



*The busy
marketer's guide to*

Cross-Device Optimization



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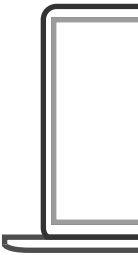
What
cross-device tracking will
mean for digital marketers

Introduction

Equipped with multiple devices, today's connected consumers switch between a variety of screens to discover, explore and purchase products.

This myriad of screen choices has splintered your customers' path-to-purchase.

In the era of customer-centricity, consumers are also beginning to expect a coherent experience across every digital touch-point. To keep up with modern buyer behaviour, cross-device recognition is the key to improving your brand's ability to tie together contextually relevant experiences throughout your shoppers' journeys.





INTRODUCTION

Of course, you, and most other brands, know how important it is to optimize the customer experience:

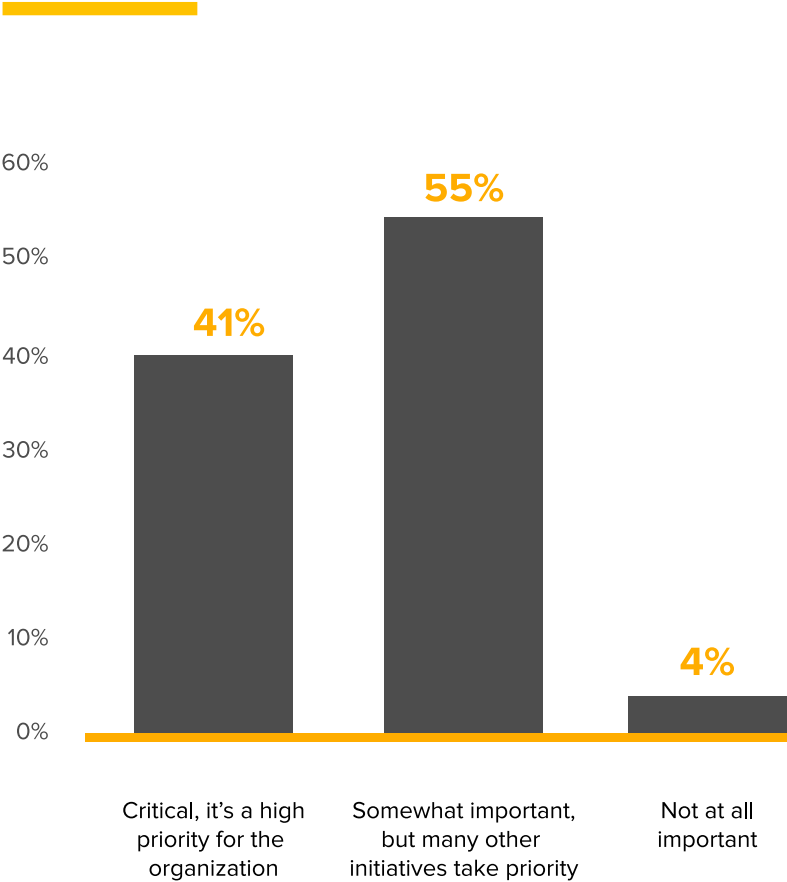
Despite being armed with this knowledge, only 3% of companies consider their ability to use cross-channel or cross-device data for either real-time website or mobile app personalization as a strength.¹

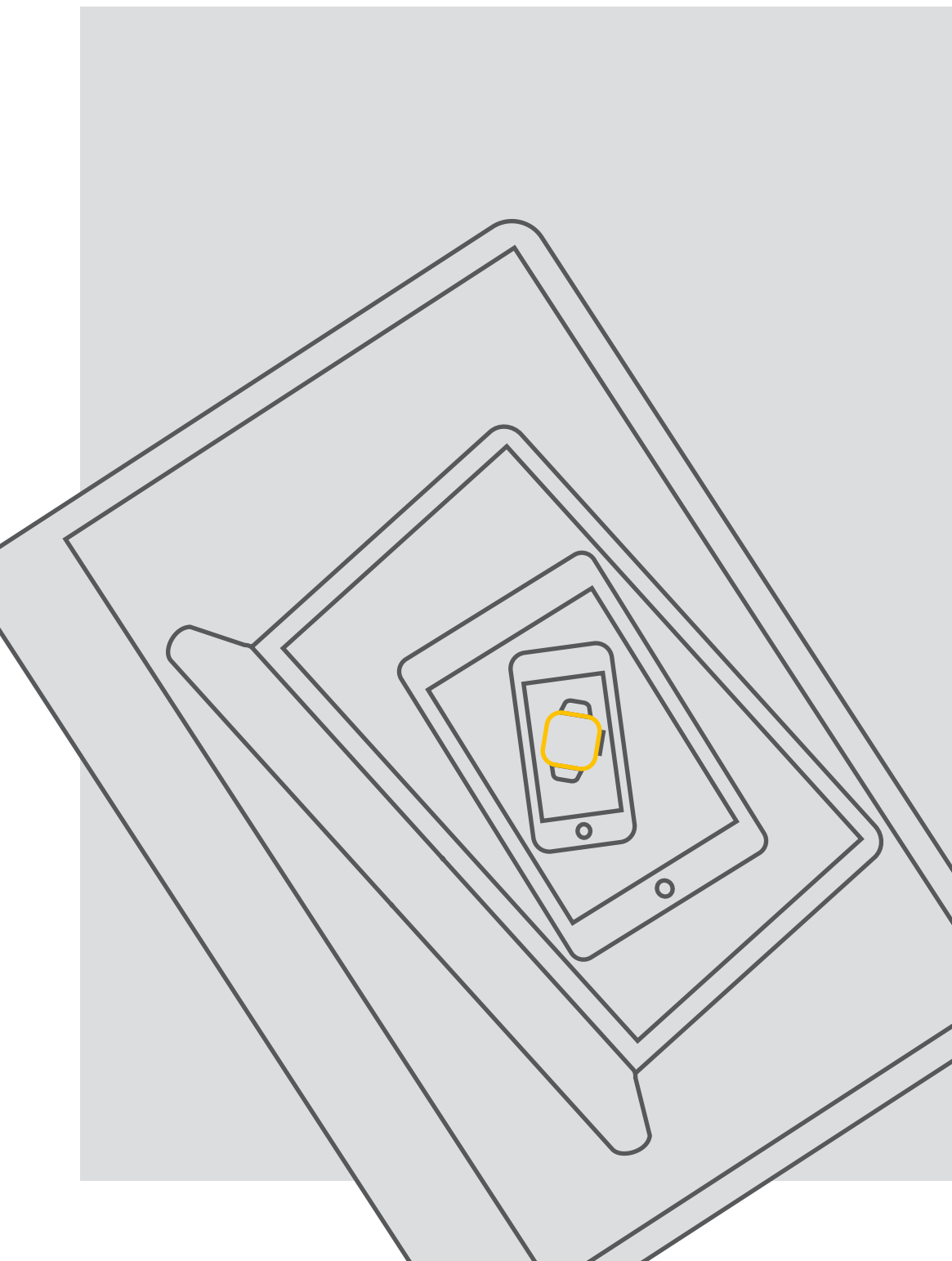
Currently a lack of resources, poor data accuracy and the complexity of the customer journey are the 3 main stumbling blocks cited by companies trying to improve their customer experience.²

But your brand will always be limited in the way you engage with customers online unless you can see the full user journey, tracking each user from device to device.

As a result, the development of accurate cross-device tracking is set to be a game changer in eCommerce - lifting the veil on your customers' behaviour and making your marketing more targeted, predictive and successful.

How important is customer experience optimization?³





Why **cross-device** **technology?**



MOBILE MOMENTUM SIGNALS

A SHIFT IN USER BEHAVIOUR

Browser behaviour is evolving, fast.

In 2015, local mobile searches (85.9 billion) are expected to exceed desktop searches (84 billion) for the first time.⁴

Nowhere is this monumental shift in user behaviour more prevalent than in eCommerce, with mobile now ‘accounting for half of eCommerce traffic.’⁵ The improved usability of mobile devices means that the average user sat at home now switches between devices 21 times an hour.⁶

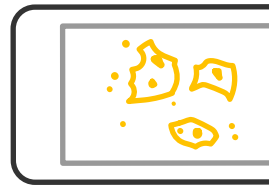
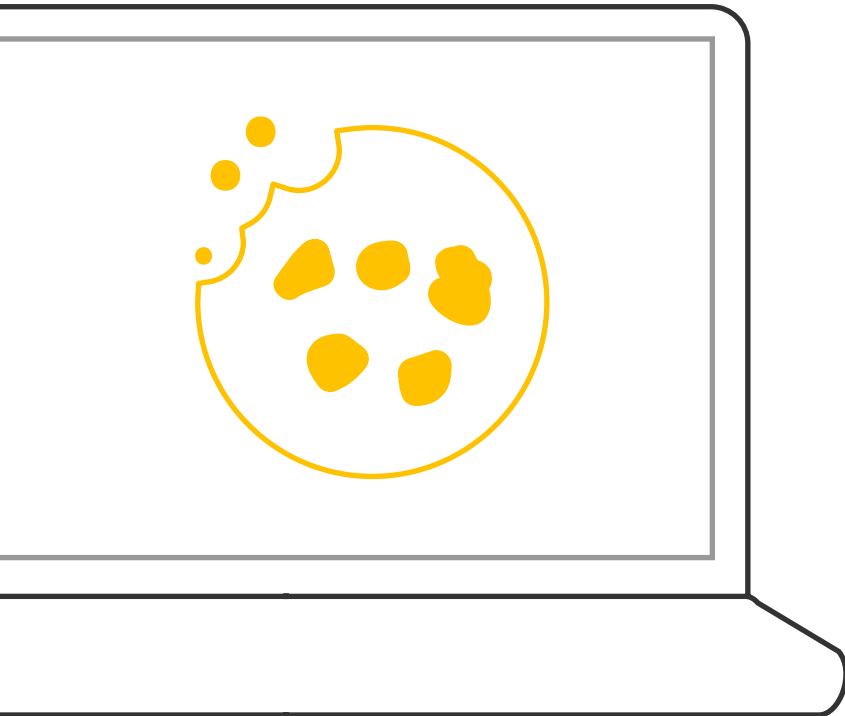
Your consumers’ increasing tendency to jump between devices makes tracking their user journey an increasingly complex process.

But with 87% of all connected devices globally likely to be smartphones or tablets just two years from now⁷, to keep up with your users, now’s the time to get a handle on cross-device tracking.



WHY CROSS-DEVICE TECHNOLOGY?

COOKIES CRUMBLE WHEN IT COMES TO CROSS DEVICE





The cookie just about serves marketers' tracking needs on desktop. However when a user switches devices, the rigid cookie struggles to make the jump with them.



With users' increasing preference for mobile devices, the cookie's inaccuracy means it will inevitably be left behind. While cookies can track on mobile, they're not far from useless - resetting each time the user closes the browser and unable to cross between apps. In this mobile dominant era, these weaknesses leave the cookie outdated - and your brand in the dark about the mobile portion of your customer's journey.

Connected TVs, wearables and the Internet of Things mean the number of connected devices will only increase.

This continually widening spectrum of devices and the cookies' fundamental inflexibility mean the development of new tech has been necessary to offer marketers the chance to bridge the gap across devices.

Where are
we now with
cross-device
technology?

There are two technologies at the forefront of the cross-device era:

DETERMINISTIC

AND

PROBABILISTIC

MATCHING

So what do these two newbies offer that the cookie can't?

DETERMINISTIC



Deterministic matching uses users' 'personally identifiable information' to create a link between devices.

In simple terms, if you use the same email address to log in to both an app and a website on separate devices - you can be tracked and targeted.

Now this is great for the Googles, Facebooks and Apples of the world who have a band of loyal, continually logged in users. However with most websites, users are reticent to register their details.



This behaviour was most clearly demonstrated when ASOS removed reference to registration from their checkout process and cut their checkout abandonment in half.⁸

With huge brands like ASOS even struggling to gain loyally logged in users, having a deterministic tracking system of your own is a pipe dream for the overwhelming majority of businesses.

PROBABILISTIC

Probabilistic matching uses the analysis of thousands of pieces of anonymous data points to create matches between devices.

Examples of these data points include device type, time of day, bid request info and location.

So, if a user logs onto the same Wi-Fi network at home every evening on their laptop, mobile and tablet - probabilistic matching can determine that these devices belong to the same person.

With impressive levels of accuracy (top providers hit 97%), probabilistic tracking is an exciting step in marketing, heralding an era where you can start to anticipate what people want, based on their past behaviour.

While this technology is in its relative infancy, the prospect of predictive marketing and the potential it could have is enough to whet any marketer's appetite.





**What will
cross-device
mean for
digital
marketers?**

**ACCURATE CROSS-DEVICE
TARGETING ENABLES YOU
TO ESTABLISH A COHERENT
SINGLE CUSTOMER VIEW**

A single customer view (SCV) sounds great, but what is it exactly?

A SCV provides the ability to track your customers across every channel. Giving you accurate insights into your customer and their behaviours - enabling you to produce personalized, predictive marketing.

SINGLE CUSTOMER VIEW:

WHERE ARE WE?

Currently only 18% of companies use a single customer view for the majority of their marketing.⁹

Most brands aren't taking full advantage of their data to optimize customer experience across channels, making a SCV impossible.

Just over half are using email data, 30% are using social media and only 21% are using data from mobile apps.¹⁰

Although collecting, and quantifying, data is an initially painful process - the benefits of achieving a SCV for your brand mean that enhancing your multichannel marketing now will be well worth your while.

WHAT WILL CROSS-DEVICE MEAN FOR DIGITAL MARKETERS?

WHY DO WE NEED

A SINGLE CUSTOMER VIEW?



A SCV gives you a deeper understanding of your customer.

The ability to see a customer's whole journey arms you with the tools to give consumers a vastly improved service.

Dismantling the walls between previously siloed channels means you can offer coherent messaging across every medium, improved targeting and more accurate personalization.

The insights gained from the swathes of data gathered across channels also give you the opportunity to start predicting what your customers will do next. And this ability to preempt your customers' next moves with predictive marketing will take your department to the next level.

Achieving a SCV will give your customers an improved user journey and in doing so increase their Customer Lifetime Value - leading to a lift in top-line revenue for your business.

Cross-device tracking enables you to provide truly customer-focused, personalized and predictive marketing, ensuring your business can stay in step with today's savvy and demanding customer.

Cross-device stat sheet

ONLY 3% OF COMPANIES

consider their ability to use cross-channel or cross-device data for either real-time website or mobile app personalization as a strength.

The average user sitting at home now switches between devices
21 TIMES AN HOUR.

In 2015, **LOCAL MOBILE SEARCHES** (85.9 billion) are expected to **EXCEED DESKTOP SEARCHES** (84 billion) for the first time.

ONLY 18% OF COMPANIES use a single customer view for the majority of their marketing.

96% OF BUSINESSES

believe optimizing the customer experience is important for their organization.

Top probabilistic tracking providers hit **97% ACCURACY RATES.**

87% OF ALL CONNECTED DEVICES GLOBALLY

are likely to be smartphones or tablets just two years from now.

Mobile now accounts for **HALF OF ECOMMERCE TRAFFIC.**

About Yieldify

Yieldify believe that marketers want to convert visitors, easily.

Built for speed and agility, Yieldify's predictive marketing technology and fully-managed service work together in complete synergy to provide front-line strategies to help marketers convert their most valuable shoppers. The unique technology reacts to customers' on-site behaviour triggering a personalized campaign to reduce abandonment and increase conversions. The campaigns are generated to match a customer's specific behaviour, not just their assigned segmentation.

Yieldify is used by over 1000 brands worldwide to increase conversions (minus the complexity). Founded by brothers Jay and Meelan Radia in June 2013, Yieldify drives incremental revenue for the some of world's most innovative brands including Marks and Spencers, French Connection and Monarch.



Some of our clients:

L'OCCITANE
EN PROVENCE

MARKS &
SPENCER



FRENCH CONNECTION

E T E R N A

La Redoute

 **Monarch**

BIRCHBOX♦

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**Speak to our
conversion
experts today**

**Reserve a free
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and discover how Yieldify
can help your brand
increase conversions
across every channel.

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