

Ten tips for optimizing mobile marketing for retailers

By Kim Ann King

If you are using the mobile Web to market your brand, you are probably wondering how to optimize your content and campaigns.

Multivariate and A/B testing can help tremendously, but first you have to know how to implement a testing program. Here are some best-practice tips to get you started:

#1: Form a great testing team

Your mobile testing team must have a mandate for improvement. They need to be charged with measurably improving mobile content and campaigns and be able to clearly demonstrate and communicate results to stakeholders.

It is crucial to include your organization's top talent as well as a technically minded project manager and an executive sponsor on the team.



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#2: Get your stakeholders on board

Like any mobile endeavor, without management's support for your testing initiative, you are doomed to fail.

Illustrate exactly what you wish to achieve and the results they can expect, communicated in bottom-line financial predictions.

#3: Write a formal testing plan

There needs to be a structure through which requests for testing are considered.

Mobile tests can be better justified and prioritized by answering the following questions:

1. What is being tested?
2. Why is it being tested?
3. What are the expectations for the test?
4. What are the measures of the success for the test?
5. What are the risks associated with running the test?
6. What internal resources are required to run the test?
7. Who is requesting the test?
8. By when are the results needed?

#4: Think about measurement

Your mobile testing program should integrate with your overall analytics efforts.

You will want to ensure that data available through analytics tools such as audience segments can be applied to tests.

Metrics that have been established within a mobile analytics program should influence which tests should be undertaken.

#5: Clearly define "success" and "failure"

Success means different things to different stakeholders. It can range from obvious financial gains, to increased user engagement, to fewer support calls.

Even a "failed" test can be considered a success when you have learned what does not work.

#6: Test your test

Testing is not going to solve all the issues of your mobile marketing program in a month, quarter or even year.

Certain technical implementations of tests may be trickier than others. Make sure you isolate factors – individual changes – so you can determine which are responsible for better results.

#7: Clarify your testing timeline

Testers often forget to take day parts and weekends into account.

We recommend a 7+1 or 14+1 strategy so you test over a week or two. But also add one day at the beginning of the test before you actively track results so that testing periods are long enough to yield a statistically significant sample size.

#8: Communicate your test results with actionable analysis

The efforts, updates, successes and even failures of the testing team should be broadcasted throughout the organization, but ensure this is not merely one-way communication. In-person presentations are always best.

Above all, include actionable recommendations along with your results and use this opportunity to suggest additional tests to keep the mobile optimization ball rolling.

#9: Test different audience segments

The most revealing tests will be those that use targeted audience segmentation.

Knowing that a certain change increased conversions by 5 percent for all mobile visitors is somewhat helpful. But knowing that same change resulted in a 20 percent increase for a key target audience is far more valuable.

#10: Mine for deeper opportunities

Once your mobile testing program is up and running, and the team has a few wins under its belt, in-depth data analysis and statistical modeling is the next level for which to strive.

Analysis and comparison of offline data or qualitative voice-of-customer data alongside test results can yield insights that are not immediately obvious through the testing or analytics tools alone. ■

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