

## What Mobile Campaigns Work Best?



### AN INTERVIEW WITH:

**Jeff Hasen**  
**Chief Marketing Officer, HipCricket**  
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In 2008, global analyst firm Frost & Sullivan cited HipCricket as taking an early lead in US mobile marketing.

Jeff Hasen came to HipCricket from InfoSpace, where he helped introduce the a GPS-enabled mobile local search product. He previously served in advertising agencies Publicis Dialog and WONGDOODY Communications.

Mr. Hasen spoke to eMarketer about what brands' campaigns work best in the mobile space and how travel, retail and consumer packaged goods marketers have used mobile in conjunction with traditional media.

eMarketer: What is HipCricket's function in the mobile marketplace?

Jeff Hasen: We're a 5-year-old mobile marketing software and services company. Agencies, brands and broadcasters hire us to create and measure mobile campaigns and to help make traditional media interactive. Everything we do is permission-based.

We've done over 40,000 campaigns during the last 5-and-a-half years and have a great repository of experiences to tap into by industry and provide strategic, creative and technology counsel. We do SMS, mobile Websites, iPhone applications and mobile advertising banners. We also have a Hispanic mobile marketing network.

eMarketer: What are the most common types of programs that are requested by marketers?

Mr. Hasen: In many cases a brand will come to us to create a simple text-for-offer program.

A more complex program might involve what we did for Alaska Airlines, which wanted to build a mobile database and integrate it with their existing database. In that case, time is of the essence because a competitor might come out with a fare sale and there's a short window where I, as a consumer, will decide to purchase a ticket.

The database enables Alaska Airlines to reach people who have opted in anytime, anywhere. So brands come to us for the ability to create and own a permission-based database.

eMarketer: How have consumer packaged goods brands integrated mobile marketing into their media mix?

Mr. Hasen: We have worked with Nestlé Waters. They did a post-campaign survey to look at how mobile-impacted purchase behavior and attitudes affected the brand. We created different keywords for different kinds of media. For example, a Nestlé print ad might have one keyword and a Nestlé street team event might have a different keyword. The HipCricket platform enables the client to see how consumers are reacting to the keywords within 15-minute time blocks.

We are working with The Coffee Bean & Tea Leaf, a chain of regional coffee and tea stores. They were promoting a special coffee drink with a two-for-one offer and a radio spot. They quickly determined that the spot was more brand-oriented and wasn't performing the way they wanted it to, so they cut another radio spot and drove more interactions.

eMarketer: How is this tied into the mobile platform?

Mr. Hasen: The chain invited people who heard the radio spot to text the word "bean" to a short code for a two-for-one coffee offer. You'd get a text-based offer back to your phone. You then brought your phone to Coffee Bean to redeem the two-for-one drink offer. Obviously you'd bring a friend because you weren't going to have two drinks. You'd probably get a couple of scones and Coffee Bean was able to create an ongoing relationship using mobile.

**“We're only allowed to send you one additional message beyond the message you've opted in for.”**

We're only allowed to send you one additional message beyond the message you've opted in for. It's a rule the carriers have set and the Mobile Marketing Association has abided by.

That message would say something like, "Would you like to join The Coffee Bean & Tea Leaf mobile club for more offers? Text 'yes' or 'no.'" We also offer a way to opt out like, "Text 'stop' at any time to get out." The consumer is in charge of the information flow.

eMarketer: So people brought their phones to Coffee Bean locations and showed them to the barristas?

Mr. Hasen: Exactly.

Another example is Jiffy Lube. In the past, Jiffy Lube has used direct mail to push offers like \$5 off on a oil change or similar service. By activating traditional media, they created a similar situation where you would text in for an opportunity to get a \$5 coupon and a chance to win free oil changes for a year.

They found that 50% of the people who redeemed the coupon were new Jiffy Lube customers to that particular location. The store manager said the most success he'd ever seen previously in another campaign was 20% in a non-mobile promotion. Jiffy Lube had the ability to know where the customers were coming from and to track them back to the mobile channel.

eMarketer: It sounds like HipCricket advocates using mobile to extend the impact and effectiveness of a marketer's existing media plan.

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Mr. Hasen: In many cases, yes. By adding a call to action onto an existing buy, you're making your dollars work harder and can track them back by media channel.

eMarketer: Where do you see mobile budgets coming from?

Mr. Hasen: In many cases mobile is coming out of a digital budget. We're not suggesting that a marketer find a couple of

million dollars to do a mobile campaign. They would be adding a percentage out of the digital budget—maybe 5% or something like that. Sometimes, a brand will test and learn and build from there.

eMarketer: What are some best practices marketers should keep in mind when launching into mobile?

Mr. Hasen: There are several questions that a brand or an agency should ask. No. 1, go to comScore or Nielsen and determine consumers' real-time activities and behaviors.

The smartest thing a marketer can do is to understand their target and how their target is using mobile. Then they build from there. Don't go for the sexy app just because everyone else is offering one. You also need to ensure that you can reach all subscribers with all carriers.

eMarketer: In terms of ROI, what are the key benchmarks that a marketer needs to set up going into a program?

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Mr. Hasen: It obviously depends on the tactics that you're using within mobile. If you're doing a campaign that has mobile banners, you want to measure clicks as one of the key points. If you have mobile banners, you want to measure the number of click-throughs. Number of redemptions is another, as in the case of Coffee Bean and Jiffy Lube.

You've asked people to do something. How many people text in? How many people did the follow up and joined the mobile club? How have you built your database?

eMarketer: But marketers are obviously looking for sales. What kind of data can they expect from mobile programs that tie to sales?

Mr. Hasen: That's mostly done at the retailer level and it's information that either we don't have or that the brand doesn't share with us. In the case of Coffee Bean, we know specifically that at the register, through a code, they had a certain amount of activity and number of redemptions. In the case of Nestlé, it's done at the store level.

eMarketer: What are the impediments to the growth of mobile?

Mr. Hasen: We really need standardized measurements in order to provide a way to gauge the success of a campaign. We need different ways beyond the click, to measure activity and time spent on your mobile device.

We're still in the education phase when it comes to mobile. What we really need to do in a very respectful way is to point marketers in the direction of really understanding what their consumers are doing.

**“Another impediment is that ready, [aim, fire] idea of ‘I need an iPhone app because my CEO read about it in The Wall Street Journal and there's a lot of buzz around iPhone apps.’”**

An impediment is that ready, [aim, fire] idea of “I need an iPhone app because my CEO read about it in The Wall Street Journal and there's a lot of buzz around iPhone apps.” You might have a cool iPhone app, but it may not do anything for your business.

We also need standardized technology for things like mobile coupons. Right now we have the ability to send a 160-character text message that you can take to the retailer, but there's so much more that can be done with barcodes.

eMarketer: Yes, but optical scanners are needed at retail.

Mr. Hasen: Exactly. So there are operational issues involved in that.

eMarketer: What do campaigns cost? I had one agency tell me a marketer should expect to spend \$150,000 and up for an eight-week program if they expect to get strong results.

Mr. Hasen: We haven't done every bell and whistle type of campaign, but for well south of \$100,000, we have major brand marketers running mobile campaigns on an ongoing basis.

If you wanted to create a mobile Website, that could run anywhere from \$8,000 to \$20,000 or \$30,000 for a more sophisticated one. But \$150,000 is, in my view, extremely high. In the great majority of our clients, we're advocating tapping into existing media buys, so it's relatively small incremental dollars.