

The Business Value of Adapting Web Content for Mobile Devices

January 2012

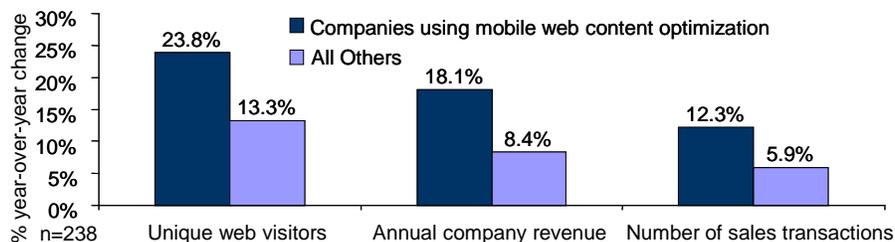
Omer Minkara, Andrew Borg

January, 2012

The Business Value of Adapting Web Content for Mobile Devices

The rapid increase in adoption of mobile devices by consumers has elevated the role of mobile marketing to new heights within the broader multi-channel marketing mix. Aberdeen's October 2011 *The Marketing Executive's Agenda for 2012* research shows that 73% of all responding organizations are planning to increase their mobile channel spend during 2012. In addition, Aberdeen's October 2011 study *The New Mobile Marketing Imperative: Measuring What Matters* reveals that adoption of mobile marketing increased by 280% between December 2010 and August 2011. Despite the steady increase in adoption of mobile marketing, findings from Aberdeen's August 2011 *Metric-Driven Mobile Marketing* study indicate that approximately half (51%) of surveyed companies are challenged with adapting their content for the mobile web. Furthermore, they are focusing resources on this challenge as they achieve the performance benefits documented in Figure 1.

Figure 1: Year-over-Year Performance Gains



Source: Aberdeen Group, November 2011

This Aberdeen Analyst Insight highlights the positive impact of mobile web content optimization on customer engagement, and describes key success factors for building mobile websites that delight customers while contributing to top-line revenue results.

Why Optimize Mobile Web Content?

For many organizations it's a daunting prospect to address the wide variety of user interface formatting requirements for the large number of mobile devices and operating systems available. Findings from the *Metric-Driven Mobile Marketing* study show that Best-in-Class companies are 40% less likely than their peers to find the different formatting requirements for numerous mobile platforms and devices to be problematic. These top performers are also 2.7-times more likely than all others to format content specifically for their mobile websites.

Analyst Insight

Aberdeen's Insights provide the analyst perspective of the research as drawn from an aggregated view of the research surveys, interviews, and data analysis

Maturity Class Definitions

The following Key Performance Indicators (KPIs) were used to determine the Best-in-Class for the *Metric-Driven Mobile Marketing* report:

- ✓ Year-over-year change in customer satisfaction
- ✓ Year-over-year change in cross-sell and up-sell revenue
- ✓ Percentage of company revenue that has been directly impacted by marketing campaigns and programs

Best-in-Class: top 20% of aggregate performance scorers

Industry Average: middle 50% of aggregate performance scorers

Laggards: bottom 30% of aggregate performance scorers

The number of unique visitors is a relevant performance measure reflecting traffic to an organization's mobile website. High performance in this metric indicates an organization's ability to drive customers to its mobile website. As shown in Figure 1 above, companies that optimize their mobile web content outperform those that don't by 80% in the year-over-year increase in web traffic. In addition, they also achieve a 55% greater year-over-year increase in the number of repeat visitors, as compared to companies that are not optimizing their mobile web content. The latter measure indicates the essential role that web content optimization for mobile devices plays in delivering a superior end-user experience, and is more likely to encourage customers to come back for repeat visits.

Those organizations that optimize mobile web content also saw greater growth in top-line revenue. As shown in Figure 1, they outperformed those that don't optimize web content by more than two times, in both their annual increase in revenue and their number of sales transactions. Although we do not suggest that this performance improvement was caused by mobile web content optimization, it does indicate that operational excellence is well-aligned with the mobile adaptation of web content.

Another measure indicative of an organization's operational excellence is marketing's contribution to company revenue. More than half of all companies participating in the [Metric-Driven Mobile Marketing](#) study selected this metric as essential to assessing the effectiveness of their mobile marketing initiatives. Data shows that companies that optimize their mobile web content claim that marketing contributes 56% more to company revenue than those that don't (23% vs. 15%).

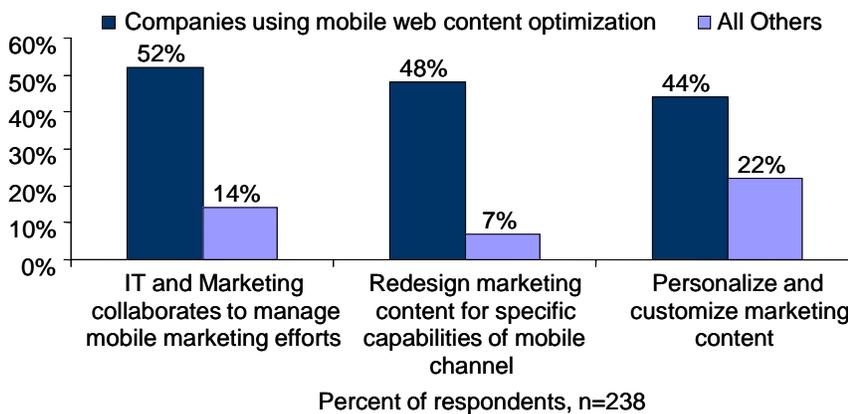
Three Essential Business Processes

As shown in Figure 2, the [research](#) found that companies adapting their mobile web content to address the formatting requirements of mobile platforms incorporate three essential business processes.

“Reaching customers through the mobile channel enhances our ability to target customers as a means of complimenting product launches, and increases customer satisfaction by leveraging value point mobile offers (e.g. providing consumers with the most valuable offers through their mobile devices).”

~ IT Manager, Large Auto Manufacturer based in the U.S.

Figure 2: Adaptation of Web Content for Mobile Devices



Source: Aberdeen Group, November 2011

- Collaboration between marketing and IT:** When asked about the departments involved in implementing mobile marketing programs, the majority (60%) of Best-in-Class companies in the [Metric-Driven Mobile Marketing](#) study indicated that their marketing and IT teams work closely together to manage mobile marketing campaigns and programs. Establishing an alliance between marketing and IT allows them to leverage the technical expertise of the IT team in adapting web content for the wide range of mobile screen sizes and resolutions, operating systems, and user interfaces. Furthermore, Aberdeen's June 2011 report, [Opposites Attract: the Mobile Channel Unites Marketing and IT](#), found that 35% of funds to support mobile marketing programs are actually sourced from IT services budgets, reflecting the strategic role of the IT department in many of these mobile marketing initiatives (Table 1).

Table 1: Mobile Marketing Budget Resources

Department	% of Budget Allocation
Internal Marketing	45%
External marketing services (e.g. marketing, ad or PR agencies, consultants)	17%
IT department	35%
External integrated Marketing and IT services (e.g. digital solutions agency)	3%

Source: Aberdeen Group, June 2011

- Redesign of marketing content for the mobile channel.** The wide variety of mobile devices and form factors available in the marketplace provide customers with a wealth of desirable capabilities. On the other hand, such wide variety challenges marketers with designing marketing content (e.g. image, video, and brand elements) that accommodates the various formatting requirements of the mobile platforms, while providing a consistent end-user experience across them. For example, in order to feature an existing product video on the company's mobile website, marketers need to ensure that the video can be viewed by any customer on any device, regardless of the video file formats (e.g. Flash, HTML5) they support or the device screen resolution. Data from this study shows that companies adapting their web content for the mobile channel are almost 7-times more likely than their peers to redesign their marketing content to ensure that it is rendered appropriately on targeted mobile devices.
- Personalization of mobile marketing content.** The ability to create mobile web content that is adapted for most mobile devices and operating systems is essential to create a positive end-user experience. This avoids the endless scrolling and "pinch-zooming"

“Most of our customers today are consuming our content through their mobile devices; as a result, we’re increasingly focusing on the mobile channel as an important platform to communicate with our target audience.”

~ General Manager of Marketing, Large International Media Company based in the U.S.

required in order to view an unoptimized web page on a smartphone, for example. But the organizations focused on optimizing mobile web impact don't stop there: they understand that personalizing web content can bring a deeper level of end-user engagement. The customization of mobile content based on unique customer profiles allows companies to engage customers with the most relevant marketing messages based on specific behavioral data. In fact, the leading strategy among top performing companies in Aberdeen's November 2010 [Marketing Asset Management](#) research was improving the relevance of marketing content used in customer interactions via any channel, including mobile. Data shows that companies that improved the individual relevancy of content were 15% more likely to increase customer satisfaction year-over-year, as compared to those without this process in place.

Key Takeaways

Trend analysis from Aberdeen's research shows that the increasing customer adoption of mobile devices has pushed mobile marketing to the top of corporate marketing agendas for 2012. Despite the rising role of mobile, the research also shows that more than half of all businesses are still challenged to create consistent mobile user experiences due to the content formatting challenges associated with this channel. This results in the possibility that customers visiting their websites with mobile devices may not be able to browse appropriately, resulting in a sub-par user experience that could drive them away from the mobile website and discourage repeat visits. This would ultimately impact customer retention and may eventually affect top-line revenue results as well.

Engaging customers effectively through the mobile web and driving repeat traffic hinges upon an organizations ability to build a technical and business infrastructure that optimizes mobile web content for most mobile devices and platforms. As illustrated in Figure 1, deploying a mobile web content program in conjunction with the business processes highlighted in Figure 2 enables companies to provide an optimized mobile user experience. By doing so, they increase the likelihood of improving mobile user engagement, which ultimately can contribute to the financial health of the business.

For more information on this or other research topics, please visit www.aberdeen.com

Related Research

[The New Mobile Marketing Imperative: Measuring What Matters; October 2011](#)
[The Marketing Executive's Agenda for 2012: Uncovering the Hidden Sales Cycle; October 2011](#)
[Customer Experience Management: Using the Power of Analytics to Optimize Customer Delight; September 2011](#)

[Metric-Driven Mobile Marketing: Increase Marketing's Revenue Contribution; August 2011](#)
[Opposites Attract: the Mobile Channel Unites Marketing and IT; July 2011](#)
[Marketing Asset Management - It's More Than Just An Image; November 2010](#)

Authors: Omer Minkara, Senior Research Associate, Customer Management Technology Group (omer.minkara@aberdeen.com); Andrew Borg, Senior Research Analyst, Wireless & Mobility (andrew.borg@aberdeen.com)

For more than two decades, Aberdeen's research has been helping corporations worldwide become Best-in-Class. Having benchmarked the performance of more than 644,000 companies, Aberdeen is uniquely positioned to provide organizations with the facts that matter — the facts that enable companies to get ahead and drive results. That's why our research is relied on by more than 2.5 million readers in over 40 countries, 90% of the Fortune 1,000, and 93% of the Technology 500.

As a Harte-Hanks Company, Aberdeen's research provides insight and analysis to the Harte-Hanks community of local, regional, national and international marketing executives. Combined, we help our customers leverage the power of insight to deliver innovative multichannel marketing programs that drive business-changing results. For additional information, visit Aberdeen <http://www.aberdeen.com> or call (617) 854-5200, or to learn more about Harte-Hanks, call (800) 456-9748 or go to <http://www.harte-hanks.com>.

This document is the result of primary research performed by Aberdeen Group. Aberdeen Group's methodologies provide for objective fact-based research and represent the best analysis available at the time of publication. Unless otherwise noted, the entire contents of this publication are copyrighted by Aberdeen Group, Inc. and may not be reproduced, distributed, archived, or transmitted in any form or by any means without prior written consent by Aberdeen Group, Inc. (2011a)