

Is SoLoMo Finally Unleashing M-Commerce?

GigaOm Mobilize Conference

Sept. 26, 2011

Dr. Phil Hendrix, immr and GigaOm Pro



URL: www.immr.org/downloads/immr_solomo_mcommerce_slides_Mobilize_conference_201109.pdf

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Topics

- ❖ What problems is M-commerce solving?
- ❖ Why is SoLoMo important for M-commerce?
- ❖ How is SoLoMo Changing Shopping?
- ❖ How are Advertisers and Retailers Adapting?
- ❖ Implications and Recommendations

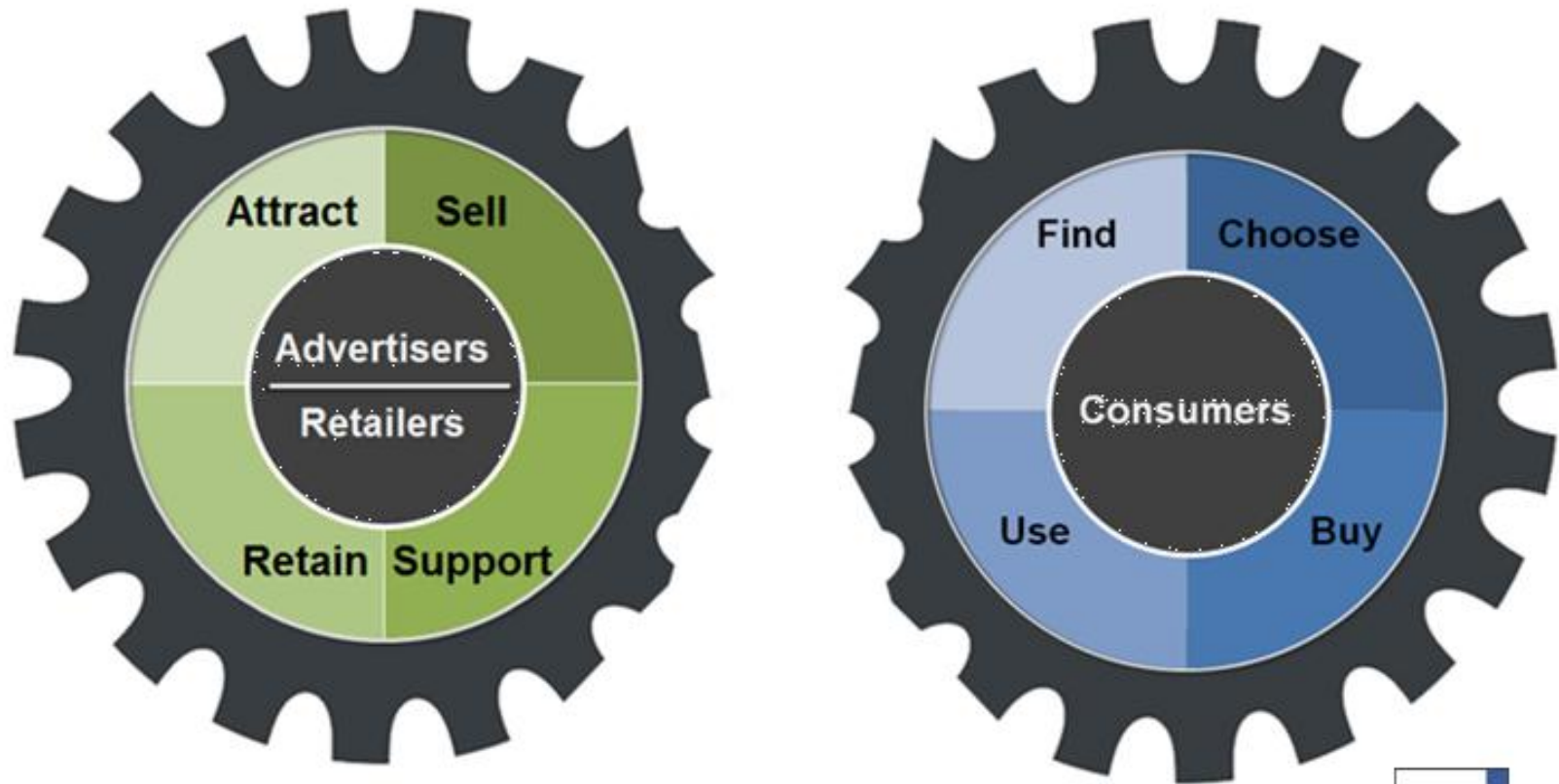
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What Problem(s) is M-Commerce Solving?

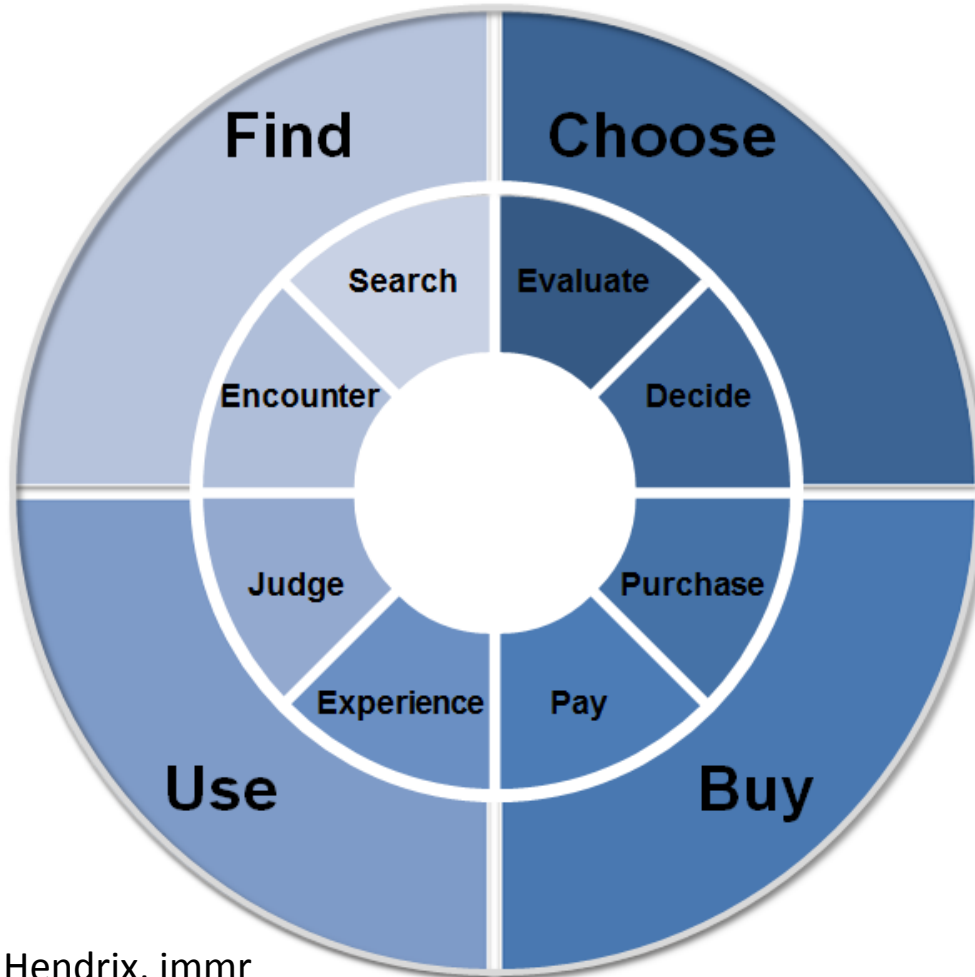


Source: Dr. Phil Hendrix, immr



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At What Points Do Consumers Encounter "Friction?"



Source: Dr. Phil Hendrix, immr

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How Are Consumers Using Social Networks and Media?



Source: Dr. Phil Hendrix, immr

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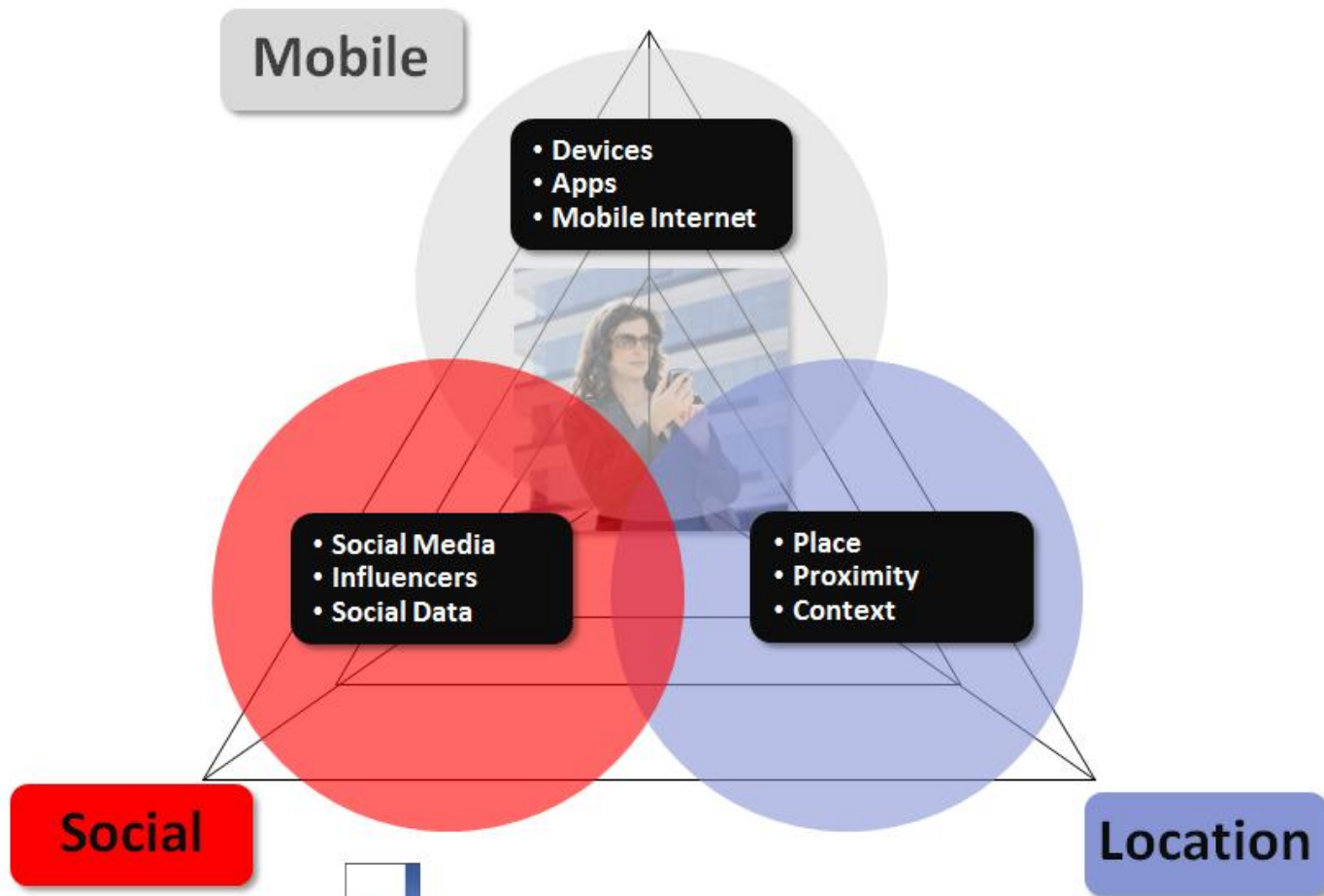
Which Mobile Locative Capabilities Will be Most Useful?



Source: Dr. Phil Hendrix, immr

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Is the Combination of So+Lo+Mo > Sum of the Parts?



Source: Dr. Phil Hendrix, immr



Note: VC John Doerr (KCPB) first coined the term SoLoMo

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Which Digital Signals Are Most Important?

Consumers' Digital Signals	
Social Media	Twitter
	Facebook
	Yelp
	Flickr
	YouTube
	FourSquare
Interactive Media	Websites
	PURLs
	QR Codes
	NFC
	Social TV
Search	Google
Location	GPS

As consumers visit, view, interact with, contribute to and share their experiences online and in the real world, in many instances they leave digital traces.

Source: Dr. Phil Hendrix, immr

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How Will Advertisers and Retailers Leverage SoLoMo?

The PEER[®] Model



Source: Dr. Phil Hendrix, immr



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Other Questions

- ❖ What will slow adoption of M-Commerce?
- ❖ Which product/service categories will be most/least affected by M-Commerce?
- ❖ Who benefits most from M-Commerce – consumers? retailers? or advertisers?

Questions from the audience...

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

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Thank you!

Slides with panelists' comments
will be posted at



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