



Theme 2017:

“Moving from Mobile First to Mobile Only”

In September 2016, New York City’s new Chief Digital Officer Sree Sreenivasan conducted an experiment. He spent a month trying to do everything possible on his mobile phone, whilst running a stopwatch on the time he spent performing tasks on his laptop. In 4 weeks he spent 18 minutes on his laptop ... this is the new reality for online retailers.

In recent years we’ve learned to think in terms of ‘Mobile First’, thanks in part to digital’s largest players like Facebook putting mobile front and center in their business. Yet the harsh reality for many marketers is that the world is all too quickly moving from Mobile First to Mobile Only.

So how do online retailers who haven’t yet started down their Mobile First journey keep pace?

The challenge for online retailers is how to adapt to a small screen world, to deliver the same Return on Attention to a consumer who’s first point of contact with a brand is via a small screen?

Equally important is understanding how to do what you already do well – marketing above the line – in a digital ecosystem where consumers are constantly distracted with Pinterest, Facebook, SnapChat and the 100+ apps on their phone? Welcome to Retail 2020, where the rules are changing, consumer doesn’t care about you, and where brands have more power than ever!

Today’s consumer is beset by more channels and marketing messages than ever before, meaning that their attention can easily be shifted towards the brand doing best of breed ‘mobile first’ marketing. So the obvious questions to answer are; who’s best of breed, who’s making the small screen their #1 priority, and what steps do I need to take to be a Mobile Only pioneer?