



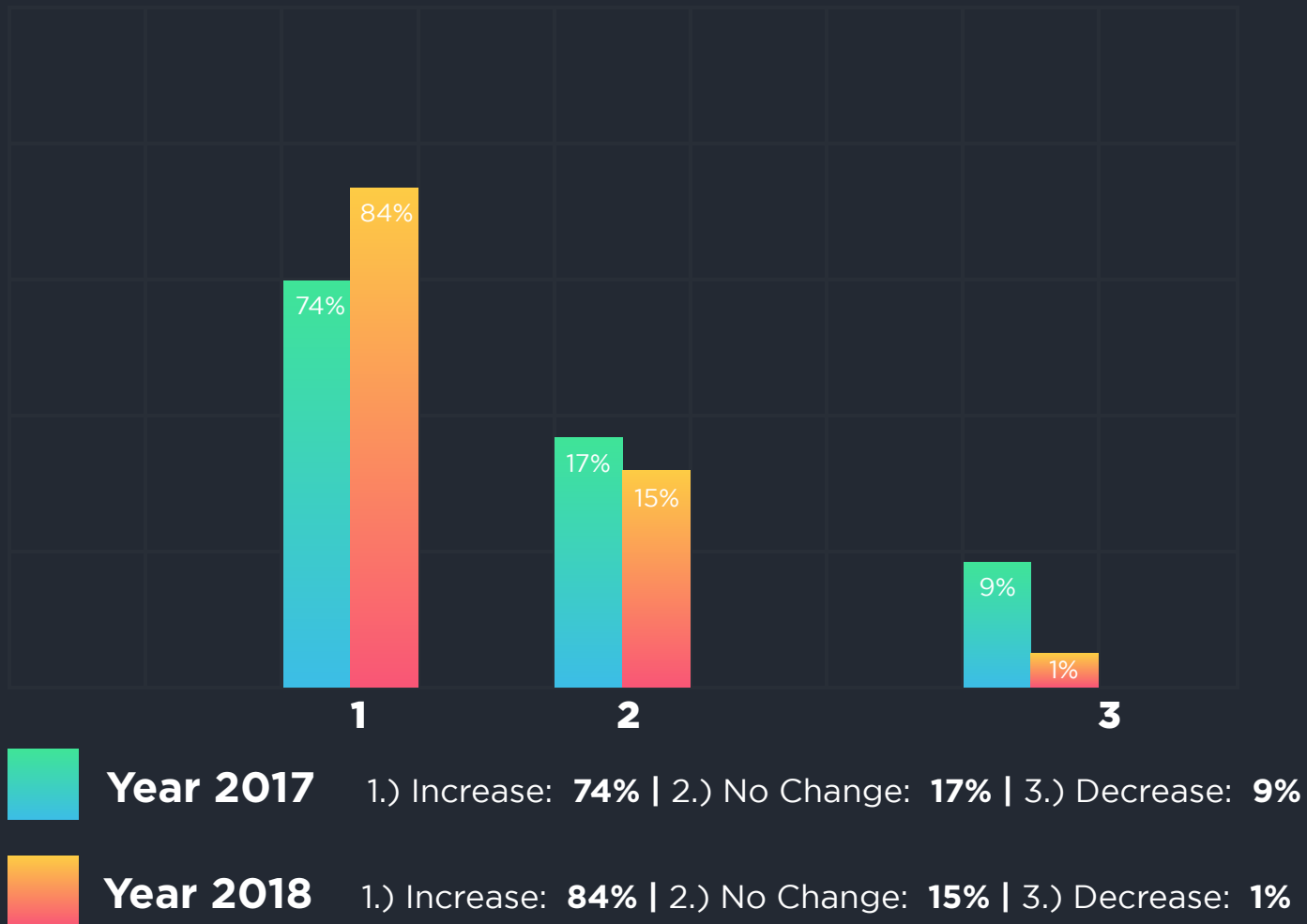
2018 CMO Mobile Marketing Guide

Optimizing the Customer Journey on Mobile

YouAppi's Second Annual Mobile Marketer Survey Reveals Significant Increase in Planned Video Investment for 2018
Year-over-Year Results Show Video Usage is on the Rise Across Every Channel

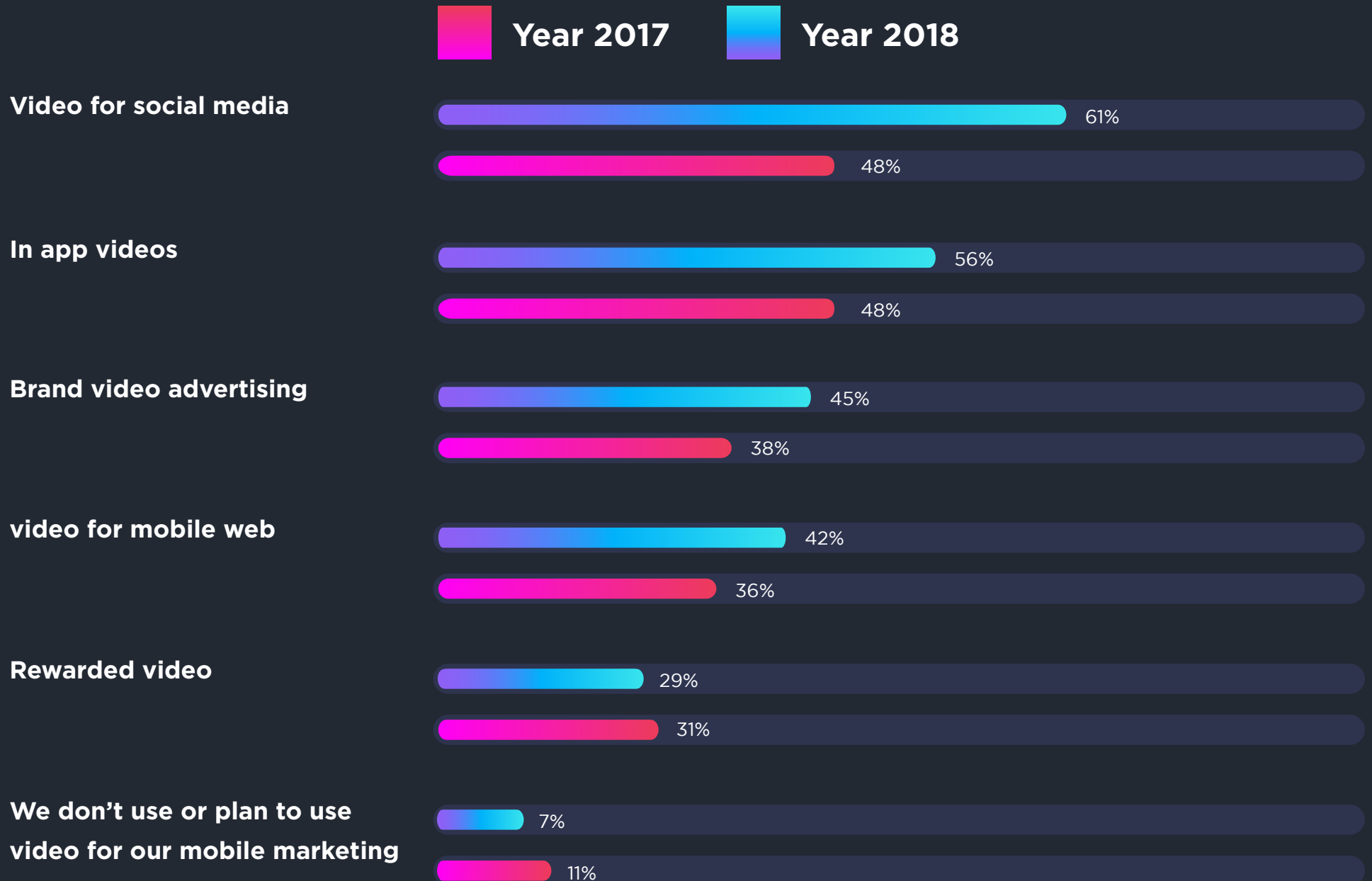
85% of Marketers Plan to Increase Investment in Video in 2018, up from 75%

How do you expect your investment in video for mobile marketing to change for 2017/2018?



Use of Video across every channel is up in 2018

What types of video do you use or have plans to use for your mobile marketing?



Over three quarters of respondents said video was very or critically important to the customer journey

How important is video to your customer journey activities?



 **Critically Important**

 **Somewhat Important**

 **Very Important**

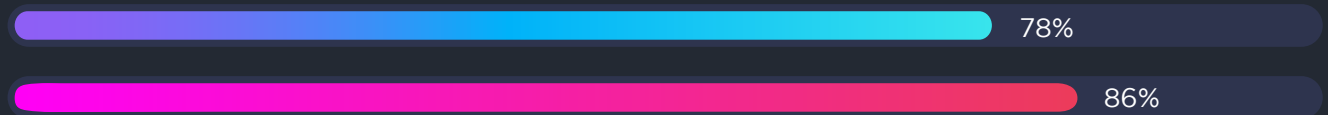
 **Not Important**

With acquisition, awareness, engagement and re-engagement all receiving top marks

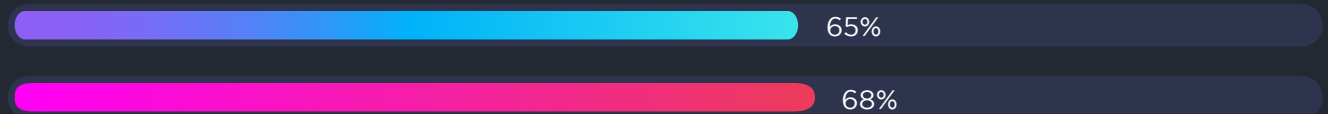
What phases of the customer journey are a priority for your marketing organization in 2017/2018?

 **Year 2017**  **Year 2018**

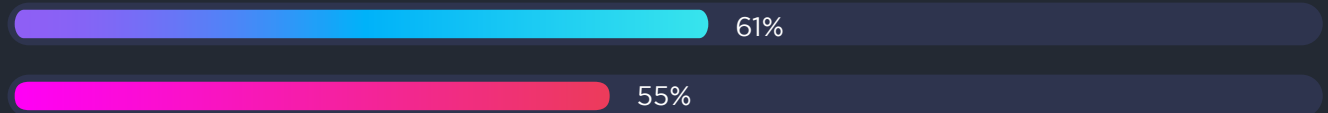
User Acquisition - Securing new customers and or users



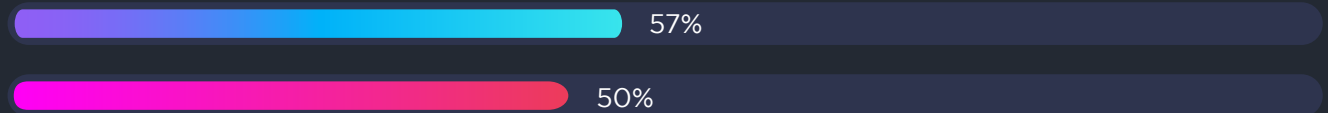
Engagement - Encouraging existing customers and or users to increase activity



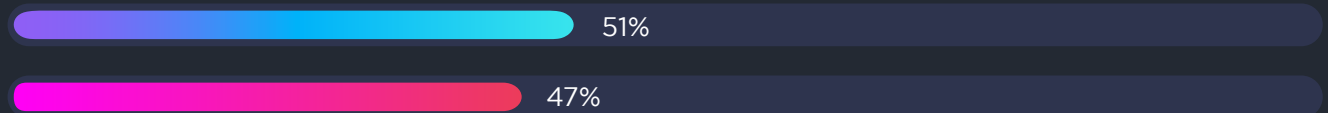
Segmentation - Targeting specific types of customers/users who are most valuable



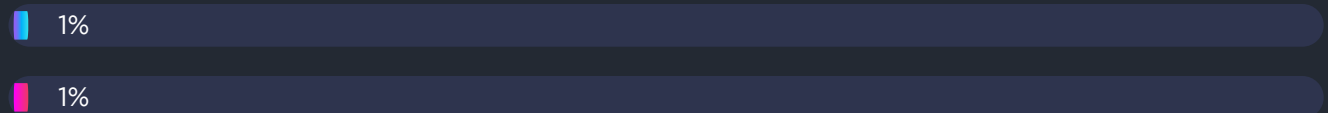
Re-engagement - Connecting with customers and or users that have not had recent activity



Awareness - Just getting our name out there so people know we exist

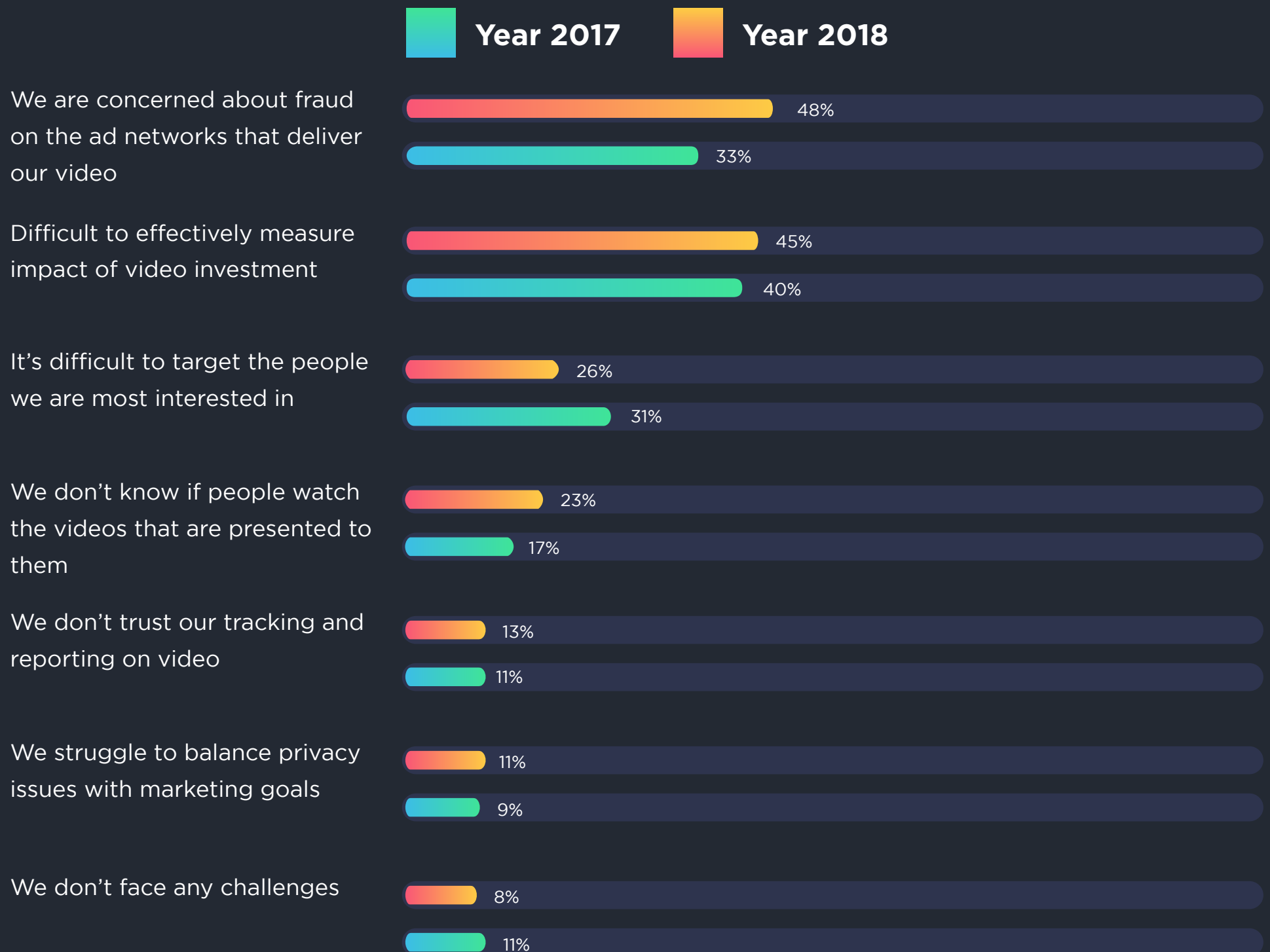


We don't use or plan to use video for our mobile marketing



Fraud, and the inability to effectively measure results are cited as the top two concerns for video advertising, while marketers expressed a slightly easier time targeting the right consumer than previously

What challenges do you face with your current video advertising activities?

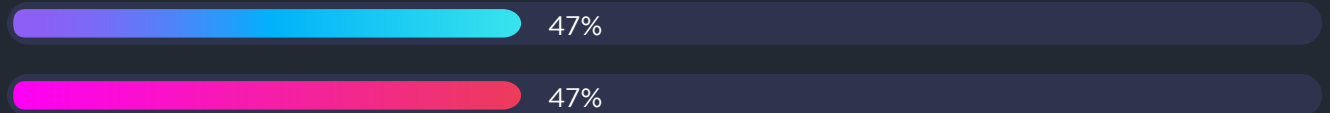


Re-engagement difficulties doubled year over year; which is why YouAppi has invested in a robust re-engagement strategy that doubles conversion rates and increases RoAS by 12x

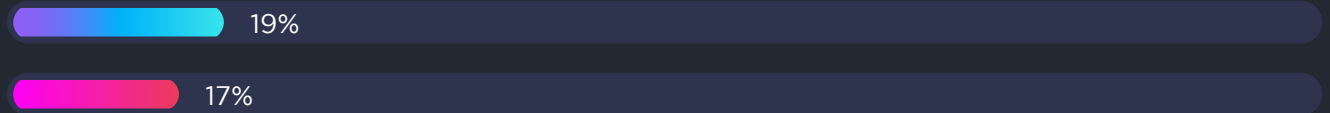
What stage of the customer journey creates the most challenges for video?

 Year 2017  Year 2018

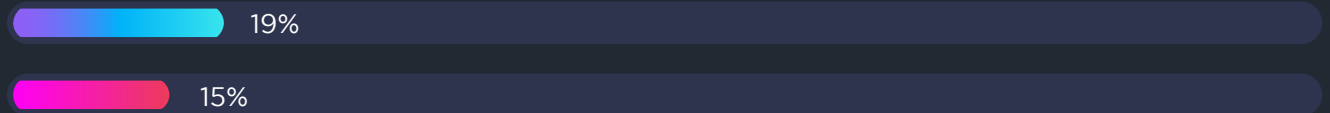
User Acquisition



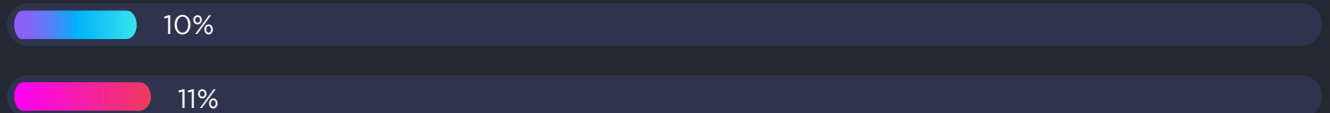
Engagement



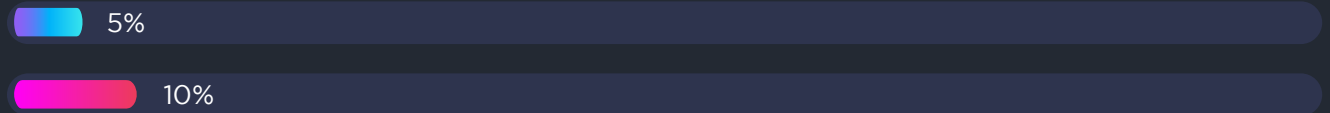
Brand Awareness



Segmentation



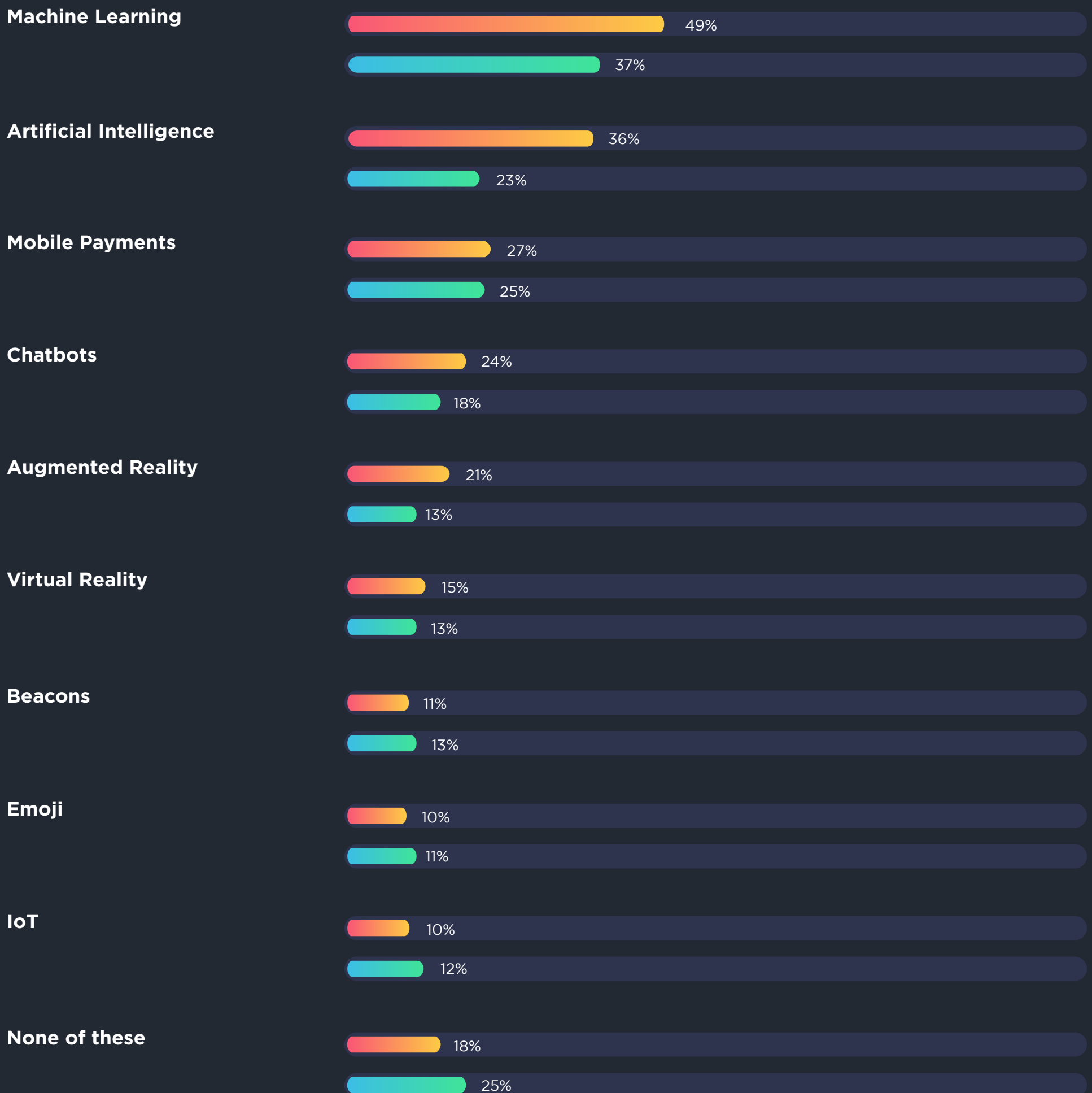
Re-engagement



Machine Learning and Artificial Intelligence top the list for new technologies marketers are bringing on board in 2018

Which of the following cutting-edge technologies do you plan to invest in to support your customer journey in 2017/2018?

 **Year 2017**  **Year 2018**



The 2018 CMO Mobile Marketing Guide survey was conducted by Dimensional Research in February 2018 and included responses from 425 global digital marketing professionals.