TAKE 5

INVEST FIVE MINUTES IN MASTERING AN IMPORTANT TOPIC IN DIGITAL MARKETING

Apsalar

WHAT IS MOBILE MARKETING AUTOMATION?

What is Marketing Automation?

Marketing automation uses technology to streamline, simplify and automate digital marketing tasks. Automation platforms can be used for audience-based communications, but many of their most interesting applications are in triggered personalized communications.

What is **Mobile** Marketing Automation?

Mobile consumer interactions are particularly suited to marketing automation. People keep their phones with them all day, and therefore brands can identify and leverage moments of opportunity as they occur. As brand attention to mobile has increased, and as new mobile marketing methods have been developed, more and more brands are deploying mobile marketing automation solutions. This is particularly true for app-based and app-centric businesses.

Marketing Automation and Triggers

Marketing automation is often driven by individual customers taking specific actions that trigger some sort of targeted marketing event. Some examples of "trigger events" include:

- When a user puts items in a cart but abandons before buying

- When an app user gets within a certain radius of a retail location

- If someone hasn't visited a site or app in a certain amount of time

- When someone searches for a certain class of items on a site, like airline tickets

For instance, a person who abandons a full shopping cart might receive an email or push message reminder to return and finish their transaction.

Thus, marketing automation platforms create individualized marketing experiences at a scale that simply wasn't possible before. Brands create business rules based upon these triggers, and then are able to deliver personalized marketing experiences.

Example Touchpoints for Mobile Marketing Automation

Mobile now offers a vast array of potential communications paths that marketing automation platforms can leverage to reach and engage users. Here are some of the most commonly used:

- Push notifications
- Emails
- SMS/texts
- Message center communications
- mWallet offers
- In-app personalized experiences
- Mobile site personalization
- Landing page personalization

By automating the deployment processes, an automation platform can use any or all of these tools to automatically create a personalized experience for the user.

Mobile Marketing Automation Use Cases

Marketing automation is an incredibly versatile tool with which to drive customer actions, especially for ecommerce and mcommerce businesses. The following chart outlines a variety of consumer actions (or…inactions) and how marketing automation and the delivery of personalized messages can help turn these actions into business opportunities for a brand.

● User/Customer Event	● How Automation Could Help
eStore browsing/no purchase	Get customer to visit again/transact
Cart abandon	Get customer to complete transaction
User enters within a store radius	Drive a customer visit
User purchase	Encourage more browsing/shopping
	Encourage another immediate purchase
	Get individual to trade up
	Get individual to buy related items
	Encourage a standing monthly order
Failure to visit app for N days	Remind user
	Offer promotion to return to the app or site
Download of information	Trigger email "lead nurture" program
User fails to install app update	Remind/incent to update app

How Apsalar and its Mobile-First DMP Improve Marketing Automation

The Apsalar DMP helps make data, profiles and audiences available to marketing automation tools more quickly and easily. By measuring in-app customer events and combining that data with mobile-web and other first-party data sets, we create incredibly rich 360 profiles and can deliver real-time data to an automation tool in batches or real-time.

Most DMPs have little or no visibility into customer events inside apps. Apsalar enables you to measure any type of consumer event, for rich insight and granular marketing automation programs.

Our DataSync offering makes it possible to easily and securely share event data with leading mobile- and web-based automation products, right from the Apsalar interface.

ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit
www.Apsalar.com/Resources
for more Take 5 content!

ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.

Apsalar
MOBILE DMP

APSALAR ATTRIBUTION

Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevent to your buinesss

APSALAR AUDIENCES

Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences

APSALAR DATASYNC

Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.