

June 2013

DIGITAL INSIGHTS

Mobile



- Digital, Social & Mobile: 'The AHH-Effect'
- Despite losing ground to Android in China, iOS still on good global footing
- Weixin's part of the mobile shopping revolution
- Will messaging apps be the social networks of the smartphone age?
- Mary Meeker's Internet trends 2013: focus on the mobile momentum forward, wearable computing and digital China
- Google and Facebook are dominating mobile advertising
- Why mobile coupons are the driving force behind M-commerce growth

aquarius Digital Insights – Mobile

In the series „aquarius Digital Insights“ we intermittently collect and publish the most impressive trends and recent developments from various segments of digital business.

In this edition on „Mobile“ we have assembled the following interesting topics:

- How a Japanese daily newspaper is trying to get young readers with an AR smartphone app
- The ‘Google Glass collective’: strong venture capital partnerships aim at changing paradigms on the mobile Web
- Case Study Visual Social Media: marketing with Instagram
- Digital, Social & Mobile: ‘The AHH-Effect’
- Despite losing ground to Android in China, iOS still on good global footing
- Weixin’s part of the mobile shopping revolution,
- Will messaging apps be the social networks of the smartphone age?
- Mary Meeker’s Internet trends 2013: focus on the mobile momentum forward, wearable computing and digital China. What about digital retail?
- Google and Facebook are dominating mobile advertising with a market share of around 70%
- Why mobile coupons are the driving force behind M-commerce growth

If you have any question regarding „Social Collaboration“ or other digital topics, please do not hesitate to contact us!

Enjoy reading!



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How a Japanese daily newspaper is trying to get young readers with an AR smartphone app

February 2013



Why should things turn out better for the Tokyo daily newspaper Shimbun than for any of the other leading newspapers worldwide? All are on the hunt for new ways into the digital future. A Japanese daily newspaper is attracting a lot of attention for a project which attempts to bring child formatted printed articles onto the screen of a smartphone through an Augmented Reality App for children. In addition, particular articles (and advertising) bookmarked in the papers will begin a cartoon on the mobile phone. This could be, for example, characters from comics who comment on a current event, pop-up headlines or even news commentary specially adapted for children. The branch magazine Advertising Age chose the app as its 'Creativity Pick of the Day'.

Conclusion: Will the app bring the newspaper more readers? Will it encourage children to read a newspaper? A clear answer: No. An offer geared towards adults will not win over child readers. Reading a newspaper article on a little mobile phone screen is strenuous rather than stimulating. Of course, a printed article must also come in digital format. The app, however, is nothing more than an expensive and elaborate attempt to make the supporting medium of paper more interesting through new technology. And to get a whole lot of PR by doing so. Where is the added benefit for children? The BBC has been showing the children's programme Newsround and giving a clear focus to interested 6-16 year olds since 1972.



Click [here](#) for the video
(or scan barcode):



The 'Google Glass collective': strong venture capital partnerships aim at changing paradigms on the mobile Web

April 2013



Andreessen Horowitz, Kleiner Perkins Caufield & Byers and Google Ventures – three illustrious names on the venture capital scene. And all three see the new Google glasses as more than just an experiment. The common goal of the recently announced partnership 'The Glass Collective': through investment in the promising developments of the glasses' eco system, Google Glass should

replace Apple's iPhone as the ultimate innovation. Behind this lies the belief that as an AR-interface for mobile Internet, the new Glass will be as revolutionary as the introduction of the browser or the development of the smartphone. "The same way the browser was a window to the Internet, Glass is a whole new window to the Internet and reality," Andreessen said in a statement to Forbes. The venture capitalists wanted to offer developers an incentive to develop applications, to bring new ideas and implement further projects.

Always be online hands free – with Google's new AR-Data Glass every user can enrich reality by accessing additional information: directions or navigation data can be blended into the field of vision in the Glass, photos and videos are opened on voice command or shared with friends without needing to use an additional device. The first Glass should be sent out to Beta testers this month. However, even before a prototype is on the market, there is already quite a buzz. Due to the far reaching technological implications, the project has attracted a lot of criticism worldwide, particularly from data protectionists who fear that wearers will access their information unnoticed and save it onto the firm's own server.

Conclusion: a fascinating project. Even though the road to mass production is still a long way off, glasses, watches and other portable small computers, the so-called 'Wearables', represent a new mobile technology era. With an early start, a strong marketing campaign that stands out and now the backing of financially secure investors, Google has gained a time advantage over Apple and Samsung in order to build up a creative development community around its project. On the other hand, there is the question of how to break into the mainstream: how much will the Glass change our everyday lives, what real advantage will it bring? Here the developers and their applications come into play, like with Apple's iPhone and its App Store. This is a clever move by Google to mark out its claim well in time and in great style.

Case Study Visual Social Media: marketing with Instagram

April 2013



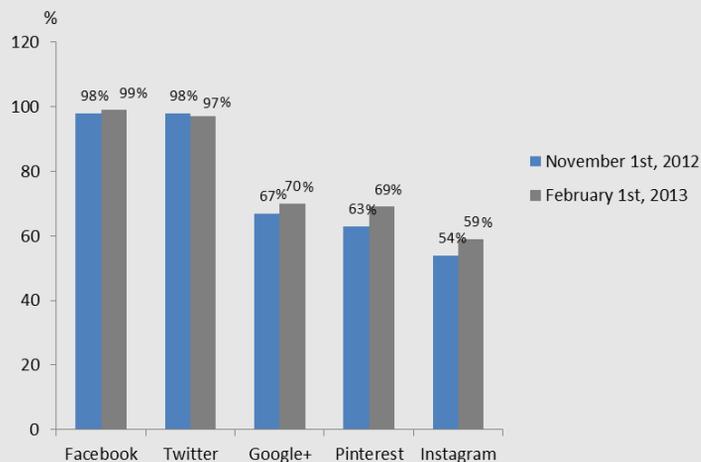
Instagram

Surely but slowly, the big international brands are distancing themselves from social media campaigns focusing only on one network. Big brands are increasingly moving over to Instagram, a photo sharing app used to take pictures on the smartphone, then add filters and share them with friends and the Instagram community. This is simple and really interesting as it uses the emotional power of pictures in a similar way to Pinterest. In fact it is so interesting that the start-up founded in 2010 was bought last year by Facebook for a billion dollars, Facebook's biggest investment up to now.

According to a current study by Simply Measured, 59% of the Top 100 Interbrand Brands have their own Instagram accounts. And according to company reports they are now able to reach over 100 million users. In comparison: Twitter broke the 200 million mark at the end of 2012 after six years. In the meantime, Instagram can be found on the Web with its own website, and although no photos can be uploaded there, a photostream is easier to view there than on a mobile phone. This once again makes it a most interesting platform for brands to use. This is how Starbucks, a front runner in the integration of innovative platforms, has gained 1.2 million followers for its Instagram channel up to now; MTV currently has 1.4 million and is the brand with the biggest appeal on

How many of the Top 100 Brands are using the respective social networks?

Social Network Adoption Comparison



Q/Q Change: Facebook 1%, Twitter -1%, Google+ 4%, Pinterest 10%, Instagram 9%

Quelle: Simply Measured, 2013

The following examples from very different brands demonstrate how they are integrating Instagram into the marketing mix.

[#Fiestagram: awareness of the introduction of the Ford Fiesta](#)

Already at the start of 2012, the media innovator Ford was using visual social media with its 'Fiestagram', in order to generate interest in the new Ford Fiesta. 'Fiestagram' was the first Instagram campaign from a big brand; with a relatively simple idea of a new platform, a photo competition, Ford was able to reach a relatively small but important target group of the 'early adopters' and amateur photographers with whom the photo sharing app was already popular. During the seven-week campaign, around 16,000 photos were posted. At the same time, the campaign attracted great interest on Facebook and Twitter as many users also posted and tweeted their pictures there.



Click [here](#) for the video
(or scan barcode):



[#Tag the Weather: sales push of Gillette Venus razors](#)

Even Procter&Gamble used the power of images for Gillette Venus in Sweden. The long Swedish winter isn't a very appealing time for women there to shave their legs. An Instagram campaign was intended to put an end to the sales slump. Users could post their Swedish winter pictures and the 'sun jury' of fashion bloggers from Miami, Rio and Sydney chose the best photo each day. The result: brand interaction and sales figures increased (+570% more online sales through cooperation with an e-Commerce platform).



Click [here](#) for the video
(or scan barcode):



[#Airmax: mobile sale of Nike Airmax shoes](#)

Nike, with around 1.3 million followers, is also one of the biggest brands on Instagram and celebrated gaining one million followers to its @Nike accounts with a 24-hour event. Now the sports manufacturer wants to boost sales of its individualized Airmax shoes with an Instagram campaign and a Microsite. Users can take inspiration from their Instagram photos to create their own personal shoe designs. The site takes the photo to find a colour scheme for the shoe which corresponds to the background of the picture. The shoe can then be shared on all platforms and also be bought on the mobile site.

[#rededitionplease: Red Bull broadens content marketing about pictures](#)

For the launch of Red Bull Editions in the UK, fans of the energy drink should link their photos with the Instagram account @RedBullUK. The Action Red Bull Editions is running until the end of May. In connection with the colours of the new Red Bull Editions, the photos should be in red, blue or silver and marked with the corresponding hash tags #rededitionplease, #silvereditionplease as well as #blueeditionplease. The winning photos will then be presented offline on billboards in five English cities.

[#CaptureEuphoria: Ben&Jerry's new interpretation of traditional printed advertising](#)

Ice cream lovers could mark their portraits with the hash tag #Capture Euphoria and upload them onto Instagram. Ben&Jerry's selected photos were then printed onto advertising posters or flyers and distributed in their respective areas where neighbors and friends were looking out for them. This was a campaign which humorously combined on- and offline with one another (which wouldn't work over here – those chosen for their pictures knew nothing about it). It also underlines a central market value of the company: the closeness to the target group.



Click [here](#) for the video
(or scan barcode):



Conclusion: Along with Facebook and Twitter, the top brands are increasingly integrating other social networks into their marketing. Instagram is one of the platforms currently benefiting from this. As the examples show, visual social media is still in its infancy; all the presented campaigns (except Nike) use competitions which choose the best photos and the first-mover image of the app in order to generate publicity. It's about creating a buzz via hash tags. However, in time the campaigns will become more professional. The unbeatable advantage of the photo sharing app is its mobile aspect.

You cannot say it enough: the question of whether this platform will be successful or not for companies is not important. In order to keep up with the increasingly complex social web phenomenon, it's essential to be strategically well-placed. If it's about seeing if and how social media or a particular platform can bring any added value, depending on the target or target group, this question can result in very different answers.

With advertising on Facebook, Twitter (and as an offline element on Coke bottles), young people should start to notice the campaign in the coming weeks and are invited to come up with their own 'snacks'. The best ones will be selected and integrated. A permanent Site-Reporting System picks out good and bad running gimmicks. The long-term campaign will be optimized and continually modified: "We fully expect to end up in a completely different place compared to where we started."

The online magazine is also replacing the existing Corporate Website in Germany How serious Coca-Cola is about changing its paradigms was also shown after the relaunch of the US company website last November which is with Germany the first country organisation which has also replaced its existing concept of a Corporate Website with an online magazine. 'Journey' includes sections on happiness, entertainment, society, brands, companies and myths. It also shows how important content marketing will be in future marketing for the soft drinks producer.

Conclusion: Successful brands need innovations. The campaign is an important step for the company in bringing new life to its Content-Strategy 2020: "Digital, social & mobile are re-writing the rules of marketing. We can no longer have a one-way brand to fan communications – instead the brand must facilitate true fan experiences to drive engagement," said Pio Schunker, Senior VP Integrated Marketing Communications. This can be taken as a foregone conclusion since the race for interesting content is really getting going.

A magazine instead of the traditional Corporate Site



Source: Coca Cola Journey

Despite losing ground to Android in China, iOS still on good global footing

April 2013

ios

Much of the media attention on China's smartphone industry has to do with getting phones into the hands of new users. While this is an exciting field with some very dynamic growth occurring, it's also interesting to consider what existing smartphone users are doing in terms of their choice of brands, apps, and, perhaps most of all, operating systems. As it turns out, different regions of the world are experiencing some very distinct trends and changes.

Here in China, for instance, Android market share continues to climb, primarily at the expense of Apple. Part of the growth in overall Android handset figures can be attributed to rising wealth and the accompanying switch from "feature phones" to low-end smartphones, many of which run on Android. However, there also seem to be a fair amount of Chinese consumers who are dropping their iPhones in favor of Android models, and the pace appears to accelerate.

While Android devices outnumber iPhones nearly 2:1 in China, the story is entirely different in some of the world's other large markets. In the United States, for instance, the market share is nearly even, with Android peaking at a nearly half of all handsets at the end of 2012. However, Apple's share is also rising, from 45% in 2012 Q4 to over 51% a year later. With both iOS and Android performing so well, there is little room left for other platforms. The situation in Europe is also interesting, as Android market share had shot up an astonishing 16.2% year-on-year by Fall 2012. iOS took a small hit, but Android's rise came mostly at the expense of other, smaller platforms, suggesting that while the horse race between iOS and Android may have different winners in different places, the two operating systems are, together, becoming more and more dominant throughout the world.

Conclusion: Different regions around the world are demonstrating distinct market share profiles in terms of mobile operating systems. In China, Android is becoming a more popular option for a number of reasons. However, interestingly enough, markets in Europe, the US and China are all experiencing the trend of Android and iOS dominance at the expense of other mobile operating systems, suggesting that the two platforms are, for the moment, the only ones of real relevance for marketers and manufacturers.

Weixin's part of the mobile shopping revolution in China

May 2013



Though it has been in existence for barely two years, China's Weixin (WeChat, internationally) has grown exceptionally quickly, even by the standards of its country of origin. Launched in January 2011, Weixin passed the 300 million-user mark this year, but their growth has been anything but orthodox. After an explosive first year, Weixin's executives made a conscious decision to actually *slow down* the platform's growth and spread, in order to avoid "burning out" and driving away the users that had initially made it such a success. So why is Weixin a valuable tool for e-marketers and mobile marketers, aside from its enormous user base? That's a question that is, at least at this point, mostly unanswered. However, a host of promising strategies and tactics have emerged, and there are a lot of potential dollars on the table, so it won't be long before some tested best practices become solidified, as they quickly did for global platforms like Twitter and local ones like Weibo (which we'll touch on soon).

One great example to look at, from an international perspective, is the American "affordable luxury" brand Coach, which has thundered onto the Chinese e-marketing scene in 2012. Via their Weibo, Coach announced a new Weixin account that would allow customers to peruse Coach products and learn more about the brand *without even opening their mobile browsers*. Small as it may seem, this is actually a critical element to their strategy, as the entire brand experience takes place within the Weixin app, making Weixin more than just a conduit for Coach's web presence – it's part of the experience itself.

It will be interesting to see how Coach's strategy pans out, both because of its more ambitious nature and because it's the first "prestige" brand to make a serious Weixin push. Weixin is already having an impact on the annual numbers for the nation's mobile carriers, as Chinese are actually sending fewer SMS messages per person for the first time in history, with Weixin's more sophisticated messaging interface proving more engaging and effective.

Weixin is also part of the larger mobile shopping revolution occurring in China, which we'll touch on more when we discuss Weibo. Suffice it to say, however, that mobile shopping, particularly through clever or innovative use of apps like Weixin, presents a tremendous growth opportunity for marketers willing to take the plunge and brave the choppy waters.

55 million Chinese shop on their mobile phones

May 2013



As an idea, China almost embodies the concept of “the next big thing,” with staggering growth and hot new startups popping up seemingly every week. There’s a pretty strong consensus, though, that the *actual* next big thing in China is mobile shopping, and maximizing the brand exposure and connection opportunities that come with it. Mobile phones aren’t exactly new to the Chinese market, but rapid and widespread smartphone adoption, fueled in part by affordable domestically produced handsets, is producing some eye-watering numbers for e-marketers: 55 million Chinese, for instance, now regularly shop on their mobile phones.

Brands, both Chinese and international, have deployed a variety of strategies to try to take advantage of the mobile market, but at the moment no single strategy has proven especially effective or profitable. However, they’re champing at the bit to tap into a market that, by some estimates, constitutes one quarter of China’s online shopping volume and grew 488% in 2012.

One mobile stratagem that’s gaining steam is to utilize two massively popular mobile apps to help push campaigns and improve brand awareness and identity: Weibo, the Twitter-like microblogging platform that has become essentially ubiquitous in China over the last several years, and Weixin (known in English as WeChat), a newer social messaging and networking platform that is something of an “it” app for 2012/13. Both platforms offer enormous user bases as well as unique challenges and opportunities; reaching and engaging with users on Weibo or Weixin is an entirely distinct process from using other social networks or platforms as marketing channels. It requires a mix of innovative thinking and time-tested techniques, as well as a willingness to accept losses and failures with grace – green marketing territories bring a lot of potential but also a lack of best practices and experience. It’s not a process for the weak and wary, so in the coming days, we’ll highlight Weibo and Weixin and discuss the importance of each platform and some strategies for optimizing your e-marketing via these exciting new channels.

Will messaging apps be the social networks of the smartphone age?

May 2013



It is already common knowledge that Instant Messaging is the main competition for the traditional SMS. For the first time in 2012, more short messages were sent via messaging apps than with SMS: according to a study by the market research company Informa, in 2012, WhatsApp & Co. sent 19.1 billion messages. There were 17.6 billion SMS. Analysts are predicting a further increase by the end of

2013: by then there should be twice as many messages sent via Messenger than with a mobile phone – that is 41 billion Instant Messages compared with 19.5 billion SMS. The number of SMS users worldwide with around 3.5 billion is, however, still much higher than that of the Instant Messaging users (around 586 million). SMS can be sent and received worldwide, regardless of the mobile brand or Internet connection.

It is not yet common knowledge that Instant Messaging is increasingly putting the ‘traditional’ desktop based social networks under pressure. While Facebook, for example, is increasingly considered as the established social network (a good reason for many young people to stay away), messaging apps are booming worldwide. Their advantages from the user’s point of view are that they are easy to use, don’t use advertising and the messages, photos and videos stay private.

Sequoia Capital Partner Aaref Hilaly makes the point in an interview in *Techcrunch Disrupt* – and whoever has observed the communication patterns of teenagers will agree.

“To us, they’re a pretty significant change. We see a company like WhatsApp as reimagining the social network. And the way I think about it is: What’s your real social graph? Is it the people you communicate with and spend time with, or is it the 100 people you barely know on Facebook? We think it’s pretty clearly the first of those, and that’s what mobile messaging apps like WhatsApp capture.”

The fragmented market of the messaging apps

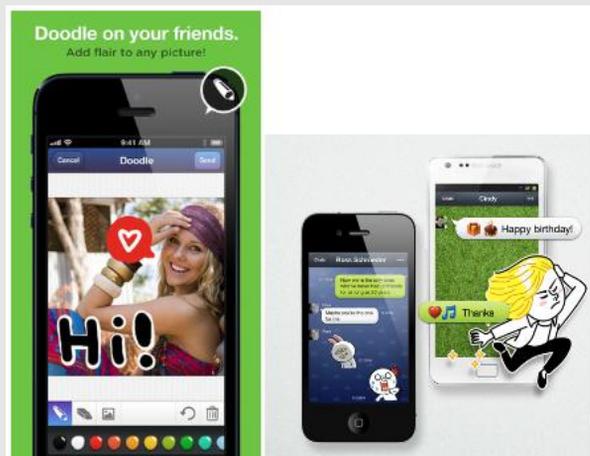
The market is still not yet dominated by a single provider like Facebook but is very fragmented. The disadvantage compared to SMS is the Lock-In effect – users of different apps cannot communicate with one another.

After the Facebook Messenger with 56 million active users, the best known provider around here is WhatsApp, started in 2009 and profitable since 2011. According to their own reports, the app is now ‘bigger than Twitter’ with more than 200 million MAUs, over 8 million inbound and 12 million outbound messages per day.

The chat apps are even booming in Asia. One of the heavyweights is Line, the messenger app of the South Korean Naver Corp, which has over 100 million users and is also profitable. Both have very different sales approaches: in contrast to WhatsApp, Line is free of charge to use and focuses on in-app purchases like emoticons, stickers and virtual goods. Line's South Korean competitor, KakaoTalk, founded in 2010 and equally successful in Asia with over 80 million users, generated a turnover of 45 million US\$ and with it a profit of 7 million US\$. WeChat, China's contribution to the boom of the chat apps, is talking of 300 million users in less than two years but the profitability still lags behind. In Canada there is KiK (50 million users), in the USA there is now MessageMe, an app which was downloaded more than one million times within a week. The German mobile phone companies are gradually catching up and are now starting a messaging service with Joyn. Along with that, there are also many more, mostly regional apps.

Conclusion: Mobile messaging has become established within a very short time and is now a part of everyday life for the younger generation. The mobile chat apps will not replace either SMS in the near future – the use of smartphones, especially in developing countries is not yet wide enough – or existing social networks like Facebook, Twitter & Co but they will change the world of social networks. Being online everywhere and all the time means that communication should be fast and easy too. This is exactly what messaging apps are offering, in spite of their different concepts and sales approaches. The market is developing very quickly and the most exciting questions will be: which provider will succeed in bridging the geographical gap? And will there be a 'global winner'?

MessageMe and Line – two examples of the many competitors in the race for social media.



Source: MessageMe, Line

Mary Meeker's Internet trends 2013: focus on the mobile momentum forward, wearable computing and digital China. What about digital retail?

June 2013



Like every year, the KPCB analyst Mary Meeker is presenting her data on the development of the Internet and the state of digitalization. This was done with no less than 117 charts packed with information which she presented in 20 minutes at the D11 conference from AllThingsDigital. All slides are available once again via SlideShare. For those with less time to spare, here is a round up of the most interesting facts.

The digital environment is changing rapidly

Digitalization is marching on and the data shows healthy online growth. Even more impressive than the constantly increasing number of Internet users worldwide (2.5 billion / + 8% YoY world) is the enormous momentum of the mobile sector, the evolution of new platforms (Meeker focuses primarily on wearable computing and barely on the subject of the Internet of Things) as well as the enormous digital growth in China. She highlights the rapidly changing digital environment with impressive figures: for example, the amount of digital content created and shared (photos, videos, audio and data) has increased nine-fold in the last five years and is still expected to quadruple by 2015.

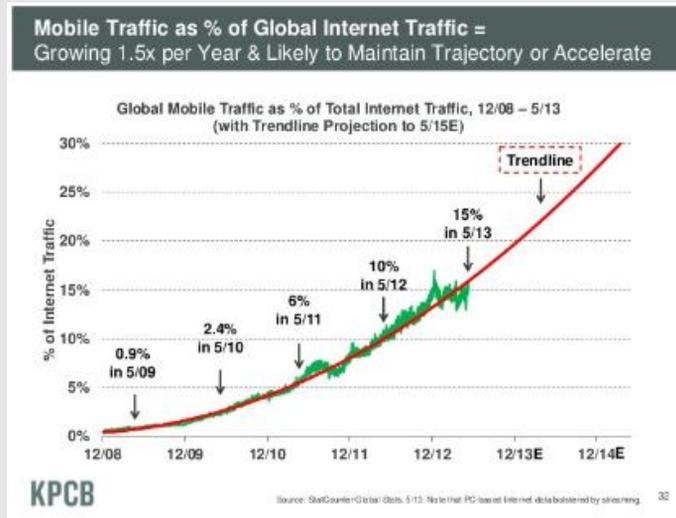
Digital retail is not mentioned

One subject not dealt with by Meeker are the structural changes in retail. Meeker's approach is based rather on separating the mobile and fixed channels. However, the digitalization of the in-store customer experience has an even bigger effect on shopping than the question of how customers made recent purchases. The future of retail lies in an approach which optimizes the fixed location and digital buying experience and links it to the needs of the target group. It is noteworthy that the large US chains such as Wal-Mart, Target or Staples are setting up their innovations and technology centre in order to coordinate fixed location shopping and E-commerce in the best possible way.

Mobile momentum: 1.5 billion users worldwide and 15% of the whole Internet traffic

The number of users with mobile access continues to rise and in countries like China and South Korea, this figure has already overtaken the number of those with fixed locations. The share of online traffic for mobile devices is increasing yet the advertising possibilities are still not being used. The monetarisation of the mobile Internet is still in its infancy.

Internet traffic: access via mobile devices has increased six times over (May 2011) to 15% (May 2013)



Source: KPCB

Digital China: pioneering role and great potential for growth

The Chinese market has achieved a momentum because of its size which smaller international brands can no longer ignore. In fact, China leads the USA as far as time spent on the Internet and on mobile devices. Yet over here, it is still not common knowledge that the Alibaba Group, operator of the B2B platform Alibaba.com and the shopping mall Taobao, has been making more turnover for more than a year than Amazon and eBay put together. The social platform Sina Weibo also ranks among biggest Internet companies with over 530 million users. The web giants will play an even more important role in future after the surprising news that Alibaba is joining Sina Weibo.

Conclusion: Mary Meeker's main topics for years have been the increasing relevance of the mobile Internet and the disruptive power of digitalization in all sectors. Although her analyses are detailed and broad, Meeker does not address the effects of digitalization on retail. In the mobile boom worldwide, the division between fixed location retail and E-commerce is rapidly disappearing. Tablets and digital POS systems are continuing to push digital structural changes in retail forward. Consumers will be able to stand in front of shop windows and make purchases. They will be able to order products at in-store terminals or get additional information via QR-codes. The consequence of this for retailers is that there will be less expensive surface areas and less choice in fixed location shops and the full range for E-commerce. Fixed location retail is now faced with its biggest challenge yet and this is surely a subject that Meeker will also eagerly focus on.

Google and Facebook are dominating mobile advertising with a market share of around 70%

June 2013



It is well known that Google is the dominant player for online advertising. But it is less common knowledge that the search engine giant is also dominating the mobile advertising sector. A recent report by the market analysts from eMarketer gives some interesting figures: according to them, every second advertising dollar spent worldwide and every third digital one goes into Google's pocket.

Google's market share in the mobile sector was 52% in 2012, 31% in the digital one – the predictions for 2013 range from further growth of 56% and 33% respectively.

It is not surprising that Facebook is also turning its attention to digital advertising: most of its turnover in the first quarter came from this, at least 1.25 to 1.46 billion US\$ in total. At least 30% came from turnover made on mobile devices. This is a big increase: in 2012 it was 23%, in 2011, just 14%. According to eMarketer, Facebook should have a 13% market share in mobile advertising by the end of the year. This is far behind Google – but the two companies together are dominating the mobile channels with a combined market share of 69%.

Google and Facebook are dominating mobile advertising

Net Mobile Internet Ad Revenue Share Worldwide, by Company, 2011-2013
% of total

	2011	2012	2013
Google	38.11%	52.36%	55.97%
Facebook	-	5.35%	12.90%
Pandora	2.99%	2.71%	2.50%
Twitter	-	1.57%	1.95%
Millennial Media	1.00%	0.82%	0.76%
YP	2.32%	2.86%	2.39%
Other	55.58%	34.33%	23.53%

Note: net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes display (banners and other, rich media and video) and search; ad spending on tablets is included; excludes SMS, MMS and P2P messaging-based advertising; numbers may not add up to 100% due to rounding

Source: company reports, 2012 & 2013; eMarketer, June 2013

158446

www.eMarketer.com

Quelle: eMarketer

Net Digital Ad Revenue Share Worldwide, by Company, 2011-2013
% of total digital ad revenues

	2011	2012	2013
Google	32.08%	31.46%	33.24%
Facebook	3.65%	4.11%	5.04%
Yahoo!	3.95%	3.37%	3.10%
Microsoft	1.27%	1.63%	1.78%
IAC	1.15%	1.39%	1.47%
AOL	1.17%	1.02%	0.95%
Amazon	0.48%	0.59%	0.71%
Pandora	0.28%	0.36%	0.50%
Twitter	0.16%	0.28%	0.50%
LinkedIn	0.18%	0.25%	0.32%
Millennial Media	0.05%	0.07%	0.10%
Other	55.59%	55.48%	52.28%
Total digital (billions)	\$86.43	\$104.04	\$116.82

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; numbers may not add up to 100% due to rounding

Source: company reports, 2012 & 2013; eMarketer, June 2013

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www.eMarketer.com

Conclusion: Google and increasingly Facebook are the leading market players for mobile advertising. As the young generation especially is always online, Smartphones and tablets will remain the driving forces of the future. Other companies cannot afford to ignore mobile advertising either. Google and Facebook are well-positioned for further market development.

Why mobile coupons are the driving force behind M-commerce growth

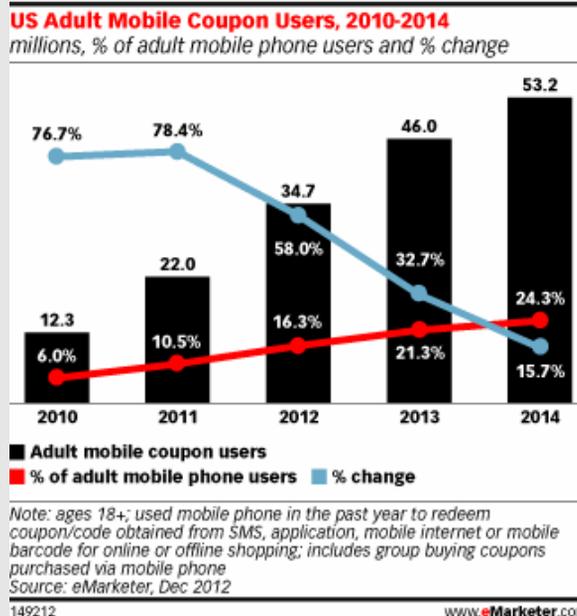
June 2013



In 2010, purchases made on mobiles accounted for three per cent of US E-commerce. At the end of 2012, analysts from the market research company ComScore put this at 11%. A recent report by BI Intelligence now shows why M-commerce is about to explode and why mobile coupons will play an extremely important role in this. Mobile coupons are all digital coupons which can be sent to a smartphone, for example via a mobile website or landing page, a special app site, by SMS, barcodes QR-codes or Bluetooth.

According to eMarketer, the number of those using mobile coupons on their smartphones or tablets will rise to 53 million – in 2010, it was just 12 million. Crucially, one in four people will also redeem the coupon. This is a better rate than traditional couponing which tries to target too many different groups.

User of Mobile Coupons the USA



Quelle: eMarketer

Here are three reasons why manufacturers and retailers should use mobile coupons:

1. Increasing digital and static turnover with specific 'on-the-go' deals

A mobile coupon works just like a traditional one. A distinct advantage is that it is displayed on a smartphone which means you always have it with you. Thanks to location based services, offers can also be sent direct to users – based on their buying history and exactly at that moment when they are in the shop, by the shelf or at the restaurant. Mobile coupons can also be sent to potential new customers and redeemed by them immediately, for instance, inviting them to do free product testing. This leads to greater traffic for the fixed location shops.

2. Generating market data

Since the majority of mobile coupons are redeemed offline, they build bridges between the oft quoted on-offline gap. Valuable data concerning cross-channel behavior can be generated this way. This allows retailers to tailor their offers more while at the same time, users are happy to have something easy to use and young people in particular often share their experiences on social networks.

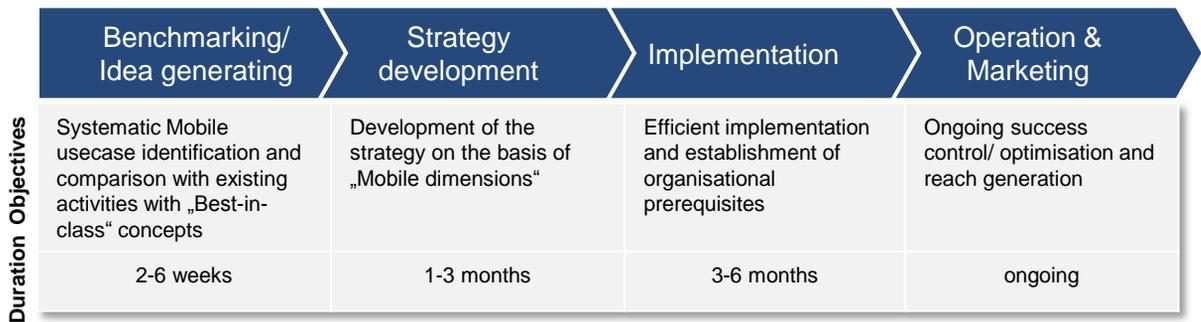
3. Building up customer and brand loyalty

When used carefully, mobile coupons are seen less in terms of a pure discount vehicle and more in terms of being a further channel which can be used for communication –with a personalized offer attached. When used correctly, they can help build up customer loyalty, for example with product evaluations or test reports and thereby avoid the dreaded showrooming effect.

Conclusion: traditional coupons are still playing the leading role. Yet with the increased use of smartphones and tablets, mobile coupons are sure to become a staple part of the everyday consumer experience. For fixed location retailers, mobile coupons also offer lucrative perspectives: they can be used anywhere, at any time, they are personalized and can be used interactively. They can help them win over new customers, or persuade them to make repeat purchases as well as encourage impulse buys and extra purchases. These are reasons enough why mobile coupons are the driving force behind M-commerce. However, there is one challenge which every brand must face: will I get any additional value by tailoring the buying situation to the customer?
Drei Gründe, warum Hersteller und Handel mobile Coupons nutzen sollten:

Development and implementation of a mobile strategy

In order to achieve a systematic exploitation of the mobile business potential, aquarius consulting has elaborated a „Mobile strategy development process“. It is based on four pillars: Our life cycle is covering all essential steps and problems, including not only the benchmarking and strategy development, but also implementation.



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One of our core competences is the successful implementation of Mobile projects, amongst others concerning the topics Mobile Community, Mobile Social Gaming, Mobile Website-Optimization, Mobile Campaigning and Mobile Apps. Here we benefit from our expertise in Asian markets where we deal with our customers' projects as well.

Do you plan own Mobile marketing or sales activities?
We appreciate to support you.

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Are you interested in other digital topics?

On request, we would like to provide you with the following aquarius publications:

aquarius Studies



eCommerce in China today:
Growth | Potential | Challenge
(EN)



eCommerce in Deutschland:
Herausforderungen und Chancen
für Hersteller von Konsumgütern
(DE)



China Primer:
Digital Business in China
(EN)



Marketing- und Vertriebseffizienz
im Digitalen Zeitalter (DE)

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We keep you informed about the latest developments and recent trends in digital business.

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About aquarius

aquarius consulting is a strategy and communication consultancy specialised in digital media and eCommerce. We are based in Munich, Shanghai and Hong Kong. Since 2005, we advise our customers worldwide in 47 countries and in 41 languages on all segments of digital business. Our consulting team consists of strategy consultants with expert knowledge based on years of industry- and consulting experience.

When appropriate, aquarius works closely with its sister company aquarius solutions to provide complete project management including strategy, conception, development and implementation. The team of aquarius solutions has substantiated experience of conception and implementation of digital marketing and sales initiatives – online and mobile.

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