Mobile Lead Generation

eBook
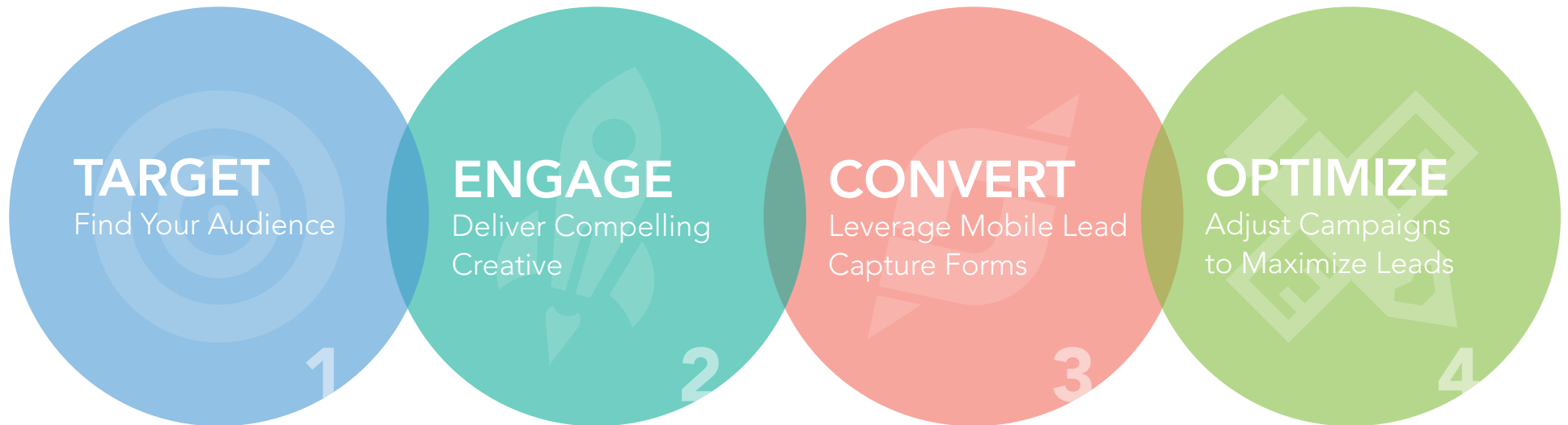
Jumptap

Introduction to Mobile Lead Generation

Everyone is doing lead generation online on the PC side, but a much smaller percentage of brave souls have taken the plunge in mobile. The reason for this could be that marketers fear lead gen just won't work in mobile because of smaller screens and more complex technologies. Other marketers may only have budgets for branding in mobile and not direct marketing efforts. Whatever the reason, the fact is that lead generation does work in mobile and is working for companies of all sizes.

For the most part, any kind of lead generation that can be done in online, can be done in mobile. The only difference is the tactics involved. There are even some types of lead generation that are unique to mobile, like "click to call." The most common lead capture events in mobile include when a consumer:

- Fills out a mobile form

- Views content that exists after a mobile form

- Makes a call to a call center
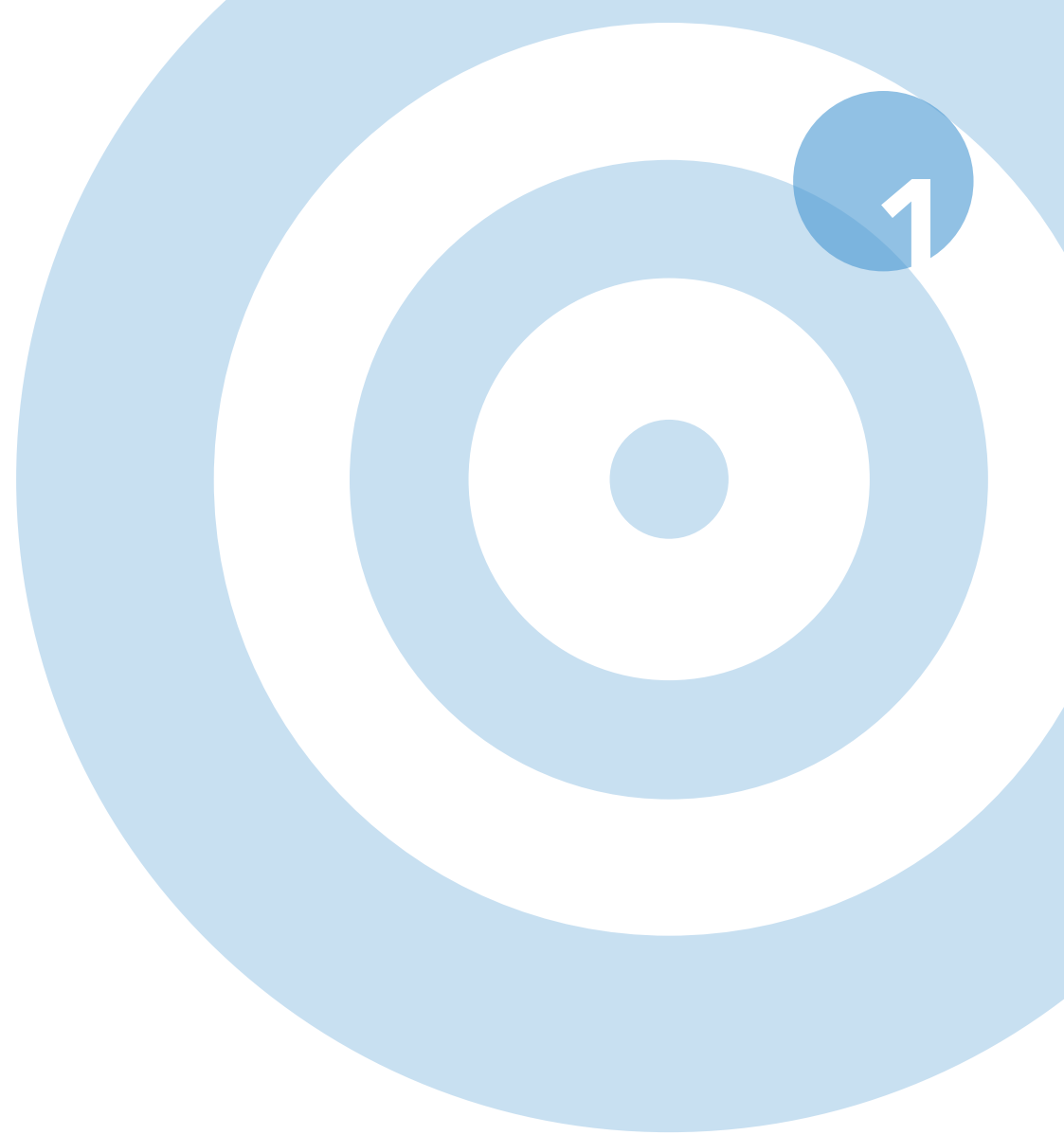
- Completes an actual purchase in mobile

The art of doing any kind of lead generation in mobile is a delicate balance of volume, pricing, creative, technology and optimization. This eBook contains tips compiled from experts at Jumptap who have completed thousands of mobile lead generation campaigns and generated millions of leads. We hope it helps those looking to take the plunge into mobile.

Jumptap

4 Steps to Mobile Lead Gen

TARGET
Find Your Audience
1

ENGAGE
Deliver Compelling Creative
2

CONVERT
Leverage Mobile Lead Capture Forms
3

OPTIMIZE
Adjust Campaigns to Maximize Leads
4

Jumptap

TARGET

Find Your Audience

Jumptap

1. Choose a Partner

There are many mobile ad networks and audience platforms that can help advertisers find their audience in mobile. Here are the key things to look for in a mobile partner:

SCALE

You need over 200 million unique visitors/month minimum. Otherwise you're fishing in too small a pond.

CROSS-PLATFORM

An important ability is targeting audiences across mobile web sites and apps, and across smartphones and tablets on every operating system (iOS, Android, RIM, etc). Some mobile ad platforms are app only or are specific to one platform, and therefore have limited scale.

TARGETING

The more targeting abilities the better, but at minimum you should choose a platform that offers targeting by:

· Operating System (i.e. iOS/Android/BlackBerry/etc)

· Inventory Type (i.e. mobile app/mobile web)

· Device Type (i.e. iPhone/Galaxy S/Storm/Kindle Fire)

Jumptap

2. Start Broad, Refine With Learnings

User behavior on mobile is often vastly different than online, so unless you're an experienced mobile marketer, you should start off with relatively broad targeting. Once you start to see patterns, rapidly tweak your campaign targeting to reach only the most valuable sets of users. Finally, once you've found a groove, dedicate a small budget to continued testing to make sure you're not missing out on new opportunities.

Here's an example: an insurance company looking to reach high-income moms may request the following target only:

Requested Target:

• Moms, age 30-45, who buy insurance and visit mom sites

**We would instead suggest trying multiple broad targets that are related:**

• Women age 30-45

• Households with children

• Insurance buyers

• Sites with "mom" content

• Every combination of the above

Then refine!

Jumptap

3. Consider Including News & Weather Sites

People visiting sites in these categories are often actively searching for new information, which creates a favorable environment for generating mobile leads. Data from Jumptap's over 27,000 campaigns last year show that News & Weather sites can perform 20% above the average mobile site for lead generation. While you shouldn't focus entirely on a single category, we recommend at least testing sites in these categories.

Today's **Weather** & **News**

BREAKING NEWS

Jumptap
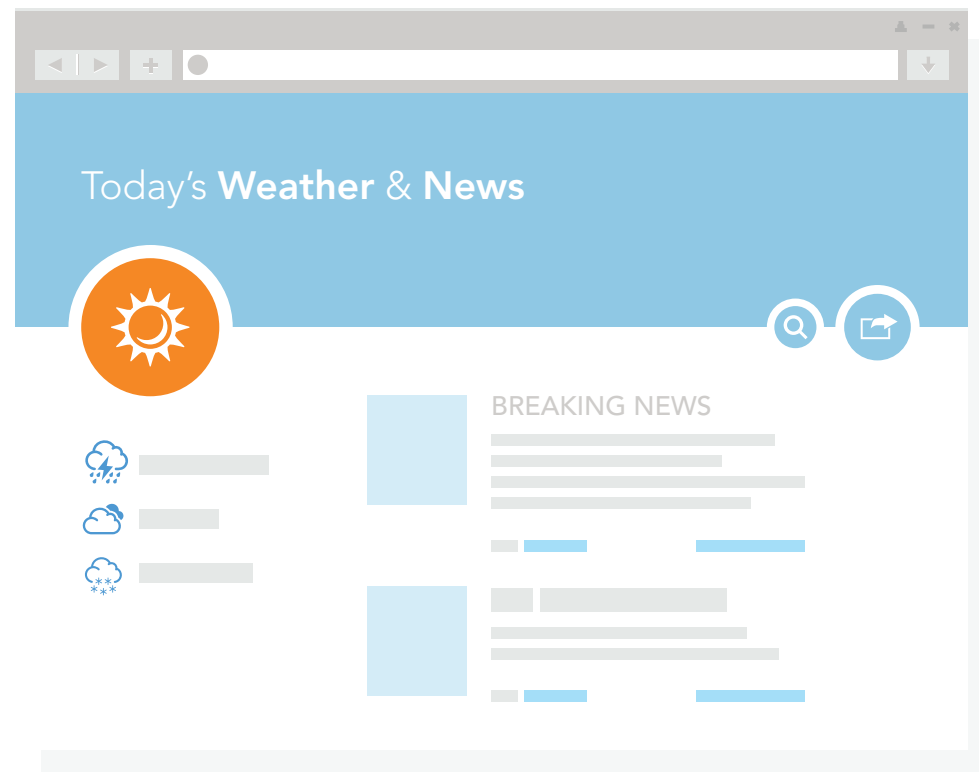
4. Leverage Tablet to the Max

It seems natural that tablets would serve as a bridge between PC and mobile for your customers, and our data have shown that tablets work well for mobile lead generation. This is, in part, because the larger screen size makes it easier for users to complete forms. As an added bonus for online direct response marketers, certain PC and tablet banners are the same size.

Jumptap

ENGAGE

Deliver Compelling Creative

Jumptap

1. Develop Multiple Pieces of Creative

All the technique and elbow grease in the world won't help if your creative isn't up to snuff. Mobile screens are small and you need to adapt your creative strategy to it. As with targeting, it's best to start with multiple pieces of creative and then optimize.

• Design at least two different ad creative executions to test.

• Create ads in multiple sizes - sometimes it's surprising which size works.

• Develop creative that is specific to each target. If you're targeting 20-something males and 50-something males, deliver different creative to these very different groups.

• Break up ad creative into separate campaigns so you can see which is most effective, and optimize.

Classmates campaign in different creatives and sizes

Jumptap
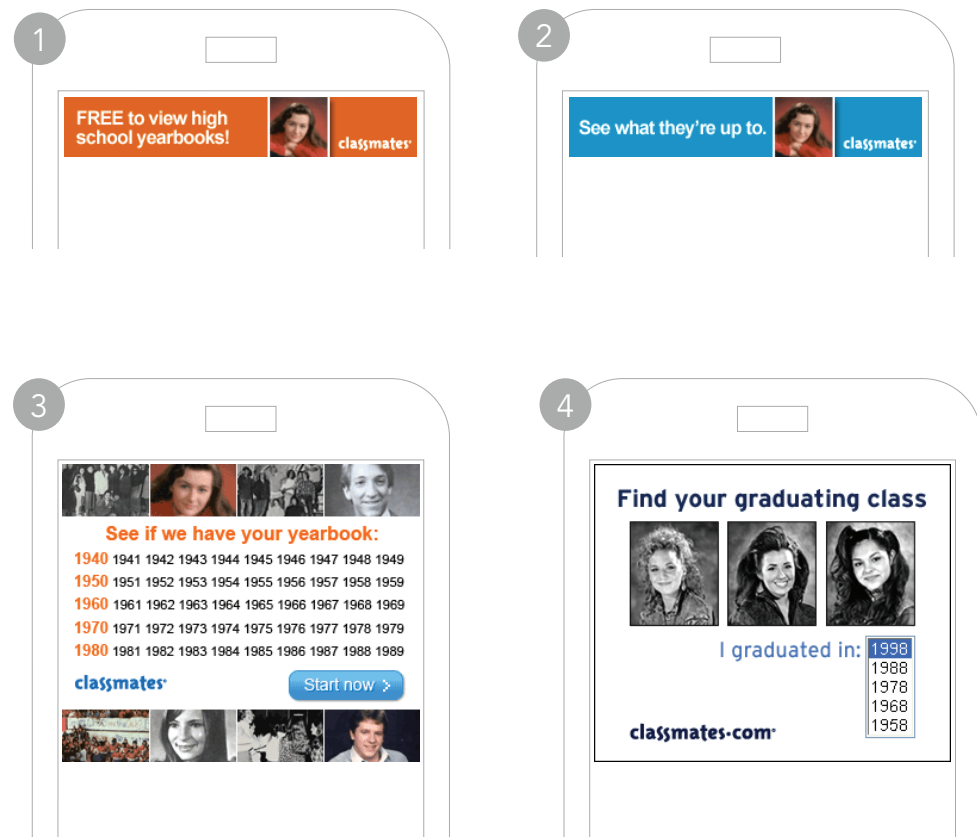
# 2. Keep It Light, Short and Clear

LIGHT

If your ad is too heavy, it won't deliver well in mobile and your audience won't even get a chance to see it. Keep it light – especially given the main goal is lead generation rather than branding.

SHORT

Ditch all the bells and whistles and keep the ad short and sweet. Jumptap's research shows that ads with fewer words perform 28% better and ads with fewer colors perform 9% better. (See our eBook on 10 Tips for Creating Effective Mobile Ads).
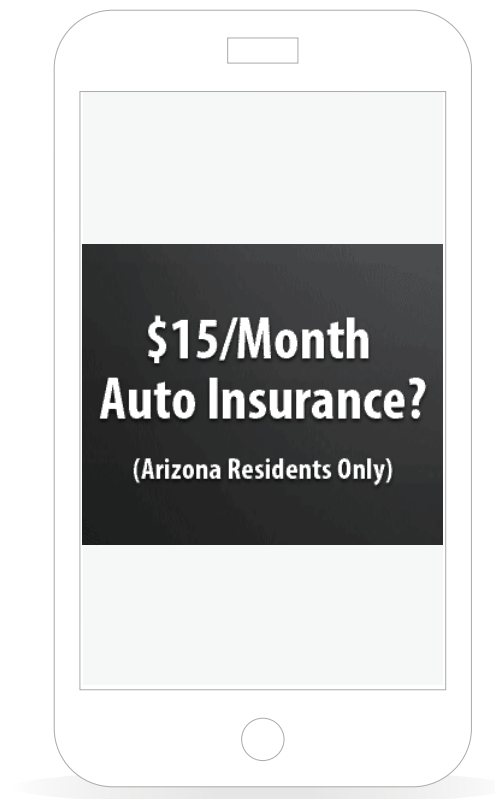
CLEAR

Your banner needs to quickly and clearly convey the value proposition to entice users to click. Avoid extra words or phrases and just get right to it. If you're selling dog food, consider a call to action like "MyBrand Dogfood: Buy Now" over something like "Healthier and Better Dogfood // Find In Your Local Store Now."

Jumptap
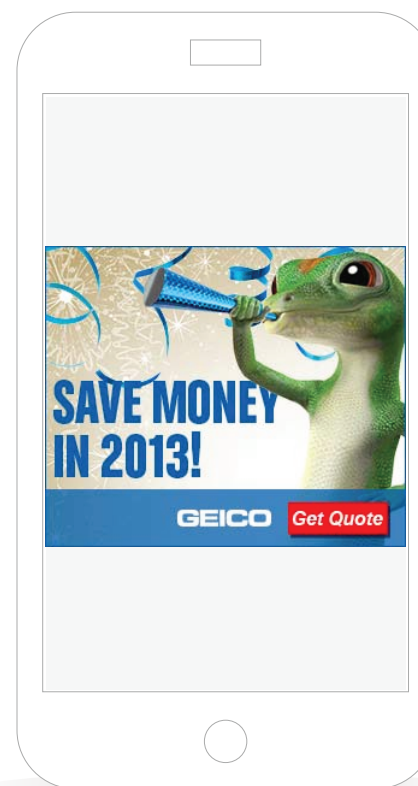
3. Don't be Afraid to Try Boring Creative

Sometimes, boring ads will perform better for lead generation purposes than fancy ads. Most mobile sites and apps are chock full of well designed graphics, and you want your banners to stand out. To do this, you have to be comfortable with testing an ad that isn't slick.

$15/Month Auto Insurance?

(Arizona Residents Only)

Jumptap

CONVERT

Leverage Mobile Lead Capture Forms

Jumptap

1. Decide on Where Leads Will be Captured

Most mobile partners will give you two options of where leads will be captured:

- On your mobile site or app on a form you've already set up

- On a form created for you that captures the lead in an ad or on a landing page your partner created

Both options work well. Option #1 may be easier if the advertiser already has the lead form set up on their side and wants all leads to funnel through a central place. Option #2 can provide more flexibility however and let the advertiser test different lead capture forms for different audiences.

LEAD DATA

First, Last
Email Address

Captured by
Jumptap

Captured by
Client
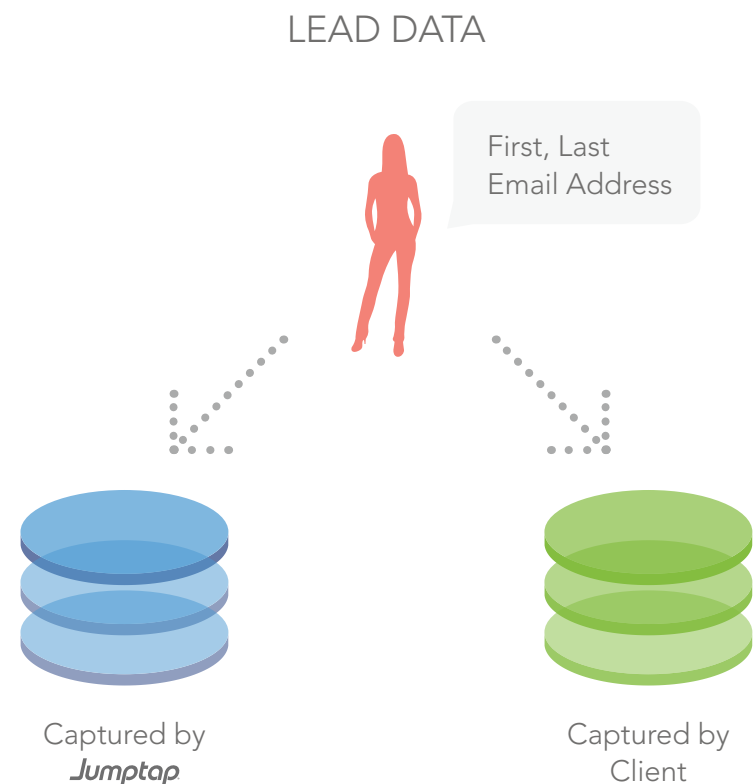
2. Throw Away Your Web Form

The biggest mistake many direct response marketers make when testing mobile for the first time is simply taking their successful online form and porting it directly to mobile. We recommend you start from scratch, because mobile is different. Think of how you use your smartphone, and tailor your landing page to the mobile experience. Here are things to keep in mind:

Keep the Form Short
Three fields maximum is recommended.

Break Up into Multiple Pages
If you do need a longer form, break it up so you're capturing just a few fields per page for multiple pages.

Use a 2-Step Conversion Process
Think of how you use your smartphone. You might be standing in line or waiting for a walksignal. You're interested but don't have time to explore something in detail. To overcome this, first gather contact information on a short form, which captures initial interest. Then, follow up through emails or phone calls to further qualify the lead online or on their tablet.

Jumptap
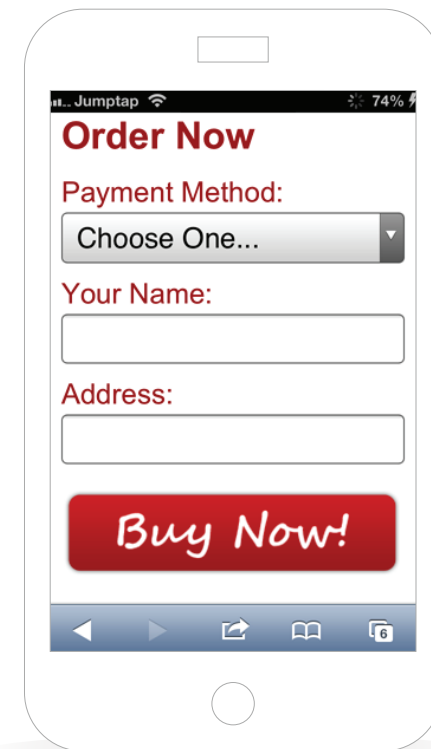
3. Track Conversions at Every Step

Conversion tracking should be set-up at each step of the funnel to understand where in the process potential customers are dropping off before reaching the confirmation page, and to optimize campaign performance. You need to choose a mobile marketing platform that offers multiple conversion events to do this.
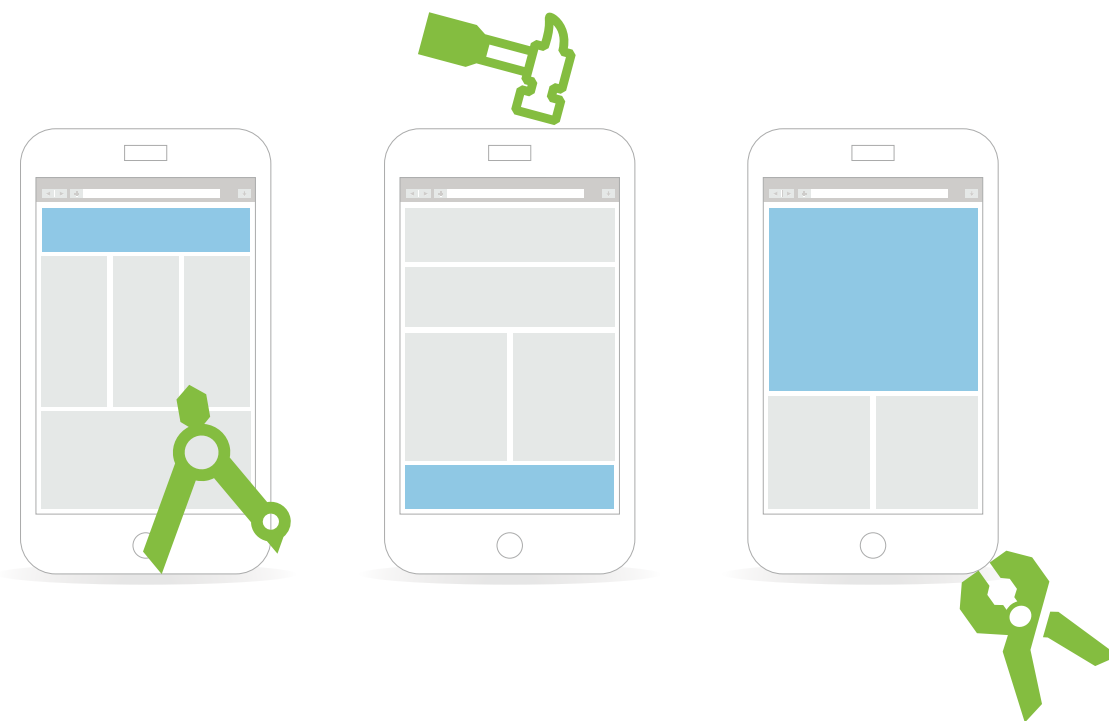
Jumptap

OPTIMIZE

Adjust Campaigns to Maximize Leads

Jumptap
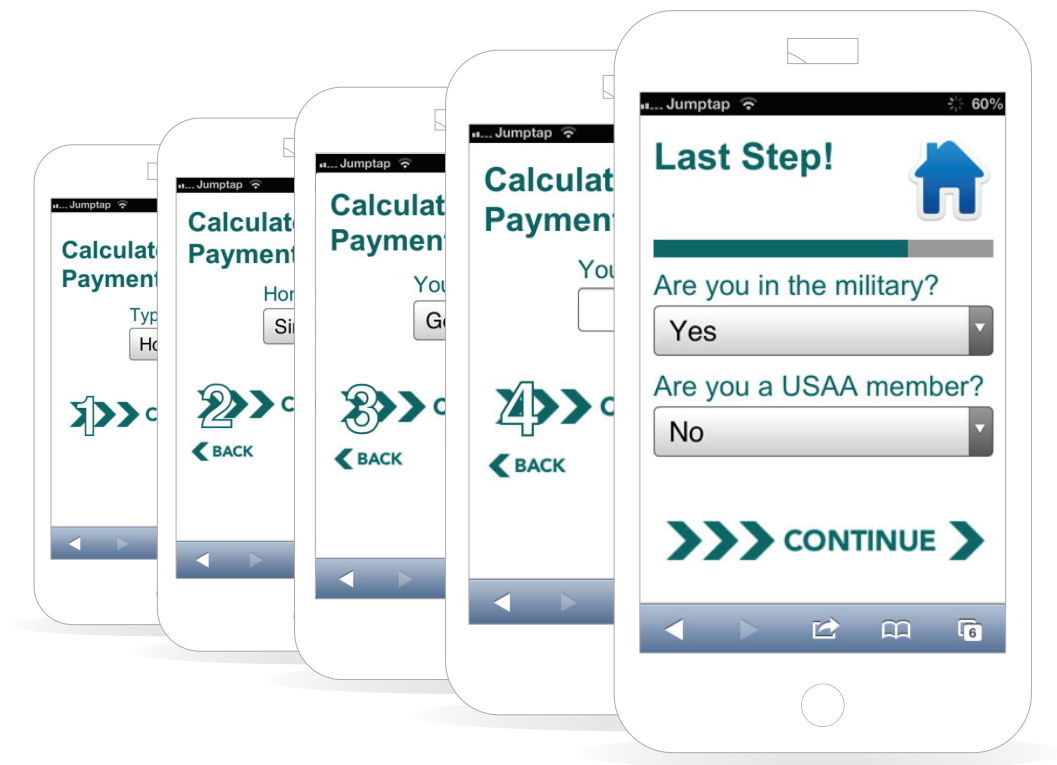
1. Test Everything, Optimize Everything

If you've broken up your campaign into as many pieces as possible, you can optimize by the best combination of:

- Device Types

- Sites

- Ad Creative

- Lead Forms

- Many Other Variables

2. Optimize Frequently

First, make sure you've implemented conversion tracking on each step of the landing page flow, and the campaign has been broken out by all the targeting elements (ad size, operating system, etc.) Assuming you have, it's important to analyze the conversion data to understand which aspects of the campaign are delivering the best results. Look at each sub-campaign and consider adjusting the creatives, targeting and bid.

If you see your CPA rising, consider the following:

• Your creative may be getting stale. Try to new variations.

• You may need to update your targeting to exclude or include only certain segments

• If you find that certain campaigns are capturing higher value leads, up the bid price on them to get more traffic.

Jumptap
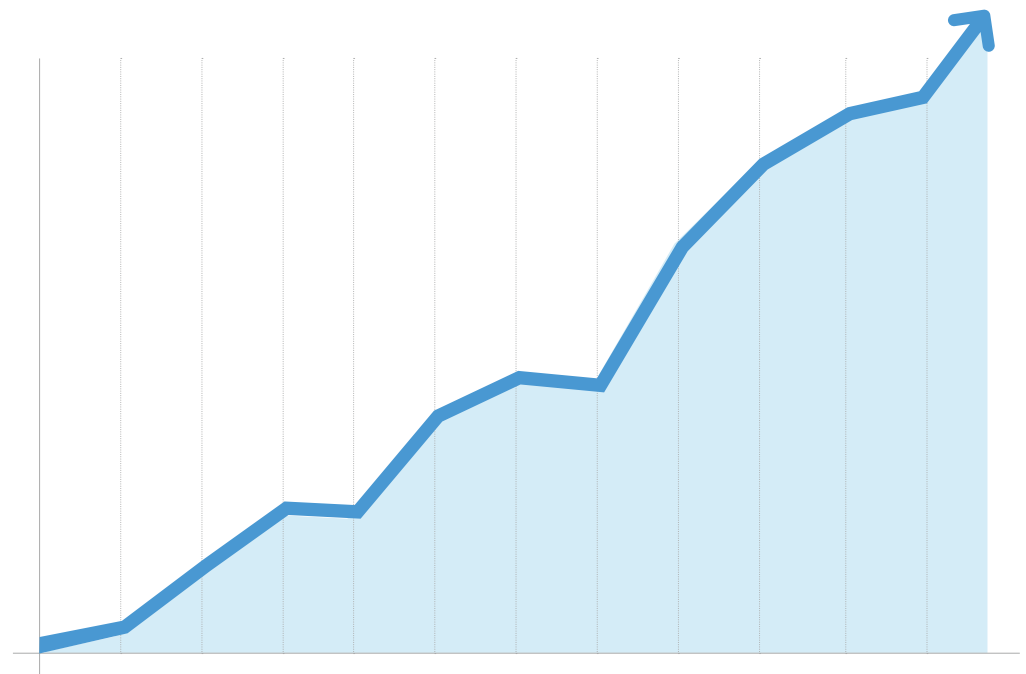
3. Leverage Audience Insights

If your mobile marketing platform can provide it, ask for an audience insights report. Analyze the demographics of the audience segments that are responding to your campaign. Use this information to adjust the sites where the campaign is running to more efficiently reach your most responsive audience.
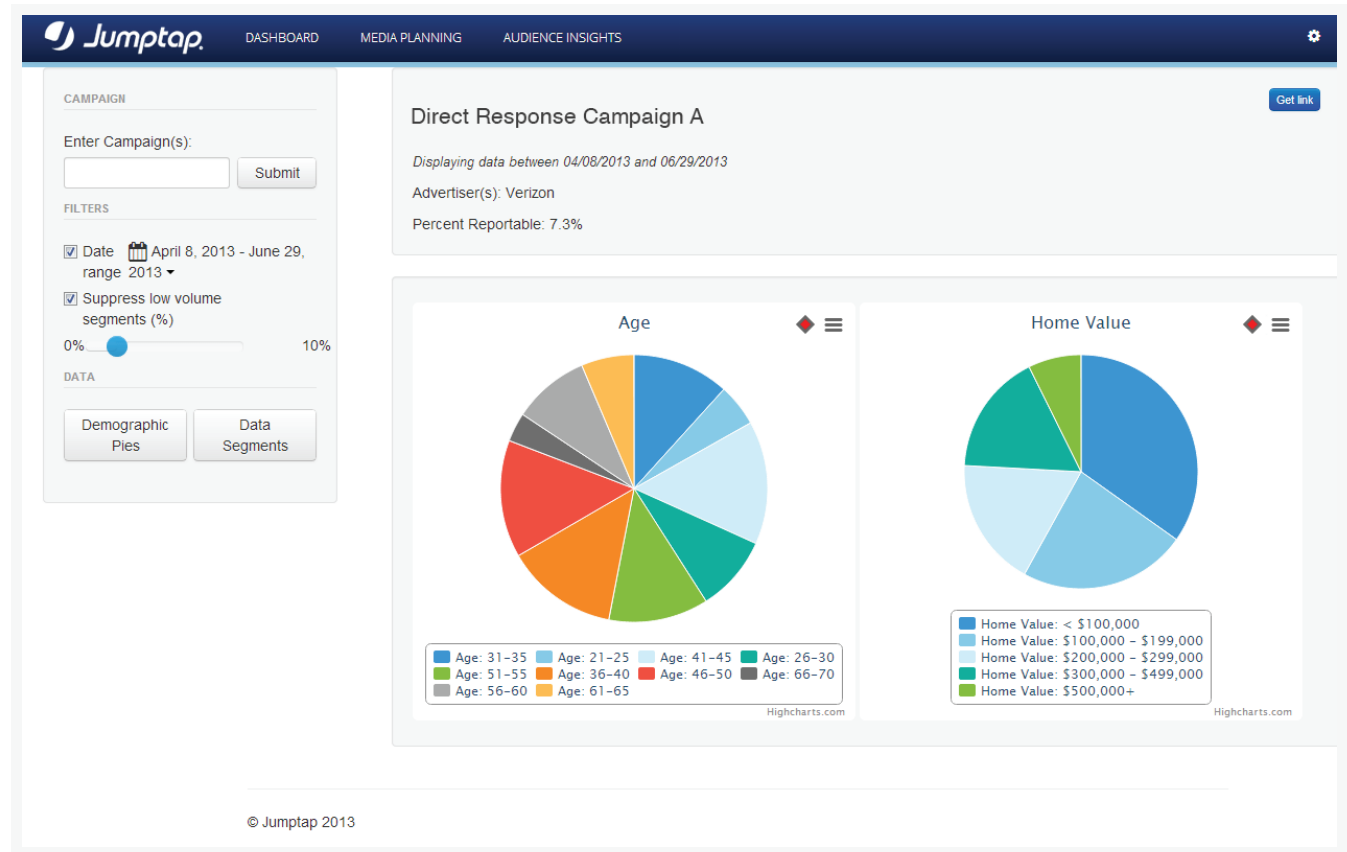
More Expert Advice

Considering launching a campaign? Still undecided? Looking for more information? Contact the Jumptap team today and we'll be more than happy to help you out.

Email us at mobileads@jumptap.com

Jumptap, Inc. is the leading unified audience platform, taking a programmatic and mobile-first approach to reaching audiences across screens. Jumptap reaches over 218 million mobile users in the U.S. and over 439 million mobile users worldwide. It has built an audience profile store with over 100 million unique, data-rich profiles, of which over 44 million can be reached across screens.

Jumptap powers its audience-centric advertising through industry-first partnerships with more than 20 third-party data providers, and garners the highest yield for its 79,000 mobile sites and apps.

Jumptap

Thank You.

For more help with mobile ad creative:
mobileads@jumptap.com

For press inquiries:
Christina Feeney
Senior Communication Manager
+1.617.240.9181
christina.feeney@jumptap.com

www.jumptap.com   www.twitter.com/jumptap   www.facebook.com/jumptap