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THE MARKETER'S GUIDE TO

Mobile Conversion

How to use on site displays to turn more mobile visitors into email subscribers and customers.

You got this! 😎

What's In This Guide?
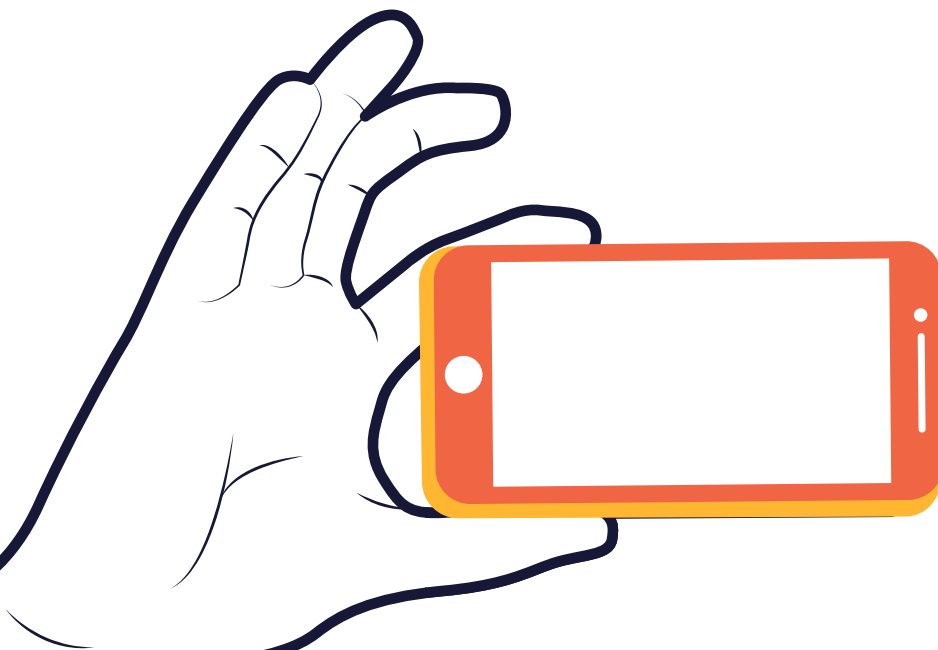
Introduction

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Introduction

If you're an online merchant trying to grow your business, your mobile strategy is critically important to your success. In the US alone, more than 160 million people have made a purchase with their mobile device. And according a recent report from Oracle, that number includes 75% of Gen-Xers and 92% of millennials.

Add on the fact that Privy's own research shows that Facebook (largely a mobile experience) and Instagram (a mobile only experience) are viewed as the two most effective channels for driving sales and the case for investing in strategies to drive mobile conversion is a no brainer.

Simply put, you can no longer afford to ignore your shoppers' mobile experience when thinking about things like list growth, special offers, and engagement & abandonment emails.
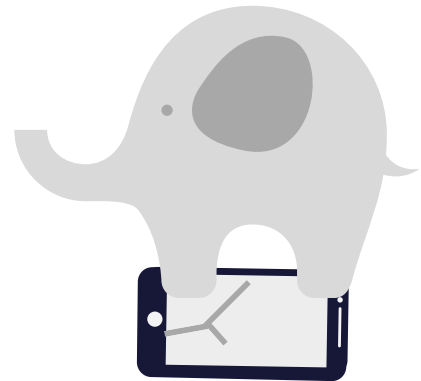
This guide will walk you through how to create low effort,high impact mobile displays and emails designed to help you grow your ecommerce business. Enjoy!

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1. What's that I hear about Google and Mobile Pop Ups?

Before we get into specific strategies, let's address the elephant in the room, Google's policies on mobile pop ups.

On January 10, 2017, Google rolled out changes to its algorithm that penalizes "intrusive interstitials." But wait! Don't panic. All this really means is that if you're using certain kinds of mobile pop ups, you won't rank as highly in Google as you would if you didn't use a mobile pop up. Basically:

"Pages where content is not easily accessible to a user on the transition from the mobile search results may not rank as high."

— Google's Webmaster Blog

As more and more people experience the Internet through a mobile device, Google prioritizes mobile-friendly websites by giving them a rankings boost. This means mobile search results favor sites with responsive, clean designs, easy user experience for navigation, and that make content easy to read for any searcher on a mobile device. Ultimately, Google is looking to make it easier for a person searching with Google to find the answers they're looking for. Here's their stance:

"While the underlying content is present on the page and available to be indexed by Google, content may be visually obscured by an interstitial. This can frustrate users because they are unable to easily access the content that they were expecting when they tapped on the search result."

— Google's Webmaster Blog

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What is Considered an Intrusive Mobile Pop Up?

As we mentioned above, Google is always looking to provide the best user experience. So if you're using a pop up that's causing lots of users to hit the "Back" button immediately or otherwise bounce, that's a note to Google (and other search engines) that they've served the wrong result for that ranking. So it makes sense that these kinds of pop ups would be flagged for mobile, since they cause a frustrating user experience.

An Intrusive Pop Up Would Be:

- A mobile pop up that covers the main content, either immediately or after a period of viewing the page.

- Displaying a standalone mobile pop up that the user has to dismiss before accessing the page.

- A welcome mat mobile pop up where the above the fold portion of the page pushes the original content underneath the fold.

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What Does Google Considers Intrusive?

Example of a intrusive pop up
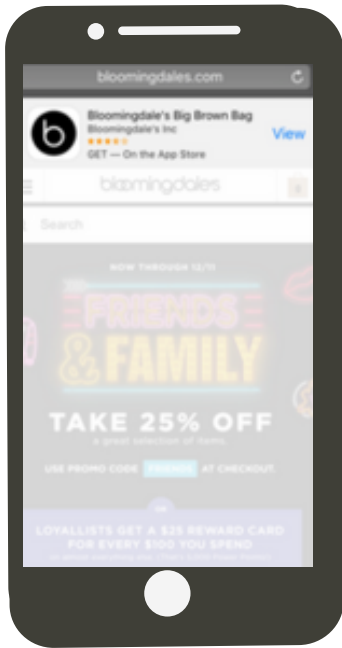
Examples of intrusive stand-alone interstitials

What is Considered Acceptable?

The good news is that there are a few types of mobile pop ups and displays that Google's given the green light to. According to their official announcement, the following are examples of acceptable mobile interstitials:
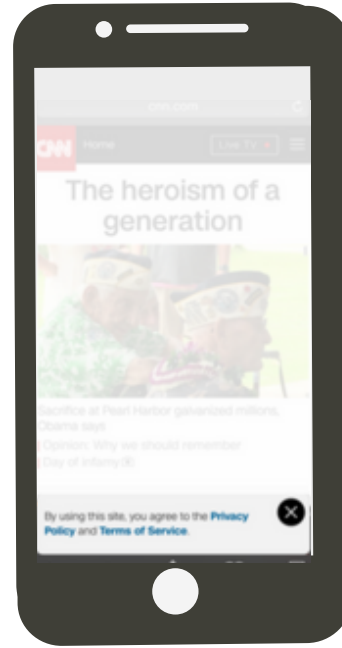
- Banners that only use a reasonable amount of screen space and are easily dismissible. For example, app install banners provided by Safari and Chrome are examples of banners that use a reasonable amount of screen space.

- Interstitials that appear to be in response to a legal obligation, such as for cookie usage or age verification.

- Login dialogs where content is not publicly indexable. For example, publisher content that is behind a paywall.

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What is Considered Acceptable? (cont.)

A mobile banner prompting the visitor to download the native app.

A mobile banner notifying the visitor of the website's cookie policy.

In the above examples, note how the interstitial displays take up less than 30% of the phone screen, and can easily be closed, both of which make it easier for mobile users.

With all that being said, know that all of the recommendations in this guide are Google-friendly from a display type and targeting perspective. At the end of the day, all of Google's recommendations are designed to create a better shopping experience for your customers and to make your Adwords spend and organic search results better than before.

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2. Choosing the Right Display Types for Mobile

An Overview of Display Types

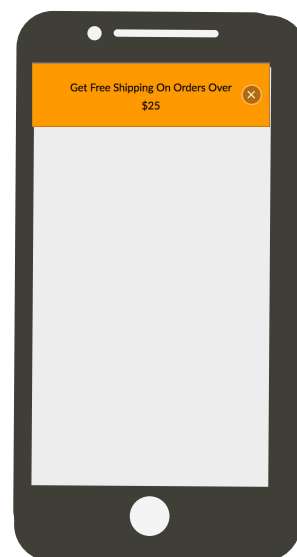When thinking about what display type to use for your mobile campaigns, you've got a few options to consider.

Flyouts

In most cases, flyouts are our recommended display type for a mobile-specific campaign. They combine the key elements of any successful campaign by automatically resizing for mobile making them easy to interact with while also providing a great deal of flexibility in their design. In addition, because they include movement they are harder to ignore than a bar.
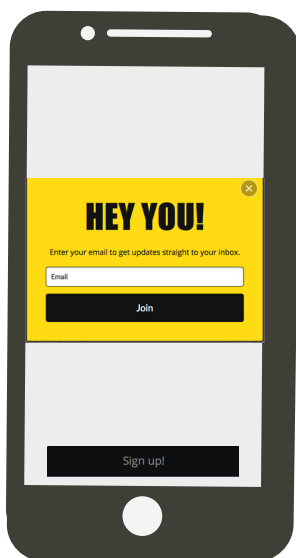

Bars

Bars are a more passive way to get a message in front of your mobile visitors in a way that automatically behaves correctly on a mobile screen. Their design choices, however, are a bit more limited and our data shows that they don't convert as well as flyouts generally.

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Pop Ups

Despite the negative press around mobile pop ups, we do see that they continue to convert well when used for signups and with exit intent. The upside is that like flyouts, your design options are numerous, and they do adapt for mobile, especially when sized as a square.

The downside is that they risk turning people off and getting penalized by Google if shown when someone first reaches your site, so pay attention to your triggers and targeting rules.
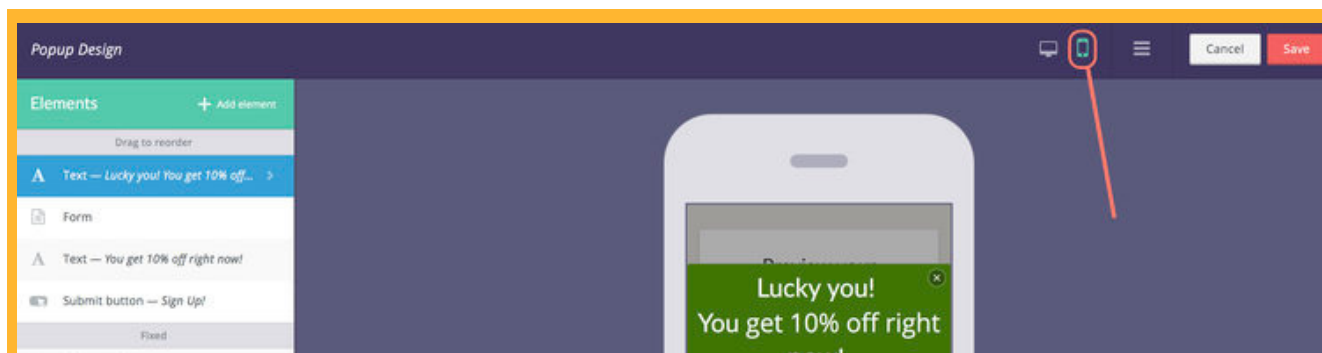
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3. Designing for Mobile Displays

Now that you've chosen your display type, you'll want to build something that looks great and performs well for your business. Here are a few design tips from our in house expert to get you started.
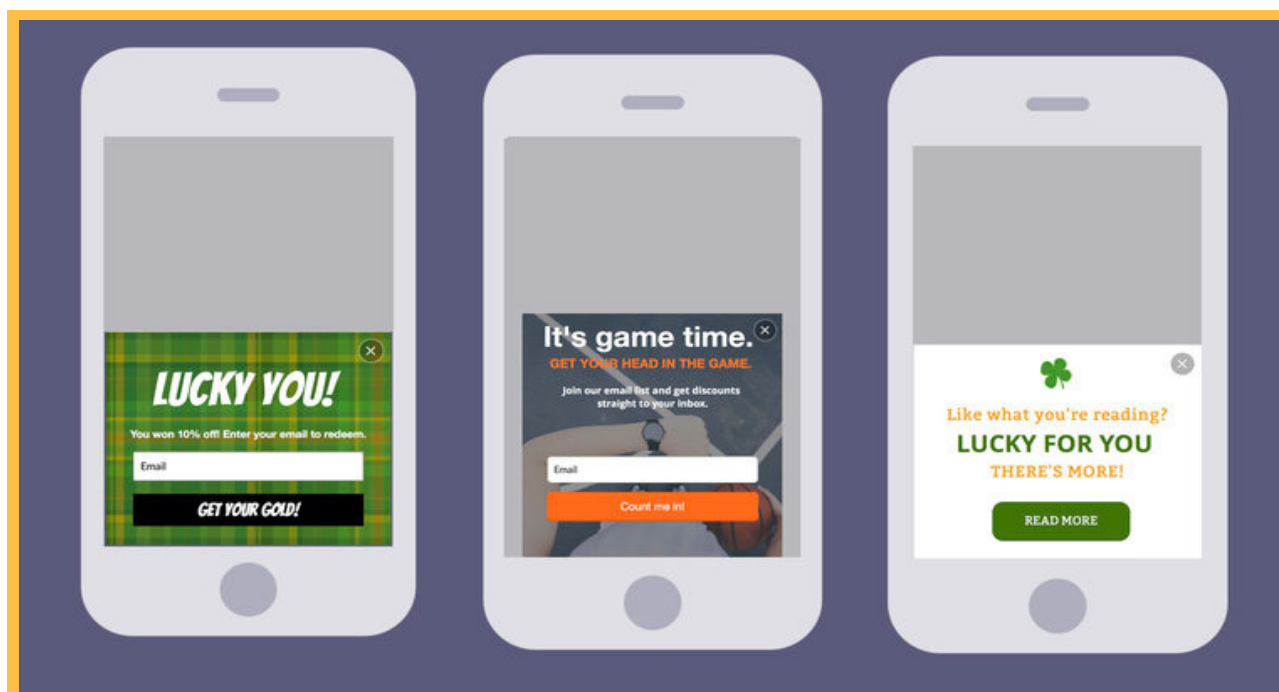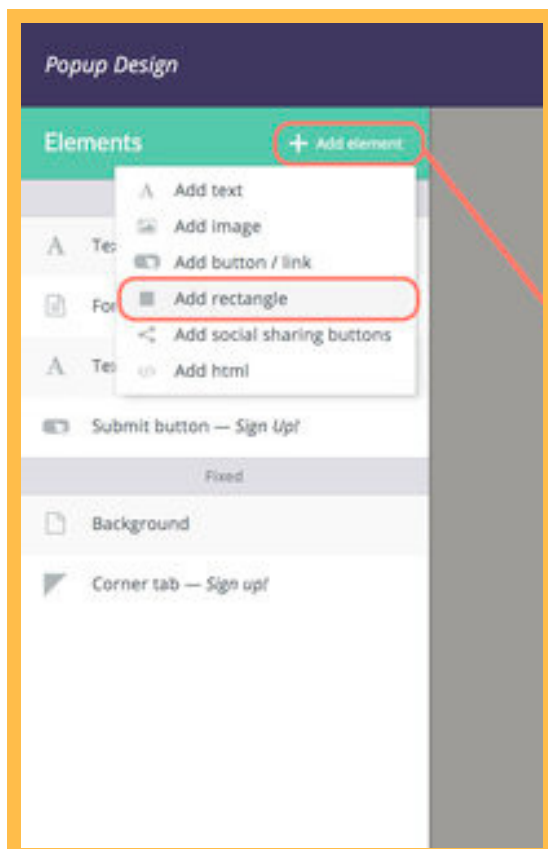
Don't Go One Size Fits All

For starters, let's look at a display that was originally designed for desktop and see how it looks on a mobile device. (To do this in the Privy display designer, go to the top right and click the phone icon.)

As you look at this desktop campaign on a mobile device, you can see some of the text is crashing into each other because it's too much for the mobile environment. The best way to avoid this problem is by keeping your headlines short. For example, instead of saying "Lucky you! You get 10% off right now!" for mobile you should shorten it to "10% off now!".

When shortening the headline isn't possible without sounding like a caveman, the better choice is to create a properly sized flyout that is more mobile friendly.
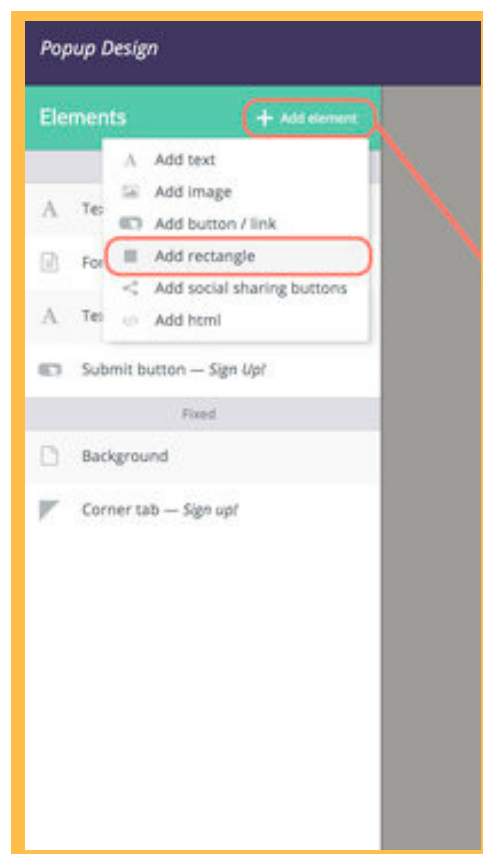
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Pick a Simple Background

With all displays, you'll want to keep your design simple. This is even more important in a mobile campaign. You should choose either a solid color or a basic pattern because they don't distract from the most important piece in a mobile display, the text! If you want to use a busier image, use the rectangle element to create an box that goes over your background but is partially see through to mute the complexity of the design. To do this, while in the display designer, simply go to the left sidebar and click "Add Element" and then "Add Rectangle".

Once you have your rectangle stretched to cover the entire background image, make sure it isn't covering your text by looking in the sidebar and making sure the rectangle element is under all of your text, buttons and links. In the rectangle element you can change the color of the overlay and the opacity to make the background feel less busy and allow the text to pop.

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Don't Overdo it with Your Fonts

When dealing with fonts on a small screen the key is to stick to more plain, less decorative fonts. These read better at small sizes and look great in all caps (but don't get too scream-y on me, you're not Billy Mays). Additionally, don't use too much thin and/or white text, it can be hard to read especially at small sizes.

BUT WAIT,
LESS IS MORE!

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4. Choosing the Best Triggers and Targeting for Mobile

In our "Ecommerce Marketer's Guide to Audience Targeting" we go in depth about when and how to use each trigger, but in case you haven't read it, here is a quick overview of trigger options for your displays.

There are four primary ways you can trigger a campaign to your mobile visitors:

Timer
The time trigger determines when to display your campaign based on how long a visitor has been on your site. It could show immediately when a visitor lands, a few seconds later, or longer.

Scroll Percentage
This shows your campaign once a visitor has scrolled down a certain percentage of your page, allowing them to read on before you ask them to sign up for your list or make a purchase.

Exit Intent
One of the most popular triggers, on desktop exit intent tracks your visitor's mouse movement. If the visitor appears to be leaving or "exiting" your site, you can use that as a trigger for your campaign. On mobile devices, this works a little bit differently. Read on to learn how.

Tabs
Tabs, or other visual calls to action, can be customized to fit in with your site layout, and when clicked, trigger your campaign to display.

Popup triggers

Automatically Show
☑ Show on a timer   After 30 seconds ▾

☐ Show after scrolling   25% of page ▾

☐ Show on exit-intent
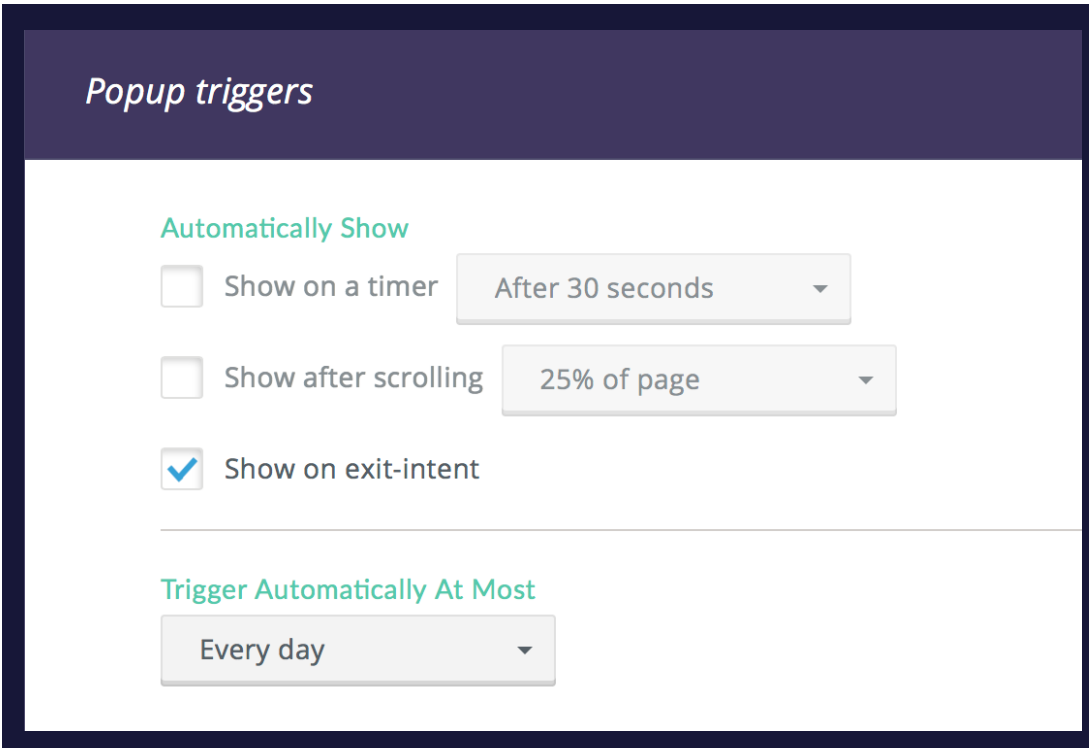
Trigger Automatically At Most
Every day ▾

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Exit Intent and Mobile Displays

While exit intent works differently on mobile than on desktop, it most definitely works. Given the vast majority of smartphone traffic is touch based, mobile exit intent not based on mouse movement, instead there are two distinct actions that can be used to trigger a message via exit intent.

1. Double clicking the mobile browser to "switch" between browser tabs.

2. Pressing the browser "back" button.

Both of these are good indicators that someone on your mobile site is exiting, and since both are user initiated, they keep you compliant with Google's mobile popup rules.
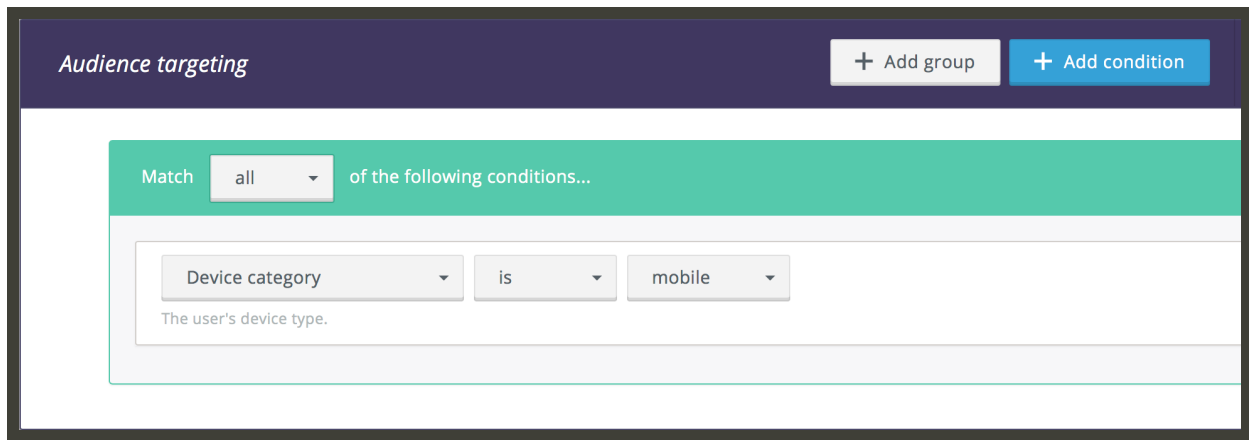
If you're using exit intent for a mobile device, your site visitors will experience popups, flyouts, and banners in very similar ways. These displays cover most of the screen when they open and make it easy for people to sign up.

Popup triggers

Automatically Show

☐ Show on a timer — After 30 seconds ▾

☐ Show after scrolling — 25% of page ▾

☑ Show on exit-intent

Trigger Automatically At Most

Every day ▾
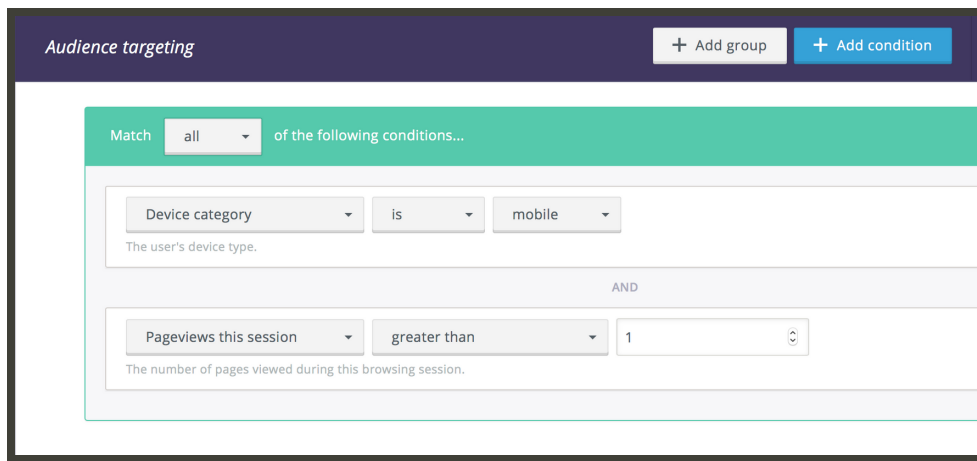
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Targeting Your Mobile Visitors

Once you've set your triggers, you'll want to go into the audience targeting section of your campaign builder. The first step is to make sure you are targeting only mobile visitors with your display. To do that, simply click "add condition", select "device category" from the dropdown menu, and select mobile.

To create the best experience for your visitors, you should also consider a second targeting criteria, "pageviews this session". This setting determines how many pages a visitor needs to see before you trigger your flyout. We have found that showing mobile visitors a display on their second or third page converts really well because people have had a chance to see what your site is all about without being interrupted.

To do this, you'll need to add a second condition, select "pageviews this session" from the drop down menu, and enter "greater than 1".

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5. Building Mobile Friendly Emails

Once someone signs up for your mobile campaign they should automatically receive an email confirming their submission and delivering the coupon code or content link that they expect. And if you're taking it further with a welcome series or set of coupon reminders using Privy or another email service provider, you'll want to make sure that your emails are mobile friendly as well.
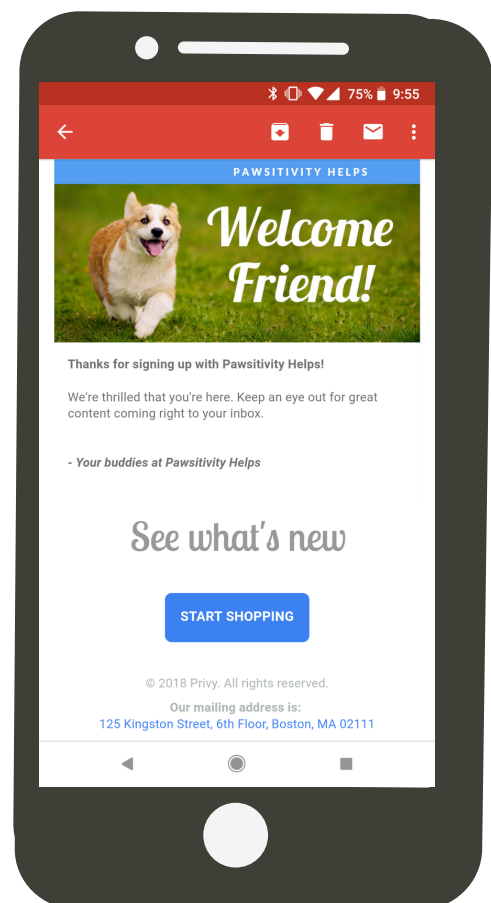
A few years ago, this might have been a big challenge but today you can follow a couple of basic rules to make sure your emails are easy to read on a mobile device.

Go single column

While it's tempting to create a fancy multi-column design that packs in all sorts of great content, the fact is that is just not readable for most of your subscribers. Instead, choose a single column with a limited set of images.

Limit your content

Even if you're sending a "newsletter", putting yourself in a mobile readers mindset will help you limit what you say. Instead of extended prose keep it simple with a couple of short paragraphs, a key centered image, and a call to action at most. Not only is this approach more mobile friendly, it's also easier to execute on!

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Replace links with buttons

Replace links with buttons. For starters, buttons work much better than links on a mobile device. While traditional links are still important, using a button to "read more" or "start shopping" is a much better experience for your mobile users because they are easier to find and easier to tap with your thumb than a text link.

Also, stacked links are extremely difficult to click with the tip of your finger. Links need room to breathe, especially on a mobile device. If you're making it hard for someone to click your links, you could be missing out on traffic, signups, and even sales.

Simplify your fonts

Simplify your fonts. Much like your display designs, you'll want to make sure you are using fonts that are easy to read on a mobile device in your emails. Two rules of thumb that we have found effective are to always use a minimum of size 12pt font for body text and 22pt for headlines and to use a strong contrast of colors, like dark text on a light background.
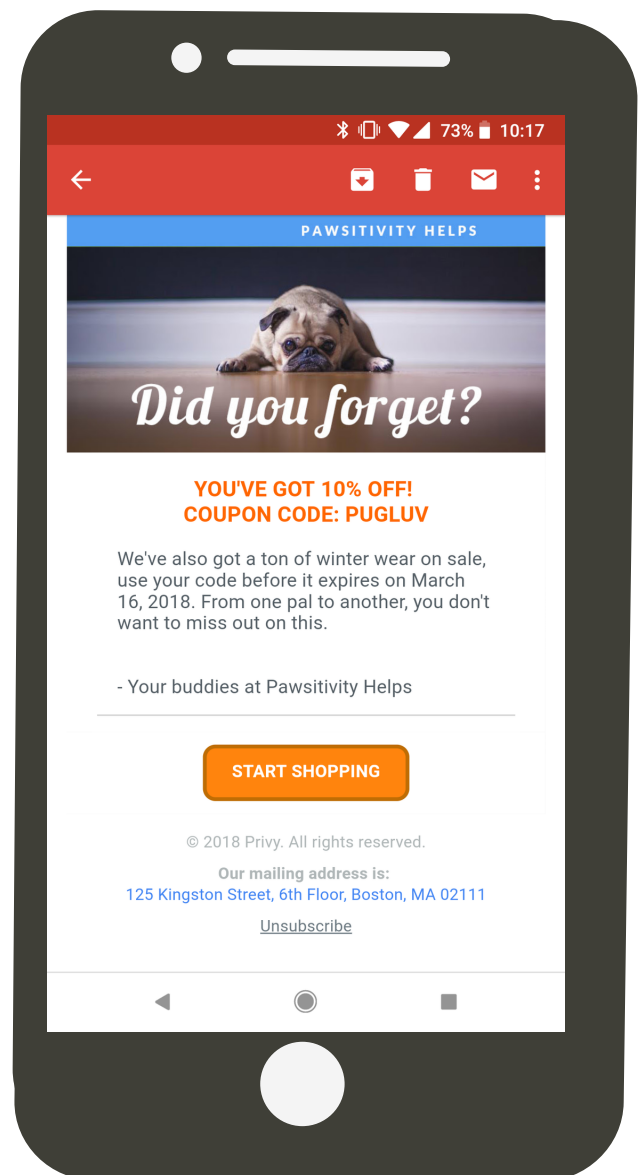
don't use fonts

like this because

they're impossible to read at small sizes

instead use fonts

like this since they are

more readable at small sizes

SHOP NOW

PAWSITIVITY HELPS

Did you forget?

YOU'VE GOT 10% OFF!
COUPON CODE: PUGLUV

We've also got a ton of winter wear on sale, use your code before it expires on March 16, 2018. From one pal to another, you don't want to miss out on this.

- Your buddies at Pawsitivity Helps

START SHOPPING

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Our mailing address is:
125 Kingston Street, 6th Floor, Boston, MA 02111

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6. Three Mobile Campaigns You Can Use Today

Now that you've got the main concepts down, here are a few specific campaign ideas to get you going. For each campaign we've provided a headline, a display type, targeting and trigger options, and a call to action that you can adapt for your own business.

Mobile Discount

This is the most basic mobile ecommerce campaign you can run, designed simply to do a better job of turning mobile visitors into email subscribers by offering a discount in exchange for their email address.

Display Type: Flyout

Trigger: Timer set to 5 seconds

Audience Targeting: Device category, mobile

Pageviews this session: is greater than 1

CTA: Reveal Code

Instagram Traffic Offer

This campaign is designed to speak specifically to visitors coming from Instagram via a link or ad to your online store. By creating a relevant message and design, you'll deliver a more seamless experience and deliver the most relevant message.

That means you'll align your display design with your images on Instagram and be speaking directly to the "instagrammers" visiting your site.
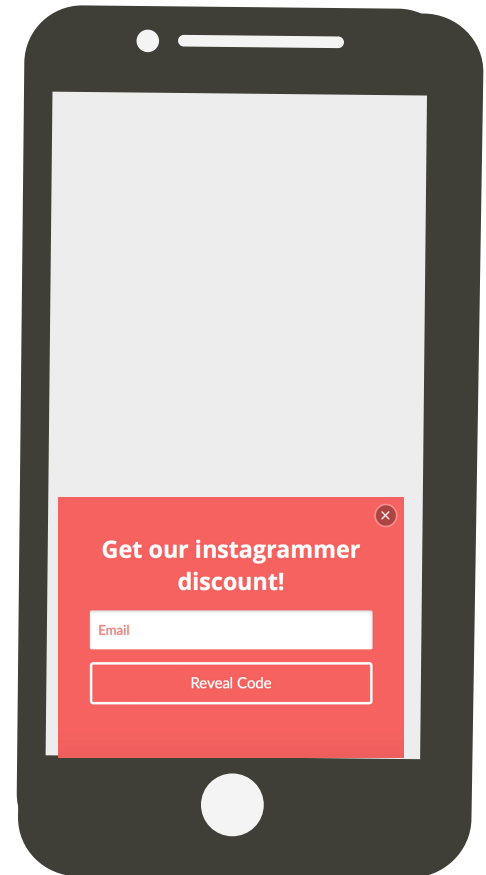
Display Type: Flyout

Trigger: Timer set to immediately

Audience Targeting: Device category, mobile

Referring URL: Contains "instagram"

Headline: Get Our Instagrammer Discount

CTA: Reveal Code

Get our instagrammer discount!

Email

Reveal Code

Audience targeting   + Add group   + Add condition

Match   all ▾   of the following conditions...

| Device category ▾ | is ▾ | mobile ▾ |

The user's device type.

AND

| Referring url ▾ | contains ▾ |

instagram

The URL of the previous (referring) page.

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Mobile Cart Value Offer

As with desktop shoppers, cart abandonment is a huge issue with mobile shoppers too. Creating special offers to push people to finish their purchase during this visit can have a huge impact on your business.

We recommend creating special offers for low value and high value shoppers who have reached the end of their shopping journey but not yet completed their purchase. Below is an example of a high value offer.

Display Type: Flyout

Trigger: Timer set to 30 seconds and/or exit intent

Audience Targeting: Device category, mobile

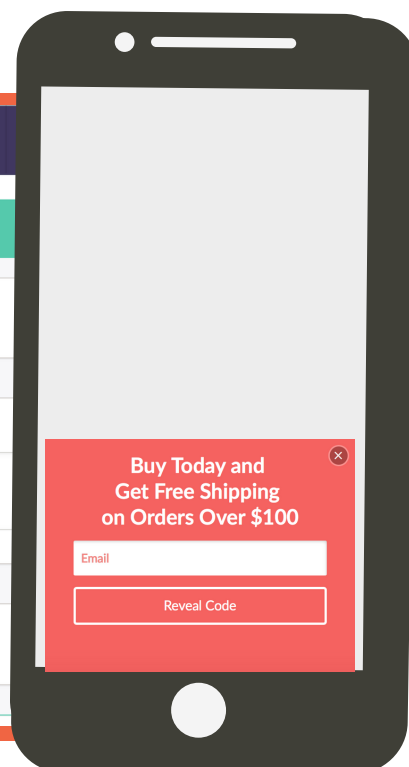**Current URL:** Contains "checkout" or "cart"

Cart Value: is greater than 100 (this amount varies by business)

Headline: Buy Today and Get Free Shipping on Purchases Over $100

CTA: Reveal Code

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In Summary

Whether you are an ecommerce company, a b2b services organization, or just someone trying to grow your blog subscribers - chances are you're missing opportunities to create a better and higher converting mobile experience.

Using some of the low effort/high impact strategies in this guide, you can put yourself in a much better position to succeed.

Key Takeaways:

- Mobile visitors to your site present a huge opportunity for growing your business

- Google's rules do not eliminate the ability to engage mobile visitors via pop ups and flyouts

- Simplifying your design and messaging for the mobile experience will make it easier for mobile visitors to take key actions on your site

- Implementing basic, mobile-specific strategies can have a huge impact on conversion

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