

The Future of Mobile-LoCo Commerce

Geo-LoCo Conference

Dr. Phil Hendrix, immr and GigaOm Pro

Nov. 3, 2011



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Slides: www.immr.org/geoloco.pdf

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Mobile LoCo Commerce

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A green rectangular sign with rounded corners and a white border of small circular studs. The sign is mounted on two wooden posts. The text 'You Are Here' is written in a large, white, sans-serif font, slanted upwards from left to right. The background is a bright blue sky with scattered white clouds.

You Are Here

Topics

- ❖ Location ∩ M-Commerce
- ❖ 6 Degrees of Location – Consumers
- ❖ SoLoMo and Businesses
- ❖ Hyper-Local Advertising
- ❖ Tuning into Digital Signals



Sylvain Carle
CTO, Needium



Chung Meng Cheong
VP, Ad Products, ATTi



Holger Luedorf
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Location is to M-Commerce as
_____ is to _____

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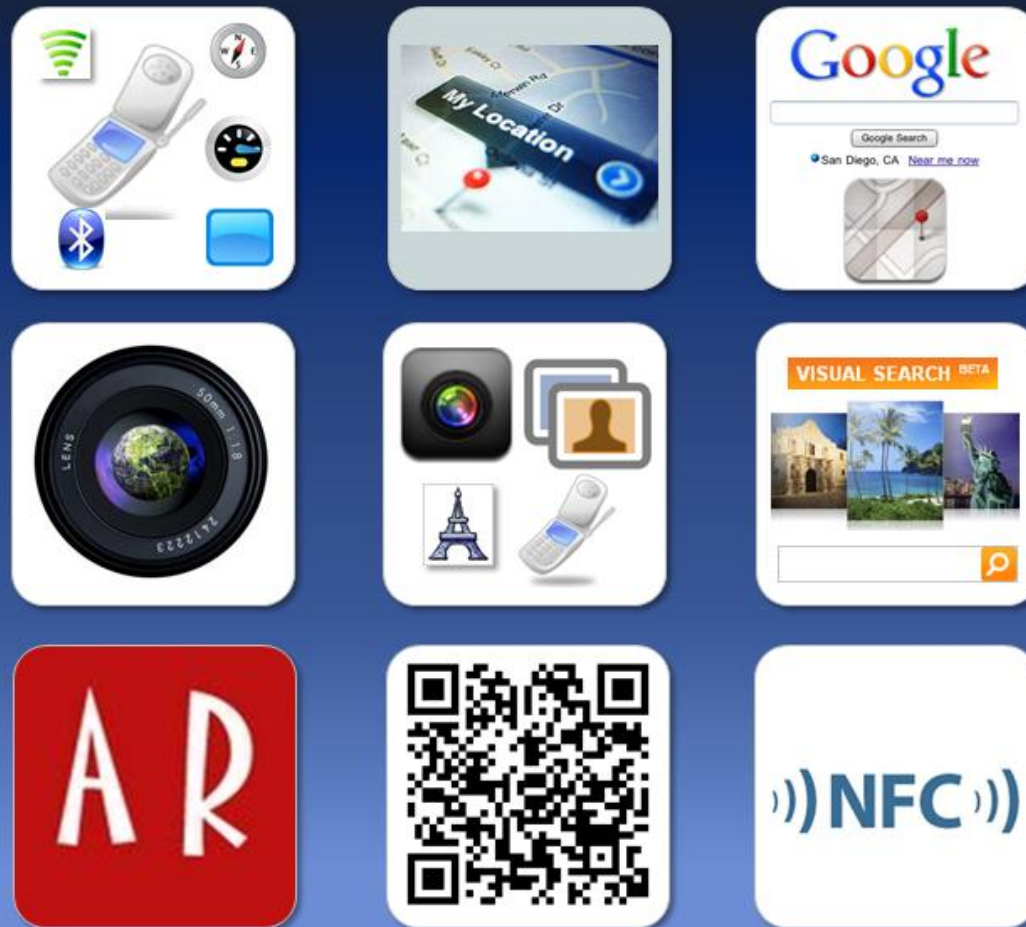
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Mobile Locative Capabilities



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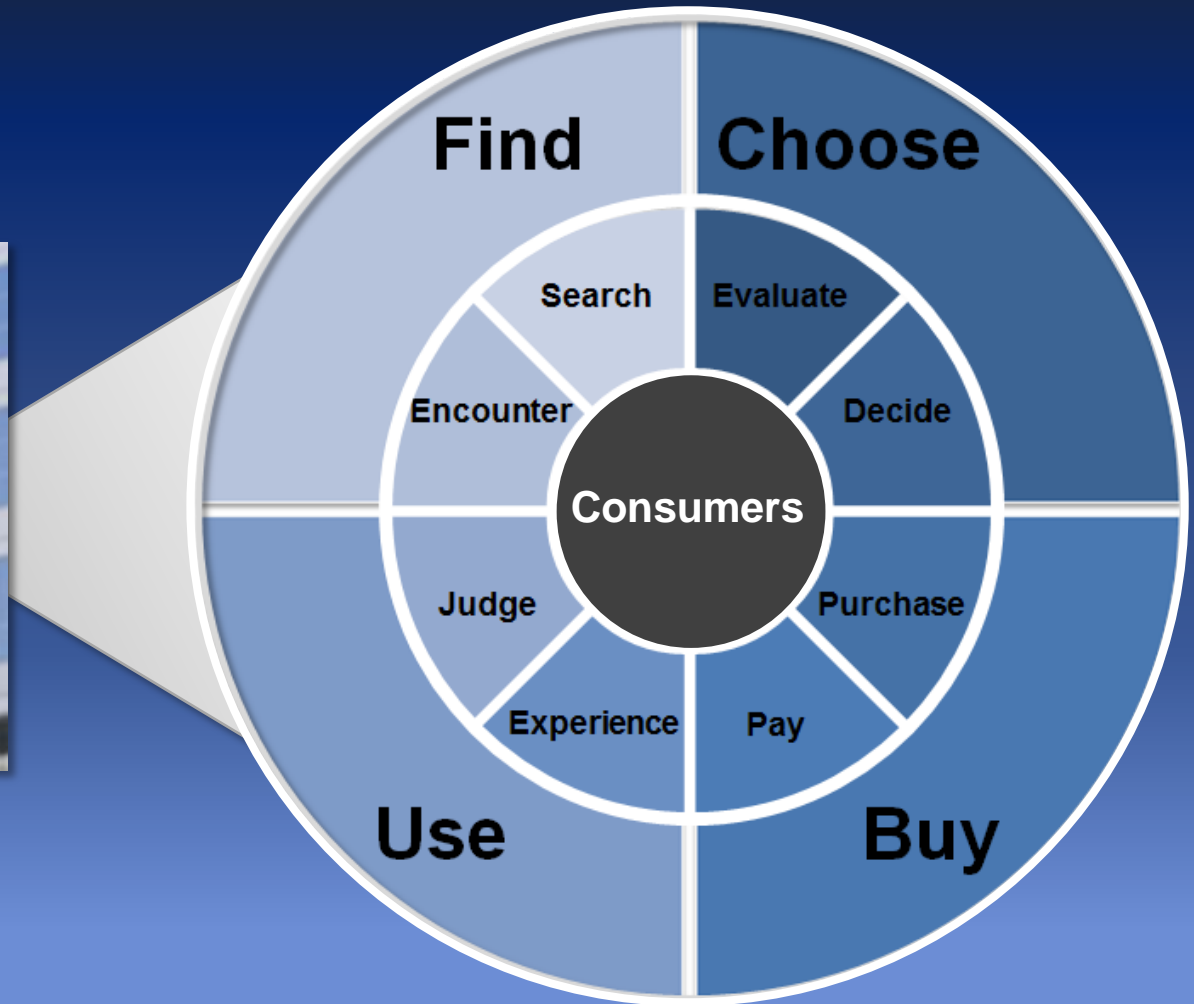
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Where Does Location Add the Most Value to Consumers?



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Which is most disruptive? So- Lo- or Mo?



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How Can Location Add the Most Value to Businesses?



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Mobile Ad Spend: Local vs. Nat'l.



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Local Advertisers

- **More than half of local businesses plan to engage in mobile marketing in 2011**
- **SMBs expect to devote > 20% percent of their ad budgets to mobile**

Source: Borrell Associates, June 2011



Local Advertising: 2011 vs. 2012

All \$ in millions

Media Choice	2011	2012	\$ Change	% Change	Share of Growth*
Newspapers	\$21,266.12	\$21,429.66	\$163.54	0.8%	3.8%
Magazines/other print	\$8,067.13	\$7,883.27	-\$183.87	-2.3%	-4.3%
Directories	\$5,049.42	\$5,256.96	\$207.54	4.1%	4.9%
Local TV Stations	\$10,471.94	\$11,344.89	\$872.95	8.3%	20.5%
Cable TV	\$3,246.52	\$3,577.90	\$331.38	10.2%	7.8%
Radio	\$12,093.59	\$11,404.04	-\$689.55	-5.7%	-16.2%
Out of Home	\$1,119.64	\$1,179.72	\$60.09	5.4%	1.4%
Direct Mail	\$8,166.21	\$8,270.82	\$104.60	1.3%	2.5%
Cinema	\$962.96	\$1,367.30	\$404.34	42.0%	9.5%
Online	\$14,792.66	\$17,670.92	\$2,878.26	19.5%	67.7%
<i>Mobile (subset of online)</i>	<i>\$787.80</i>	<i>\$1,609.60</i>	<i>\$821.80</i>	<i>103.2%</i>	<i>19.3%</i>
Telemarketing	\$930.27	\$1,032.59	\$102.32	11.0%	2.4%
2011 Projection	\$86,166.46	\$90,418.07	\$4,251.61	4.9%	

Source: Borrell Associates, June 2011

* Share of \$4.25 billion in additional ad expenditures between 2011 and 2012

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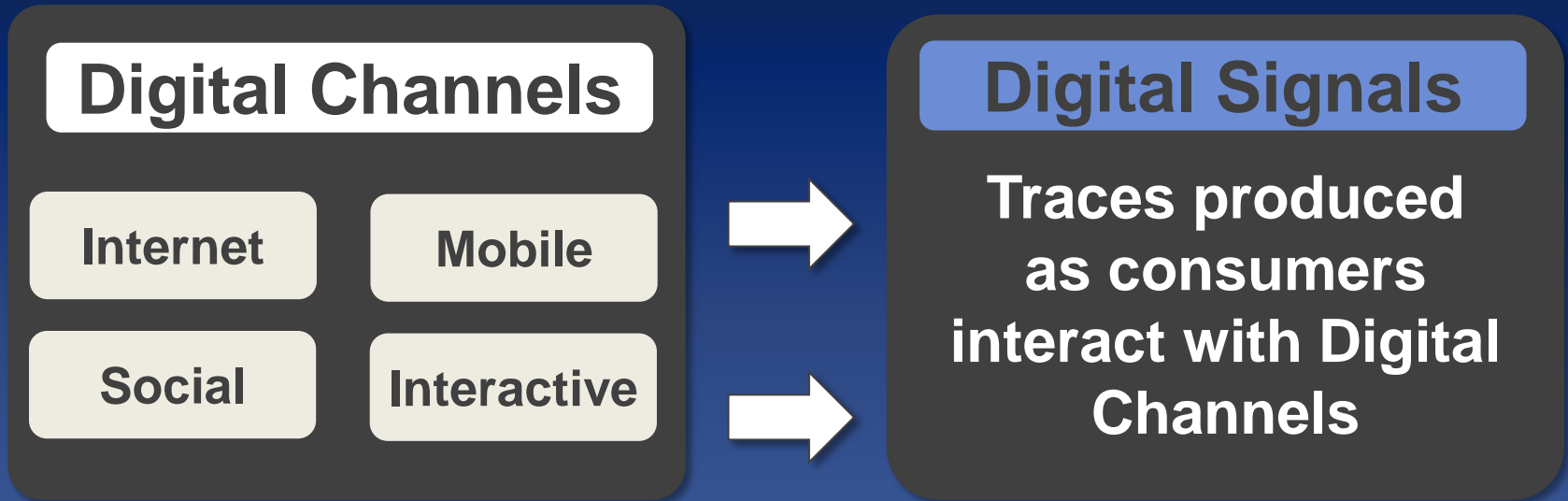
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Tuning into Digital Signals



Consumers'

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

Location Layer

Recap/Other Topics

- ❖ Metrics for verifying effectiveness
- ❖ Tracking conversions/proving results
- ❖ Verifying ROI on Mobile
- ❖ Viability of self-serve model for SMBs
- ❖ Value of Hyper-Local for Nat'l Advertisers



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