



Wake up to mobile—*again.*

As customers worldwide grow even more obsessed with smartphones, marketers need to reinvigorate the conversation.

In the United States, it's a *cell phone* or *smartphone*. In the United Kingdom it's a *mobile*. In Japan it's a *portable*. And in Germany it's a *handy*. Wherever you are, people love their mobile devices—especially in Sweden, apparently, where they're teddy bears, according to CNN Business.

The Global System for Mobile Communications (GSM) Association estimates that more than 5 billion people use mobile, and more than half of those devices are smartphones. But even as mobile penetration slows due to market saturation, mobile internet is growing, with 1.75 billion new users expected to push those who can access websites, apps, and social media past 5 billion by 2025. As a marketer, this should be an eye-opener: the audience you can reach for e-commerce and all manner of digitally delivered services and content is set to explode.

But too many marketers are still dialing it in when it comes to mobile. Mobile isn't a device in your customer's pocket—it's brand engagement when it matters most. It's filling a customer need instantly with a new seat assignment at the airline gate, a bank balance during a major purchase, up-to-the-minute scores for a playoff team. Research we conducted in January 2019 shows just how dependent consumers are on their smartphones—and how satisfied they are with what marketers are delivering.

Spoiler alert: most aren't happy at all.

Take a look at what the research shows, along with some key takeaways to enhance your mobile marketing efforts. The upshot is that mobile is not about selling to your customer on the go—it's about being ready with the right touch at the moment your customer is ready to engage. If mobile has drifted out of your consciousness, let this be your wake-up call.

Tracking the mobile *obsession.*

Market and social research firm Advanis surveyed approximately 1,000 individuals in each of nine countries or regions: Australia/New Zealand, Brazil, France, Germany, India, Japan, Mexico, United Kingdom, and United States. The goal was to better understand the following:

- How consumers use their devices for personal and business purposes
- How they perceive mobile marketing efforts
- How they prefer that companies interact with them

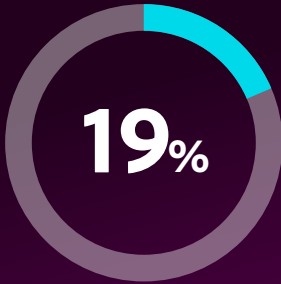
Although some trends were evident worldwide, others vary by country and region. We'll take a look at U.S. data, but we'll also provide contradictory results in other countries and regions.

Takeaway

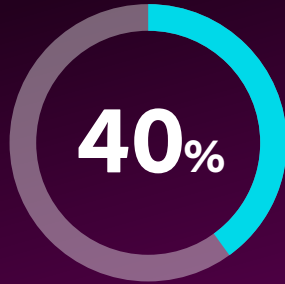
The differences in mobile usage across countries and regions emphasize the need to market to the individual, not the device. It's critical to understand how people use their phones differently in different places—and what their expectations are.

In Japan, where the culture sanctions social disturbances, users switch phones to “manner mode”—silent or vibrate—when out of the house. In India, the government mandates every guest check in with an ID at the front desk of hotels, so mobile room keys won’t be a convenience there.

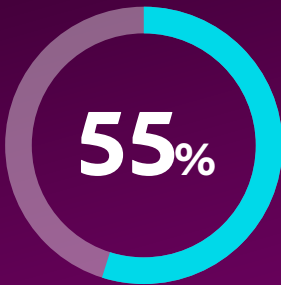
Some Americans can’t survive two weeks without a smartphone.



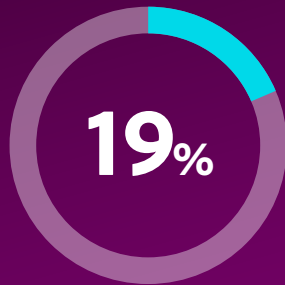
19% say they couldn't live without it.



40% say living without it would be a major hassle.



55% of respondents worldwide say they'd find it disruptive.



19% of Germans say they wouldn't care.

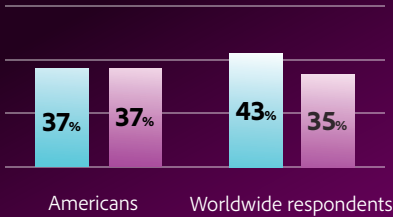
Takeaway

The research supports the transitive property of mobile. Customers are mobile-obsessed, which means marketers should be customer-obsessed. Mobile is central to your customers' lives and time. You need to make sure it's central to your marketing plan and coordinated with all other digital and offline experiences.

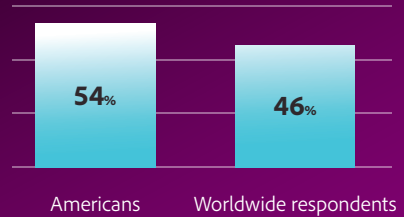
But it's not enough to think mobile-first. Mobile is an extension of your customers—a limb instead of a tool. You need to think customer-first with an uncanny understanding of how they use mobile.

Even at work, your customers may use mobile more than computers.

Work or school use of mobile versus computers.



Home reliance on smartphones.



■ Mobile ■ Computer

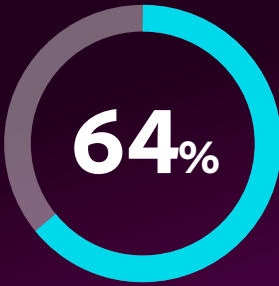
Takeaway

Americans tend to use computers and mobile equally, with computers for work and smartphones for personal activities. Worldwide, a still greater

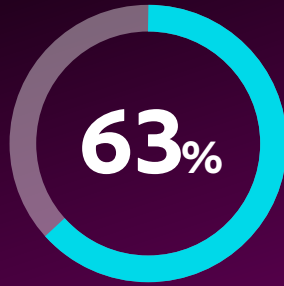
portion use mobile. As a marketer, you need to understand on which device—and where—your target consumers prefer to hear from you.

If you wait until the evening to target customers on their computers, they may still be on their smartphones. Americans prefer smartphones even at home, as do respondents from Brazil, India, and Mexico. But those from Australia/New Zealand, France, Germany, and Japan prefer laptops and desktops. Look at geographic differences and individual preferences when you determine how to continue your conversation with a customer.

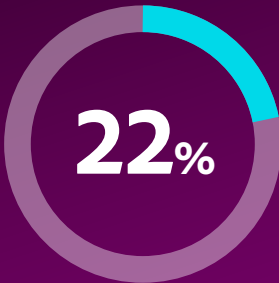
Many consumers report using more than one device at a time.



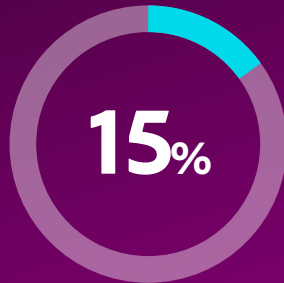
64% of Americans



63% of worldwide respondents



22% of Germans



15% of French and Japanese

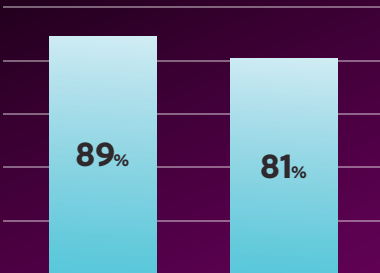
Takeaway

Americans and many others worldwide use more than one device much of the time they're online. In fact, the majority of Americans use more than one device either constantly (27 percent) or frequently (38 percent), with women, GenZ, and Millennials substantially more likely to be checking their smartphone while using their desktop.

Your brand needs to sync marketing activities across channels to avoid interrupting activities and intentions. Generally, when users switch between devices, they're in search of a bigger screen (80 percent) or keyboard (57 percent), or websites that function better (45 percent). Keep that in mind when you consider how to improve their mobile experience.

Consumers want mobile to do it all.

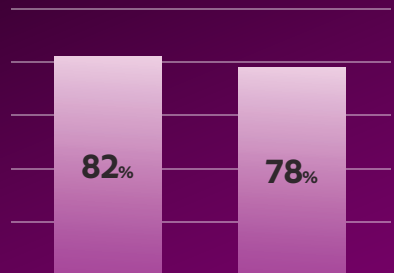
Those who need a device on the go.



89% of Americans

81% of worldwide respondents

Those who want a device that does everything.



82% of Americans

78% of worldwide respondents

Takeaway

Despite the need for a device on the go, no one is convinced mobile is the be-all and end-all. In India, the need for a device on the go is almost universal (96 percent). But in Germany, respondents don't feel as strongly (61 percent). That device should do everything, according to respondents in Brazil (89 percent), Mexico (86 percent), and India (82 percent). But again, Germans aren't as interested (59 percent). In general, mobile devices need to offer more capabilities to satisfy users worldwide—and that should prompt some exploration into how your brand can make mobile even better.

Wow customers with mobile moments.

A mobile moment happens any time your brand interacts with customers via mobile to make them smile. You can do that by brightening their lives, informing their decisions, simplifying their tasks and delighting them with a spot-on offer when they least expect it.

Mobile moments can happen any time—before or during a purchase, while researching or performing an activity, or later in the customer journey as a reward for being a long-term customer. Successful mobile marketers put customers first, anticipate their needs, and proactively plan mobile moments that can be triggered at the right instant. A simple example is the welcome message Marriott sends the minute you walk through their hotel doors.

Americans perform some activities constantly or frequently on a smartphone.



79% send a text



60% post to social



56% make a voice call



53% listen to music or a podcast



47% play a game



42% compose an email



25% make a video call



16% plan a workout

Takeaway

Although your customers would sometimes prefer a different device, Americans and the rest of the world continually access mobile. For many activities, Americans and respondents worldwide use mobile similarly. But worldwide respondents are less likely to use mobile to send a text (67 percent), play a game (41 percent), or listen to music or a podcast (48 percent). Even if your customers don't prefer mobile, they generally won't wait until they can get to a computer to carry out their activities—so you always need to be ready to react.

**With new activities available all the time,
Americans are using smartphones for more.**



39% mobile
banking



29% sending
money



27% tracking
health



34% scanning
documents



16% checking
into a flight

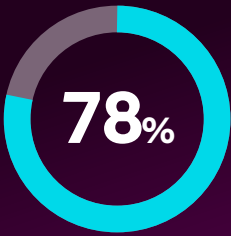


38% monitoring
traffic

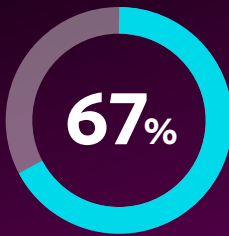
Takeaway

Consumers are looking for mobile interactions that simplify and improve their lives. They're finding more and more uses for their smartphones, making mobile more indispensable. Indians claimed significantly higher use of mobile for almost every activity, in line with their all-consuming need for mobile. You need to look for new ways for your business to be relevant to a customer in a mobile context. Often that means connecting the digital and physical worlds—like the ability to order and pay ahead at Starbucks and pick up your drink at the drive-through.

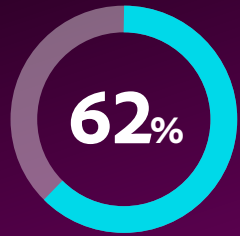
Many agree they can do all the retail activities they desire via mobile.



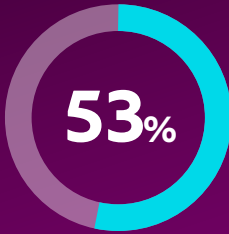
78% of Americans



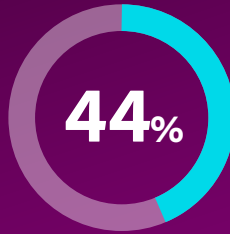
67% of worldwide respondents



62% of Australians/
New Zealanders



53% of Japanese



44% of Germans

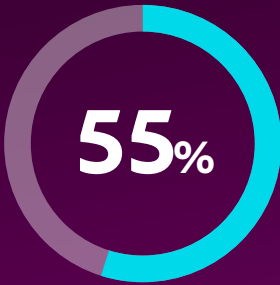
Takeaway

Retail capabilities on mobile are robust in some countries but need improvement in many others. If you're a marketer in the European Union, Japan, and Australia/New Zealand, be aware that many of the consumers you're targeting feel stymied. Although consumers worldwide use mobile for many shopping activities, the desire to see and touch before purchasing means in-person shopping remains popular. That leaves possibilities open for technologies like augmented reality to let consumers try before they buy.

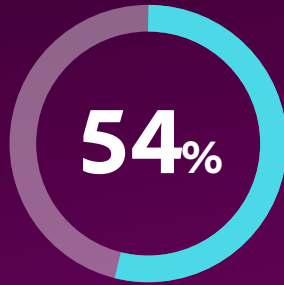
Try before you buy on mobile.

To provide a real feel for a task as daunting as finding the right couch, retailer IKEA created IKEA Place, an app that lets shoppers use mobile devices to virtually place furniture in their homes. Users can take a photo of their room and then drag and drop true-to-scale 3D models of IKEA furniture into the image. Augmented reality that lets users see how the new piece would look in the new room, combined with artificial intelligence to handle the number crunching required, creates a powerful and fun experience.

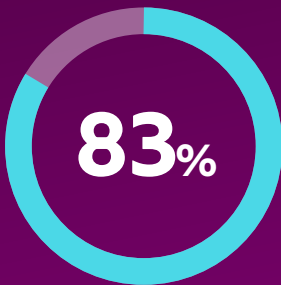
Everyone seems to prefer using mobile apps versus a mobile browser for brand interactions.



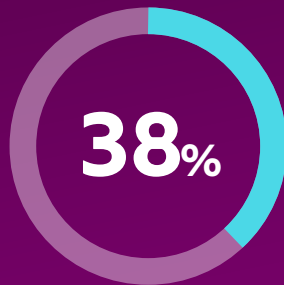
55% of Americans



54% of worldwide respondents



83% of Indians



38% of Germans

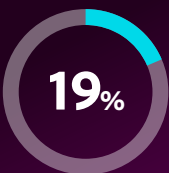
Takeaway

A powerful app could be a new and preferred way for your brand to reach consumers. Most Americans prefer an app for all retail activities except research into electronics and trips. That underscores the need for both a great app and an optimized mobile web experience.

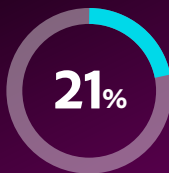
Despite the preference for apps, most respondents reported a low number of retail apps on their phone—fewer than 10 for most Americans (61 percent) and respondents worldwide (63 percent). Americans report downloading apps for a better experience (50 percent), future use (44 percent), special offers (36 percent), and useful notifications (23 percent).

The key is to create apps that take advantage of mobile capabilities like mapping, podcasts, health tracking, payment, and push notifications. For example, combining geolocation and push notifications lets a real estate app tell you when you're near a house you might like and link you to detailed information.

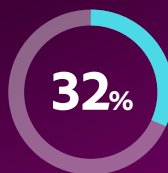
Almost no one agrees that marketers deliver offers and information for the right products or services at the right time to their smartphone.



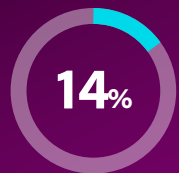
19% of Americans



21% of respondents
worldwide



32% of Indians



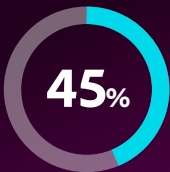
14% of British

Takeaway

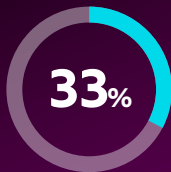
Mobile marketing just isn't hitting the mark. Americans (33 percent) and almost as many worldwide respondents say they receive few offers for the right product or service at the right time. Brands do okay but can improve, according to Americans (48 percent) and respondents worldwide (49 percent).

In an engagement economy, okay could be the fast path to slower growth and fewer loyal customers. Your mobile offerings shouldn't be about selling alone—they should keep the conversation going and the relationship strong throughout the customer journey. Think of how you feel when you run into a friend you haven't seen in a while and enjoy an engaging few minutes catching up. It's a welcome interaction and you walk away savoring the experience. That's the ideal goal of mobile marketing.

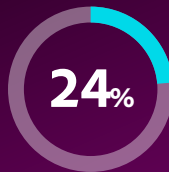
Americans suggest a variety of ways brands could improve mobile offers.



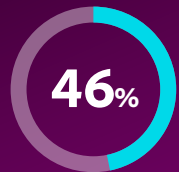
Be less intrusive.



Deliver when they're ready to buy.



Deliver directly to their mobile device.



Be for products or services they want.

Takeaway

Brands need to integrate mobile into the larger customer journey to serve the right content at the right time. Worldwide, respondents agreed closely with Americans on improvements. Customers want offers for relevant products, particularly in India (62 percent), Mexico (54 percent), and the United Kingdom (48 percent). Offers should be less intrusive, especially for customers in Germany (57 percent), and they should come when customers are ready to buy via text (34 percent of Americans) or email (29 percent of Americans). Customers are looking for you to extend the brand promise in a way that makes the mobile experience special and unique for them.

Mobile answers the call for immediate and *incomparable experiences.*

Mastering mobile starts by implementing a mobile communications strategy that considers the complete customer journey. Use data from digital and offline sources and understand how each channel, including mobile, influences and impacts customer behavior.

For example, respond when your customers browse on your mobile website. Trigger remarketing emails that render perfectly across devices so that the experience can be completed whether the customer chooses to complete it on your mobile website, mobile app, or from their desktop. Include a deep link to your brand's mobile app, which you've designed to tap mobile capabilities in a singular way. Then send a push notification with a perfectly timed tidbit, a personalized greeting, or a promotion they can use in that moment. When you do this, you satisfy your customer's obsession with an awesome mobile experience.

Adobe can help.

Adobe provides tools with the integrated, secure capabilities you need to create innovative, personal, and amazing mobile experiences.

Adobe Campaign—Automate and personalize marketing to meet customer needs with integrated profiles, cross-channel orchestration, and contextual marketing across channels like SMS, push, in-app, email, video, offline, and real-time interaction management. Discover what Adobe Campaign can do for your email marketing efforts. [Go to Adobe.com](#)

Adobe Analytics—Capture real-time digital behavior about customer habits—like browsing activity, app use, and conversion history—to develop unified segments and acquisition offers. Learn how Adobe Analytics can help you put data in the driver's seat of your digital transformation.

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