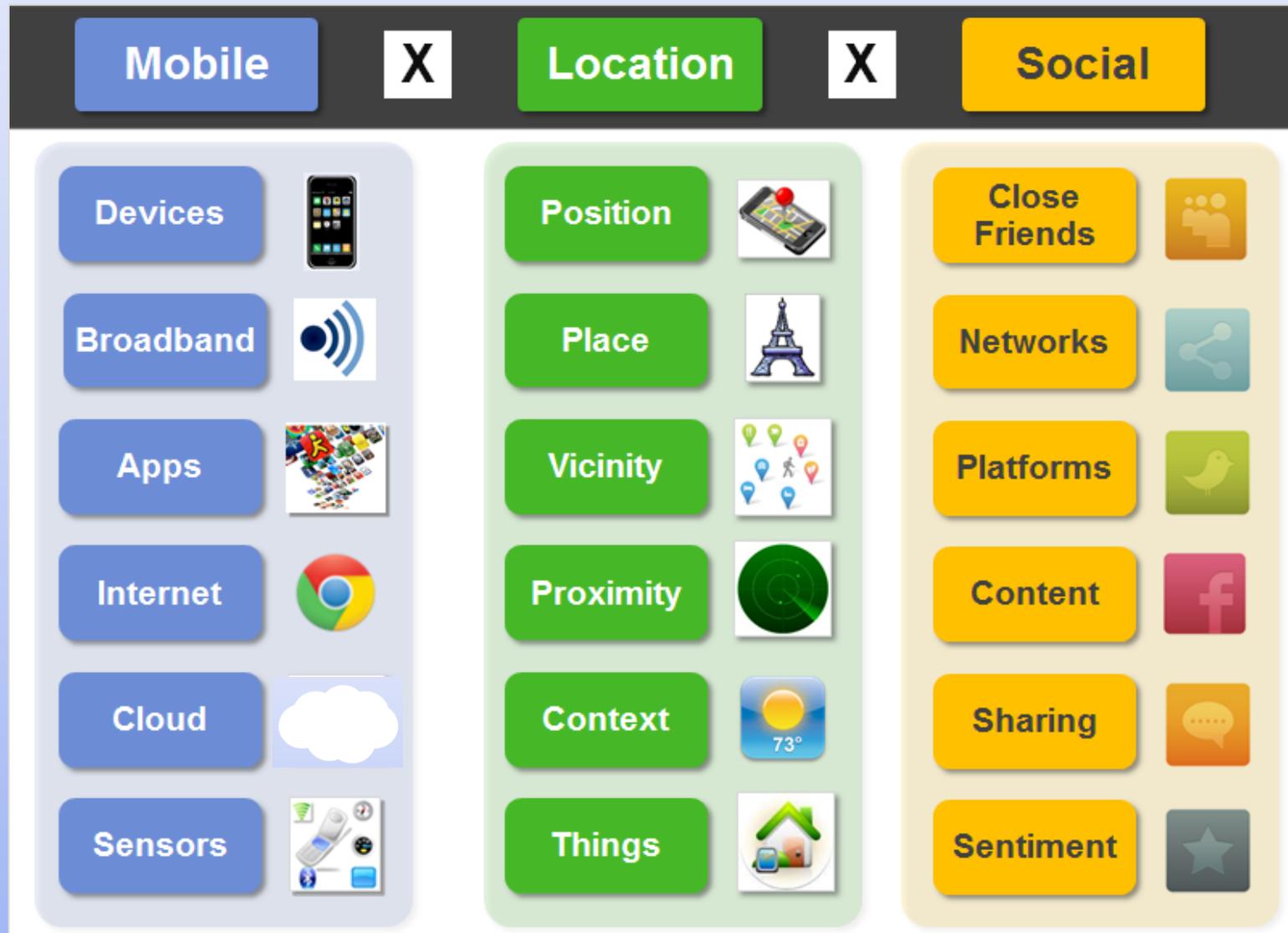
SoLoMo Defined



SoLoMo (n)

**Situated
experiences,
enabled by
mobile,
shared with
others**

From 6° of Separation → Always Connected



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Mobile Devices – Truly Radical Innovation



iPhone 4

This changes everything. Again.

53%

Percent US subscribers own smartphone

80%

Recent purchasers age 18-34 buy smartphones

> 90%

Keep their smartphone w/in arms length all/most of the time

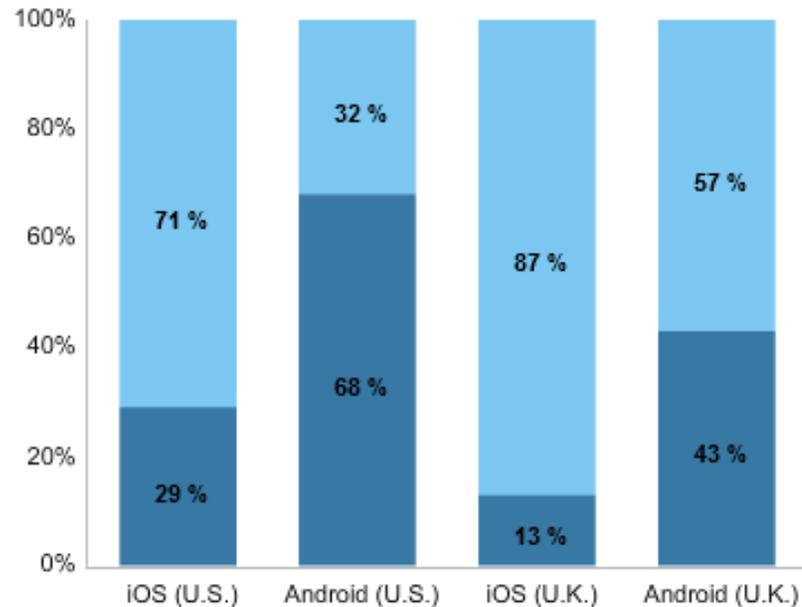
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Mobile Broadband – Wherever You Go



Mobile and Wi-Fi Internet Connection Activity Across iOS and Android Smartphone Platforms in the U.S. and U.K. (Feb-2012)

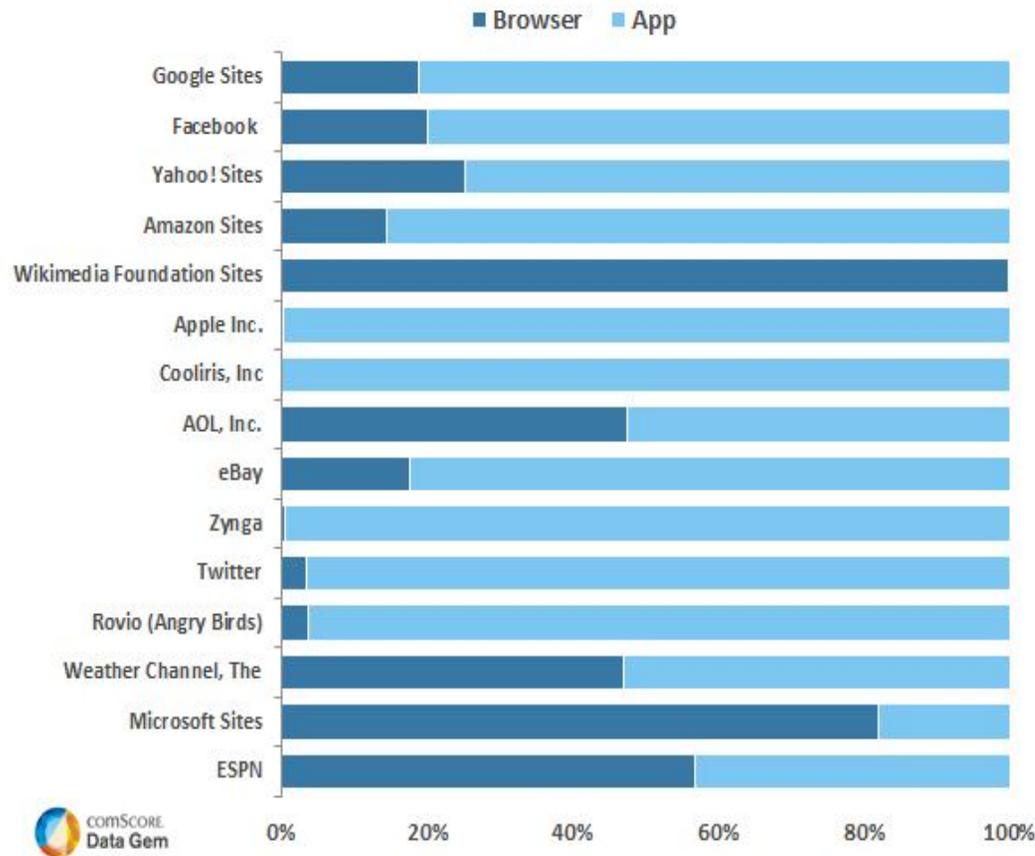
- % of Smartphones that Browse Only via Mobile Networks
- % of Smartphones that Browse via Both Mobile and Wi-Fi Networks



Mobile – The Internet in your Pocket

U.S. Top Smartphone Properties, % Share of Time Spent by Access Method

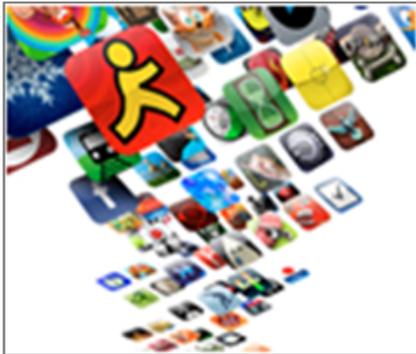
Source: comScore Mobile Metrix 2.0, March 2012, U.S.



“Before the iPhone, cyberspace was something you went to your desk to visit... now cyberspace is something you carry in your pocket.”

Paul Saffo

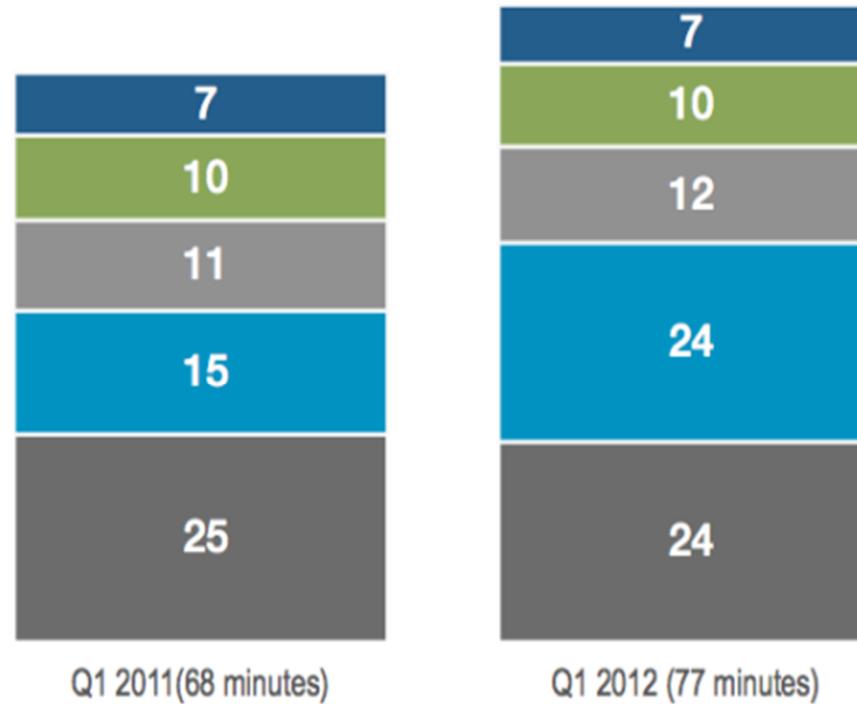
Mobile Apps – The Avalanche



1.2b

of apps downloaded
Dec. 25-31, 2011

Daily Smartphone App Consumption, Minutes per Category, WW



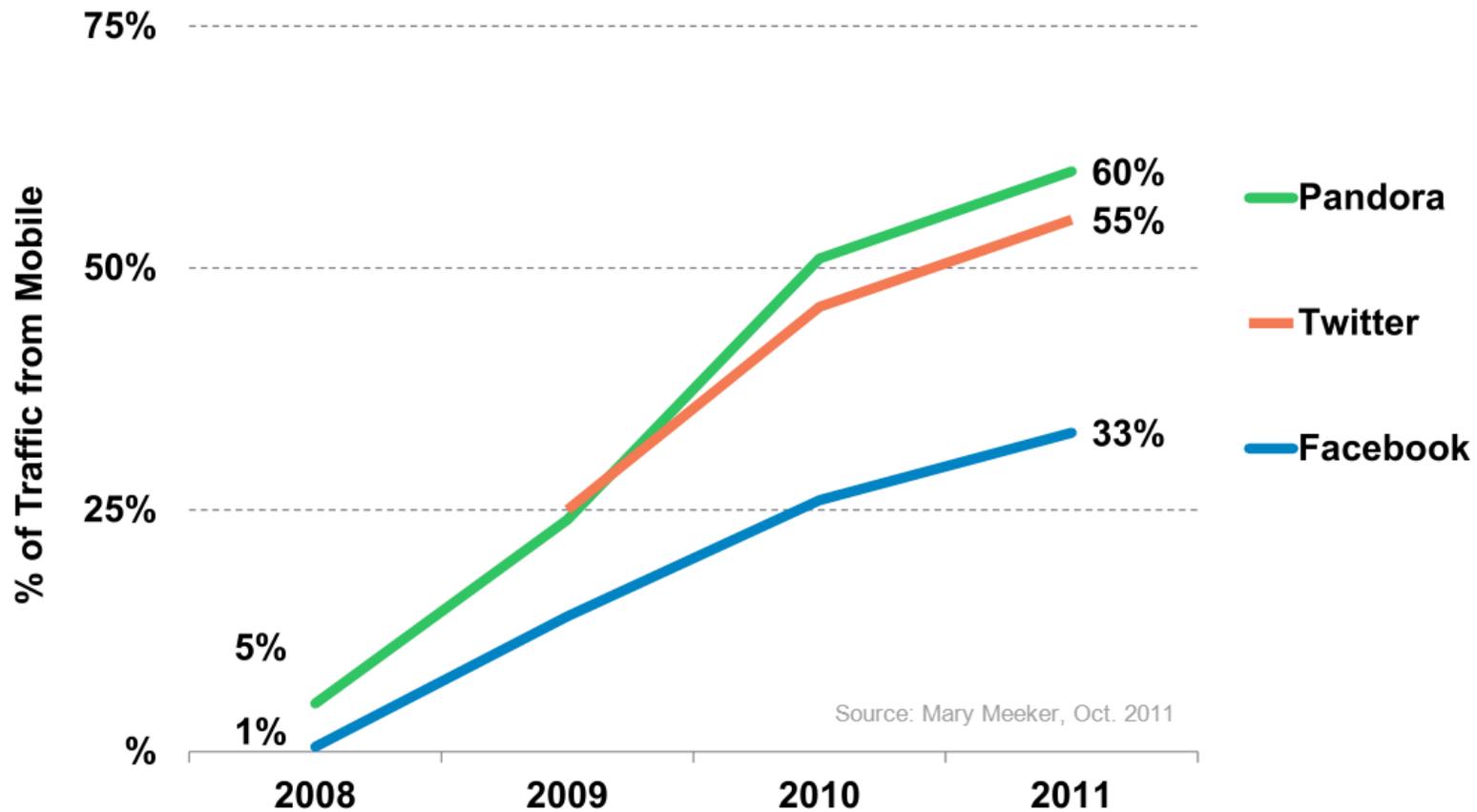
Games
 Social Networking
 News
 Entertainment
 Other



Source: Flurry Analytics

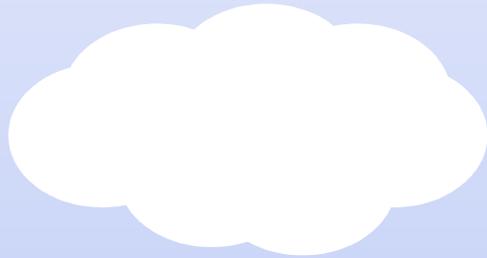
Mobile Tsunami

% of Traffic From Mobile Devices, Pandora, Twitter & Facebook, 2008 – 2011



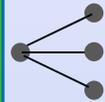
Source: Mary Meeker, Oct. 2011

The Cloud – Elastic, Real-time, Massive Scale

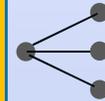


Big Data +
Algorithms

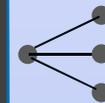
Location



Social



History



Search

- Auto-complete
- Google Instant
- Proximity Search
- Image Search
- Personalized SERs

Augmented Reality

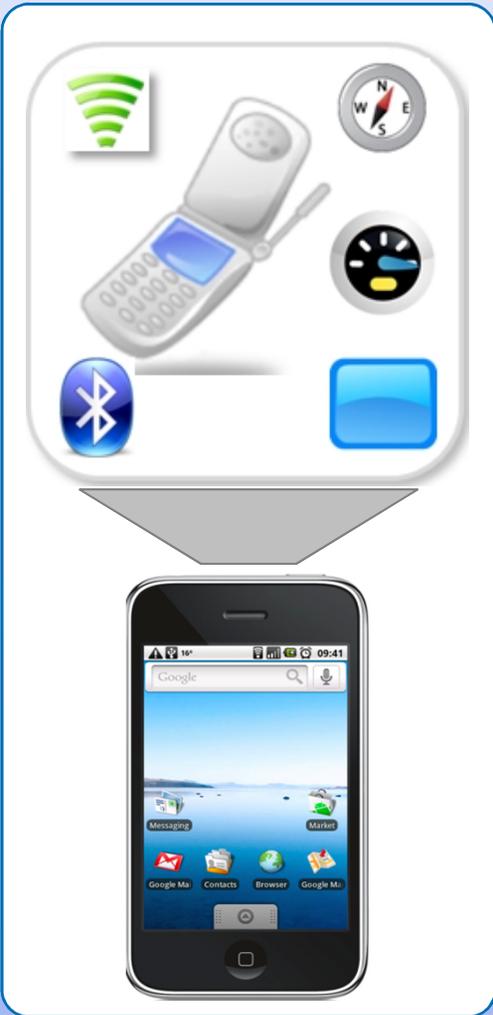


Messages, Ads, and Offers

Urban Airship
..... powering modern mobile



Mobile Sensors – Digital and Physical Intersect



Location - fundamentally, Lat/Long....



Examples:

28.420000,
-81.581200

and

28.39267,
-81.570847

... but much richer than mere coordinates

Lat/Long

28.420000,
-81.581200



Six Elements of Location

Position



Place



Context



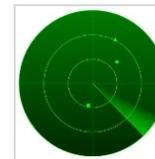
Vicinity



Things



Proximity



Six Elements of Social



A Periodic Table of SoLoMo Strategies

Mobile

- Devices 
- Broadband 
- Apps 
- Internet 
- Cloud 
- Sensors 

X

Location

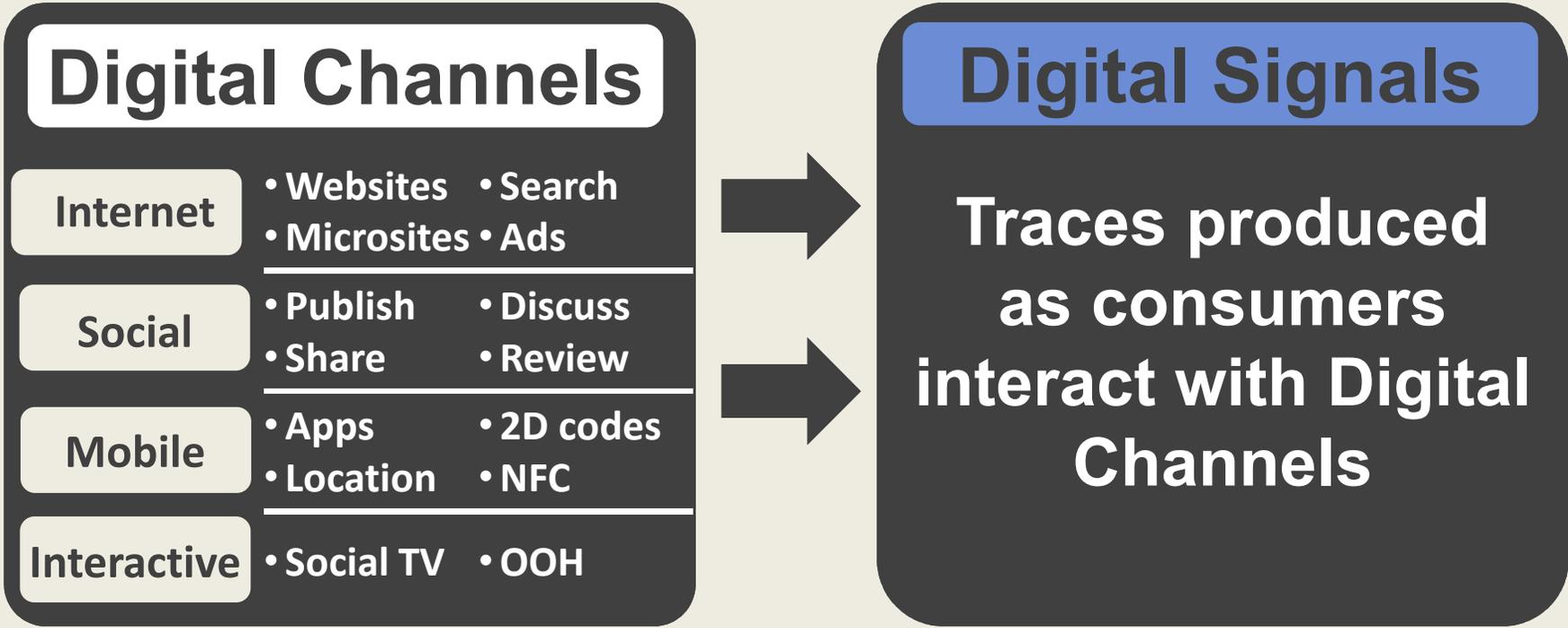
- Position 
- Place 
- Vicinity 
- Proximity 
- Context 
- Things 

X

Social

- Close Friends 
- Networks 
- Platforms 
- Content 
- Sharing 
- Sentiment 

Consumers' Digital Signals



Source: Dr. Phil Hendrix, Tuning into Consumers' Digital Signals

Consumers' Digital Signals

Why are **Digital Signals** so Important?

In real-time, on a massive scale, at no cost,
Digital Signals reveal:

Consumers'

- Attitudes
- Motivations
- Experiences
- Plans/Intentions
- Interests
- Values
- Questions
- Responses
- Opinions
- Activities
- Connections
- (Dis)satisfaction

Location

Context

Connections

Source: Dr. Phil Hendrix, Tuning into Consumers' Digital Signals

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Examples of SoLoMo Innovation

Urban Airship
..... powering modern mobile



Good
Push

@WalmartLabs
Social + Mobile + Retail

“Social signals are by far the strongest way to determine what content the mobile audience will engage with at any point in time.”

Tobias Peggs, OneRiot founder
(acquired by WalmartLabs July 2011)

Place IQ
next-gen location intelligence



9:44PM +37° 46' 28.79", -122° 27' 56.32"

USER PROFILE : STUDENT

PLACE TYPE : LIVE INDIE SHOW

EVENT TYPE : HIGHLY SOCIALLY ACTIVE
SMARTPHONE USERS



Other Innovators in SoLoMo

To be added

For more perspectives on SoLoMo:

Global Mobile:
Foundations and
Futures
edited by
Peter Bruck and
Madanmohan Rao

***Social + Location + Mobile: SoLoMo Analytics
and the Transformation of Shopping[†]***

STREETFIGHT

The Local Consumer – an In-depth Mosaic[†]

AT&T
Interactive

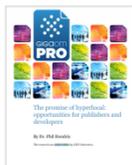


***The Promise of Hyperlocal: Opportunities
for Publishers and Developers***

AT&T
Interactive

Tuning into Consumers' Digital Signals

geo*i*Q



***How SoLoMo is Empowering Consumers,
Transforming Shopping, and Disrupting
Advertising and Retailing***



Location – the Epicenter of Mobile Innovation

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