Optimize Your Mobile Marketing for Cross-Channel Engagement

iterable

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Marketing to a Mobile-First Audience

The modern mobile consumer is always-on and connected: 77 percent of all U.S. consumers have smartphones, attached to them like extra appendages. Consumers are empowered to access the digital world at a moment's notice—whether they're seeking information on their own or having it delivered directly to them.

Mobile devices offer today's brands a powerful gateway into consumer minds (and wallets), enabling relationships like never before. From emails to push notifications, texts to in-app messages, brands can engage their audiences through an array of different approaches. Every buzz, ping or popup has the power to immediately refocus attention back onto their brand.

But with great power comes great responsibility—if brands botch or abuse their opportunities, they run great risk of being shut out completely.

Brands today must walk a fine line where they can creatively find ways to kickstart engagement without coming off as intrusive.

Schedule a demo to see how Iterable powers mobile marketing and more

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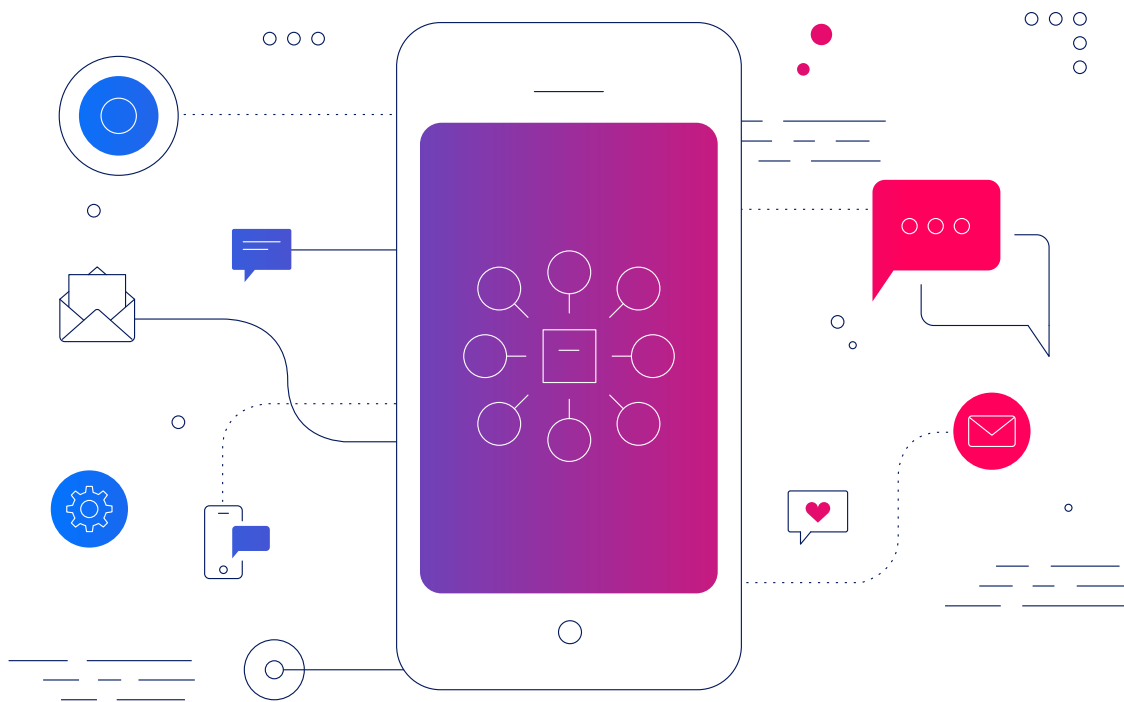
Integrating Email and Mobile for Maximum Engagement

Integrating email marketing into your brand's mobile experience is critical when building out a broader cross-channel marketing program.

Consumers engage digital media on their mobile devices for 3.1 hours a day—and a large part of that time is dedicated to checking email. Since consumers open a majority of their email (55 percent) on mobile, it's essential that each message is not only responsive, but also highly relevant with compelling calls to action.

89%

Brands retain 89% of customers using cross-channel engagement strategies

Whether you're a growth marketer breaking new ground by leading your company's mobile messaging strategy or just looking to refine your current cross-channel approach, the best practices detailed throughout this guide will help you dramatically increase customer engagement.

Inside this guide, we share a 4-step framework for integrating an effective mobile strategy into your cross-channel marketing program.

1. Define Your Marketing Goals

2. Architect the Customer Lifecycle

3. Automate Cross-Channel Messaging

4. Measure and Refine Performance

1 Define Your Marketing Goals

As a critical starting point of your mobile experience, you must have a comprehensive understanding of your customer journey and messaging goals.
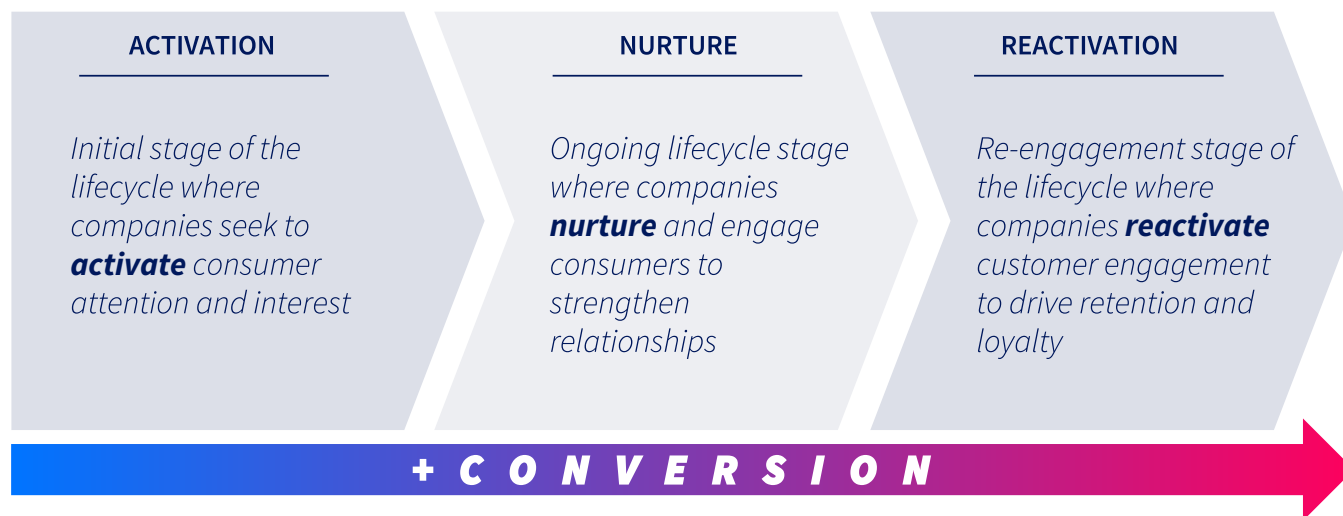
To get started, ask yourself three questions about the core of your mobile experience.

- What is my desired goal for the customer?
- What does my product do to achieve this?
- What do people need to do to experience my product?

Your answers will inform the initial direction of your broader cross-channel brand strategy. Addressing these as high-level goals before building your messaging workflows will help align key stakeholders to your proposed outreach.

As a next step, map out your customer journey from activation on the left to reactivation on the right. Within each stage, highlight the important touchpoints where an action will be required from your customers.

Stages of the Customer Lifecycle

ACTIVATION	NURTURE	REACTIVATION
Initial stage of the lifecycle where companies seek to **activate** *consumer attention and interest*	*Ongoing lifecycle stage where companies* **nurture** *and engage consumers to strengthen relationships*	*Re-engagement stage of the lifecycle where companies* **reactivate** *customer engagement to drive retention and loyalty*

+ C O N V E R S I O N

Activate user attention with stand-out content to make impactful first impressions.

Invest early efforts in pinning down your onboarding plan since the average app loses 77 percent of its daily active users within three days post-install. Seamless onboarding can garner habitual app usage as a recurring part of daily life.

Focus on messaging which reinforces user conversion—once they've installed your app, how can you engage them and pique their interest further?

- Explain how your product enables your customers to reach their goals
- Show how using your product regularly accelerates their progress
- Reinforce how the mobile experience streamlines their path to success

How ASICS Studio Keeps New Users Motivated

The ASICS Studio app delivers high-quality audio fitness classes on demand. As a new app in a crowded fitness market, standing out early and often was essential for success.

The ASICS team identified their biggest milestones along the road to user activation: downloading the app, completing registration, taking their trial, and getting started with their first workout routine.

Download App ---- Complete Registration ---- Start a Trial Account ---- Complete a Workout

ASICS Studio users accomplish these four milestones along their path to fitness.
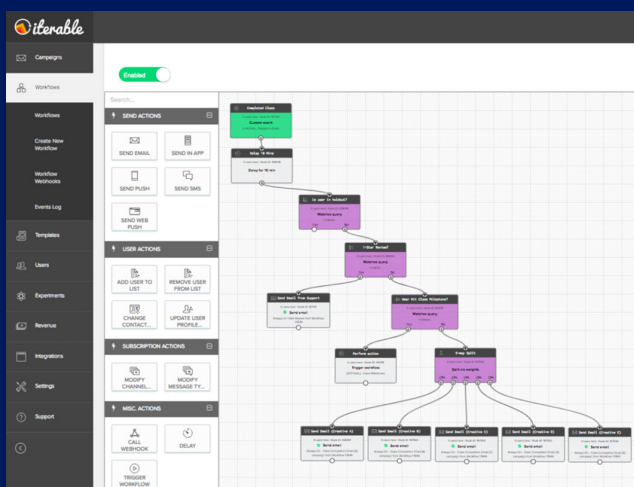
The ASICS Studio team visualized their customers' journey and carefully mapped out the potential areas where new customers were likely to disengage.

"Map" in hand, they used Iterable's Workflow Studio to build the email and push messaging sequences with triggering logic needed to drive app adoption and customer conversion.

ASICS Studio uses Iterable to build cross-channel behavior-based messaging campaigns.

2 Architect the Customer Lifecycle

Once you've established your desired mobile experience goals and a strategy to attain them, it's time to drill down and architect the lifecycle steps guiding your campaigns.

Remember, effectively moving your customers from point A to B requires optimizing *all* touchpoints of the customer experience, so focus on removing any friction and personalizing the messaging at each stage.

Below we've highlighted five major milestones which typically fall along the app adoption lifecycle. As you build and review your stage-specific content, eliminate any reason for customer disengagement—we've supplied sample questions to help you get started.

Milestone 1: Download the App
- Does your messaging clearly explain the value of the app to users?
- Are your emails natively deep-linked to your app for seamless mobile navigation?
- Is there content to help persuade app downloads if they have yet to do so?

Milestone 2: Register an Account
- Do you trigger a welcome series to assist user onboarding and provide next steps?
- Does your messaging validate the customer benefits of registering an account?
- Do you have follow-ups for users who've abandoned the registration process?

Milestone 3: Start a Premium Trial
- Are customers who've successfully registered aware of premium benefits?
- Do you have a premium trial onboarding experience?
- What measures are in place to re-engage lapsed users during the trial period?

Milestone 4: Engage During the Trial
- Does your in-trial messaging motivate or incentivize the user to convert?
- Are there activity or time-based triggers in place to convert successfully?
- Are your nurture messages deployed across different channels?

Milestone 5: Convert to Premium Customer
- Are customers shown a clear path forward when converting from trial to paid?
- Do you promote additional engagement opportunities, like refer a friend?
- Is a loyalty campaign in place to maintain premium status?

Ensure continuity by pre-determining the messaging needed to nudge them along throughout their lifecycle. Take a cross-channel approach by testing which channels—email, in-app, push, or SMS—prove to be most engaging to your customers.

3 Automate Cross-Channel Messaging

When managing behavior-based messaging workflows, customers must be automatically segmented to ensure they receive appropriate messaging. Automation is a critical component of continuity—without it, disjointed email and mobile experiences derail even the most well-thought-out customer activation processes.

Automated messaging ensures real-time accuracy and relevance of your message content. This means you can contact your users with confidence knowing every touchpoint is:

- Unique to their current experience within the different lifecycle stages
- Personalized to their recent behaviors, preferences, and engagement histories
- Delivered within a contextually meaningful time window

Scaled automation ensures your customers' current experience is always reflected throughout your core brand messaging.

Automation is highly effective for recognizing and acting on customer data for instant user feedback. While your app is open, user data is feeding back to you—automate triggered messaging to acknowledge real-time behaviors and reinforce ongoing engagement.
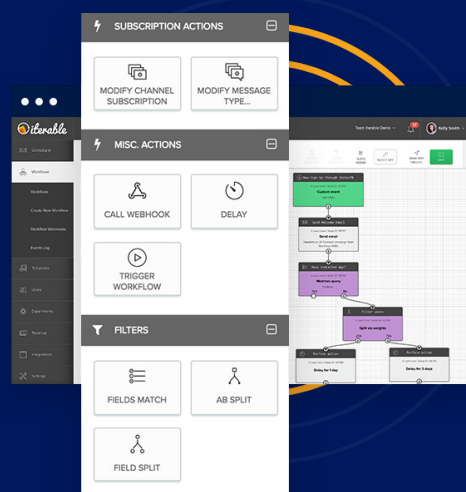
How will you recognize engagement and segment your customers using Iterable?

Recognition

As part of your mobile experience, post-event completion messaging is a powerful way to acknowledge their previous engagement. Data collected during app usage delivers a "live" look into how your customers are using the core functions of your app and revealing the specific interactions of individual users.

Segmentation

Automatically segment customers based on their unique user behaviors—sign up, milestones, thresholds, and more. API queries of real-time customer data indicate when your customers have met certain criteria and are ready to receive targeted messaging.

How Curology Automates Customer Recognition and Segmentation

Curology, a customized skincare service, has a mission to connect customers with personalized prescription skincare for acne and anti-aging—and that sense of connection and customization needs to shine through their marketing messaging as well.

To keep product engagement high and dialogue with their team of dermatology providers open, Curology uses Iterable to manage their outreach to tens of thousands of customers. They act on customer data to deliver instant user feedback.

Here is how it works:

- The onboarding campaign is triggered by Iterable when someone signs up for a Curology subscription.
- Habit-forming is paramount to Curology's growth rate, so users are invited to participate in a 21-day challenge, receiving daily SMS reminders to apply their customized formula as prescribed.
- Customers are encouraged to follow the personalized message prompts and actively participate as the challenge unfolds.
- Based on the individual's behavior, personalized texts and email are delivered to increase their engagement.

With a strong mobile customer experience, Curology's high-touch, personalization strategy helped them grow customer engagement by 26 percent, resulting in a 10 percent bump in annual revenue.

Curology incorporates animated puppy GIFs into their 21-day SMS challenge.

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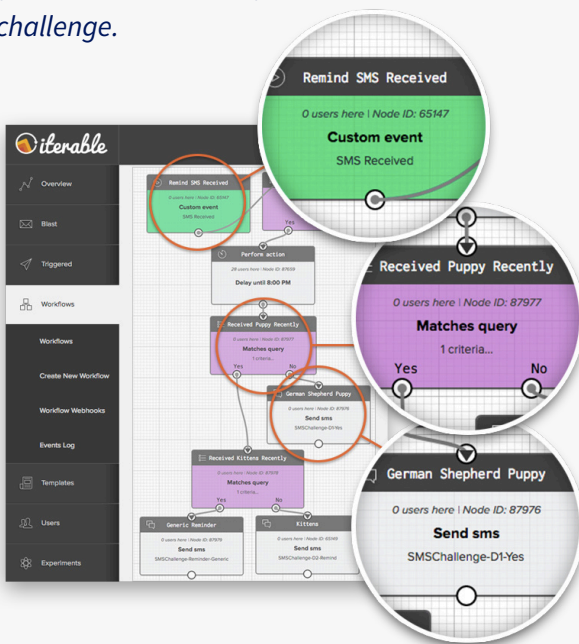
Curology's efforts to support our patients in their battle against acne directly impact the success of our business. The capability to easily execute dynamic channel and message personalization based on the unique treatment plan of each patient is the reason we switched to Iterable.

Fabian Seelbach
VP, Marketing,
Curology

4 Measure and Refine Performance

Once you've created your messaging campaigns and set the appropriate deployment parameters, it's time to sit back and watch the results. Early successes will be reflected in metrics pertaining to app downloads and membership activation.

Remember, it doesn't need to be perfect out of the gate! Acquiring preliminary benchmark data (good and bad) before you can expect to make any *meaningful* refinement to your messaging strategies.

Think long-term by creating a scalable framework that can be experimented with over time. As you start finding success, grow the complexity of your campaigns.

While you fine-tune, consider these best practices which can help you achieve your organizational goals.

QA
Investigate the customer segments who've disengaged at the different points of your customer journey. Optimize these low-performance points with supplemental messaging that is applicable to what they are experiencing at that moment.

Channel Optimization
Improved campaign results stem from communicating with your customers on the channels they love. Identify and designate the specific digital messaging channels your users are most likely to engage.

Send Time Optimization
Timing is everything. Analyze historic behavioral and event data to highlight the best times for customer engagement and conversion. Delivering during these windows generates significantly improved results.

Frequency Optimization
Avoid overwhelming customers with a flood of messages by capping channel-by-channel messaging loads. Analysis of real-time data can help you avoid high opt-outs and uninstalls attributed to message fatigue.

Real-Time Data
Stay up to date with your customers' journey by integrating app-specific data into your full customer profiles. Without seamless data exchange, you run the risk of sending your customers messaging that contradicts their experience.

Make Mobile Meaningful With Iterable

Providing your customers with a one-of-a-kind mobile experience adds significant value to your cross-channel marketing strategy. As a preferred mode of engagement by modern consumers, it's critical you're delivering mobile messaging experiences worthy of their engagement.

As you think about enhancing your company's mobile offering, remember the points we've outlined—start with the high-level objectives, build out the supporting messaging, automate sends in unison with each individual's experience and iterate as you go.
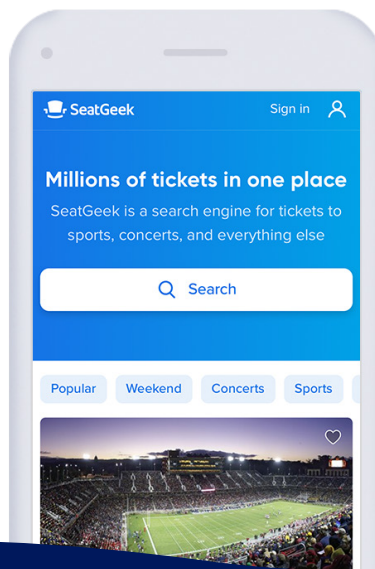
With a growth marketing platform like Iterable, you can build and send relevant messages across all channels that reach your customers when they matter most: the moments where engagement ignites action. The Iterable platform allows you to send behavior-driven messages which guide your customers through their entire journey with your brand—from first-touch to check-out through re-engagement.

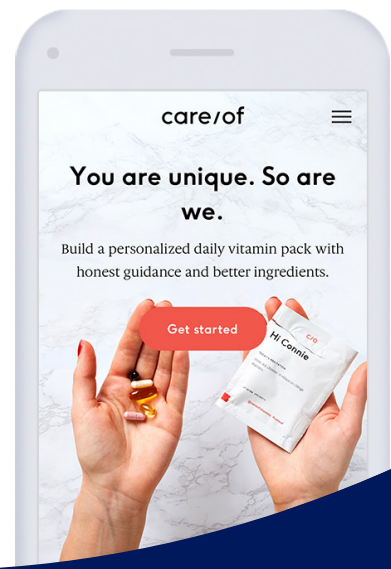## Schedule a demo to see how Iterable powers mobile marketing and more
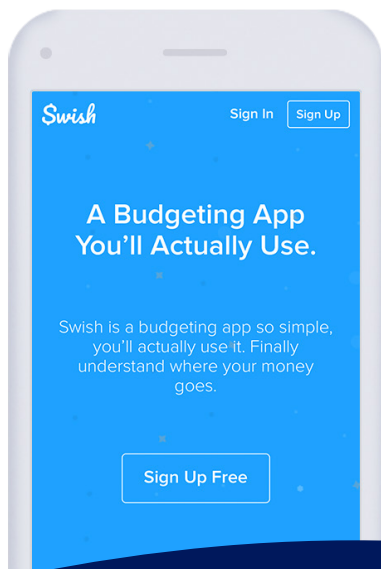
Swish Case Study   SeatGeek Case Study   Care/of Case Study

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility.

Leading brands, like Spotify, Zillow, SeatGeek and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle.

How Is Iterable Different?

Data Flexibility at Your Fingertips
Access real-time user, behavioral and event data to trigger personalized messaging at virtually unlimited scale. Support an audience of millions while appealing to each subscriber's unique preferences.

Unified Brand Experience
Orchestrate seamless customer engagement across email, mobile push, SMS, in-app, web push, direct mail and more throughout every lifecycle stage, from activation to re-engagement.

Agile Iteration & Optimization
Launch, measure and fine-tune campaigns with ease to deliver more relevant messaging faster than the competition. Experiment and iterate on-demand to determine the right content, channel and cadence for each user.

Customer Journey Mapping
Visualize the entire customer journey and build sophisticated, cross-channel segments and campaigns with Iterable's intuitive, drag-and-drop Workflow Studio.

If you want to learn more about Iterable, please request a demo: iterable.com/demo

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