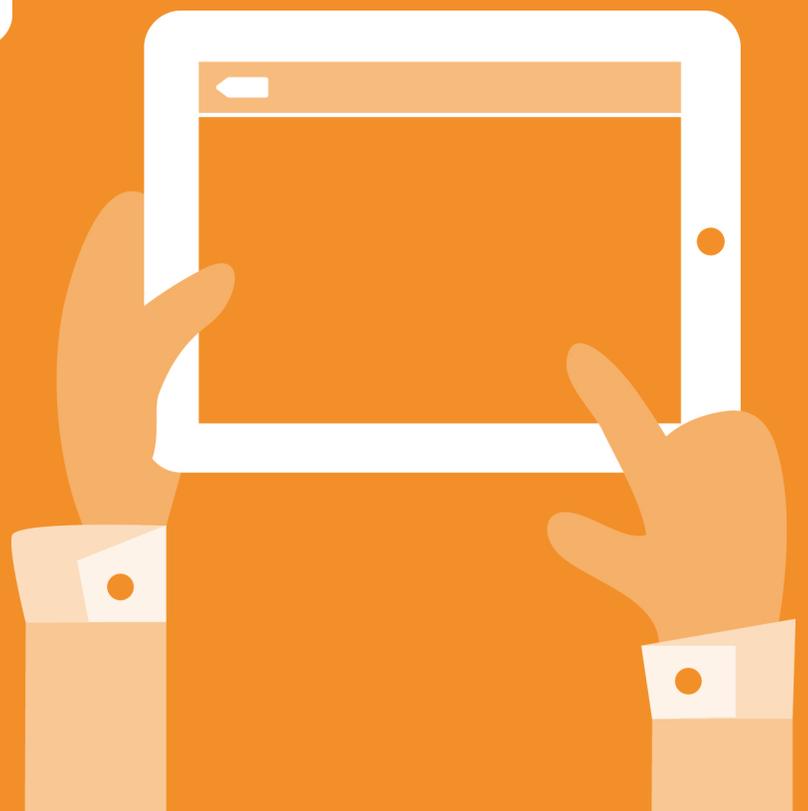


Email Everywhere: Adapting to the Mobile Nature of Email





“Tell the CMO that email is the primary and persistent channel - mind you, not the only channel, but the predominant channel that will enable mobile (and for that matter, the social channel) for many years.”

David Baker

VP of Digital Product Solutions for Acxiom

★ [Mobile Isn't
Mobile Without
Email](#)



Did You Know Your *Email Display Ad Campaign* is also a *Mobile Ad Campaign*?

Since the birth of the Blackberry, email has been an integral part of the mobile experience. As mobile usage has grown, email has grown with it.

Email is the most popular activity on mobile.

In an online survey conducted by IDC and sponsored by Facebook, [the majority of respondents](#) (78%) reported using email on their mobile device – which was more than web browsing (73%) or Facebook (70%).

23% of every mobile Internet hour is spent in email.

If the time spent on the Internet via mobile was distilled into 1 hour, 14 minutes would be spent in email, beating out both social networking (9 minutes) and entertainment (8 minutes) by a significant margin.

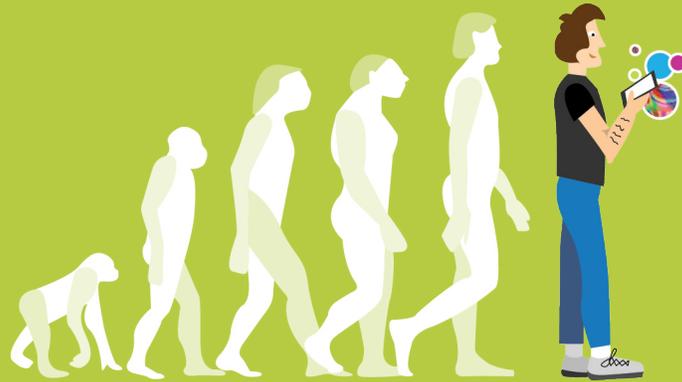
Mobile impressions are set to surpass desktop by 2015.

In 2012, 24% of the unique impressions being seen across our exchange were via some form of smartphone or tablet. In 2013, that number jumped to 31%.

As of 2014, 45% of the unique impressions seen on the LiveIntent Exchange are mobile. At this pace, by 2015, well over 50% of unique impressions will be mobile impressions.

It's time to start planning for mobile.

You need to make sure you're ready to take advantage of what is fast becoming the ideal cross-device solution for reaching your current or prospective customers everywhere.



How Do You Adapt Your Campaign to Make the Most of Mobile?

As the world's largest email ad exchange, comprised of 664+ premium publishers, we stand as a unique authority on email ad performance and trends. We've analyzed the 4,315,945,034 ad impressions served in Q1 2014 to bring you comprehensive insights into the most important channel for reaching your customers that you won't find anywhere else.

What follows are some key discoveries and take-aways you can reference when developing your Mobile Strategy for Email, broken out by:



★ Pro-Tip

Remember, any data, First or Third-Party, you use is tied directly to a person's hashed email address, which remains the same across all devices and browsers - making it easy to implement any strategies you think of while ensuring targeting is both accurate and efficient - so get creative and have fun!





Time of Day

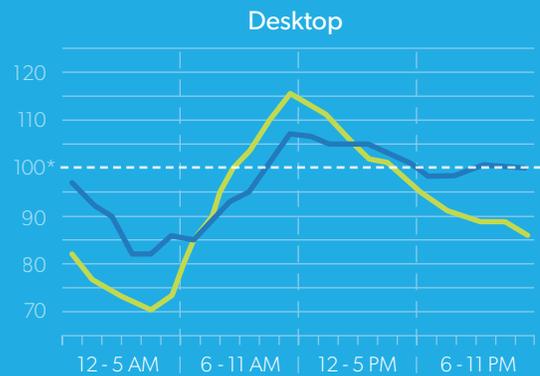
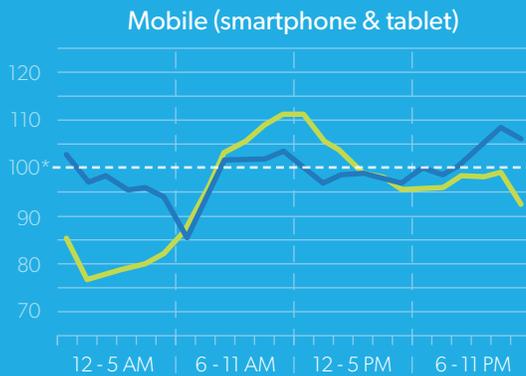
Desktop Remains King of Conversions, But Mobile Never Sleeps

While email opens on desktops continue to produce the highest total percent of conversions, the activity has a very clear set of “peak performance hours” (9AM-2PM), and conversions drop off substantially after 4PM.

With mobile, you see roughly the same “peak performance hours”, but conversions and clicks remain consistent, right on through until around 10PM. In fact, clicks go UP as the evening progresses.

Clicks & Conversions by hour

● Clicks ● Conversions



*This represents ideal performance

Key Take-Aways

An Always Mobile Audience Needs an Always Mobile Landing Page

For a CPA campaign, key conversion times for both desktop and mobile are still mid-day, during work hours – but the gap in activity is closing, so make sure you have a landing page designed for the device your customer is using.

The Second-Screen Gives Brands an Opportunity To Shine

87% of U.S. entertainment consumers say they use at least one second-screen device while watching television. That, given what we know about the consistency of mobile engagement in email, presents an exciting opportunity to coordinate your email and TV campaigns across different channels. Use day-parting to coordinate your marketing efforts and increase awareness and frequency of your brand’s message among your target audience.

★ Pro-Tip

This strategy may also help to improve conversions on those late-night mobile clickers. Here are some great tips from Hubspot on how to optimize a landing page for mobile:

[Your 12-Point Checklist for Mobile-Optimized Landing Pages](#)

★ Pro-Tip

Use the attention given to email to raise awareness of your shows or events and drive viewership.

[Click Here](#) to download this TV tune-in case-study to see how one network was able to exceed their CTR goal by 144%



Gender

Men are from Mars, Women are...
Also from Mars, but Prefer Tablets.

Surprisingly, performance between the sexes is fairly similar in regards to desktop vs. mobile, but within mobile, women have shown a higher preference for tablets than men.



Key Take-Aways

Tablet Has the Highest Potential

Tablets generate a larger percentage of conversions compared to the percentage of impressions than any other device. So as tablets gain more market share in email opens, it will lead to an overall higher conversion rate.

Women Hesitant to Commit via Phone

Women's conversions on phones show the largest discrepancy compared to the number of opens on phones.

★ Pro-Tip

Remember, while tablets are bigger than smartphones, user interaction with them is still very different than desktops. Here are some tips from Econsultancy for making your landing page or site "tablet friendly":

[Tablets: The Opportunity for Marketers](#)



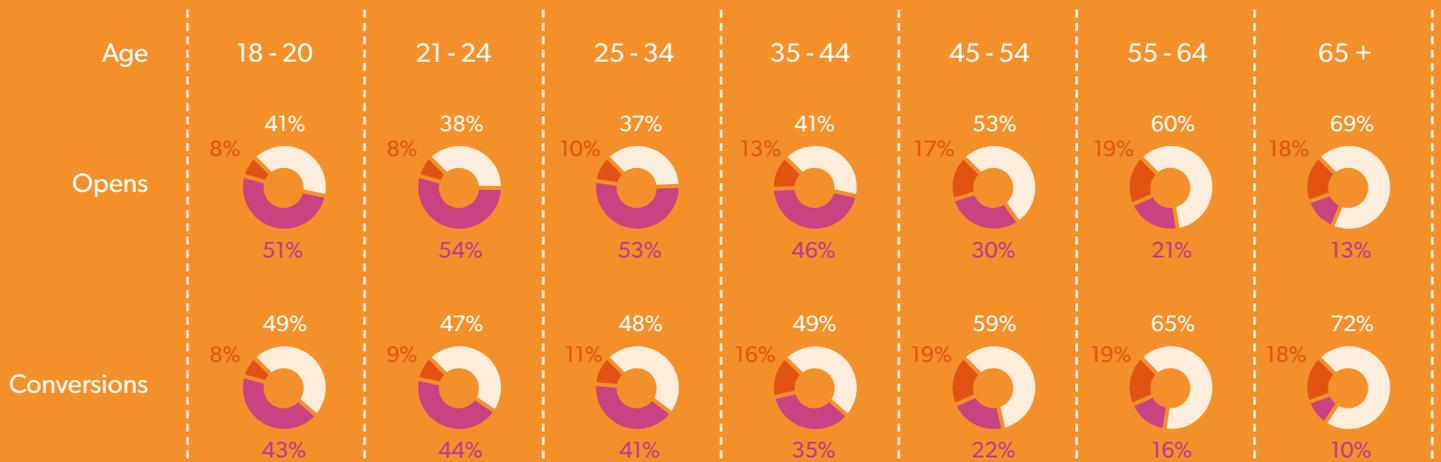
Age

Mobile is Growing Up, Desktop is Getting Old

In the battle of desktop vs. mobile over opens and conversions, desktop's monopoly is only held for ages 45+, as mobile continues to gain significant ground.

Opens & Conversions by age

● Desktop ● Phone ● Tablet



Key Take-Aways

Tablets Get Better with Age

Tablet increases in opens and conversions steadily from 18-64. 65+ are the first age group with a slight decline, showing an overall older, active audience on tablets.

Smartphones Engagement Skews Younger

Phones generate the least engagement with opens and conversions for ages 55 and above, while younger demographics are more likely to be accessing email while "on-the-go" – think waiting in line at Starbucks.

Mobile Adoption Will Mature with Younger Generation

The greater use of desktop among older generations doesn't necessarily show a device preference, but is rather an indication of the extent of technology adoption across generations. As the younger generation grows up, their affinity for engaging with email on mobile will grow with them.

★ Pro-Tip

With smaller smartphone screens, the bigger the ad, the bigger the impact. The Marquee Ad unit, which dominates the top of the screen, appearing above the content to get your message front and center, is the best way to reach those younger demographics (and everyone else) "on-the-go." Read more:

[Marquee: The Most Powerful Ad Unit in Email](#)



Ready to go Mobile, yet? Tell us what else you need to get started.

We hope that you found this useful and informative, and are itching to start thinking “mobile.” If there’s something you feel is missing, isn’t clear, or want a deeper understanding of, we want to know!

Shoot us an email at hello@liveintent.com and we’ll do everything we can to get you the information you need to be as successful as possible.

Recommended Reading



[Always Connected:
How Smartphones
and Social Keep Us
Engaged](#)

IDC + Facebook



[Divided Viewing:
Second Screens
Vying for TV
Viewers’ Attention](#)

The NPD Group



[How Do Internet
Users Divvy Up Their
Desktop, Mobile
Web Time?](#)

eMarketer



[Email Marketing
Trends: Email
Interaction Across
Mobile and Desktop](#)

Campaign Monitor



[Internet Trends
2014](#)

Mary Meeker, KPCD



[US Mobile Phone
And Tablet
Commerce
Forecast, 2013 To
2018](#)

Forrester



[Science of Email
2014 Report](#)

Litmus & HubSpot



[Q1 Benchmarks
Overview:
The Responsive
Design Effect](#)

YesMail



[The DaVinci Coding:
The Art of HTML and
Responsive Design](#)

LiveIntent

Ready to get started? Shoot us an email at hello@liveintent.com or [click here](#).