"Approaching customers on mobile.
Bonus: sneak peek of Warply Engage Platform 2.0"

5th Infocom Mobile World, 26th Oct 2015
"Customers are mobile"

Sotiris Alexopoulos
Head of Operations

Mobile strategy pillars each brand should invest in

Brand awareness

Build your brand presence on mobile

Explore mobile advertising (intersitial and video formats)

Educate tour customers to participate in your loyalty

Loyalty & engageme nt

Be present on purchase decision time

Communicate real time

Prefer rich experience and meaningful interactions

Monetizatio n tactics

Incentivize use of mobile on purchase flow

Become a habit when completing transactions

Facilitate mPayments

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Formulating your strategy: mobile thought process

1 - Understand your consumer

Why are your customers using mobile?

Does this vary from device/location etc?

What consumers expect from you on mobile?

2 – Differentiate your approach

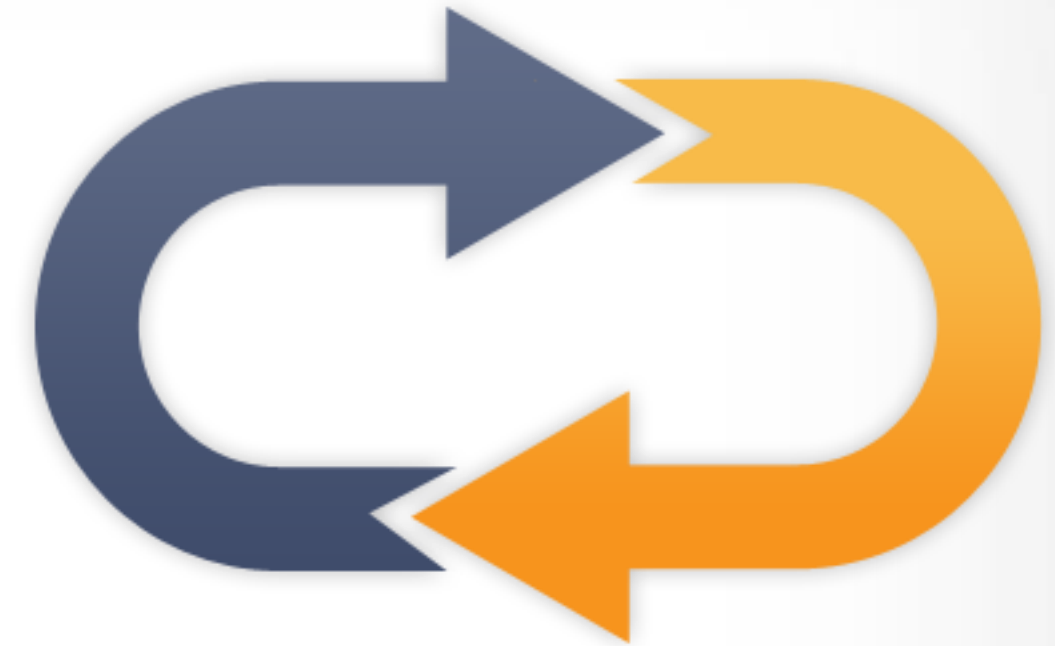How are competitors using mobile?

Does mobile facilitate provision of new services?

3 – Create mobile strategy

Online advertising most effective for building awareness

Mobile drives consideration and recommendation

4 – Deliver an optimized mobile experience

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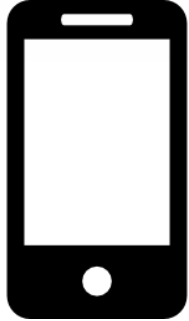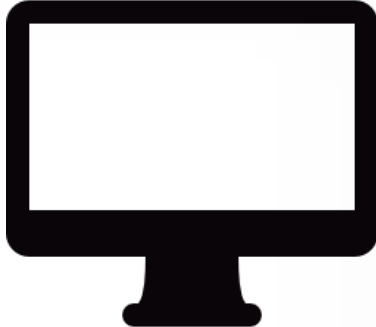# A well executed mobile strategy boosts brand metrics

+29%
in Brand Favorability

+47%
in Participation

+40%
in Purchase Consideration

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Mobile is more effective than digital and TV

	Mobile	All digital	TV
General recall	84	32	38
Brand recall	79	17	17
Message recall	38	11	12
Ad favorability	54	9	10
Purchase interest	42	9	9

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Focus on time, context and engagement

Contextual Targeting

target users based on their location, past behavior, purchase habits and personality.

Real-Time Messaging

Push messaging gives the ability to communicate with your customers just right at the point of sales or even before they even realize that they need to perform a purchase

Engagement

Deliver rich and engaging communication, ask your customers to play games, participate in competitions and perform loyalty actions

all-in-one solution

Technologies to explore

User and campaign data
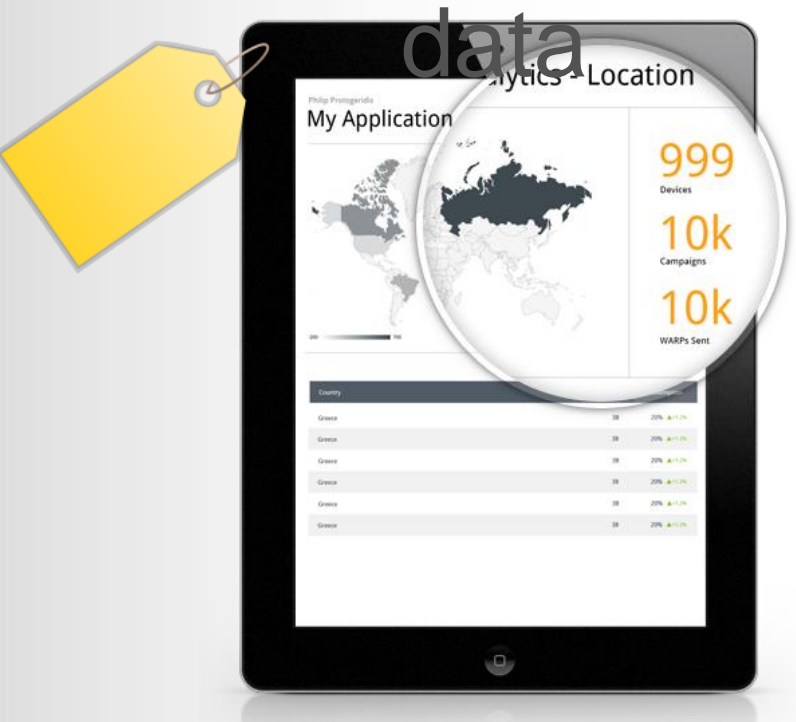
User preferences
User history data
(interactions to
purchases)
Campaign analytics
data

Gamification

Rich media
campaigns
Video
Sweepstakes
Coupons
Scratch
Feedback

Location

GPS
IP
Bluetooth beacons
Wi-Fi beacons

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Modes of interacting with your customers

Perform purchases and redeem coupons directly though the application
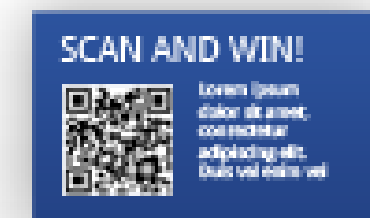
One-time Registration

Mobile Wallet Support

Apple Passbook Integration

Physical and Virtual Goods

Voucher Code for the Offer Time/Place Dependencies

Proof of Presence

Scanned Material

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Warply Engage Platform architecture

- ✓ App analytics
- ✓ User analytics
- ✓ Campaign templates (rich media)
- ✓ Campaign set up
- ✓ Communication set up
- ✓ Campaign analytics
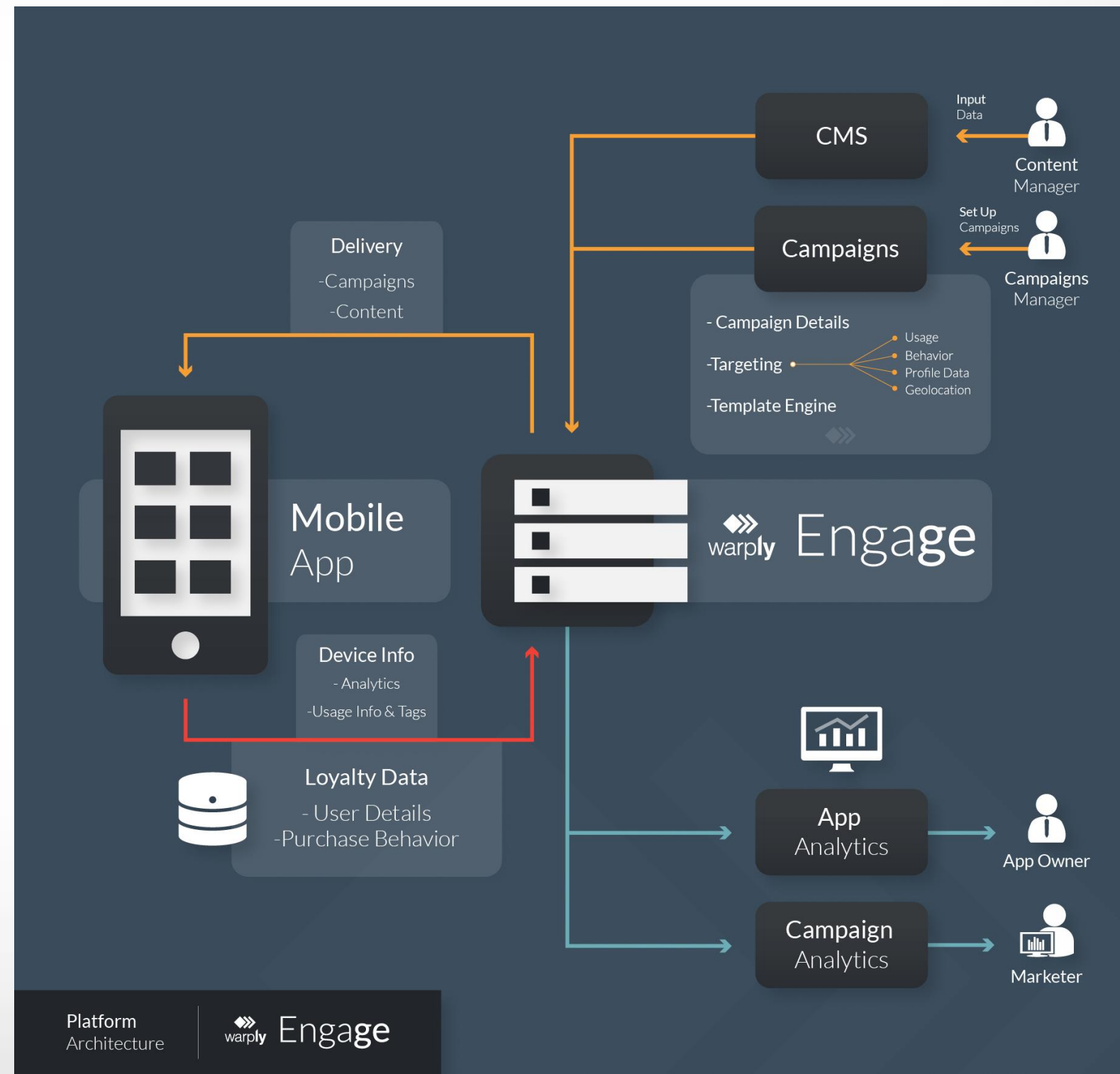
Warply Engage: App overview & analytics

User registered
Session
Push sent
Behavioral tags
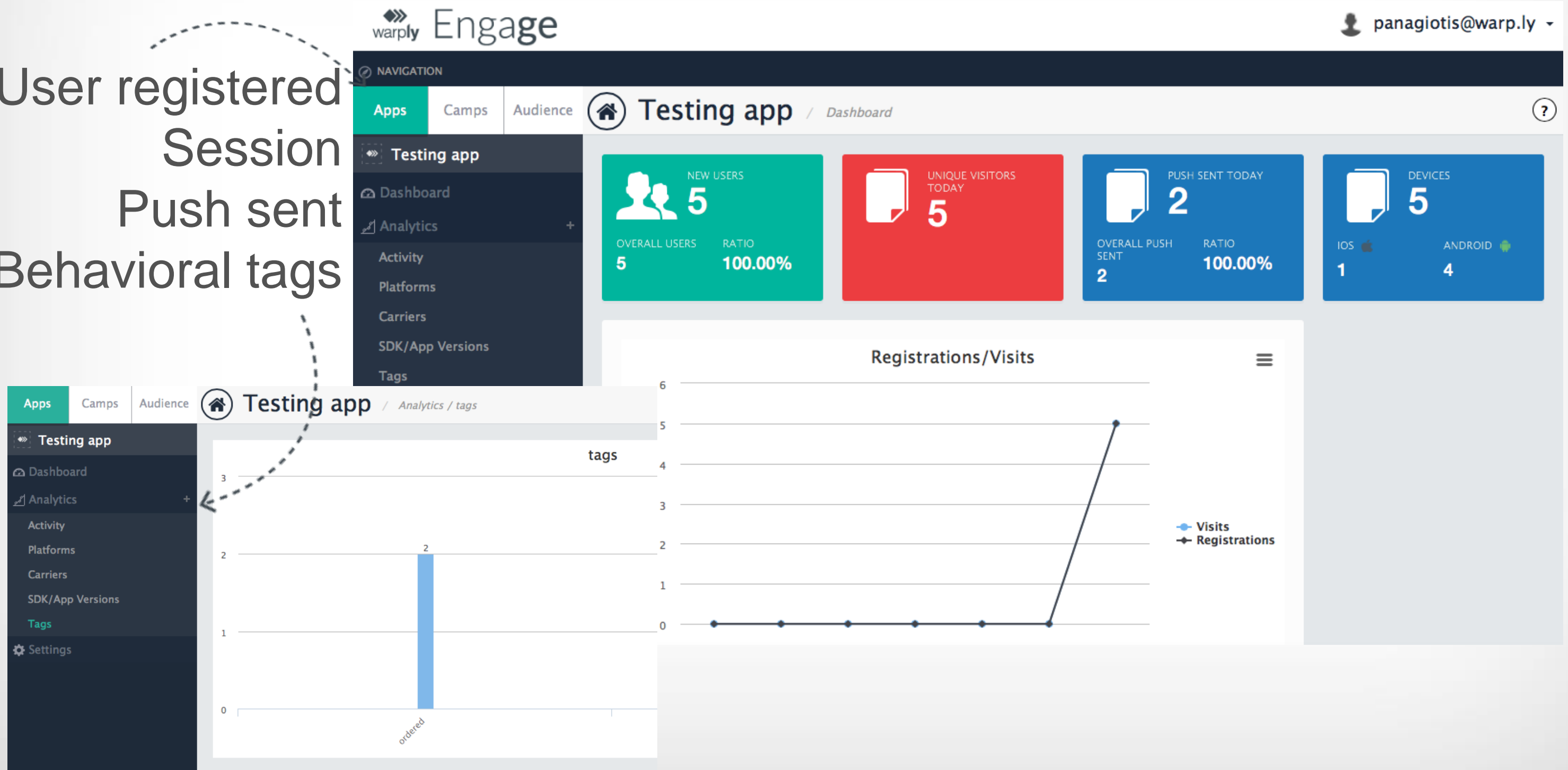
Warply Engage: Selecting campaign type

The user can select from a variety of campaign types and set up parameters.

Actually anyone can create a rich media campaign without the need advanced knowledge.

Warply Engage: Campaign live editor & preview

Easily drag and drop elements in order to create the look n feel that your campaign should offer.

Preview your campaign on multiple devices in order to get the real experience that your customers will receive.
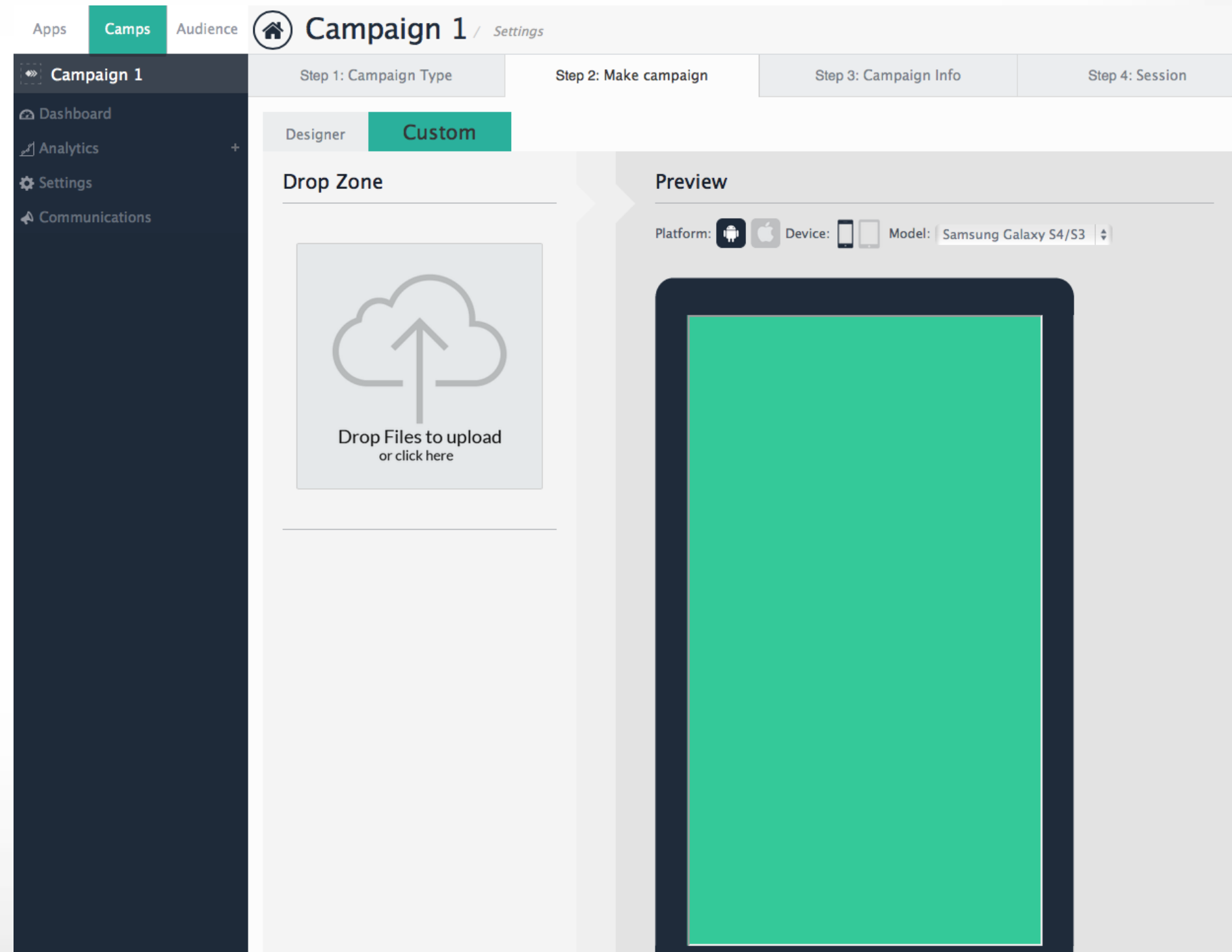
Warply Engage: Creating target audiences

Combine any rules you wish in order to create the target audience your communication better address to.

Select from a variety of app, consumer or device tags.

i.e. target users who run iOS, are interested in movies, live in Athens, have been active the past month and have participated in the last communication.

Warply Engage: Communication set up

When your campaign is ready, set up campaign details and delivery options in order to maximize your campaign performance.

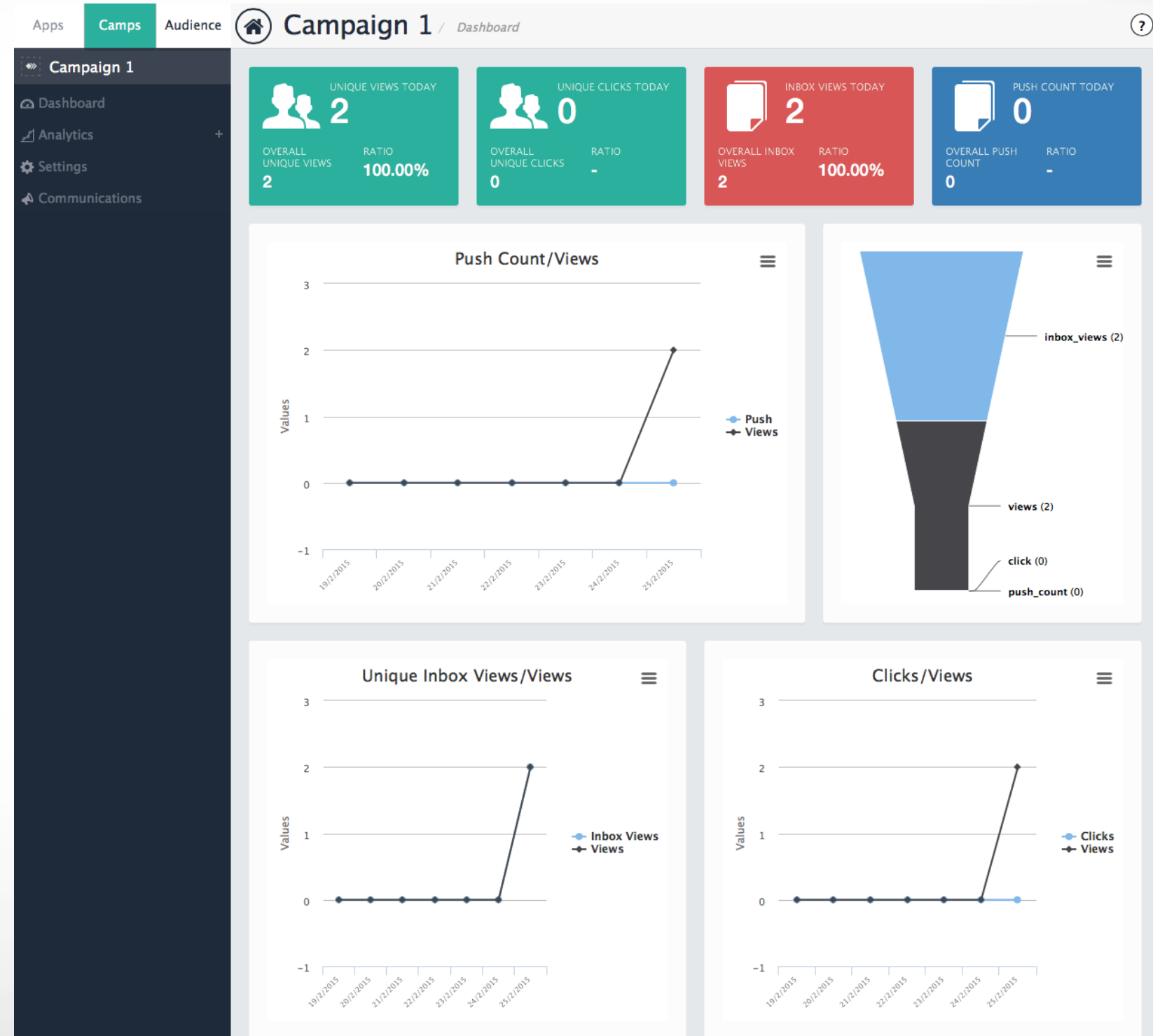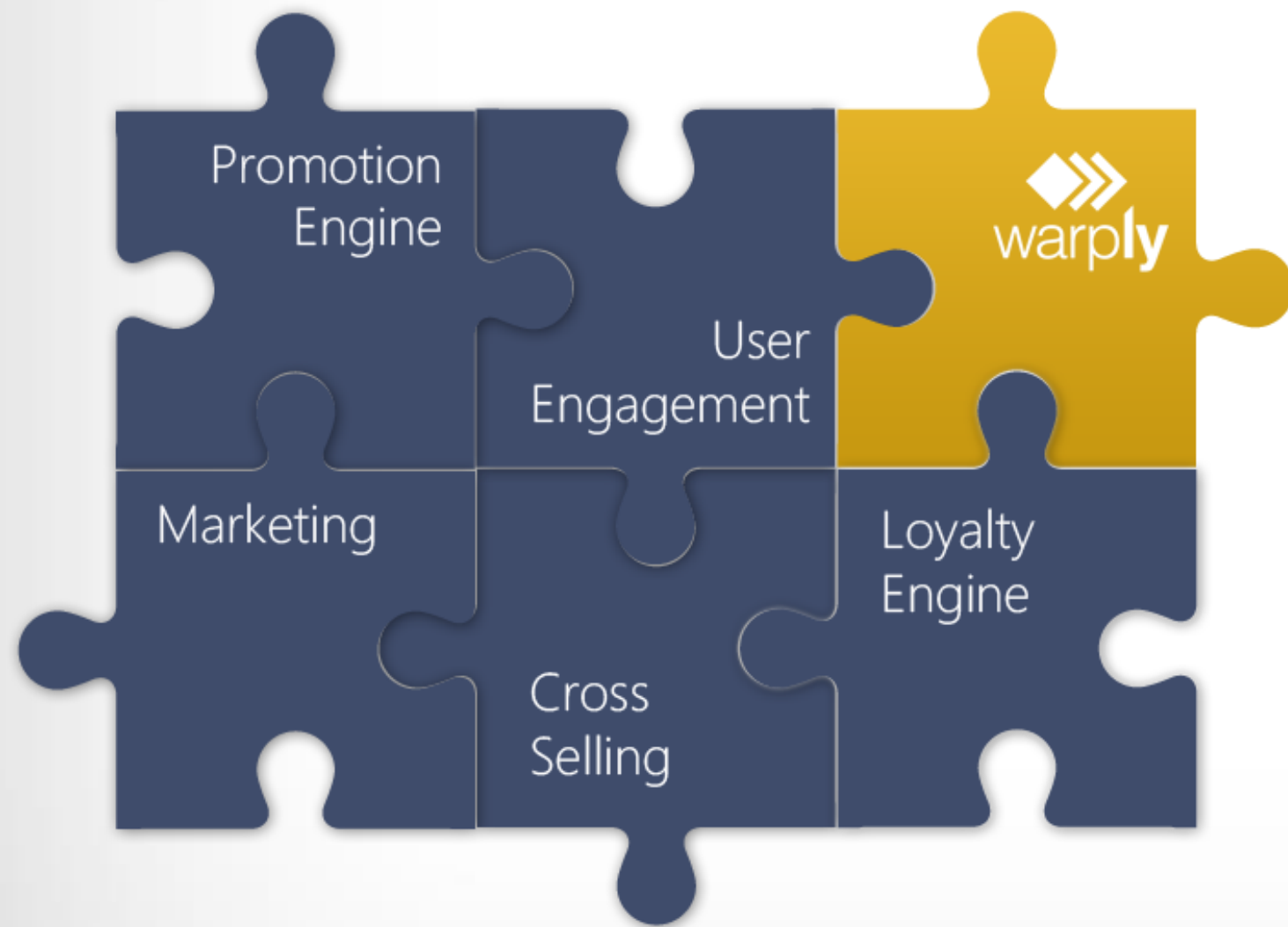i.e. schedule push notifications, when your campaign should appear, where and how long.

Warply Engage: Campaign analytics

Track your every day campaign performance though the whole funnel:

Users targeted
Push delivered
Campaigns views
Events (clicks) within campaign
Actual order or purchases

Appreciate your attention.

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Head of Operations
sotiris@warp.ly

http://warp.ly
https://facebook.com/warply