

WARC[^]

The State of the Industry: Mobile
Marketing in APAC 2019

 **MMA**
MOBILE MARKETING ASSOCIATION

Things to take from this report

1

Mobile disruption

Mobile continues to be a disruptive force across the board with travel, transport and tourism leading the way in terms of innovation, as well as Unilever which was deemed the most innovative company and China the most innovative country in APAC.

Just under half the surveyed marketing professionals see mobile as a major disruption while 45% expect a bigger impact in the future.

2

Mobile strategy, budgets and integration

Although the majority of marketers are connecting their mobile strategies to other marketing activities, marketers in APAC markets are split in the difficulty of transferring strategies across countries.

Mobile budgets continue to increase, with 31% of respondents now allocating more than 30% of their marketing budgets to mobile, and 83% expect their budgets to increase over the coming year.

3

Mobile tactics

Display is the most popular form of mobile advertising but branded content continues to show the most potential for future growth. Location data remains at the core of mobile this year but marketers expect mobile wallet and artificial intelligence to drive mobile growth in five years' time.

Social media is the most commonly used channel with mobile, and while Facebook is the most used platform, the use of Instagram and YouTube for mobile marketing has grown this year.

4

Barriers and challenges

Over 70% of marketers are confident that they fully consider viewability, fraud and transparency to ensure brand safety.

However, measurement and ad fraud remain the main barriers to the growth of mobile marketing for marketers. This means that the use of engagement metrics, the primary way of measuring mobile marketing effectiveness, needs to be monitored.

Chapter one

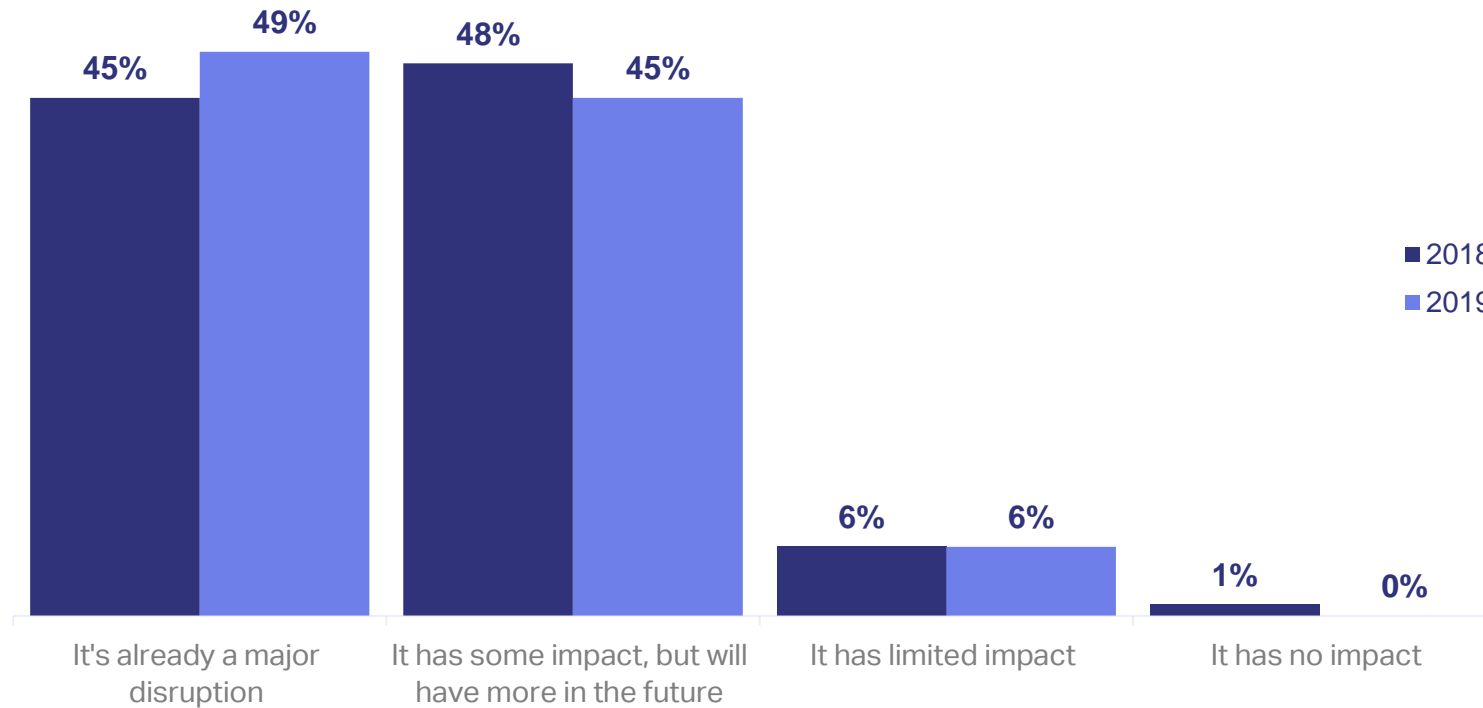
Mobile disruption and innovation



Key insights

- ✓ With 94% of respondents seeing the impact of mobile, it remains a disruptive force
- ✓ Mobile payments are having a significant impact on the marketing industry
- ✓ Travel, transport and tourism is seen as the most innovative sector in mobile, closely followed by retail
- ✓ Unilever is regarded as the most innovative brand in APAC while China is the most innovative country

The disruptive force of mobile evident across industries



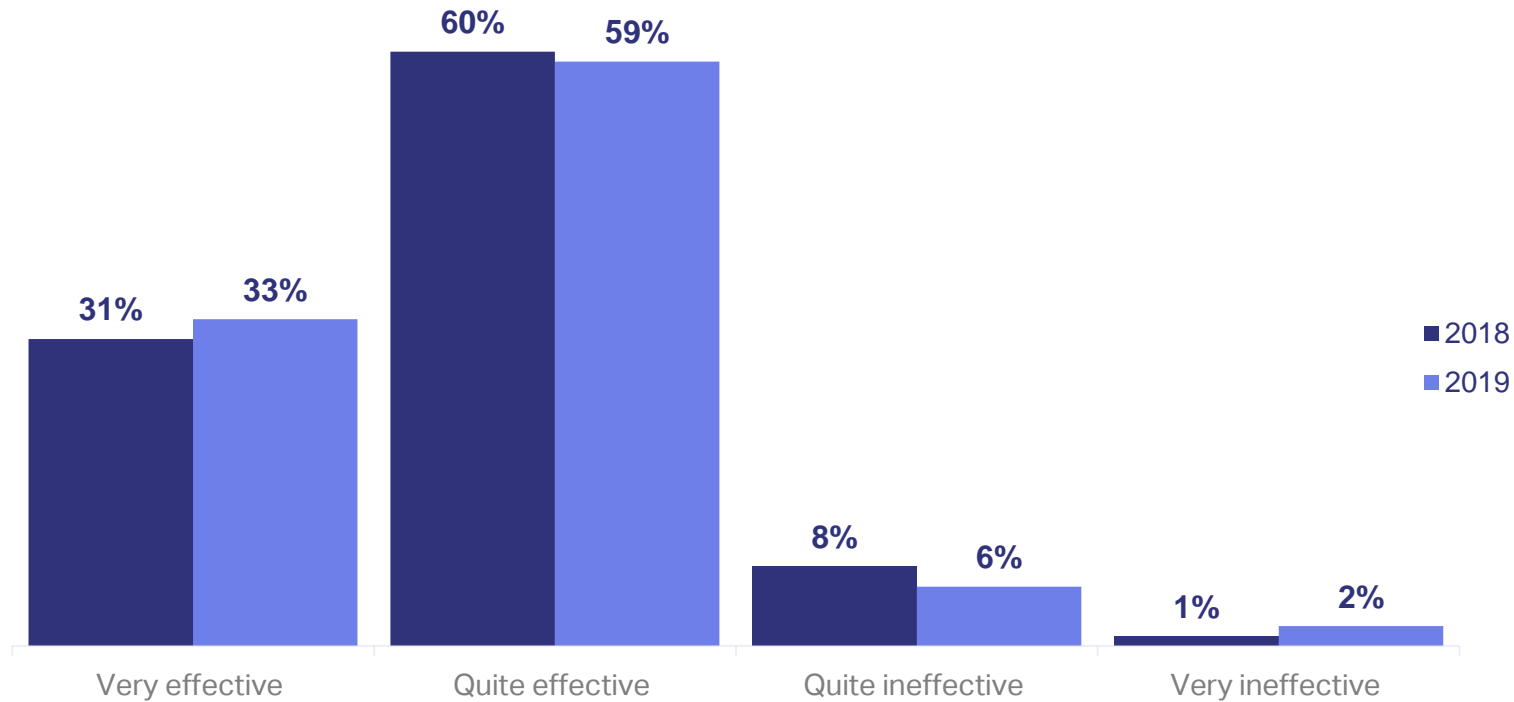
Commentary

- ✔ Proving the influence of mobile over industries, every respondent said that mobile has had some type of impact with a four percentage point increase in those that classify mobile as a major disruption.
- ✔ A further 45% of respondents think the impact will continue to increase in the future.

All respondents

Q: To what extent do you think that mobile is impacting your industry? 2018 n=330, 2019 n=564

The majority find mobile an effective marketing channel



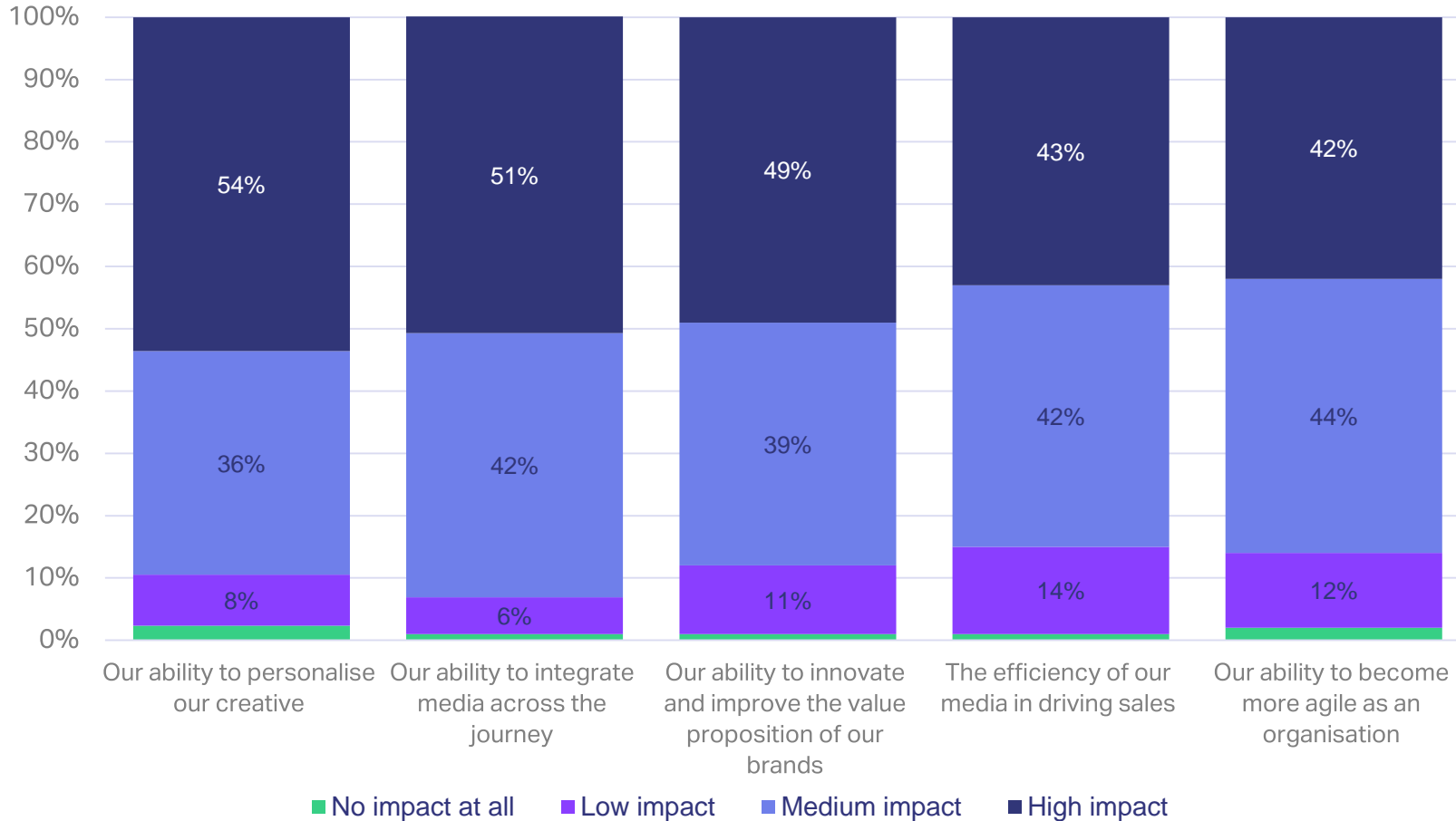
Commentary

- Although there has been a slight increase in the proportion of respondents that see mobile as very effective (33%), for the majority, mobile is yet to reach its potential (59%).

All respondents

Q: In your experience, how effective are mobile devices or networks as a marketing channel? 2018 n=346, 2019 n=602

Mobile has high impact on the personalisation of creative



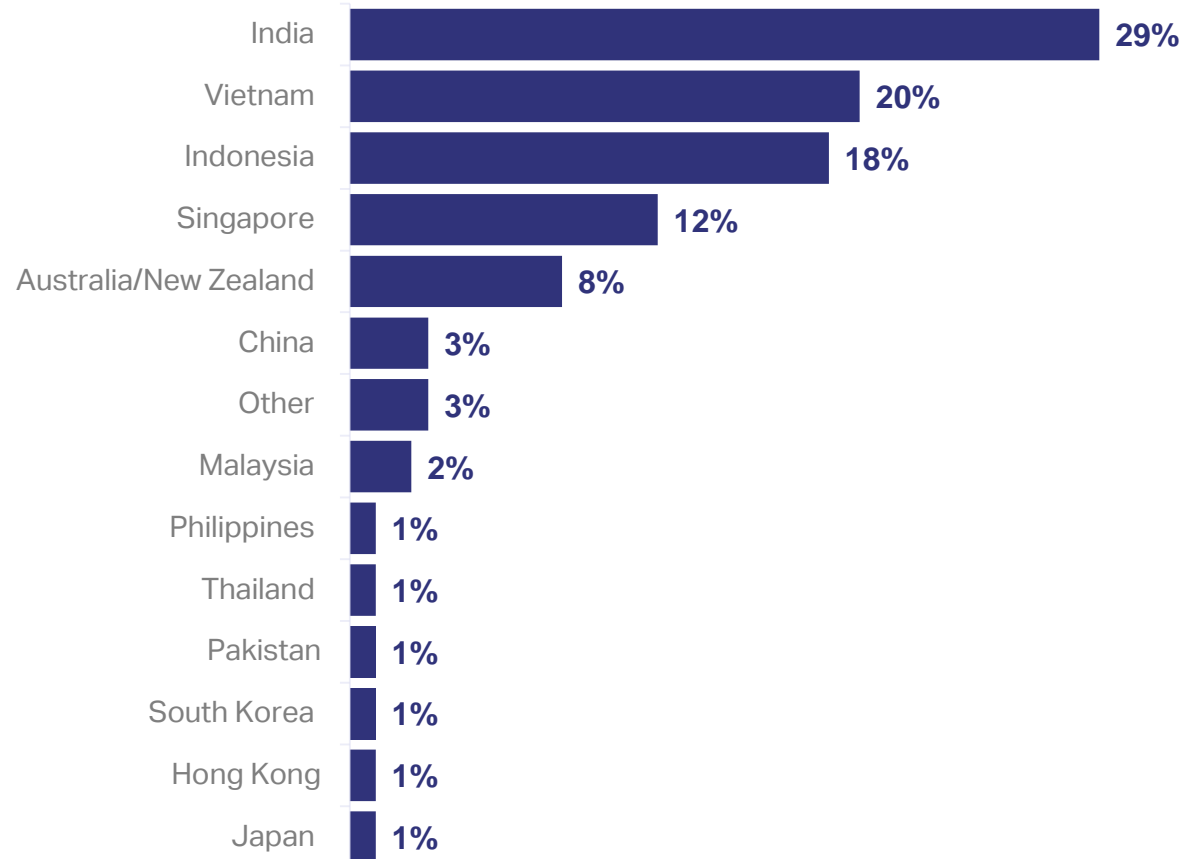
Commentary

- ✔ For marketers, mobile has had the highest impact on integrating media across the journey with 93% of respondents saying it has had a medium or high impact. However, mobile has had the biggest impact on personalising creative with 54% of respondents saying it has had a high impact.
- ✔ Respondents are more mixed on their perception of the impact of mobile on agility in their organisation as well as its efficiency of media in driving sales, but the majority still see its impact on both competencies as notable.

All respondents

Q: What is the impact of mobile in each of the following marketing competencies? n=561

764 marketing professionals from 23 markets across APAC



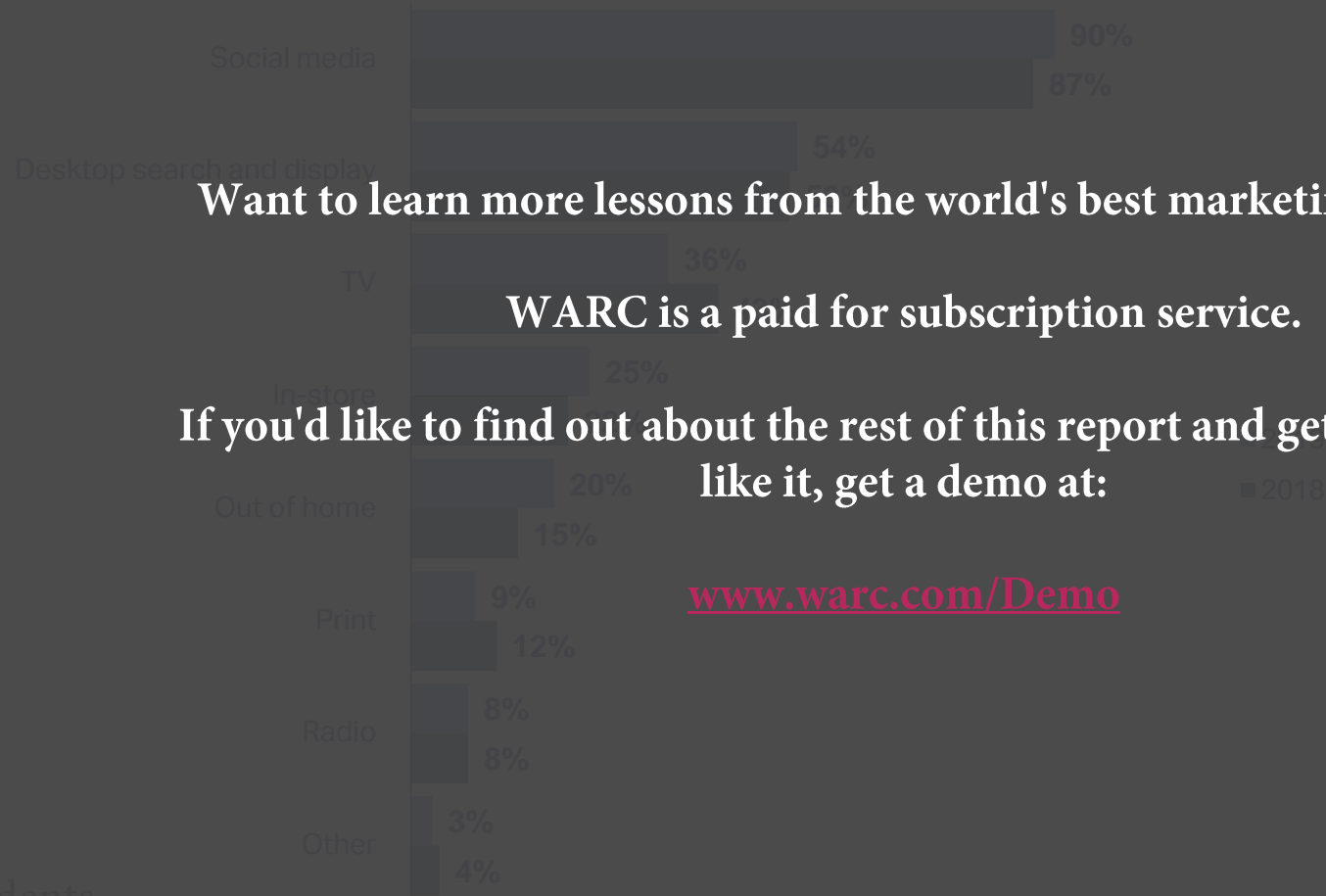
Commentary

- ☑ Respondents were based in countries across APAC, with just under 30% of people based in India.

All respondents

Q: In which country are you based? n=764

Social media continues to be paired with mobile



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All respondents

Q: In your experience with media plans, which media channels are used most frequently with mobile? 2018 n=332, 2019 n=564