

inMOBI

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Winning the Mobile Moments of Truth



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Capturing a Moment in Time: The Origin Story



"Any time a customer comes into a contact with any aspect of a business, however remote, is an opportunity to form an impression.

We have 50,000 moments of truth every day."

Jan Carlzon, 1982

Former CEO, SAS Group

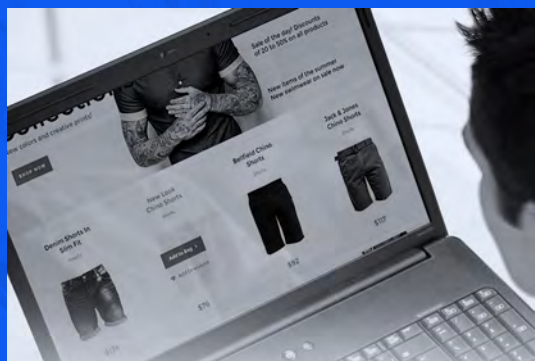
Capturing a Moment in Time: The Origin Story

In 1982, Jan Carlzon the CEO of the Scandinavian airline group, SAS, formulated the concept of the Moments of Truth.

He believed that in a customer centric economy, every moment a consumer interacts with a brand, is a Moment of Truth. When potential customers have a positive experience during a Moment of Truth, they not only become lifelong customers but also become brand advocates.



Marketing's Multi-Truth Moment



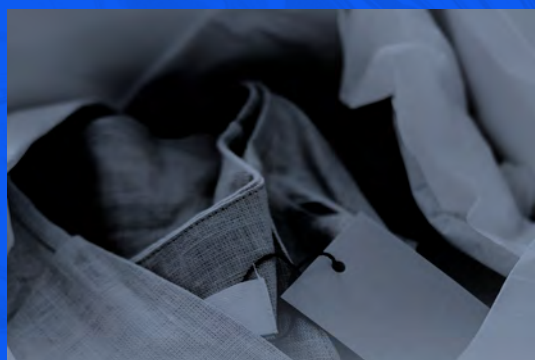
Discover product

Zero Moment
of Truth



View product on shelf

First Moment
of Truth



Purchase product

Second Moment
of Truth



Advocate product

Third Moment
of Truth

Marketing's Multi Truth Moment

While Jan Carlzon's model focused on customer centricity, in 2005, AG Lafley, then president and CEO of the Procter and Gamble Group coined two moments of truth.

First Moment of Truth: This moment is focused on when a potential customer views your product on the shelf for the very first time.

Second Moment of Truth: This moment is centered around the experience the customer now enjoys since having purchased the product



3

• 2006



• 2011

P&G went on to add one more moment of truth.

Third Moment of Truth: Also known as the ultimate moment of truth, this moment is characterized by the feedback shared by customers.

Google coined another term, taking into consideration the modern customer journey.

Zero Moment of Truth: This moment is characterized by when your customer begins searching for you online.

The Mobile Microcosm





The Mobile Microcosm

The world is dramatically different today compared to when Jan Carlzon first introduced the moments of truth model.

In an economy fueled by knowledge and instant access, the modern consumer journey is a collision of moments with the ultimate power of choice lying in the hands of the consumer.

Every single moment defined by marketers of the past now exist in one microcosm: The Mobile.

Be it researching, purchasing or advocating, these distinct phases are accessible with a tap of a screen on a smartphone.

With 3.5 billion smartphone users across the world, the mobile moments of truth offer marketers a framework that considers the needs of today's consumers.



The TRIC to Mobile Moments of Truth

Transience

Relevance

Instantaneous

Convergence





Transience

Smartphones have increased the access consumers have to products and services by multifold. In a world where a new brand catering to their every need is simply a tap away, the customer lifecycle has transformed to a highly dynamic one. This instant access has dramatically reduced the amount of time a customer spends in a single stage, making the journeys transient and most of the times non-linear.



As online learning begins to become more popular, Jay plans to buy his pre-teen son a laptop. Jay starts off by shortlisting laptop brands on a few e-commerce apps, quickly goes back to research mode by reading reviews on tech apps, reiterates on the shortlist, takes his son's inputs, visits a store to touch and feel the product, researches on the service provided by various e-commerce apps or offline stores and then finally completes the purchase a few days with his preferred in-app store for his son's preferred brand.

This is a dramatically different customer journey compared to when Jay purchased his first laptop – he saw an ad, read reviews in newspapers, and visits the store a few times once he had zeroed in on the choices, and then finally makes a purchase.

Relevance

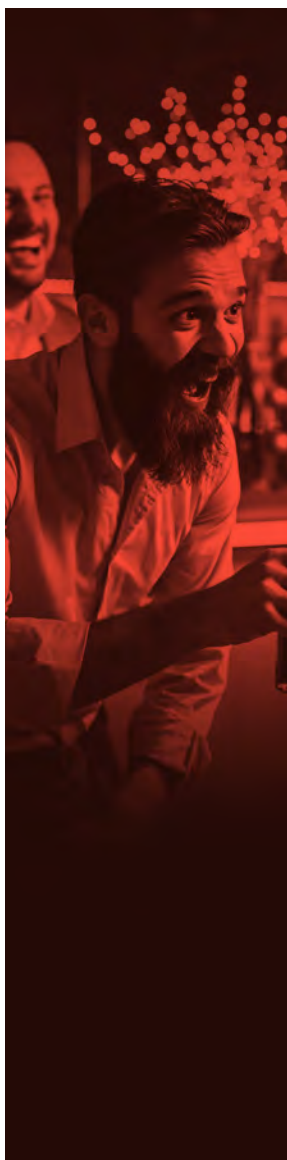
In a hyper connected world where consumers are overloaded with information and brand messages, it is increasingly difficult for brands to stand out.

Personalized and relevant content have proven to be the right way to cut through the clutter. In fact, 80% of consumers said they are likely to make a purchase if the brand offers a personalized experience.





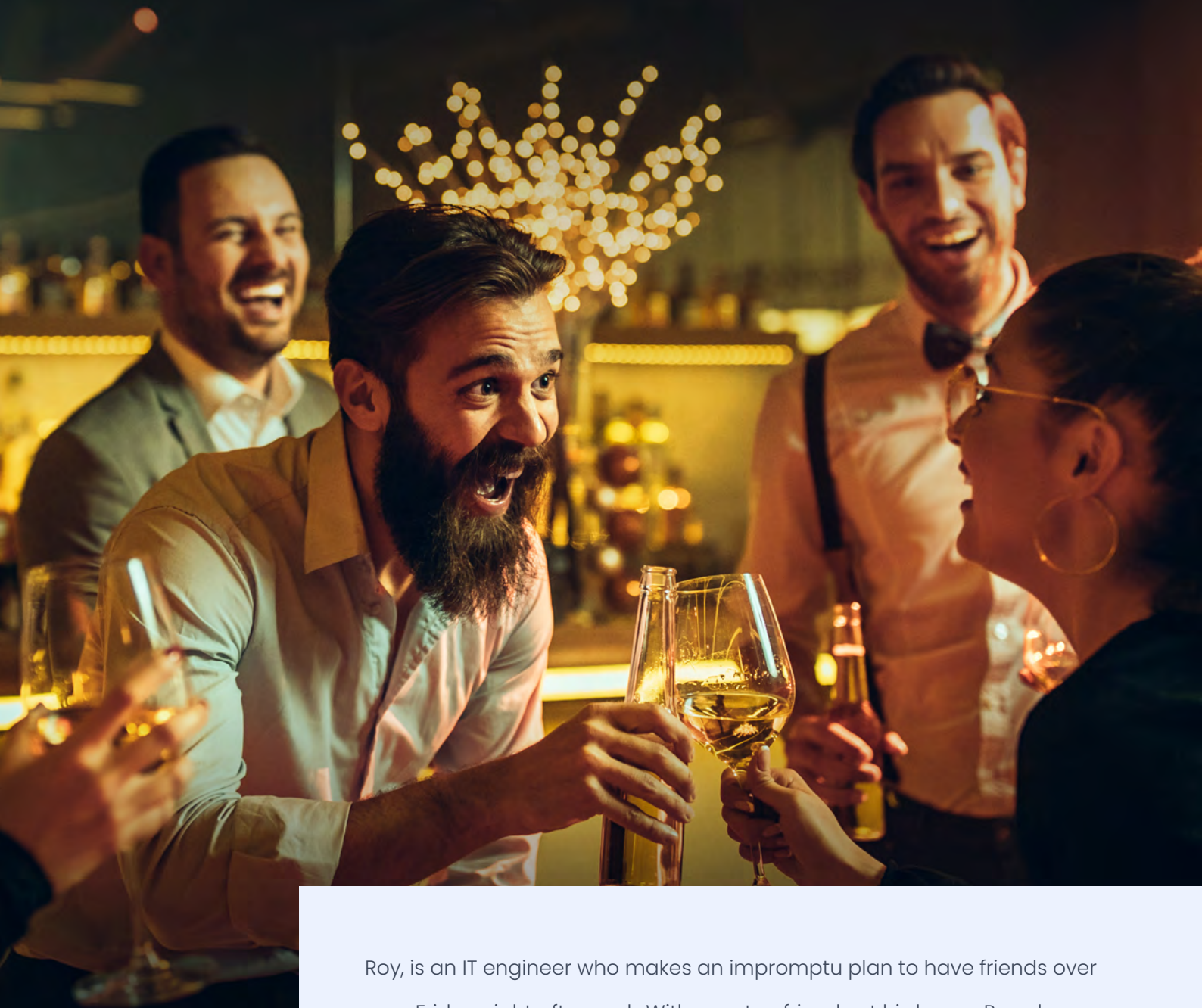
Maya, a young marketing professional has received her annual bonus and wishes to make a prudential financial investment. As she begins to scour the internet for financial advice on the best mutual fund investments that would suit her long-term financial plans, she begins to receive targeted ads across online channels. Brands begin to serve her retargeting ads, and she is shown creatives that focus on a slew of financial services: insurance, loans, account activation, but in the end, Maya only recalls the brand that showcases a creative based on her intent: mutual funds. With an increased top of the mind awareness, Maya visits said bank's online platforms and is one step closer to a conversion.



Instantaneous

Perhaps the most dramatic shift in the customer lifecycle journey over the last decade has been caused by the near immediate access consumers have to products and services. Be it hailing a cab, ordering groceries, accessing information or applying for a loan, customers can have it all with a tap of the finger.

This trend is reflected in the volume of transactions conducted via digital mediums having reached a staggering USD 482.6 billion.



Roy, is an IT engineer who makes an impromptu plan to have friends over on a Friday night after work. With over ten friends at his home, Roy chooses to order in food from his favorite restaurant via a food delivery app despite the restaurant being outside the typical delivery radius. As the night comes to an end, a few of his friends are too tired to drive back, Roy simply books a few cabs via an aggregator app despite it being late.

The ability to act on impromptu needs/instincts has become increasingly convenient over the last few years, with apps providing instant access to services such as food delivery, transport, and retail.

Convergent

The modern customer life cycle is shorter than ever and is also witness to a collision of moments. These moments exist simultaneously on one device: Mobile. The always-on medium of smartphones is the only channel which seamlessly supports every phase of the customer journey and every moment of truth. Be it search, view or buy, it is all happening on mobile, all the time.





Ayzel is browsing through her favorite lifestyle app when she comes across a picture of a red velvet cake which she decides to recreate. Ayzel zeros in on a recipe after watching a few tutorials on a food app. She places a priority order for ingredients on her preferred grocery app. Ayzel's baking experiment is a success and she posts a picture on her social media handles moments after she leaves a review for the recipe on the food blog.

The stimulus, the search, the purchase, the feedback, they all exist on one device for Ayzel: her smartphone.

The Way Forward

Successful Brands are able to create new paths to



Understand and Identify prospective customers

In today's dynamic and fast-paced [Era of the Connected Consumer](#), marketers cannot spray and pray anymore. A thorough understanding of your consumers combined with actionable insights is paramount for success. Be it directly capturing the voice of your consumer through mobile-first surveys or crafting a 360-degree view by leveraging first, second and third-party data. Mobile revolutionises the brand interactions from the unidirectional to the conversational, making it critical for brands to access up-to-the-moment insights.





Establish real-time touchpoints to **Engage** and **Acquire**

In a world defined by shorter attention spans, increasing impulsivity and erosion of conventional brand loyalty, marketers have an increasingly shrinking window to make an impression. Quite simply, marketers need to be where their customers are, and speak in a language that makes sense to them. Programmatic has proved to be a successful channel in achieving this goal. Marketers can couple programmatic with creative optimisation to drive one-on-one communication at a massive scale, thereby ranking high on relevance. This paves the way for seamless consumer acquisition and new-age brand loyalty.

InMobi Marketing Cloud



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

Mobile Intelligence

Transparent

Always On

Integrated

Interested in learning more? Write to us at

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