

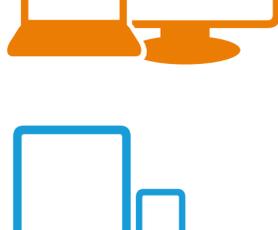
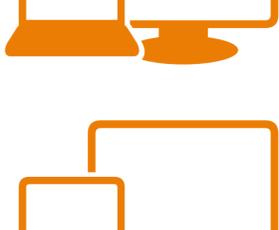
Mobilising print media

New paths to purchase

Smartphone and tablets ownership rates are rapidly rising, so how is this impacting how marketers are using their capabilities to integrate print and online channels?

What marketers think consumers do and the reality of consumer behaviour are two very different things as the results of this consumer survey show. Print and digital integration works - 54% of consumers visit a website after seeing a printed piece of 1-to-1 communication. Yet, most people still prefer to use a desktop or laptop rather than a mobile or tablet. As we see here there are a number of barriers brands need to overcome to improve consumers' journey from print to online via mobile.

Devices used to find out more about a brand or charity



3 in 4

prefer to use a desktop or laptop

1 in 4

prefer to use a mobile or tablet

Don't make me work for it



Barriers to buying a product or service on a mobile/tablet



27%

of people find it difficult to scroll and browse products



23%

of people say the buttons are small and difficult to respond to



22%

of people worry about their data security

Give me a reason to click

Despite the barriers, there is demand for mobile purchases – and this trend is likely to grow:



2 in 5

have bought a product or service on their mobile/tablet in the last month

I'm not as social as you think

Marketers focus on social media and mobile apps but this is still a road less travelled for the consumer

Only 5%

visit a brand's social media page or download a mobile app after seeing a print ad about a product or service they're interested in



Twice as many people have a QR code reader than an AR app on their mobile or tablet



And they are more likely to use it:

30%



of people sometimes scan a QR code

23%



of people sometimes use an AR app

Make it easy for the consumer and they will act

A charity print ad asking for donations has the power to drive people online

Charity print ad

<http://saveadonkey.com>



2 in 5

people have searched online about the charity and its work



1 in 5

have visited social media pages



1 in 5

have sent a text to donate



1 in 5

have signed up for emails

Conclusion

Poor functionality and concerns over data security appear to be the main sticking points for consumers. If brands address these concerns, more consumers will move between print and online on the nearest device available – very often a mobile or tablet. Improving the functionality for making a purchase or a donation on a mobile will drive more online transactions. As we can see, for example, people do text to donate after seeing a charity print ad. Imagine what a one-click-to-donate function on a mobile or tablet could achieve.

Methodology

The survey was conducted amongst 1,000 UK consumers. 40% of the respondents were male whilst 60% were female. 39% were 18-34 years-olds, 36% were 35-54 year-olds and 25% were over 54 years old.

About Toluna QuickSurveys

A global panel community of over 4.8 million individuals across 39 countries, the Toluna Community powers 'AskToluna'. Unlike other panel organisations, Toluna has developed a unique community model that uses Web 2.0 technologies to increase panellist engagement, responsiveness, profiling depth and reliability.

Toluna's panel communities enable individuals to express, collect and share polls and opinions and interact with fellow members.

<http://www.quicksurveys.com/?camp=dma>

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

Published by The Direct Marketing Association (UK) Ltd Copyright © Direct Marketing Association. All rights reserved.

www.dma.org.uk