

Context is King: Monetizing Consumer Data for Commerce

Table of Contents

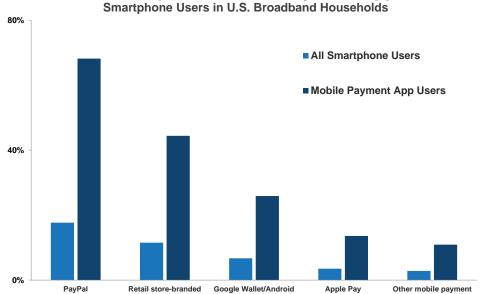
By Harry Wang, Director, Health & Mobile Product Research, and Kristen Hanich, Researcher

Synopsis

Mobile commerce has been growing since the iPhone launch. Data from personal preferences, locations, and social media feeds, along with push notification and mobile payment functions, allow companies to promote brands and convert transactions much more easily and successfully. This report examines the role of consumer data in mobile marketing and advertising and highlights the best practices of mobile marketing. It updates the five-year forecasts for U.S. mobile advertising and mobile commerce revenues.

Type of Mobile Payment Apps Used

Use of Specific Mobile Payment Apps



© Parks Associates

apps

Publish Date: 1Q 16

"Emerging sources of contextual data about shoppers include social media, location-based data from shoppers' smartphones and in-store beacons, and mobile apps, especially mobile wallet apps that integrate payment functions with loyalty program memberships," said Harry Wang.

Contents

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

2.0 Context-Based Marketing: An Overview

- 2.1 The Growth of M-Commerce and Retailers' Challenge
- 2.2 Cross-Platform Shopper & Omnichannel Marketing

payment apps, like the

Starbucks app

3.0 Emerging Opportunities in Context-based Marketing

- 3.1 The Rise of Social Media Marketing
 - 3.1.1 Social Media Overview
 - 3.1.2 Social Media Data
 - 3.1.3 Social Media Marketing
- 3.2 Location-Based Marketing
 - 3.2.1 Solutions Overview



Context is King: Monetizing Consumer Data for Commerce

Table of Contents

By Harry Wang, Director, Health & Mobile Product Research, and Kristen Hanich, Researcher

- 3.2.2 Geolocating and Geofencing
- 3.2.3 Beacon Technology and Beacon-based Marketing
- 3.2.4 Near Field Communications
- 3.3 Mobile Wallet for Marketing

4.0 The Future of Shopper Marketing

5.0 Market Forecast

- 5.1 Forecast Methodology
- 5.2 Mobile Ad Spending Forecasts

6.0 Implications and Recommendations

7.0 Appendix

- 7.1 Glossary
- 7.2 Company Index

Figures	
	Companies Researched or Interviewed for Report
	Leading Social Media Platforms
	Emerging Social Media Platforms
	Leading Social Media Data Integrators and Analytics Companies
	Social Media Marketing Tools for Commerce
	Leading Content Marketing Platform Providers
	Leading Geolocation Solution Providers
	Closed vs. Open Beacon Network: Retailers' Perspective
	Leading Beacon Solution Vendors
	Leading NFC-Incorporating Solutions Providers
	Leading Mobile Wallet/Payment Providers
	Leading Loyalty-focused Mobile Wallet Providers
	Forecasts of U.S. Mobile Advertising Spending 2015-2020
	Mobile Ad Spending: CPM-based vs. Performance-based Ad Spend
	Mobile Ad Spending: Mobile Apps vs. Mobile Browser-based Ad Spend

List of Companies		
	Adfields	KeyRing
	Aisle411	Kik
	Android Pay	Kontakt.io
	Apple Pay	PayPal
	Belly	Percolate
	Blue Bite	Pinterest
	Blue Calypso	Polyvore
	BrandWatch	RetailMeNot
	Bubbly	Samsung Pay
	CardStar	Skyhook Wireless
	Contently	Skyword
	CurrentC	Snapchat



Context is King: Monetizing Consumer Data for Commerce

Table of Contents

By Harry Wang, Director, Health & Mobile Product Research, and Kristen Hanich, Researcher

Datasift
Dialogfeed
Estimote
Facebook
Flybits
Foursquare
Gnip
Gyft
IndoorAtlas
inMarket
InMarket
Instagram
Kapost

SproutSocial
Starbucks
StatSocial
Stocard
Swirl
Sysomos
Thinknear
Twitter
We Heart It
Whisper
YouNow
YouTube

Attributes

Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Harry Wang and Kristen Hanich

Executive Editor: Jennifer Kent Published by Parks Associates

© March 2016 Parks Associates

Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.