



# The Great Mobile Convergence: Content, Loyalty, Analytics, Marketing, Payments, Social (CLAMPS)

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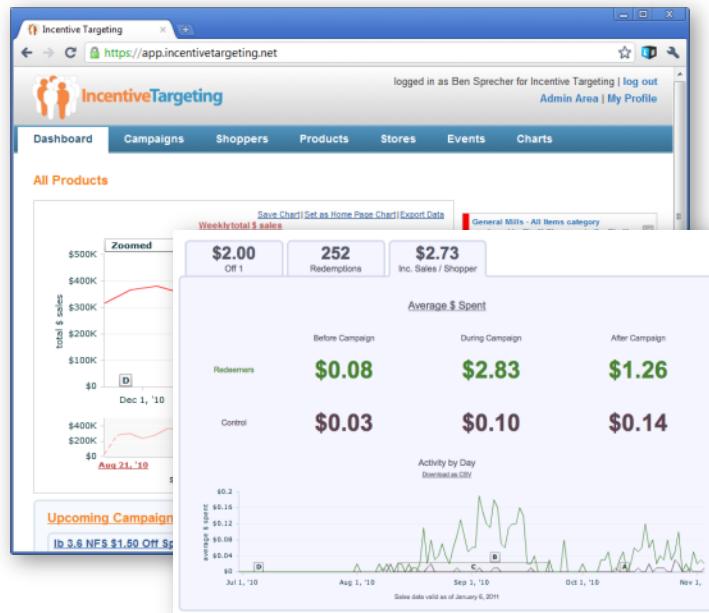
Co-Founder and VP of  
Marketing

# Outline

- The converging mobile landscape (Ben – 15-20 min)
- Examples and case studies (Steve – 15-20 min)
- Q&A



# Turnkey Marketing Automation



Groupon Chicago - Jewel-Osco – Multiple Locations

Jewel-Osco Deal: \$9 for \$15 Worth of Ice-Cream Treats

Value: \$15, Discount: 40%, You Save: \$6

Groupon Springfield, MA - Big Y – Multiple Locations

Big Y Deal: \$10 for Kellogg's Special K Products at Big Y (\$22.19 Value)

Value: \$22, Discount: 55%, You Save: \$12

402 bought, Limited quantity available

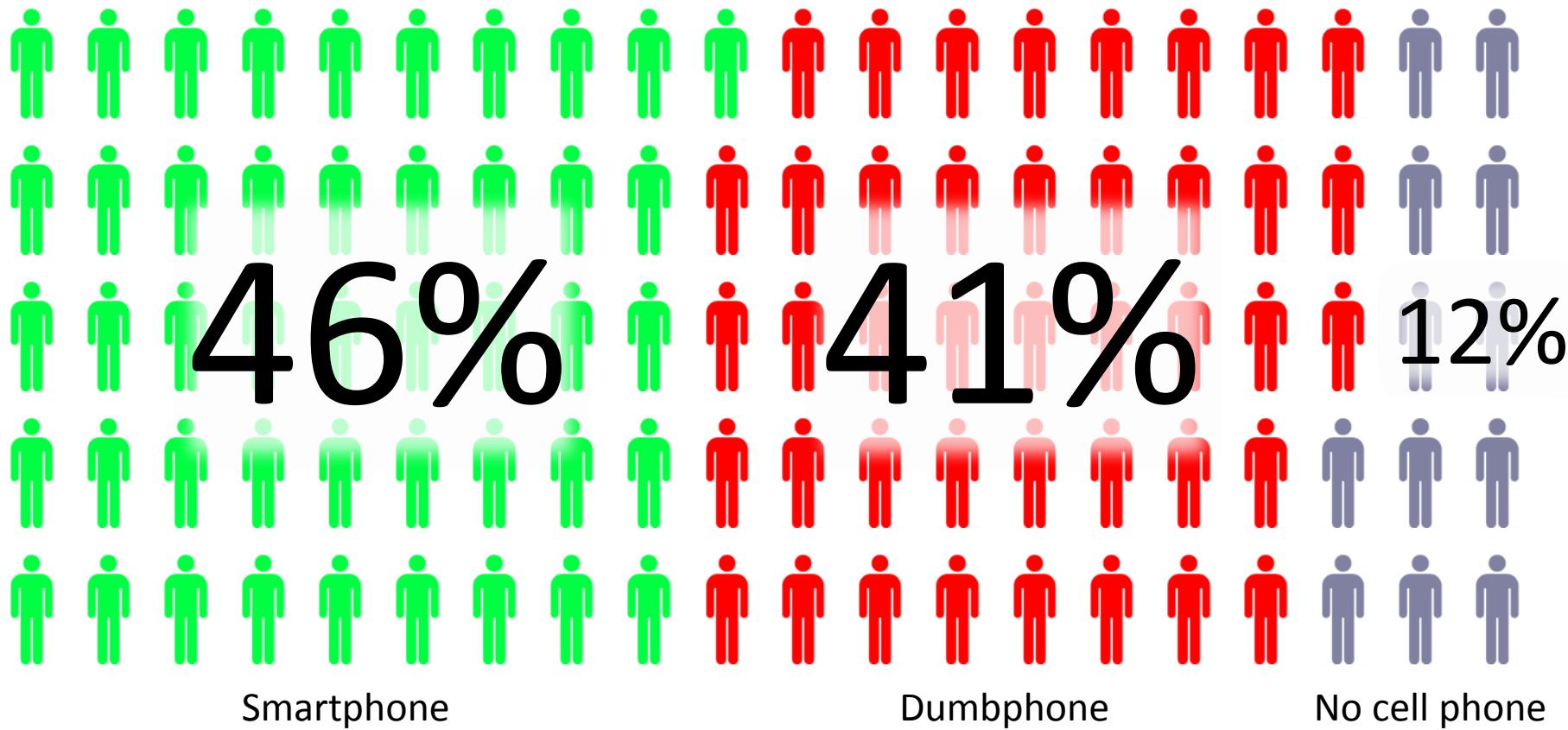
The Fine Print: Expired Dec 14, 2011, Limit 1 per household. Must be 18 or older. Invitations only. Big Y Express Card sign-up required for non cardholders. Shipping address.

# Big Picture Trends in Mobile

## Show of hands...

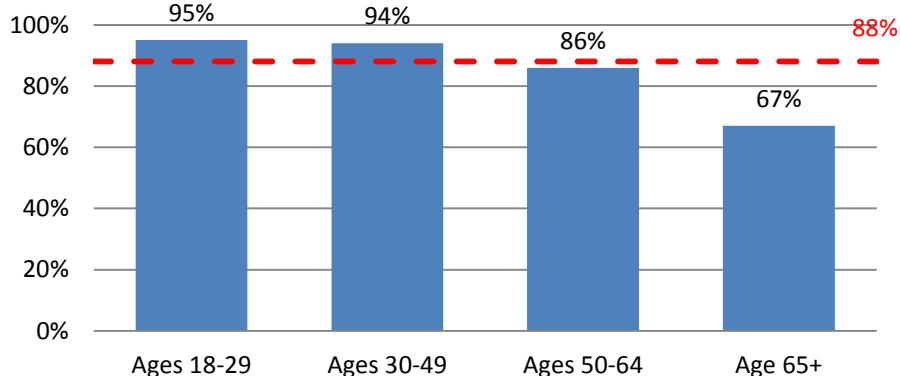
- Do you own a smartphone?
- Do you own a regular cell phone?
- No cellphone?

# Feb 2012 – cell phone ownership among US adults

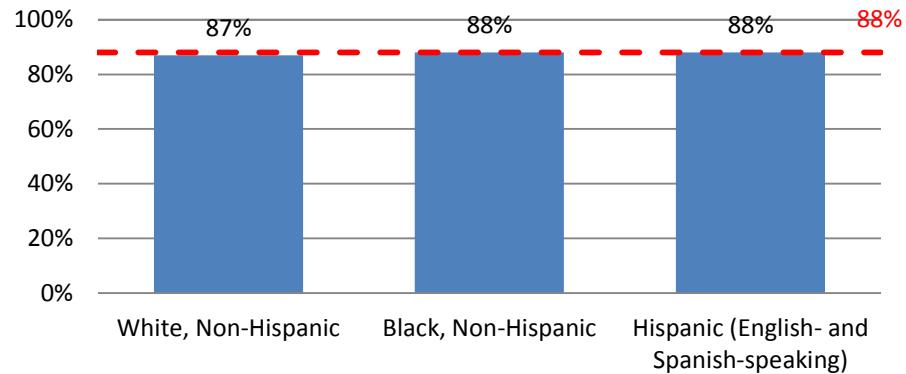


# Breakdown of cell phone ownership...

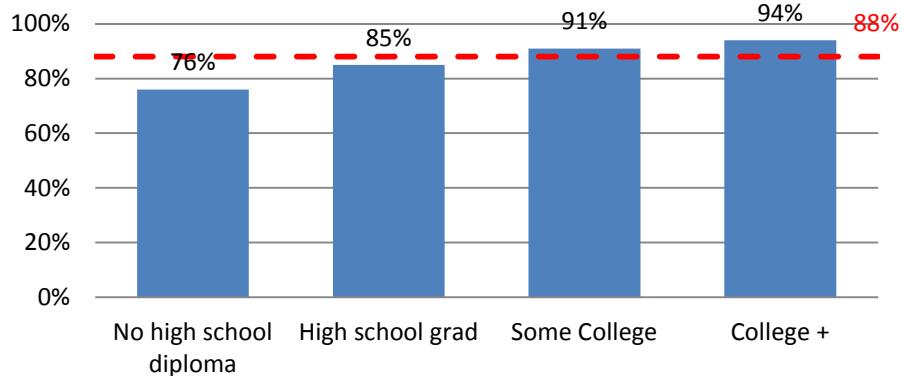
## ... by age



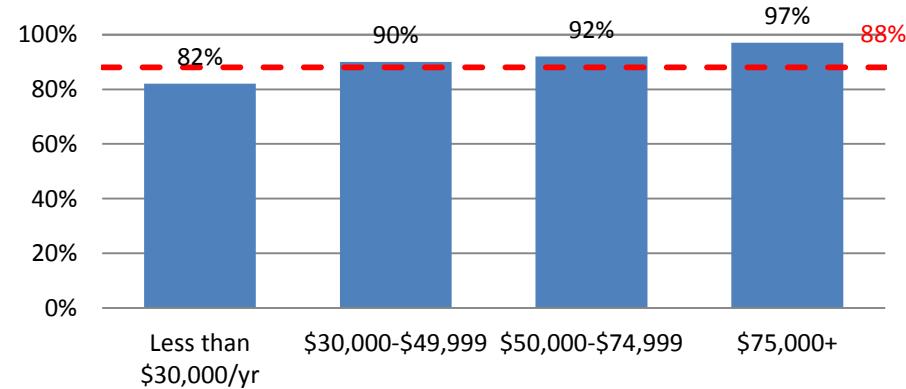
## ... by race/ethnicity



## ... by education



## ... by income



# More than 12x smartphone growth since 2007



**People are using their phones to do  
more...**

# 55%

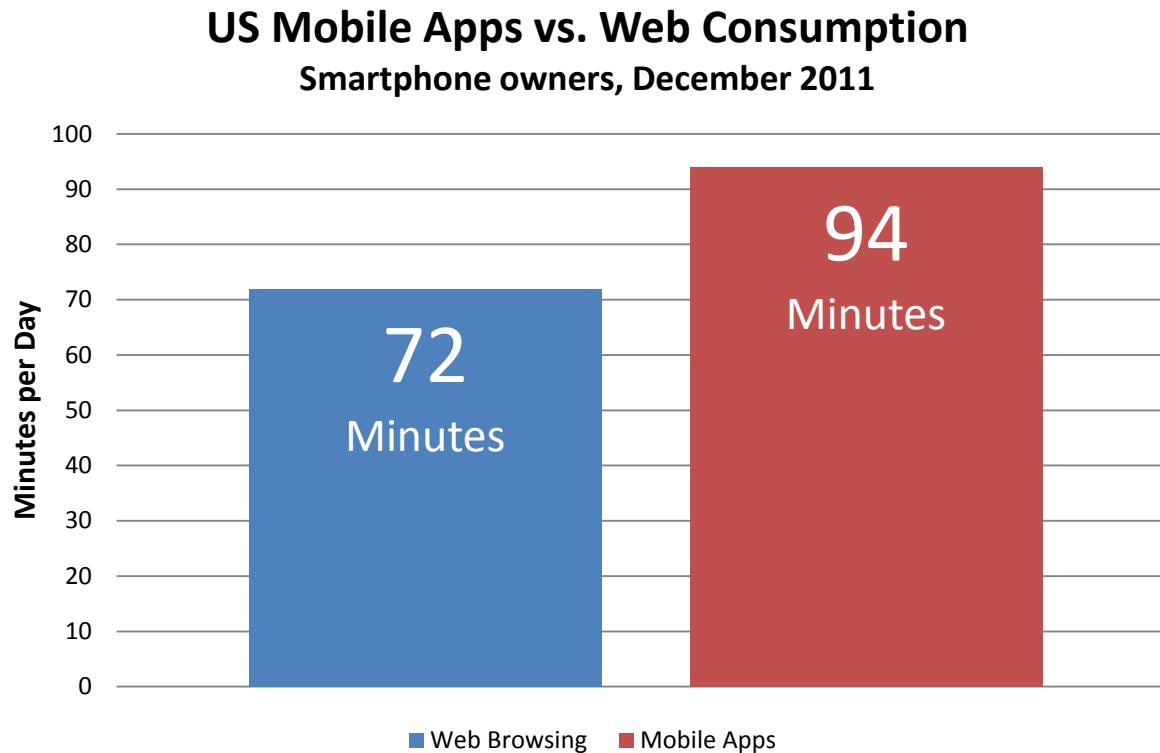
of adult cell owners go online using their phones

# The device shift to mobile



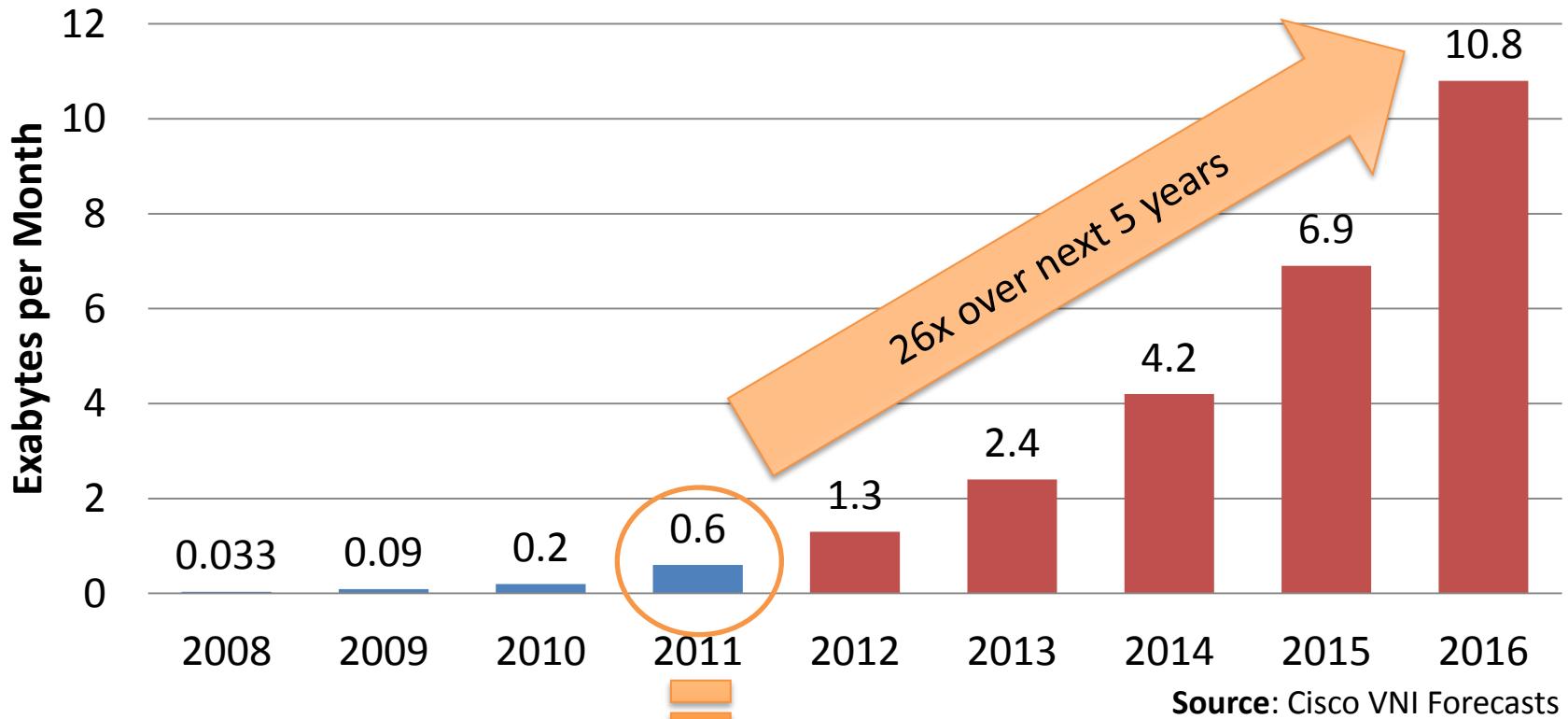
*In 2011, for the first time, smartphone and tablet shipments exceed those of desktop and notebook shipments. - KPCB*

# The time shift to mobile



Source: Flurry

# Global mobile data traffic



Total Global Internet Traffic in 2000... x8!

IncentiveTargeting

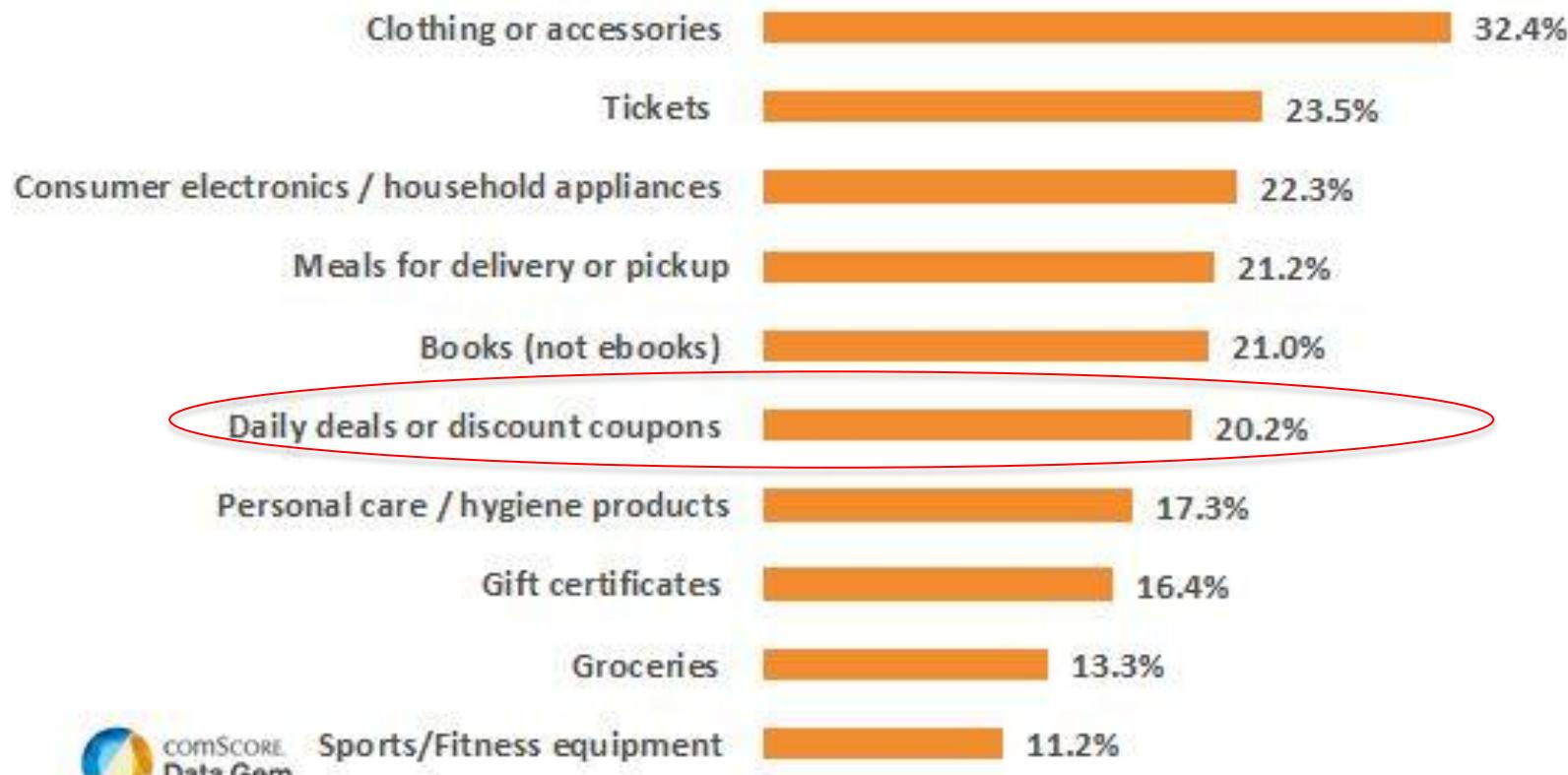
**...and smartphones are penetrating  
retail...**

# Purchases made on smartphones

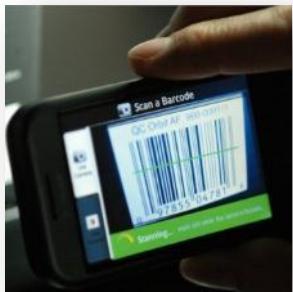
## Top Purchase Categories for U.S. Smartphone Audience

Source: comScore MobiLens 3 mon. avg. ending Apr-2012, U.S.

■ % of Audience that Made Purchase with Smartphone



# 44% of consumers use mobile in-store



Details

KitchenAid KSM75WH Classic Plus Tilt-Head 4-1/2-Quart Stand... >

KitchenAid

★★★★★ (7)

Prices Description Reviews

New 3 offers

amazon \$199.99 > ✓Prime

Target.com/ITC \$199.99 > \$10.99 shipping

Macy's \$299.99 > 91% positive ratings \$21.95 shipping



Source: Study – Showrooming & The Price of Keeping Buyers In-Store; GroupM Next; August, 2012

What is ShopSavvy?

Scan

Scan a barcode with your phone's camera.

Compare

Compare internet and local prices.

Review

Read other users' reviews.

version 3.1.2

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# There's an app for that...



# The Great Mobile Convergence

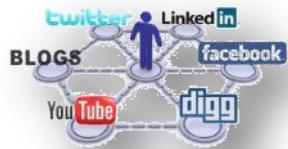
# Technology convergence...



# Information convergence...



# The Great Convergence – CLAMPS



Content



Social



Payment



Loyalty



Analytics



Marketing



# Traditional silos



- Content
  - Circular, recipe cards, cooking tips on website
- Loyalty
  - Key tag + sale prices + sweepstakes
- Analytics
  - Offline, sales- or supply-chain focused
- Marketing
  - TV/radio ads, in-store signage
- Payment
  - Cash, credit, check, EBT, coupons
- Social
  - Facebook page w/ 174 “Likes”

# Content

*Information a consumer finds valuable*

Retailer/brand -provided	User-generated	Self-generated	Shopping tools
<ul style="list-style-type: none"><li>• Product info</li><li>• Recipes</li><li>• How-to videos</li><li>• Etc.</li></ul>	<ul style="list-style-type: none"><li>• Ratings, reviews (Amazon, Yelp)</li></ul>	<ul style="list-style-type: none"><li>• Shopping list (Grocery IQ)</li></ul>	<ul style="list-style-type: none"><li>• Price comparison (ShopSavvy)</li><li>• Inventory (Milo, retailer apps)</li><li>• Product locators/ store maps (Aisle411)</li></ul>

# Loyalty

***Tracking, rewarding, and incenting the continuing relationship with a consumer***

## Tracking

- Replace key tags (retailer apps)
- Consolidate accounts (CardStar, Google Wallet)

## Rewarding

- “Punch cards” (punchd /Google, Cardify, Belly)
- Points/miles
- Savings
- Gas rebates
- Sweepstakes
- Perks (Starbucks App)
- Etc.

## Incenting

- Visit store (ShopKick)
- Check in (Foursquare)
- Scan QR code
- Share on social media (Facebook, Twitter)

# Analytics

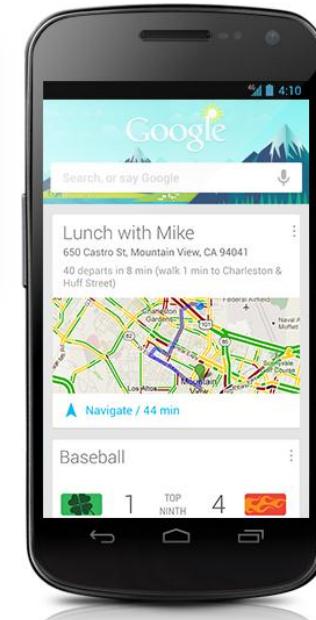
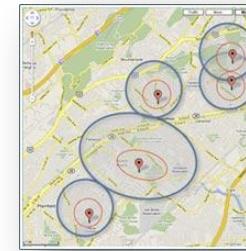
***Recording, measuring, analyzing, and  
acting on retail and consumer data***

- Recording
  - T-Log + ID + social + geo + online + behavior + ...
- Measuring
  - Explosion of data sources & volume = “Big Data” challenge
  - Requires new tools + technology
- Analyzing
  - Real-time
  - Shopper-centric (not just product-/category-centric)
  - Rigorous (control groups, ongoing tracking, ROI metrics, etc.)
- Acting
  - Must drive real business decisions and actions

# Marketing

## *Communicating with a consumer to drive sales*

- Hyper-local/context-sensitive
  - Geo-fencing (Where Ads)
  - Time of day, direction of travel (Google Now)
- Personalized
  - Past behavior (Incentive Targeting)
  - Search (Google AdWords) or retargeting
  - Social (Facebook)
  - Collaborative filtering (Amazon)
- Coupons, Deals, Circulars, Savings
  - On the stuff I like
- Dialogue, not monologue
- Pay-for-performance
  - CPM → CPC → CPA



# Does all this stuff matter?

Users are up to

85x

more likely to click on an ad sent to them in-store versus a typical banner ad.

# Payment

***Transferring money from the consumer  
to the merchant or vendor***

- Receipts
  - Digital (myReceipts, Proximiant)
- Mobile self checkout (Modiv, AisleBuyer)
- Consumer-funded deals (Groupon)
  - Consumer pre-pays for the product/service
- Completely new payment models
  - Pay with Square, PayPal local

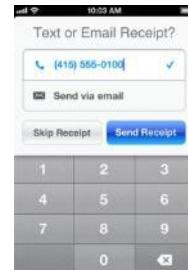
# It's BIG, but it's complicated...

*The worldwide market for mobile payments will grow to \$633.4 billion by 2014, up from \$68.7 billion in 2009.* - Generator Research

- How payment is processed
  - Carrier billing (moPay)
  - Separate account (PayPal)
  - Thru Credit/Debit networks
  - Arbitrage across networks (Corduro)
- Payment platforms
  - V.me (VISA)
  - Serve (American Express)
  - PayPass (MasterCard)
  - PayPal
- Terminal providers
  - Verifone
  - Ingenico
  - ViVOtech
- Mobile wallet networks
  - ISIS (AT&T, T-Mobile, Verizon)
  - MCX (Walmart, CVS, Publix, Target, Best Buy, Shell, etc.)
  - Others...



# Mobile device as payment terminal/POS



# Mobile device as payment vehicle

NFC



QR code or  
barcode



Something new...



# Social

*Connecting and sharing the retail experience between consumers*

- Seeking/sharing advice
  - Reviews & ratings (Yelp)
- Bragging/celebrating
  - Haul videos (YouTube)
- Checking in (Foursquare)
- Gamification
  - Badges/accomplishments, leaderboards, treasure/scavenger hunts
- Fans/Followers (Facebook, Twitter)



# Best Practices?

# Apply CLAMPS



# Relevance



# Measurability



# The Challenge



**Retailers**



**Consumers**

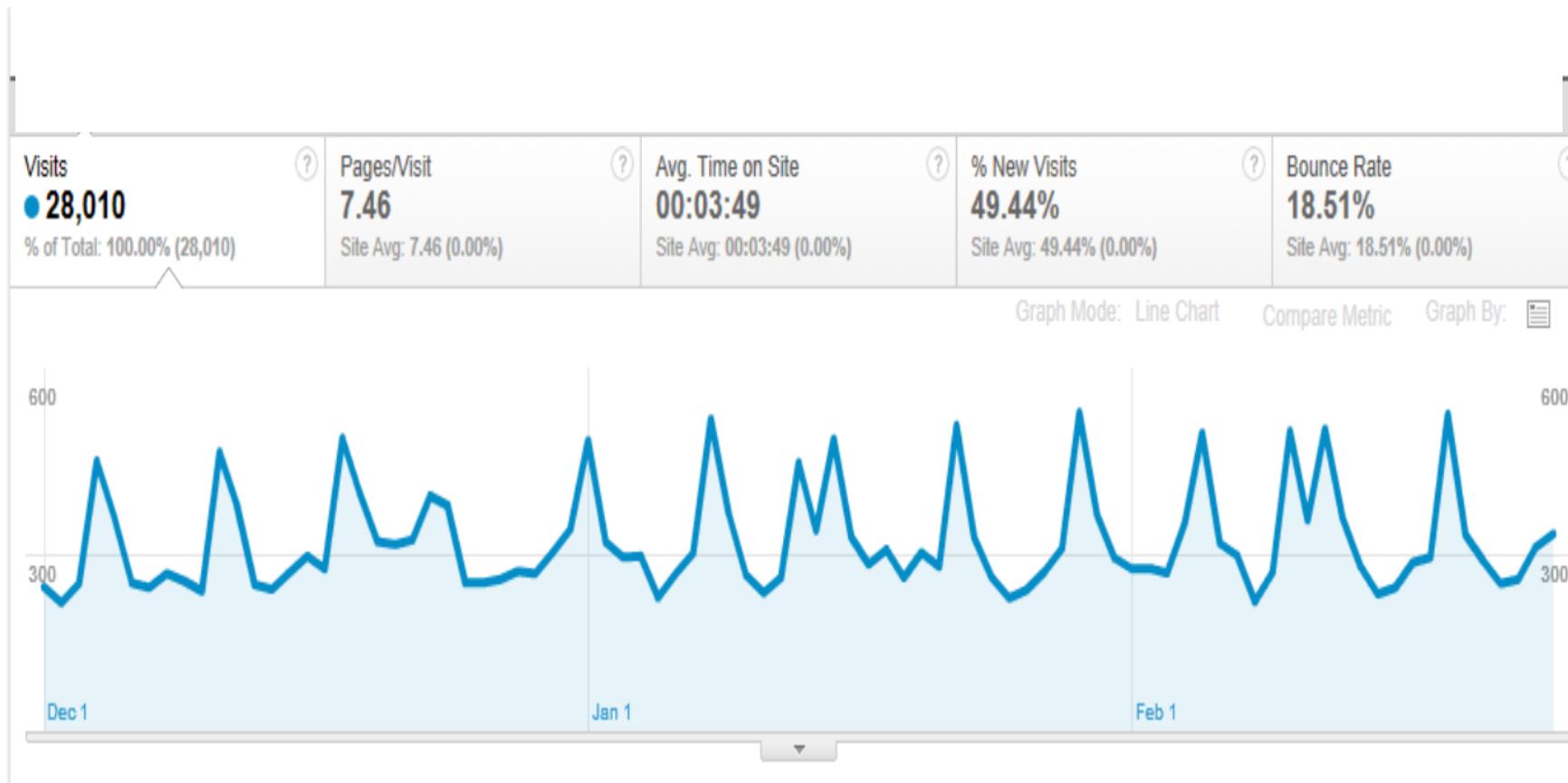
# The retailer's perspective



# Mobile beats Paper



# Mobile shoppers make frequent trips



# One extra trip a month?



# Mobile Retailers replace spreadsheets with dashboards





# Mobile minded retailers use #social to replace focus groups



**WOUNDED WARRIOR  
PROJECT®**



# Mobile minded retailers listen to customers



# ...and respond

The image shows two smartphones side-by-side. The phone on the left displays the Culinary Health Club website, featuring a logo with a whisk, the text 'Culinary Health CLUB', 'Eat Well Live Well', a 'Sign Up Now' button, and a 'Special Introductory Offer' section. The phone on the right displays an email from Geissler's Supermarket to Steve Methvin, advertising weekend produce specials and featuring an image of various fruits and vegetables.

**Culinary Health CLUB**

Eat Well Live Well

[Sign Up Now!](#)

Already a Member?  
Log in [HERE](#) to get started!

**Special Introductory Offer:**

Introductory offer: receive 10% off until March 31st!

We have just launched our Culinary Health Club (CHC) at our Deep Riverstore! CHC was created to inspire you and your family to learn how to incorporate healthy foods into your lifestyle with the goal of long term wellness. Members of the CHC will receive nutrition tips, recipes, cooking classes and events, and discounts on select items throughout the store. Learn about the foods you eat and the way you prepare them. Interact with CHC team members in our store and participate in recipe preparation sessions.

As a CHC member, you will learn new ways to enjoy your food and have a ton of fun in the process. Healthy, fun, delicious.

Here is what your CHC Membership includes:

- **5% Discount:** Receive 5% off of numerous designated items throughout the store. Items will be marked to clearly identify their inclusion in the CHC membership discount.
- **Cooking Demonstrations & Classes:** Be the first to be alerted to upcoming cooking demonstrations and kitchen cooking classes conducted by members of our CHC team, or join us for a celebrity chef cooking class. Learn healthy cooking techniques and tips to make "Power Foods" to make easy and delicious meals you can do at home.
- **Subscription to Healthy Bits:** Enjoy a subscription to our monthly newsletter which includes healthy meal ideas, nutrition information, vacation tips, holiday menus, easy to make recipes, items on sale, and a wealth of information to help plan your meals.
- **Special Interest Groups:** Gain access to additional information, menus and events. Participate in topic-specific Twitter sessions and join discussions on our CHC blog.
- **Personalized Nutritionist:** Ask our nutritionist questions online or set up an appointment to meet at our store. Our nutritionist is available to you for discussing your personal goals.
- **Preferred Registration for Events:** Reserve your spot for events before they are open to the general public. Come and hear various health experts talk about pertinent topics.

**Steve Methvin**

From: Geissler's Supermarket <[customerservice@geisslers.net](mailto:customerservice@geisslers.net)>  
Sent: Friday, September 23, 2011 7:15 AM  
To: Steve Methvin  
Subject: Test Geissler's Weekend Produce Special

Having trouble viewing this email? [Click here](#).  
Hi, just a reminder that you're receiving this email because you have expressed an interest in Geissler's Supermarket. Don't forget to add [customerservice@geisslers.net](mailto:customerservice@geisslers.net) to your address book as we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

**Discover the Geissler's Difference**

**Weekend Produce Specials**

**Dear Steve,**

Geissler's Special Produce Deals this weekend are HoneyDew Melons & Strawberries

**Make an incredible fruit salad this weekend**

Strawberry Mexican Fruit Salad

IGA products

Hope to see you this weekend,  
Geissler's Supermarket

# The Mobile Wallet



# **Mobile Retailers are taking sales from the other store**





# Dave's Smithfield, RI

# Others Promise...We Deliver



# Questions?

For more information, please contact me:

Ben Sprecher

Incentive Targeting, Inc.

[ben@incentivetargeting.com](mailto:ben@incentivetargeting.com)

617-661-4170

**Thank you!**

# Sources

Slide	Source
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17	<a href="http://www.scribd.com/doc/103349382/GroupM-Next-White-Paper&gt;Showrooming-and-the-Price-of-Keeping-Buyers-In-Store">http://www.scribd.com/doc/103349382/GroupM-Next-White-Paper&gt;Showrooming-and-the-Price-of-Keeping-Buyers-In-Store</a>
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