

## Mobile First or Mobile Only?

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Consumers are increasingly shifting to mobile devices to access e-commerce sites. What are the implications for insurance, banking and the FS sector as a whole? *Alex Reidegeld of The Financial Services Forum finds out.*

The rise of the mobile device across all sectors and age groups is astounding. But what was clear from today's discussion is that the successful implementation of a mobile-first approach is not as easy as it sounds.

### The rise of mobile

- 66% of digital time is spent on mobile devices, compared to 34% desktop
- 43% of insurance-related searches are on a mobile device, with 13% year-on-year growth since 2016
- Car, Home, Travel, Life and Pet Insurance (in that order) are most likely to be searched on a mobile device
- Sharp increase in 55-75-year olds using mobile devices in the period 2012-2017, so it's not just younger people who prefer mobile
- About 70% of 55-75-year olds have a smartphone and 60% own a tablet
- 80% of users use multiple devices, including a mix of desktop and mobile, to find out about insurance products

### Challenges for marketers

- Poor Performance: 47% abandon a site on mobile if it doesn't load within 3 seconds, equating to a 7% drop in revenue for every 1 second delay
- Outdated tracking methods: Cookies do not work across multiple devices, which means marketers can't get an overview of the different touchpoints before a sale is closed (remember, 80% of users use multiple devices)
- Focus on "Last Click": Sales are often closed on a desktop device, which means mobile is underperforming on paper.
- Only 6% of marketers say they have a single, adequate view of their customers

### Possible Solutions

- Move beyond cookies: User log-in via Facebook, Google etc allows tracking across devices
- Algorithms based on non-PII (personal identifiable information) public information, such as device type or IP address, can approximate device links

### **Key Takeaway**

- If using a mobile approach, focus on speed and performance
- Try to measure the full customer journey across all touchpoints

### **Thank you to our speakers:**

Craig Walmsley, Senior Director of Design Strategy, Publicis.Sapient

Sophie Evans, Senior Strategic Sales Manager – EMEA, Unruly

Yanina Vidal, Industry Manager, Google

### **Upcoming Events**

**7 June 2018:** [Idea Economics](#)

**13 June 2018:** [The Communication Revolution](#)

**21 June 2018:** [Generating New Business Via Brand Differentiation](#)