



The Canadian **Mobile** Shopper

Sponsored by:



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Presented by:



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Webinar Agenda



- Introduction – Steve Bielawski, Tenzing
- The Canadian Mobile Shopper - Rosalina Lin-Allen, Delvinia
- Q & A

If you have questions during the webinar, please input them in the Q&A panel on the right side of your screen and we will address them at the end of the presentation.

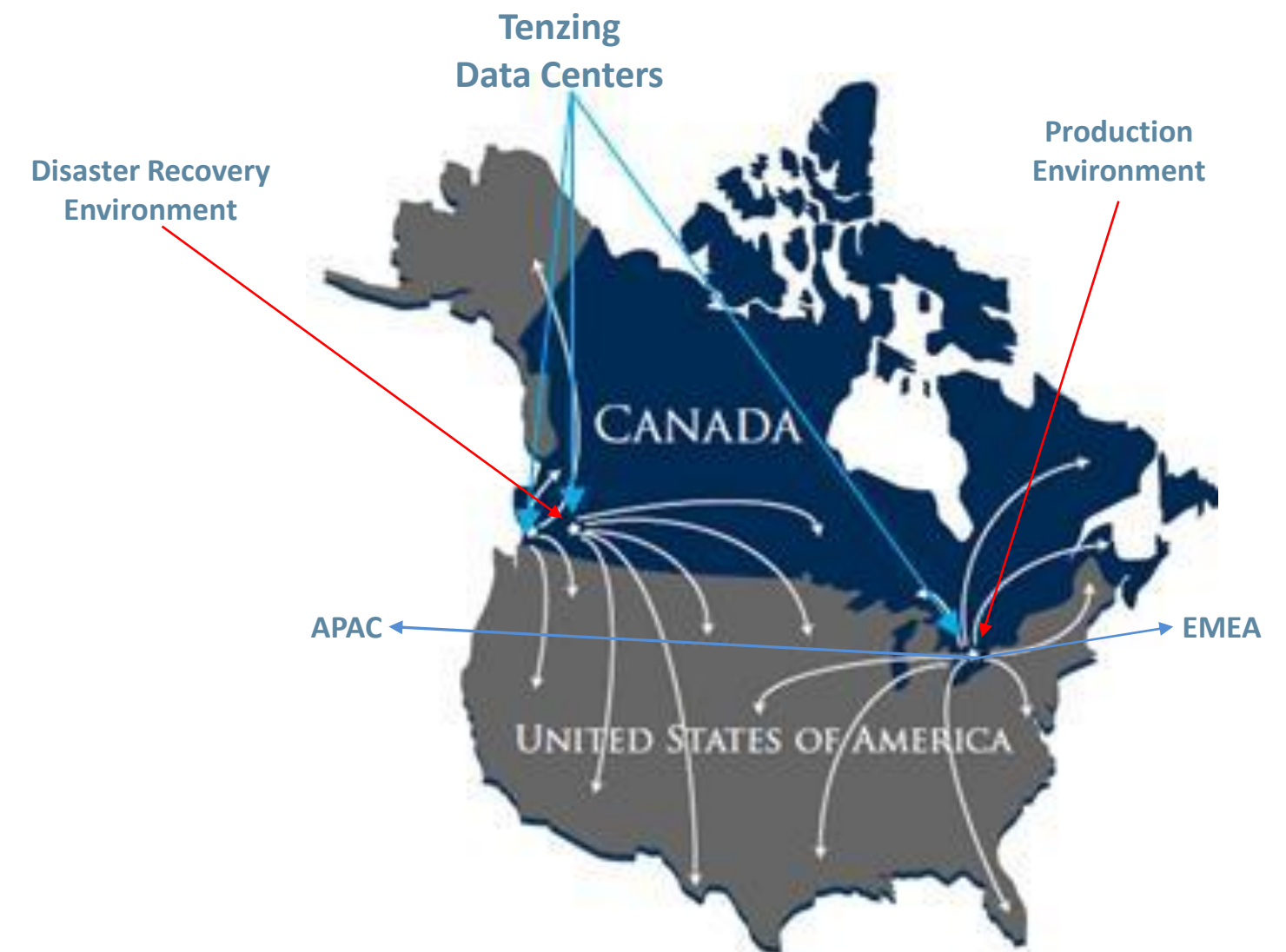
About Tenzing

Company

- Privately owned, Founded: 1998
- Fully Managed IT Service Provider
- 3 Customer service centers: BC, ON, India
- 3 Datacenters: Toronto, Kelowna, Vancouver
- Profit 200 Ranking – 6 years in a row
- 80 employees (60 in operations)

Provide Managed Services For

- Ecommerce Platforms
- SaaS Applications
- Web & Enterprise Applications



Ecommerce Managed Services

Experience

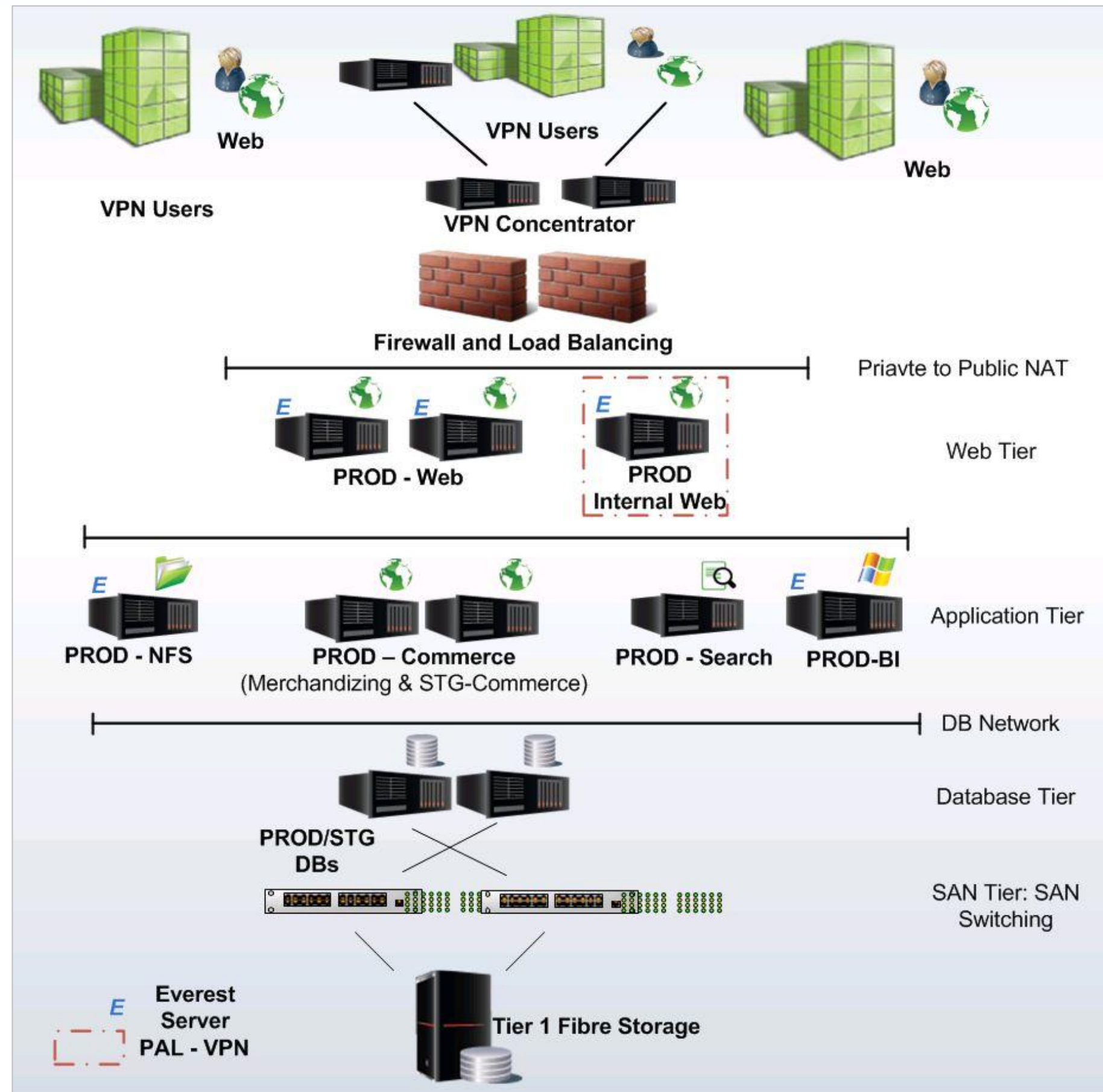
Multiple Ecommerce Implementations

- Apply the right delivery strategy
 - Reduce time, effort and risk
- Collaborate: Ecommerce Systems Integrators
- Manage all infrastructure components
- Manage Ecommerce platform environments
 - Seasonal & Peak Load Management
 - Scalability



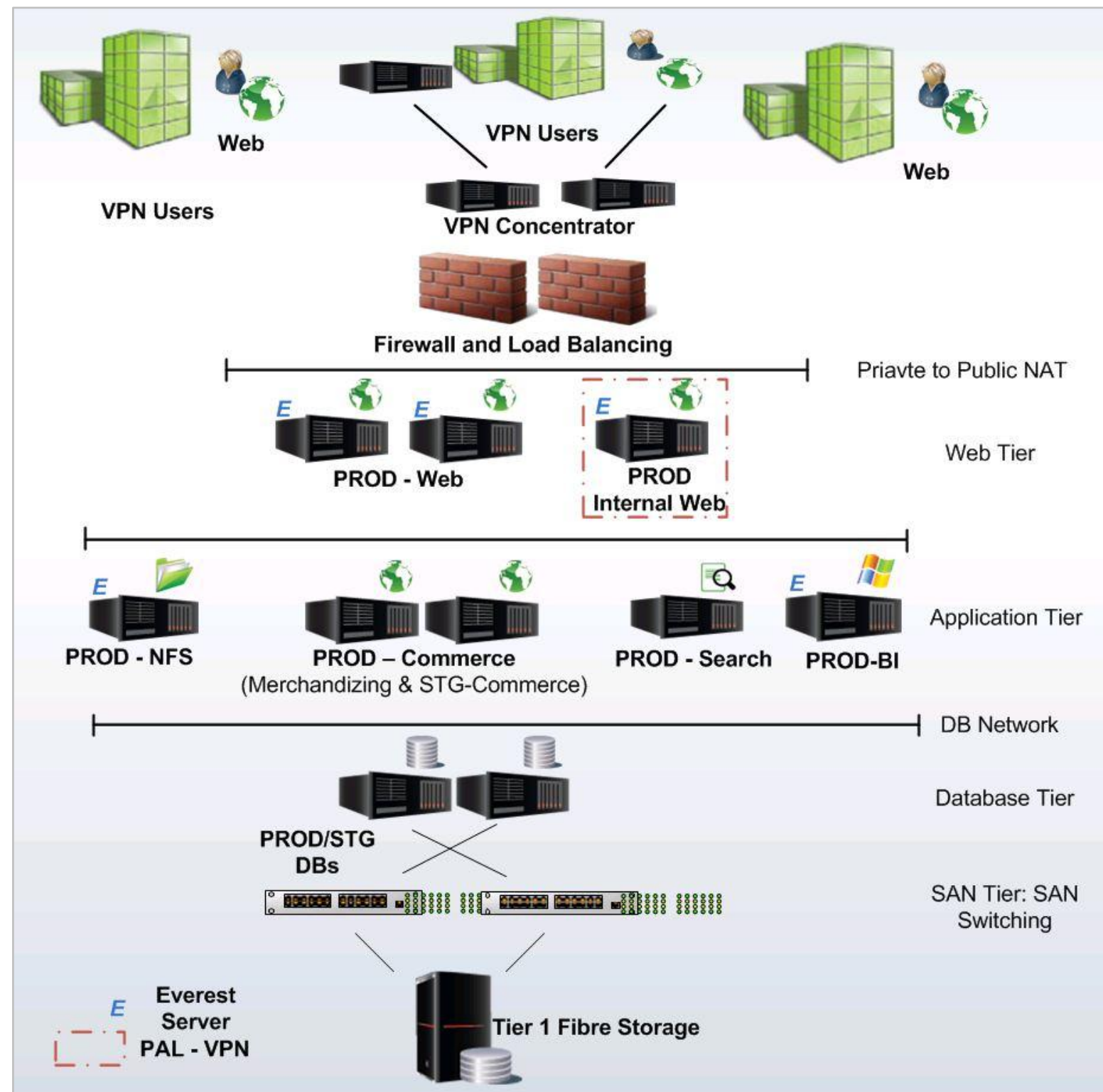
Ecommerce Managed Services

Typical Mid-Market eCommerce Computer System Environment



Ecommerce Managed Services

We Host & Manage All Of This



So You Can Manage & Grow This



E-COMMERCE

Tenzing Partial Client List

Ecommerce



Software as a Service

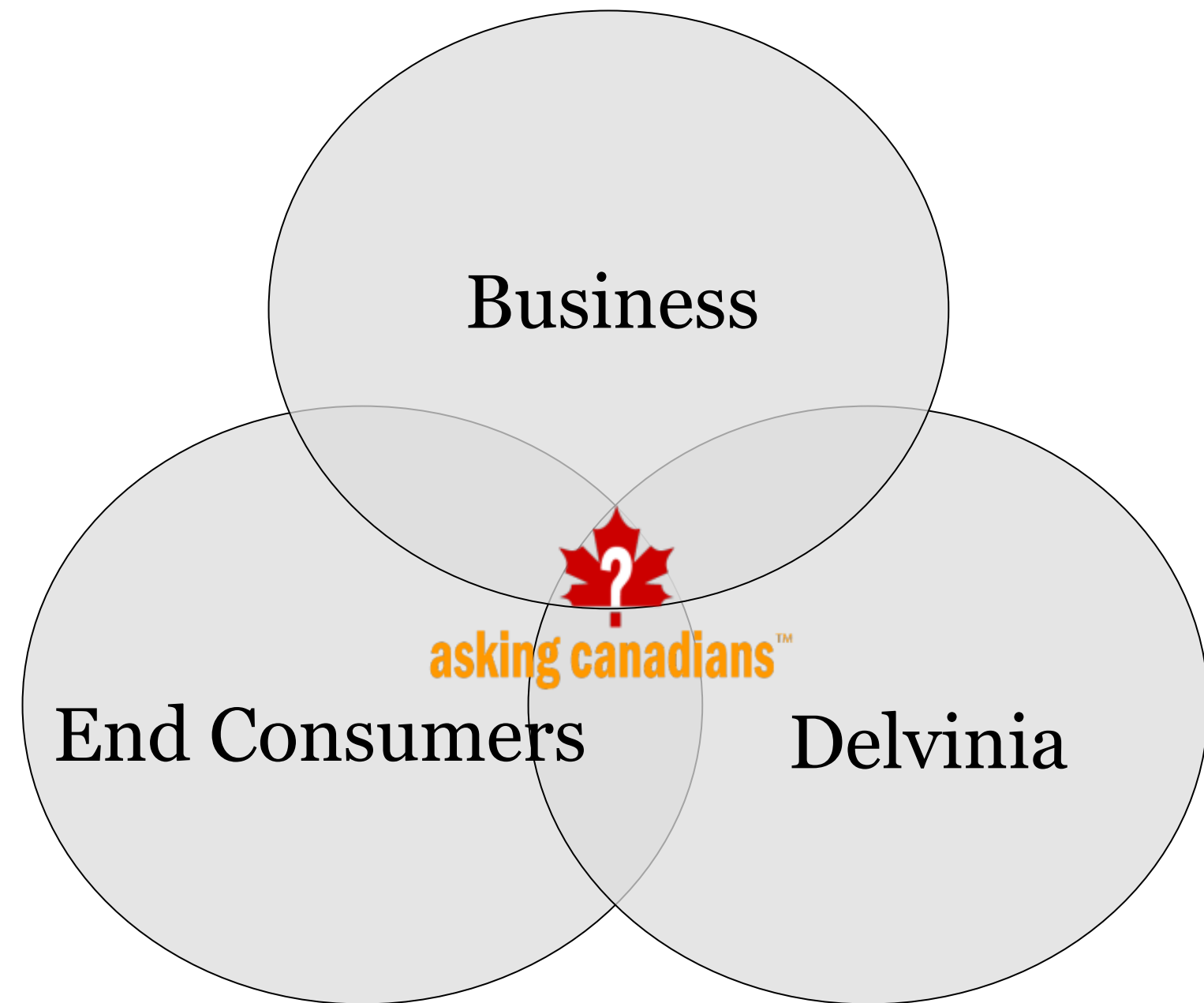


Enterprise Web



delvinia

Digital Strategy & Customer
Experience Design Firm.



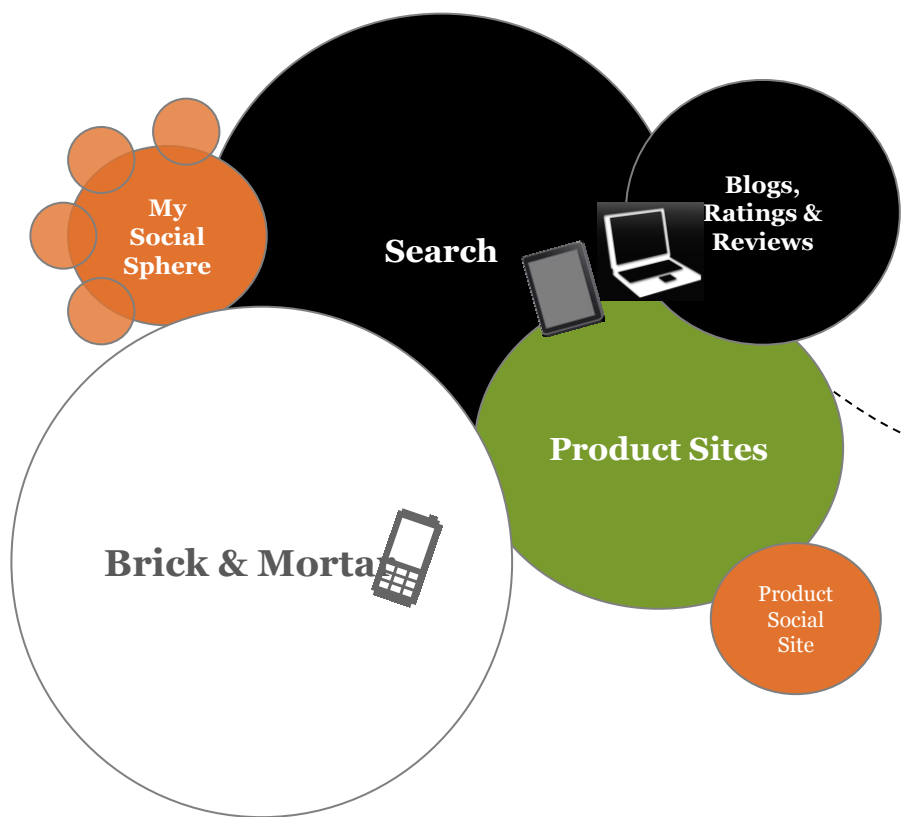
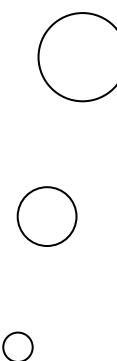


The Canadian **Mobile** Shopper

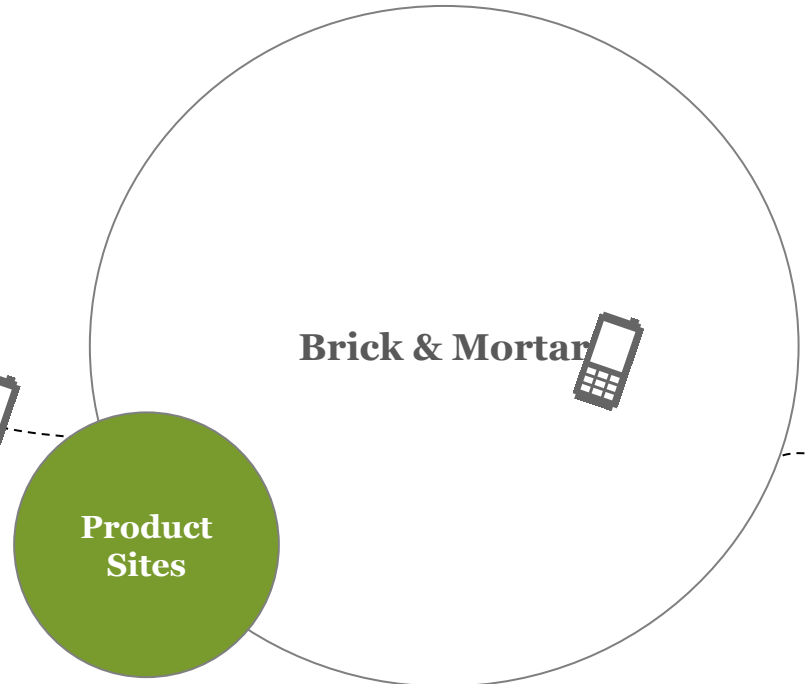
Why all this Hype?

- Personalized device that goes everywhere with its owner
- Mobile is inherently social
- Puts location into context
- Opportunity for an enhanced experience through its camera function

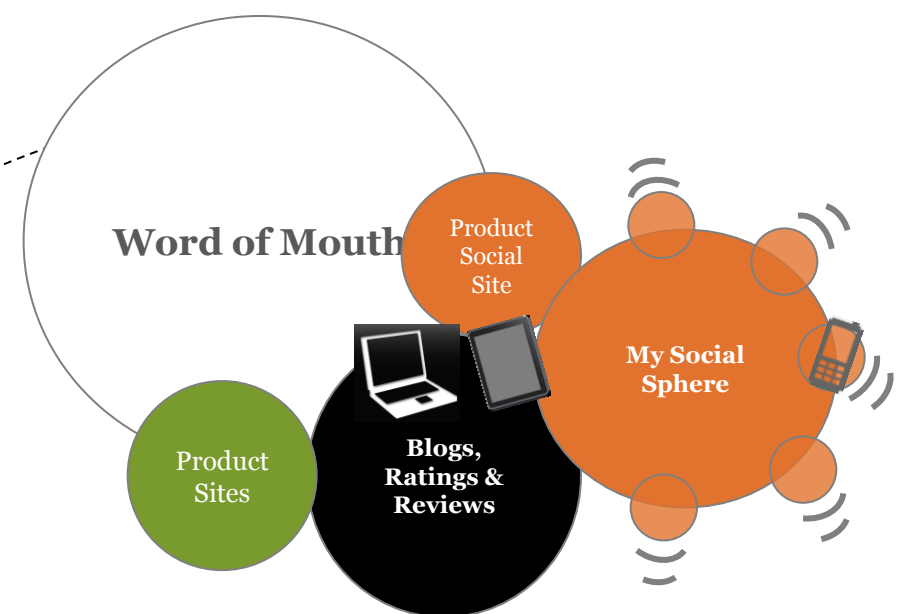




RESEARCH

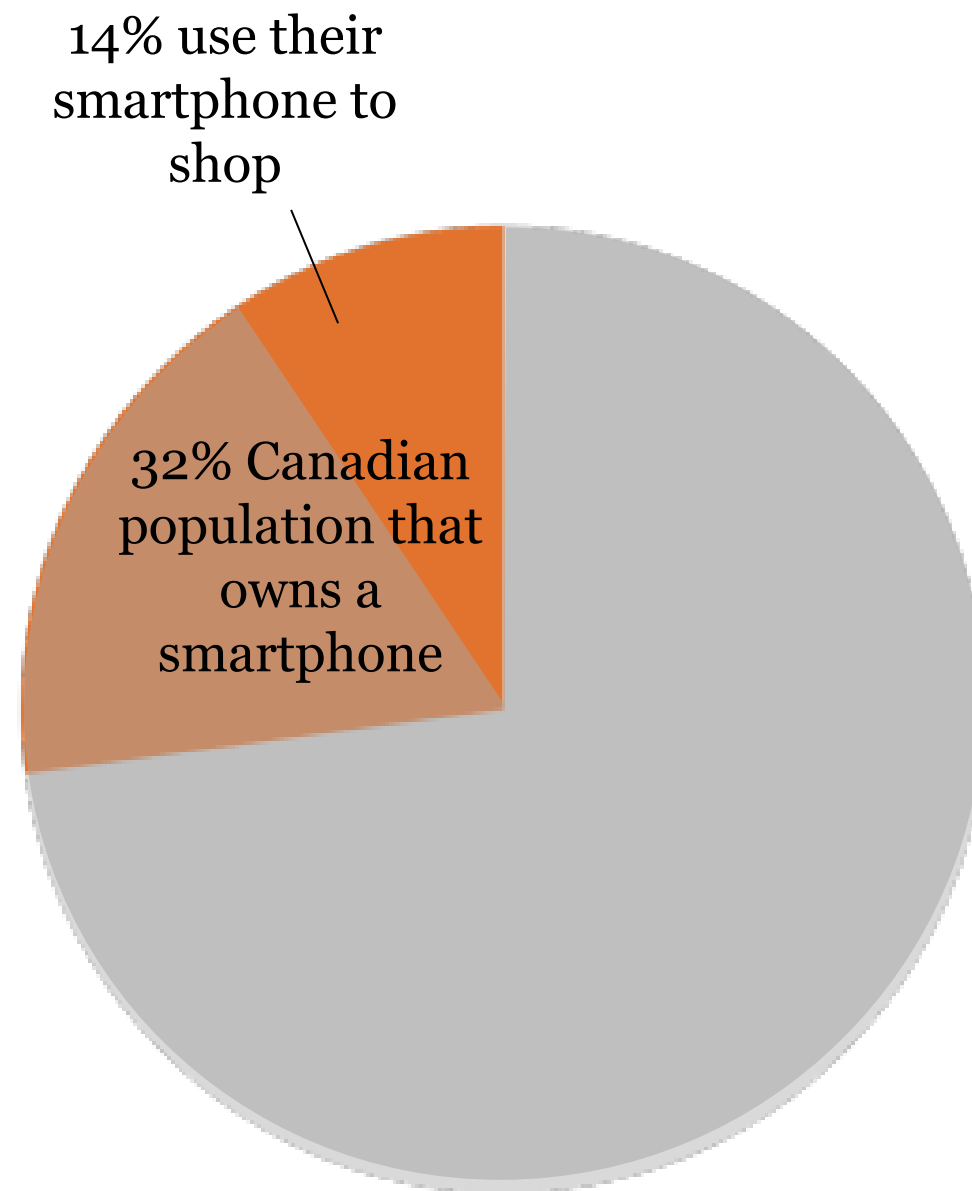


CONVERT



ADVOCATE

2013 Will Be the Tipping Point



Source: AskingCanadians™, Dec 2010, Canadian Consumers

“ By 2013, more people will browse the web via mobile devices . ”

Gartner

“ By 2013, there will be more mobile phones shipped globally than desktop and laptops. ”

Mobile Internet Retailer Summit

“ The shift from e-commerce to m-commerce will reach something of a tipping point by 2015. ”

Gartner

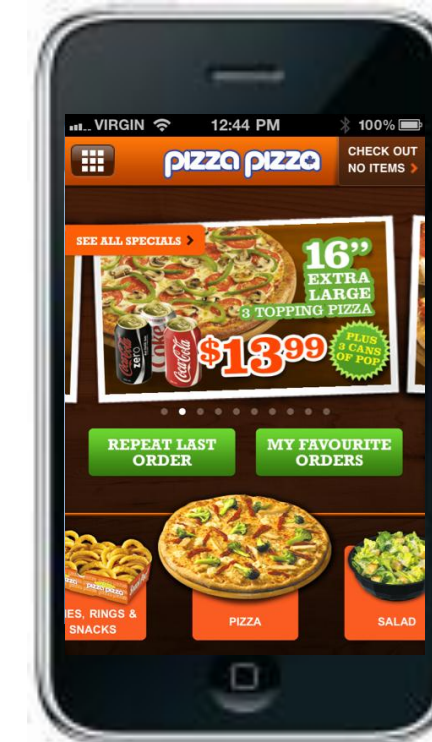
Mobile Adoption



Informational



Utility



Transactional

CORE
CONSUMER
ACTIVITIES

More for the technology savvies
Research information
Interactive content

**Start integrate web more
into their daily lives**
Use more for info & utility
Still reluctant to transact

Main Stream
Transient part of life
**Comfortable and expect to be
able to transact` online**

CONSUMER
CONCERNS

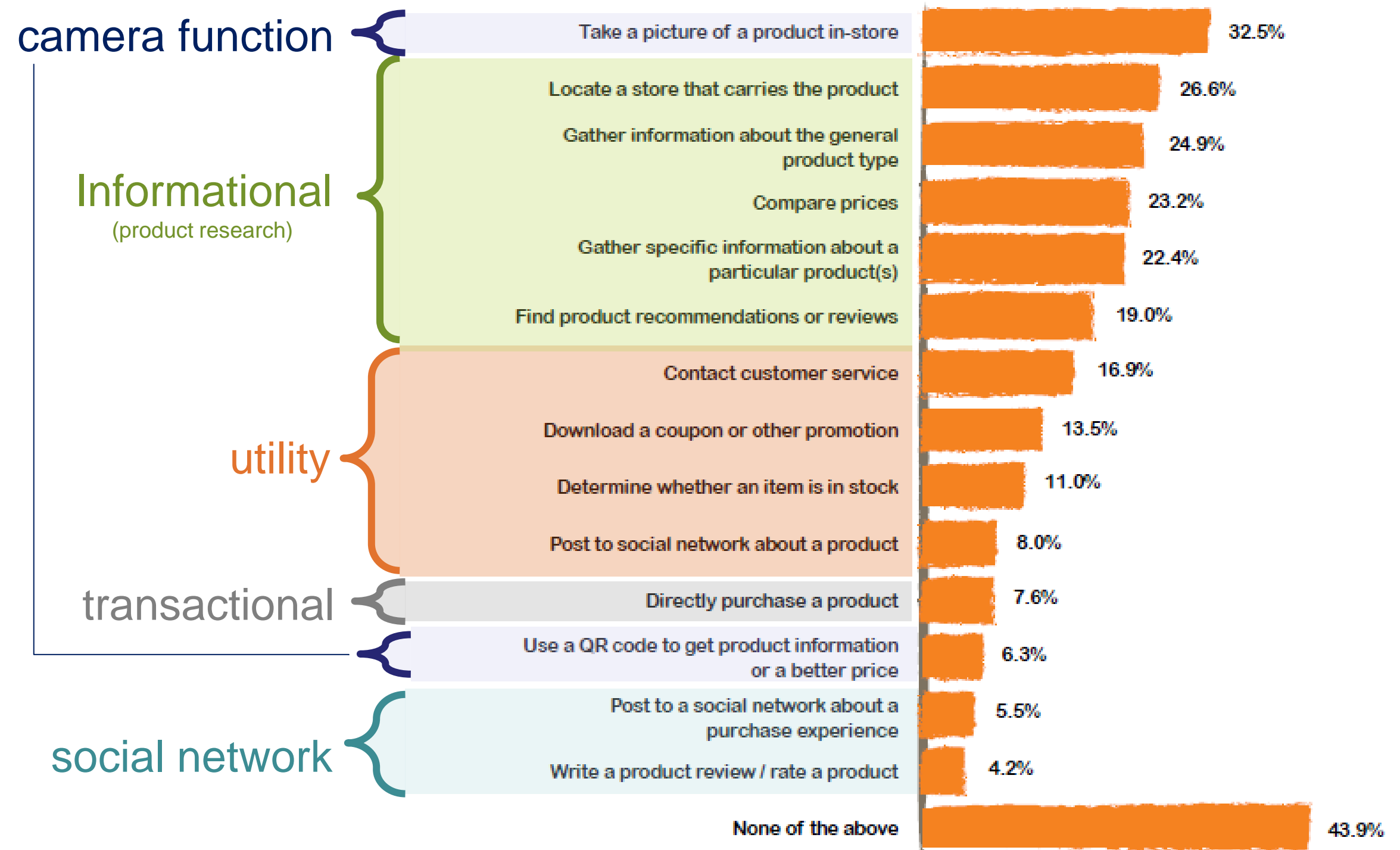
**Security & privacy concerns
act as barriers**

**Declining security & privacy
concern**

**Can live with the security and
privacy risks relative to the
value**

Mobile Usage

Which of the following activities have you completed online, using your smartphone, in the process of shopping?



(Source: AskingCanadians™, Dec 2010, Based: Canadian Smartphone Owners, n=237)

Mobile Camera Use Just Started

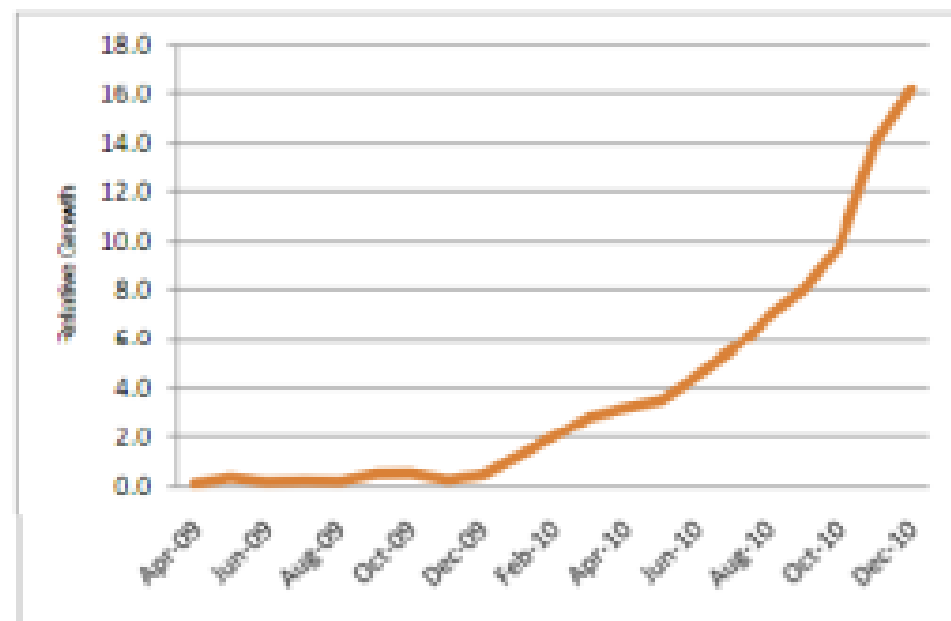
QR Code



Data Matrix Code



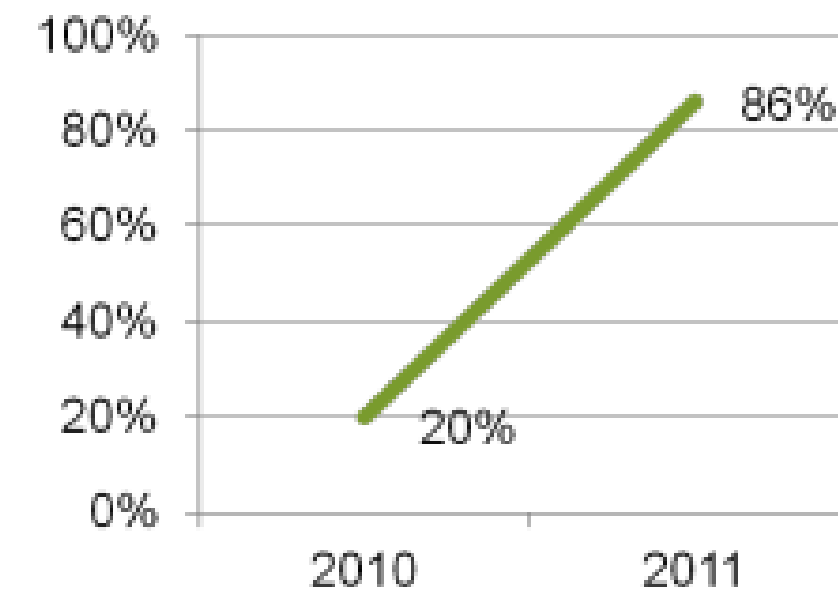
Bar Code



ScanLife's 2010 Trend Report

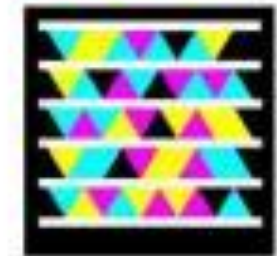


% of Respondents that Recognized a QR Code



Source: AskingCanadians™, Jan 2011

Microsoft Tag



ScanLife EZ Code



BeeTagg



16X growth under 2 years

**4 out of 5 smartphone owners
have seen a 2D code
86% identify it correctly**

Image Recognition Is Nexting



<http://www.youtube.com/watch?v=FpczQ7tJ-L8>



<http://www.ad-dispatch.com>

Do consumers shop on tablets
the same way they shop
on smartphone?

Different Behaviour on Tablets

- **8% owns a tablet**
(Source: Pew Research, May 2011, U.S. Consumers)
 - iPad owns 68% of tablet market share worldwide
- **The device between the PC/laptop & the smartphone**



“ Best browsing experience you ever had. You can see the whole web page and you can manipulate it with your fingers. ”

- Steve Jobs



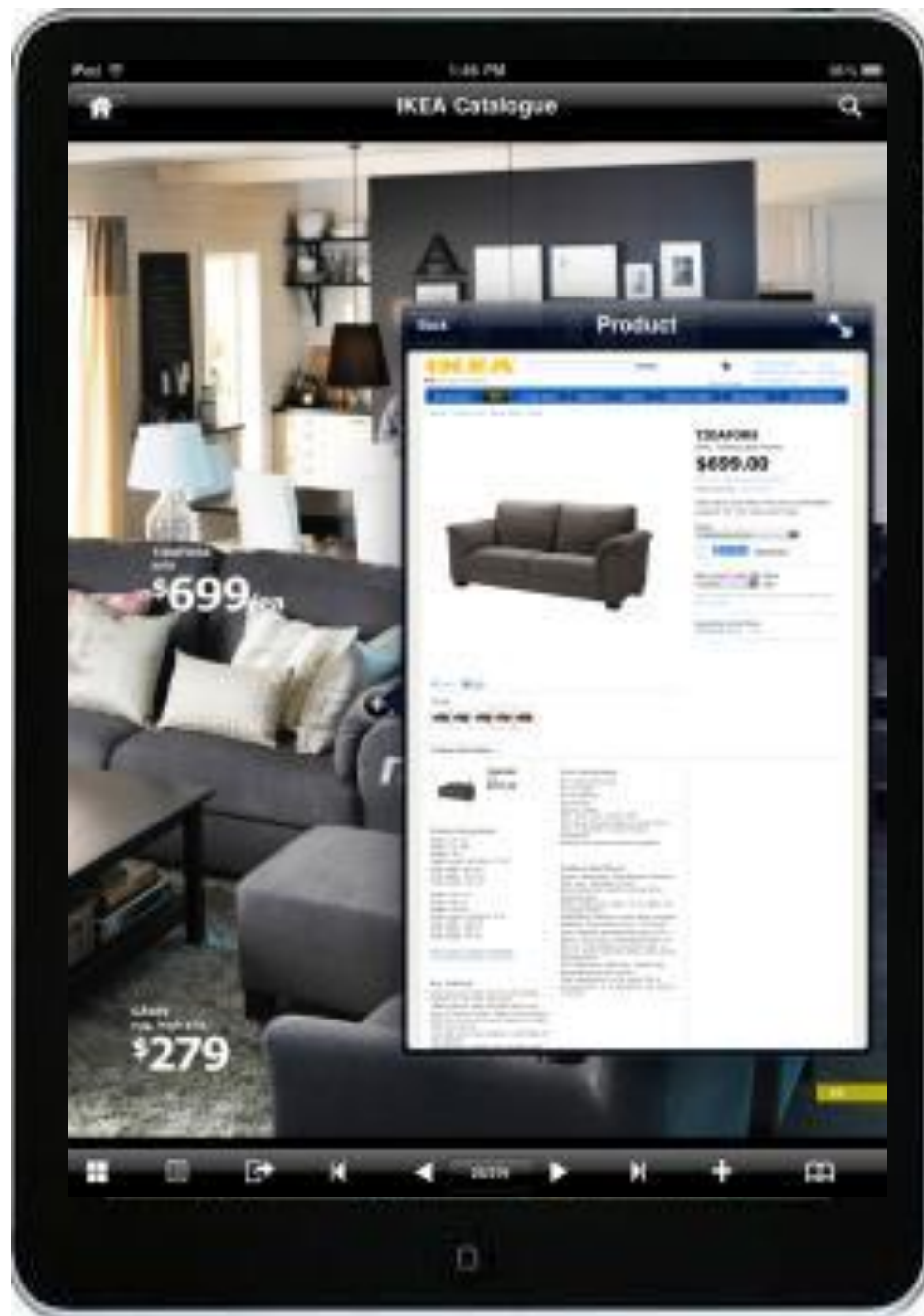
Two More Devices Between Store and Web





Experience Designed Specifically for the Tablet is Emerging
 Screen space & resolution, location, social and tactile nature of tablets are taken into consideration.

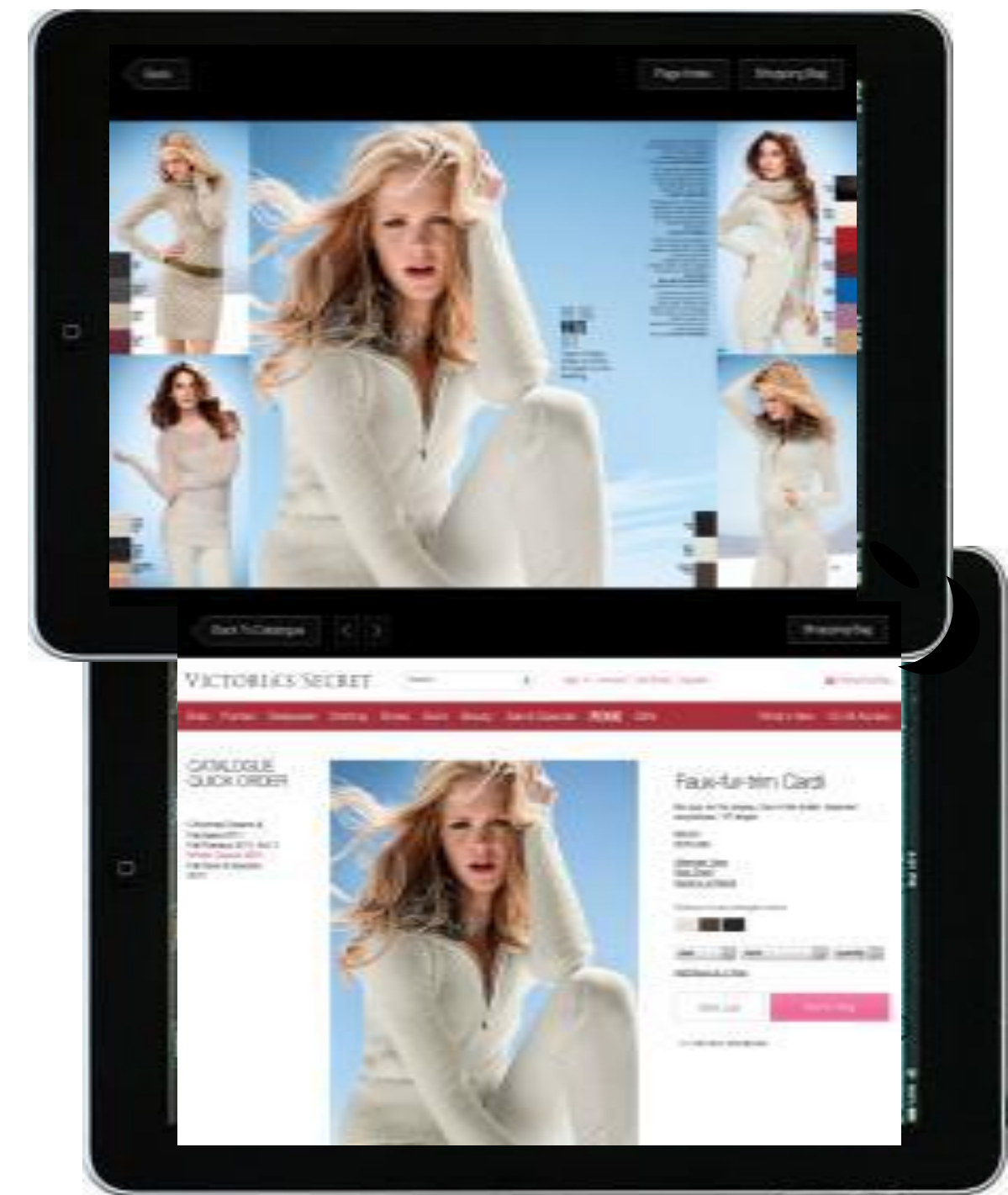
Retail tablet catalogs combining the traditional catalog and e-commerce sites are also emerging.



IKEA iPad Catalog



Google iPad Catalog



Victoria Secret iPad Catalog

Tablet Shopping Shows Impressive Numbers

- **29% tablet owners completed a purchase via their device**

(Source: AskingCanadians™, Oct 2011, Canadian Consumers)

- **48% tablet owners completed a purchase via their device**

(Source: comScore, Sept 2011, U.S. Consumers)



What is the approach to meet
the needs of mobile shoppers?

Approach

People

[What is your customers' mobile ownership and mobile behaviour?

Objectives

[What are our objectives (e.g. brand engagement, transaction, self service)?
What is customer attitude towards interacting with our products/services through mobile (e.g. security, privacy)?

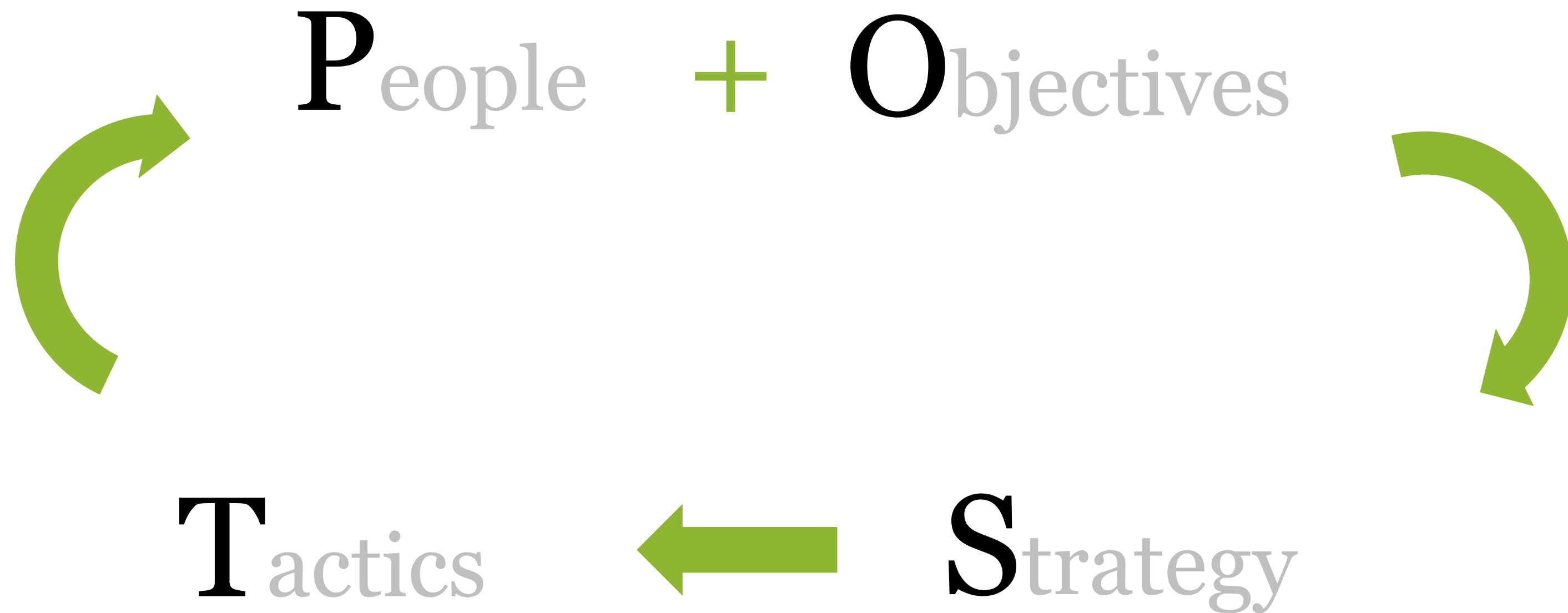
Strategy

[What do you want your customer to do on the mobile device?

Tactics

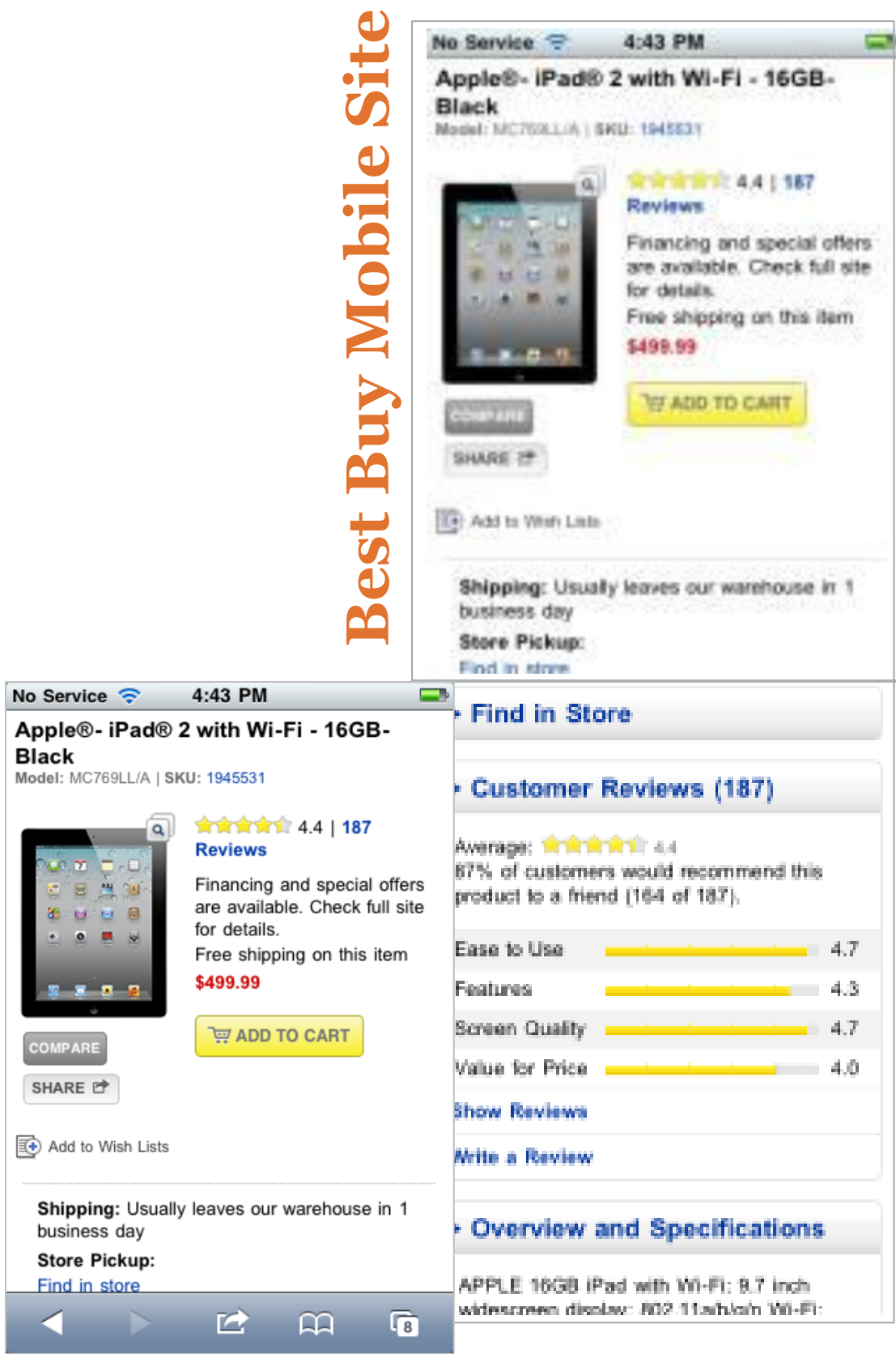
[What are the tactics, functionality and processes to support your strategy?

Iterative Process

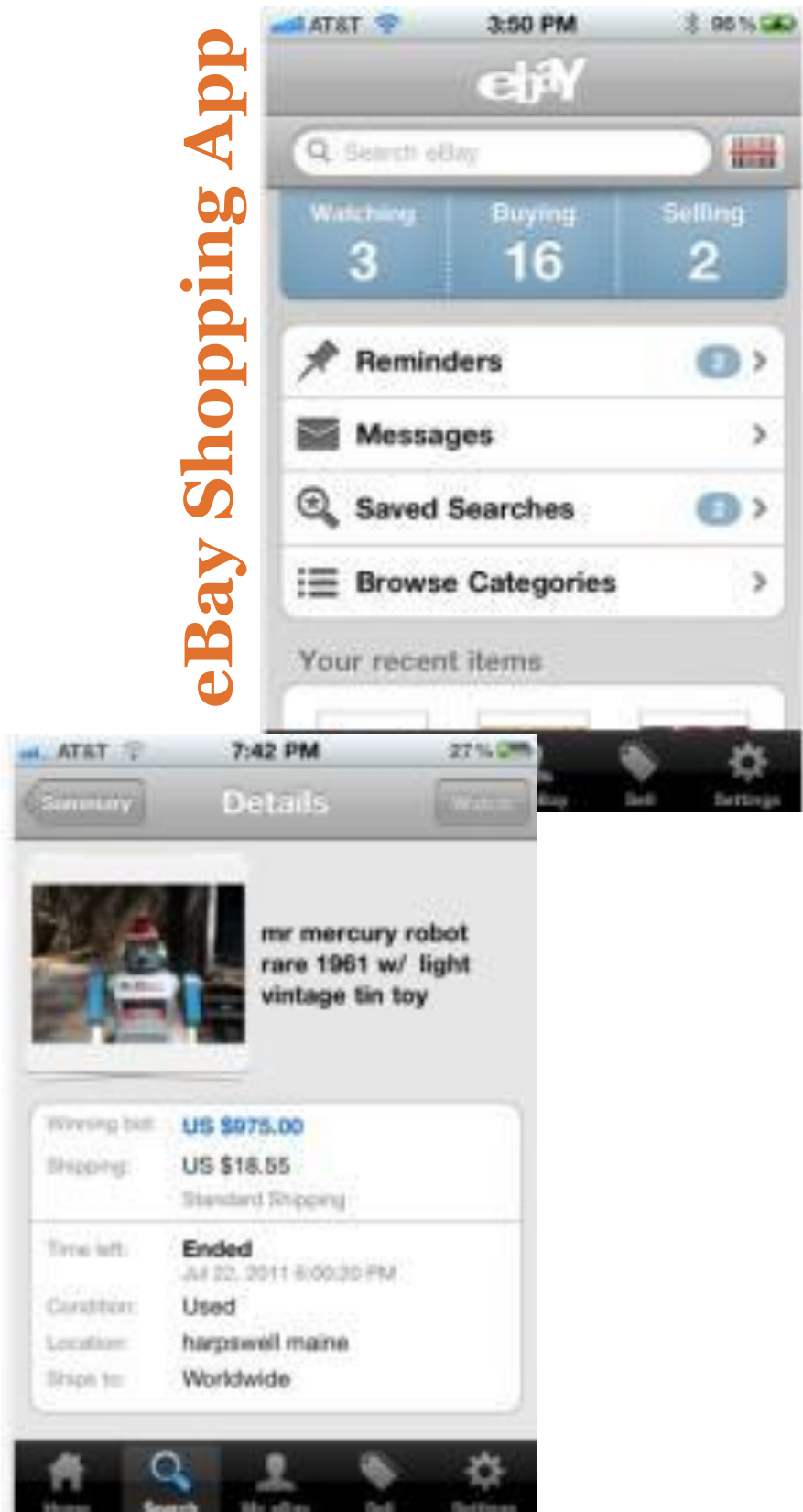


Mobile Site Designed for Consumers On the Go

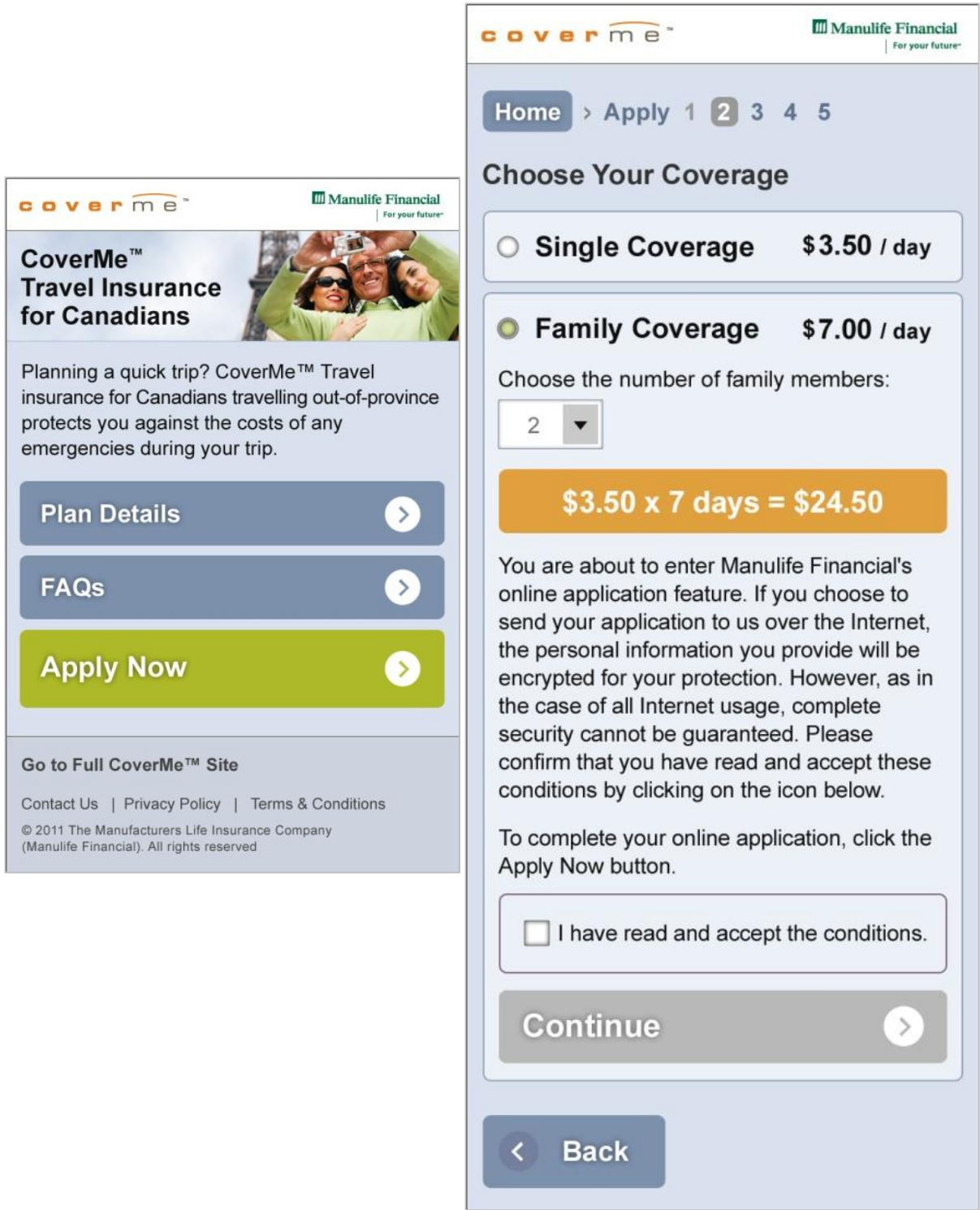
Best Buy Mobile Site



eBay Shopping App



Manulife Travel Insurance Site



Enhancing In-Store Experience with Scannable Codes



Engagement through Innovative Gamification Tactics

Neiman Marcus



foursquare



Key Takeaways

1. Start with understanding your customers' mobile behaviour and usage
2. Consider each web device as a unique experience
 - Use tech savvy customers as window into the future
3. Business Case should reflect improved customer satisfaction through self-service and in-store efficiencies
4. Mobile is inherently social and local

Past Webinar



85%

of Canadian consumers research price online as part of their shopping process.

Download the
**Canadian Multichannel
Shopper** Webinar

www.tenzing.com/archives-downloads/Woo8-webinar-280911.asp

Up Next



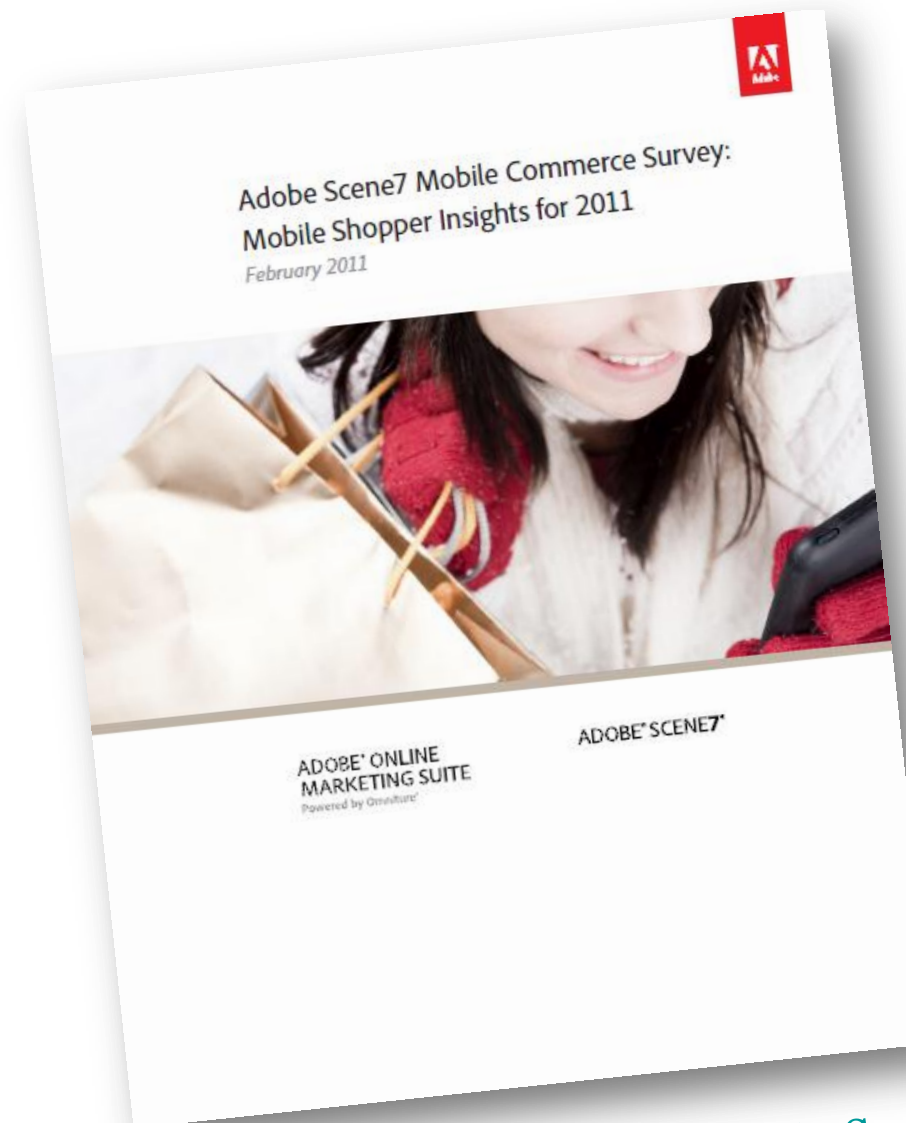
65%

of Canadians look for consumer reviews and recommendations when researching products online.

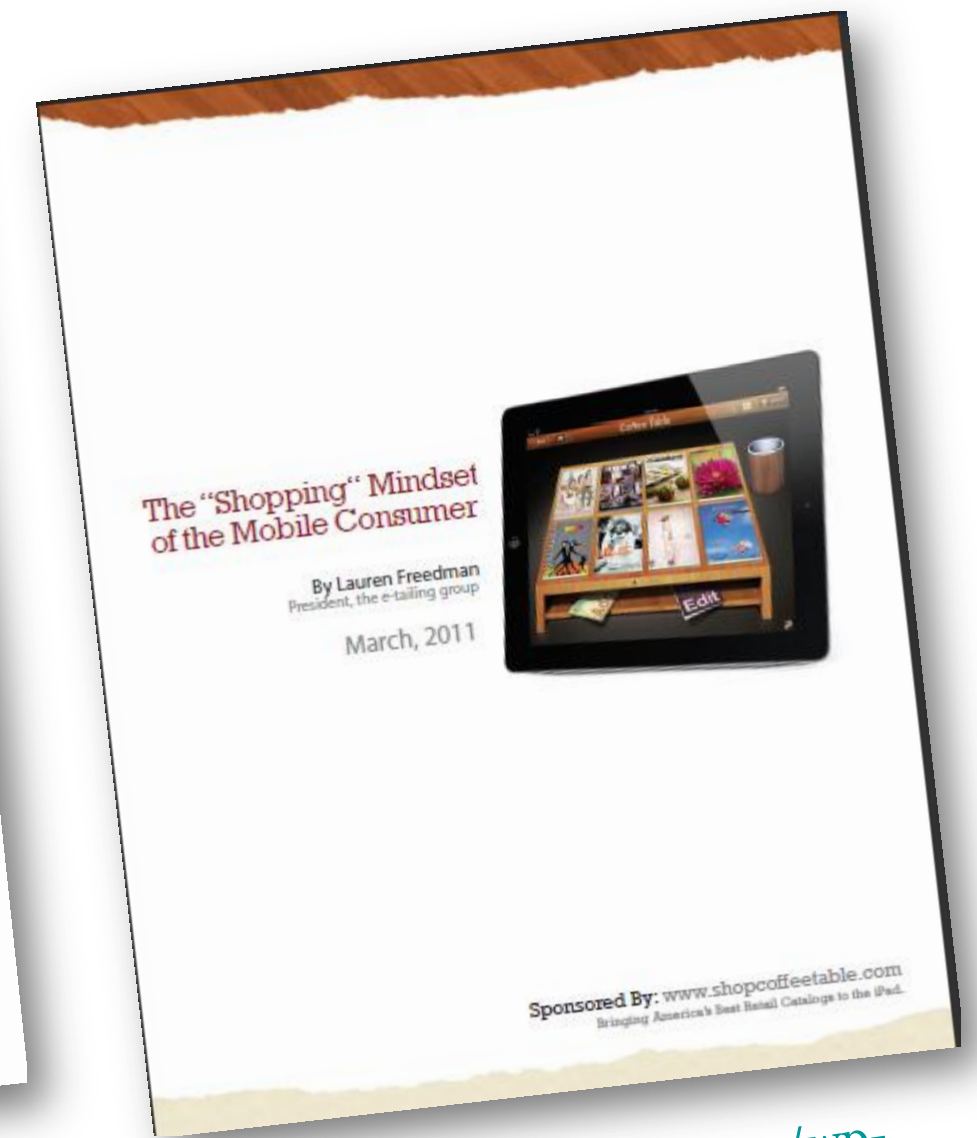
Join us for the
Canadian Social Shopper
Webinar

2PM, Wednesday, November 30, 2011

Other Great Resources



www.scene7.com/report/AdobeScene7_Mobile_Shoppers_Insights.pdf



www.shopcoffeetable.com/wp-content/uploads/2011/05/e-Tailing-Whitepaper-March-2011.pdf



The Canadian **Mobile** Shopper

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