

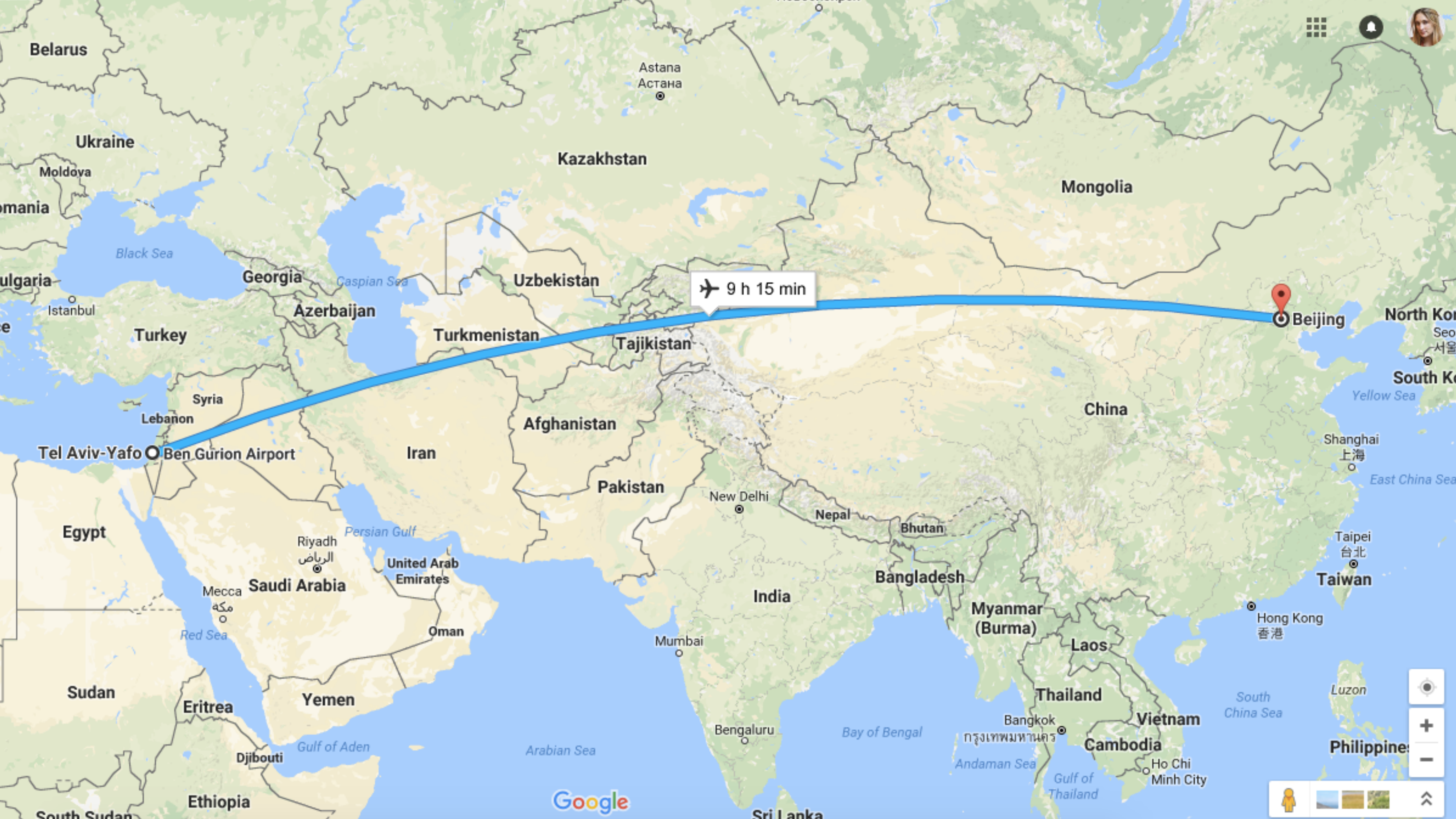


TALIA WOLF

Breaking Patterns: How to Rewrite the
CRO Playbook with Mobile Optimization

Banana Splash
@Taliagw

MOZCON
2016



Belarus

Ukraine

Moldova

Romania

Bulgaria

Istanbul

Turkey

Georgia

Azerbaijan

Uzbekistan

Kazakhstan

Mongolia

✈ 9 h 15 min

Turkmenistan

Tajikistan

Beijing

North Korea

Seoul

South Korea

Yellow Sea

Shanghai

上海

East China Sea

Taipei

台北

Taiwan

Hong Kong

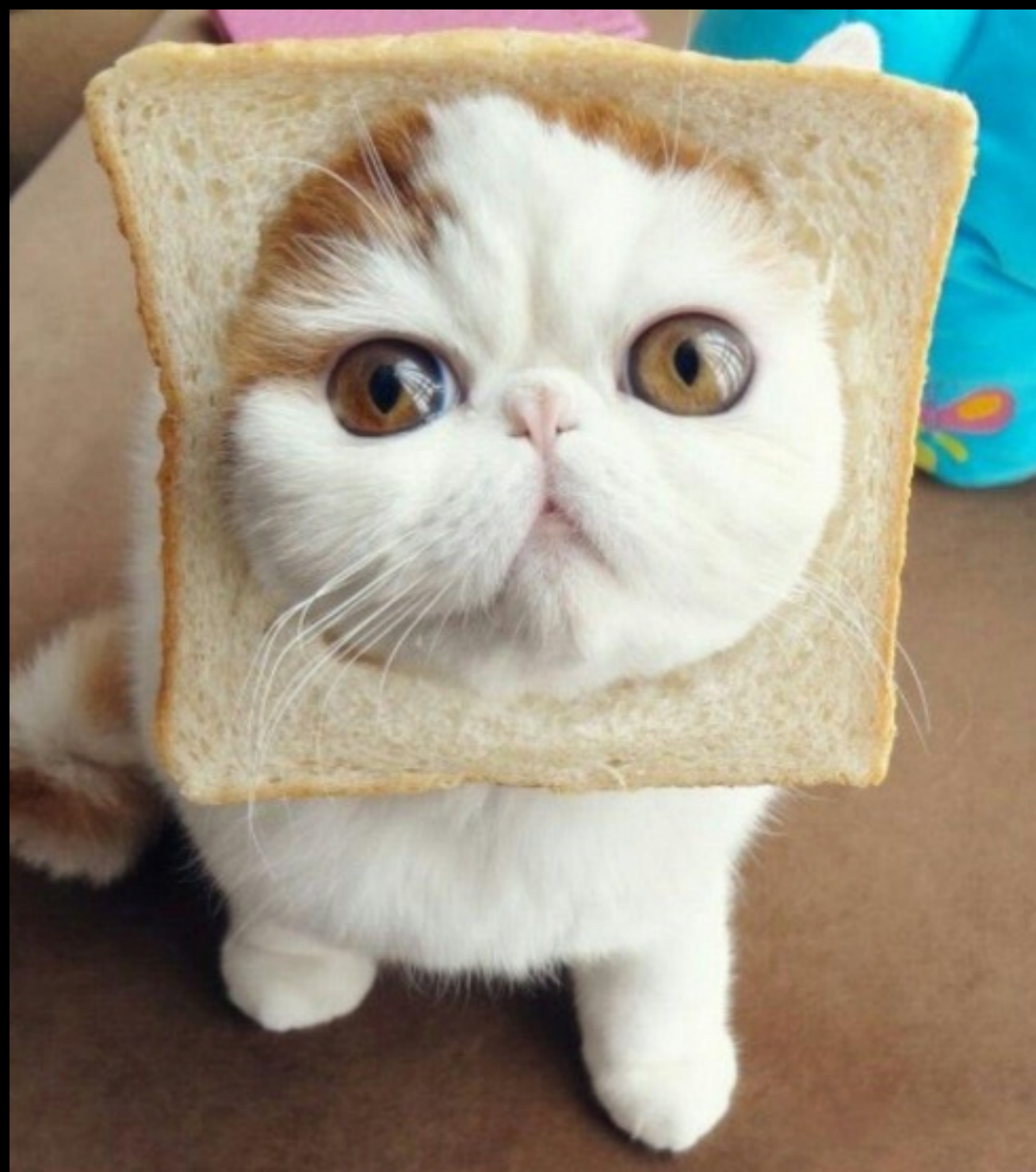
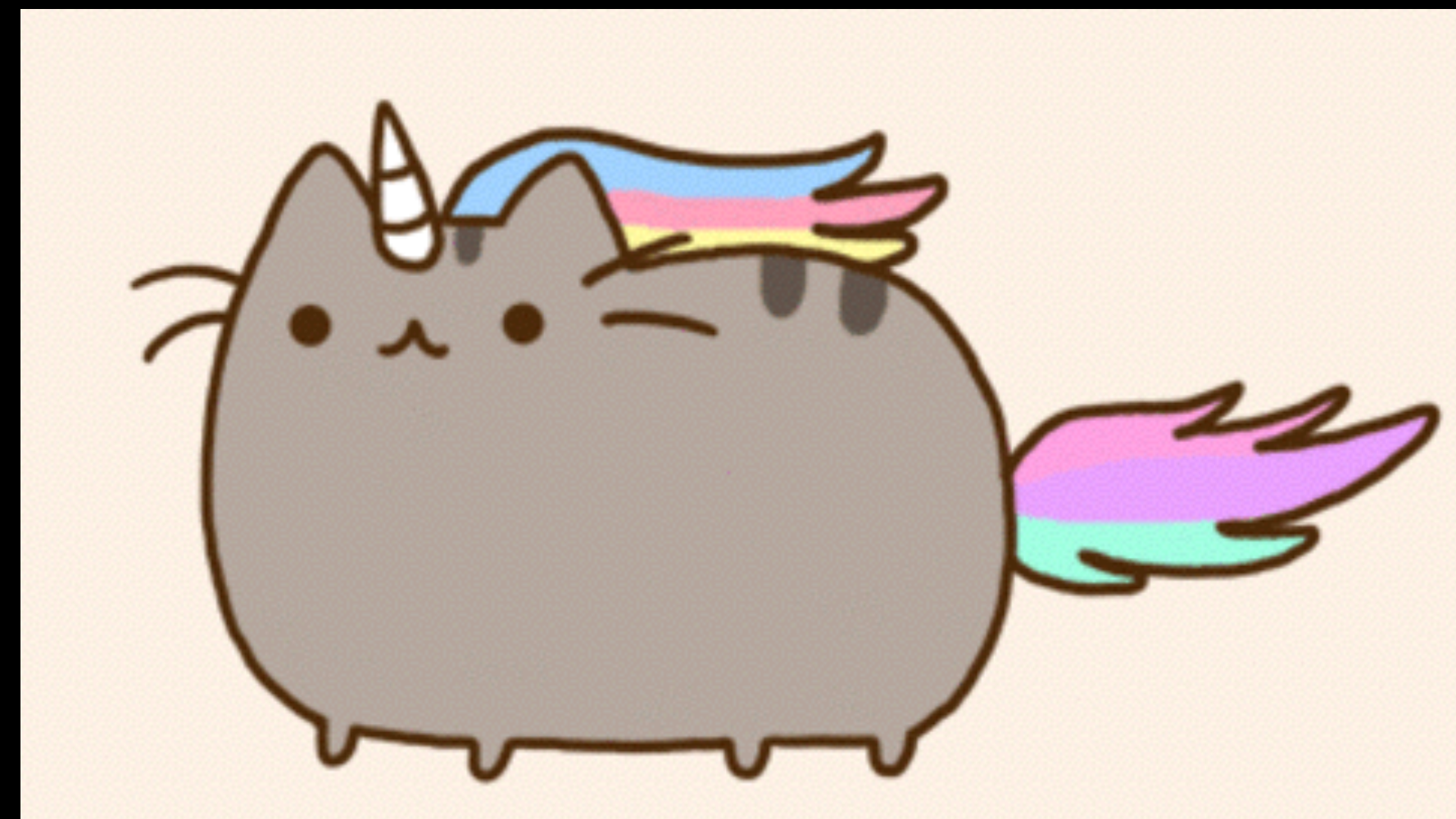
香港

Luzon

Philippines

Google







9am: "I'm so going to nail this meeting!"

9:20: "Ok! I'm on my way now!"

10:15: "I wonder how long it takes to learn Chinese..."

12pm: "Is it too early to start drinking?"





\$275 billion
loss in online
revenues



[Tickets](#) [Teams](#) [Scores](#) [News](#) [Draft](#) [Summer League](#) [Video](#) [Players](#) [Standings](#) [Stats](#) [TV](#) [NBA LEAGUE PASS](#) [Store](#) [More](#)



[Rio Olympics: U.S. Men pull away from Venezuela](#) | [U.S. Women dominate Spain](#) | [USA Basketball](#)



Rio Olympics: U.S. Handles Venezuela



Here Come The Aussies



Rio Olympics: U.S. Women Drub Spain



DA's Offseason Rankings: The Top 10



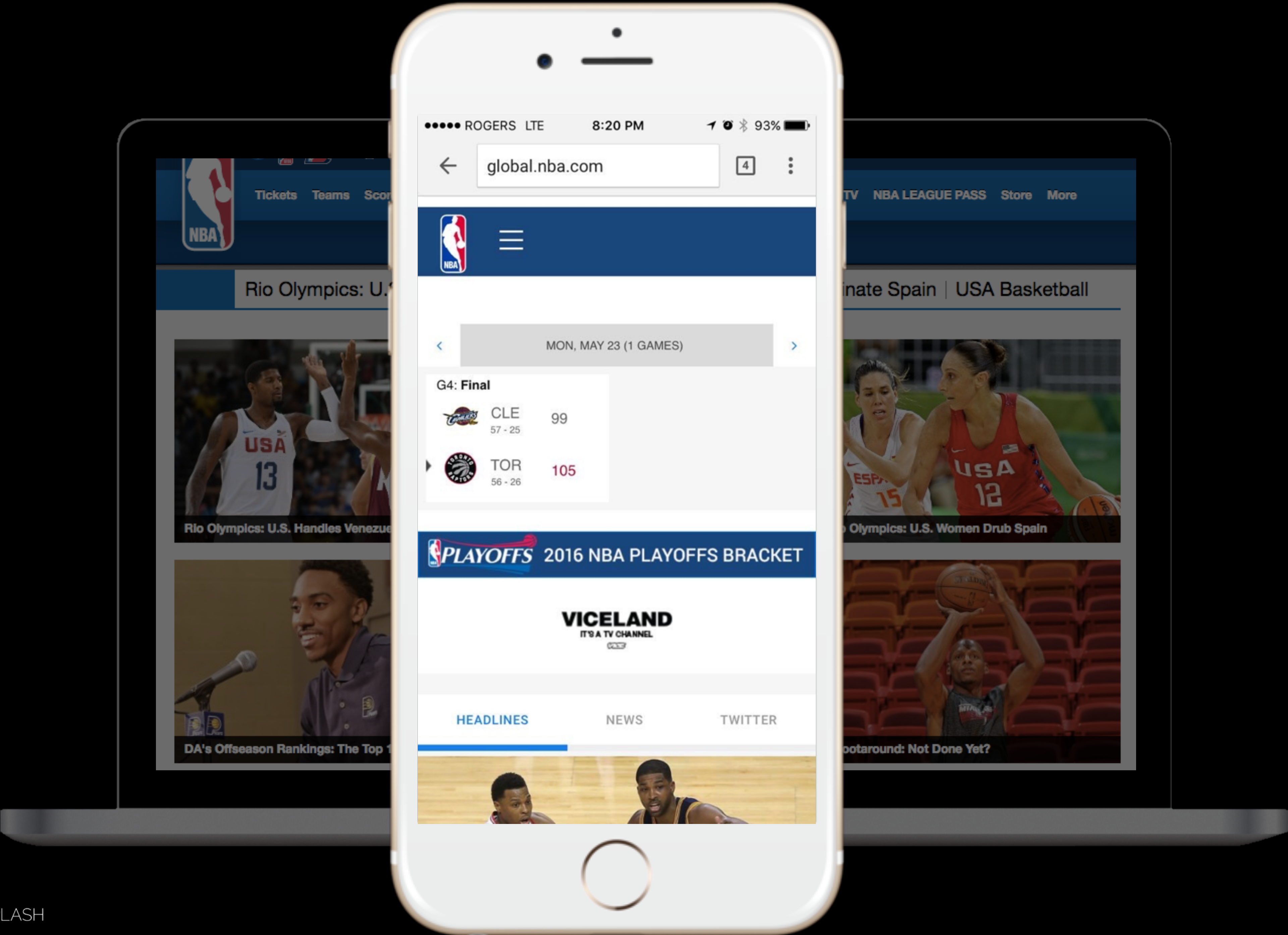
Top 10 Plays: Miami Heat

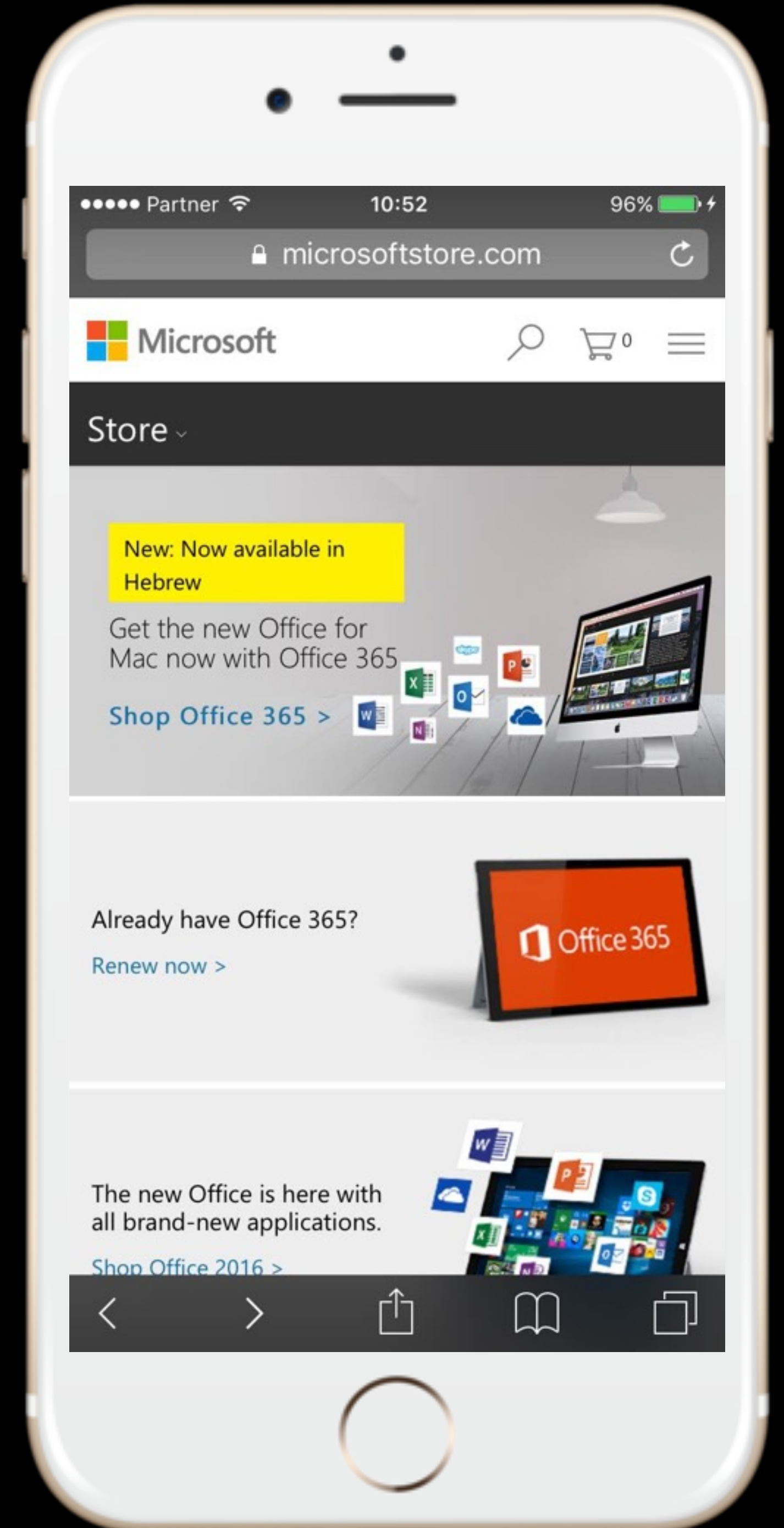
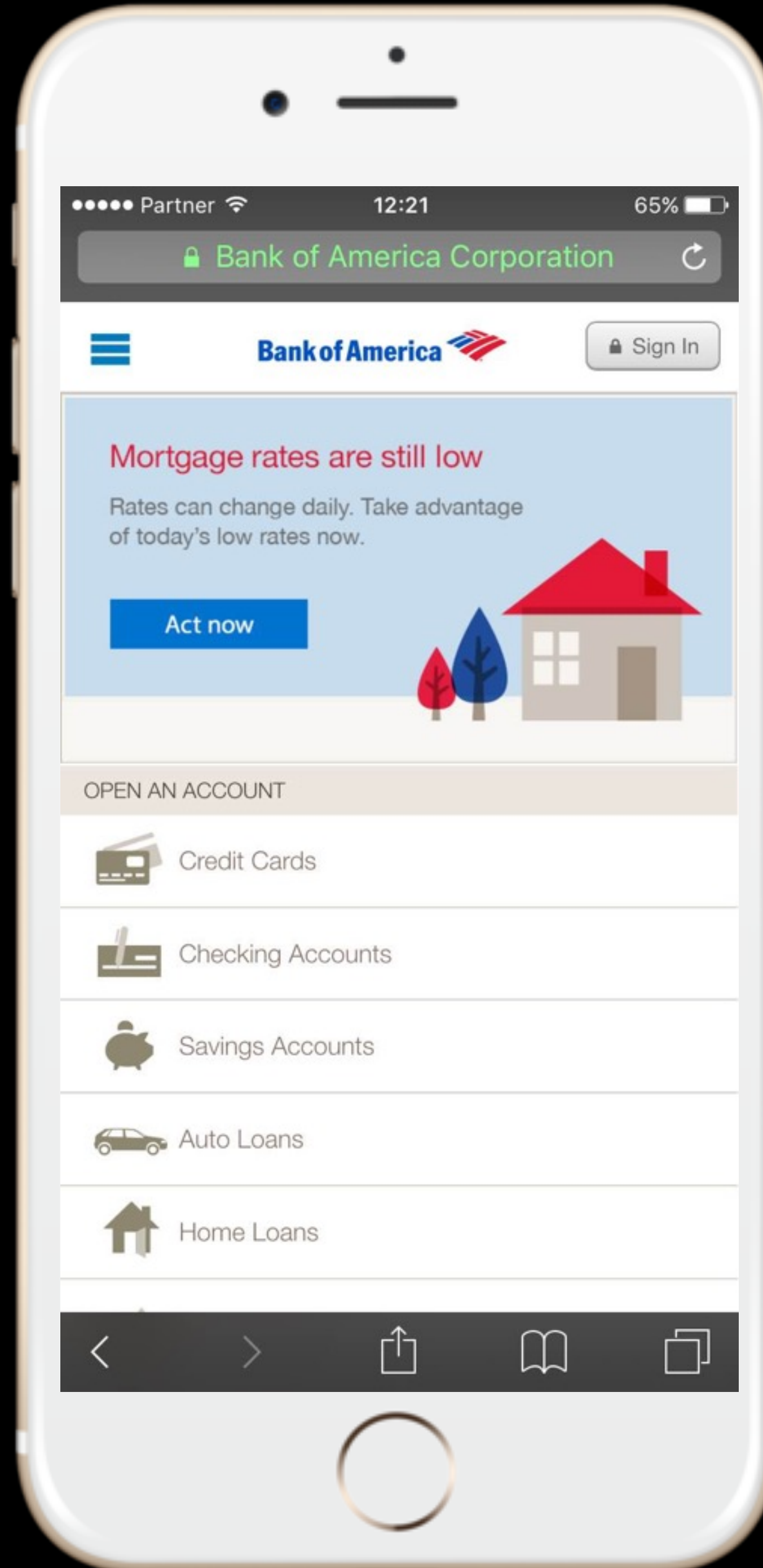
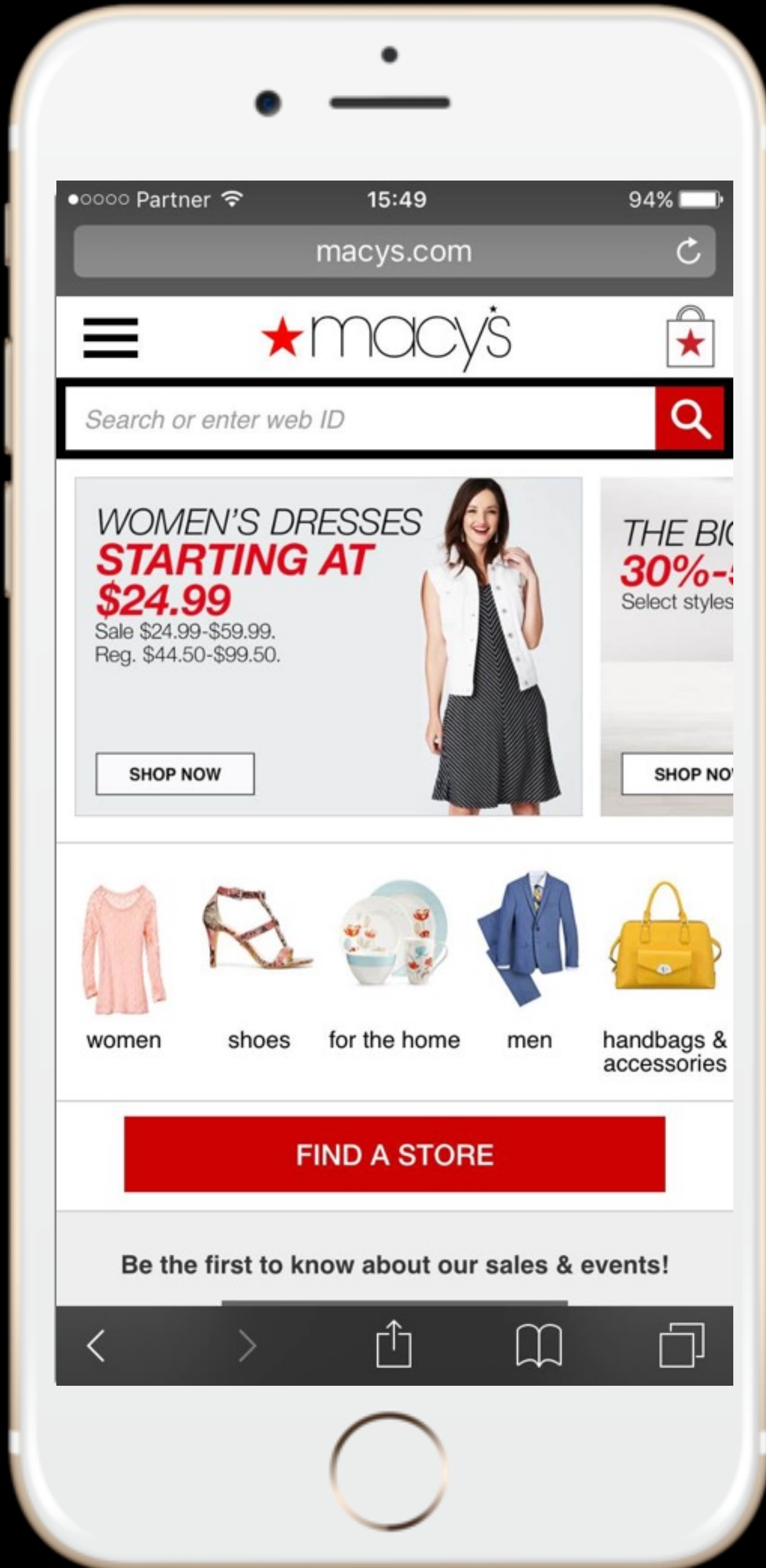


Shootaround: Not Done Yet?

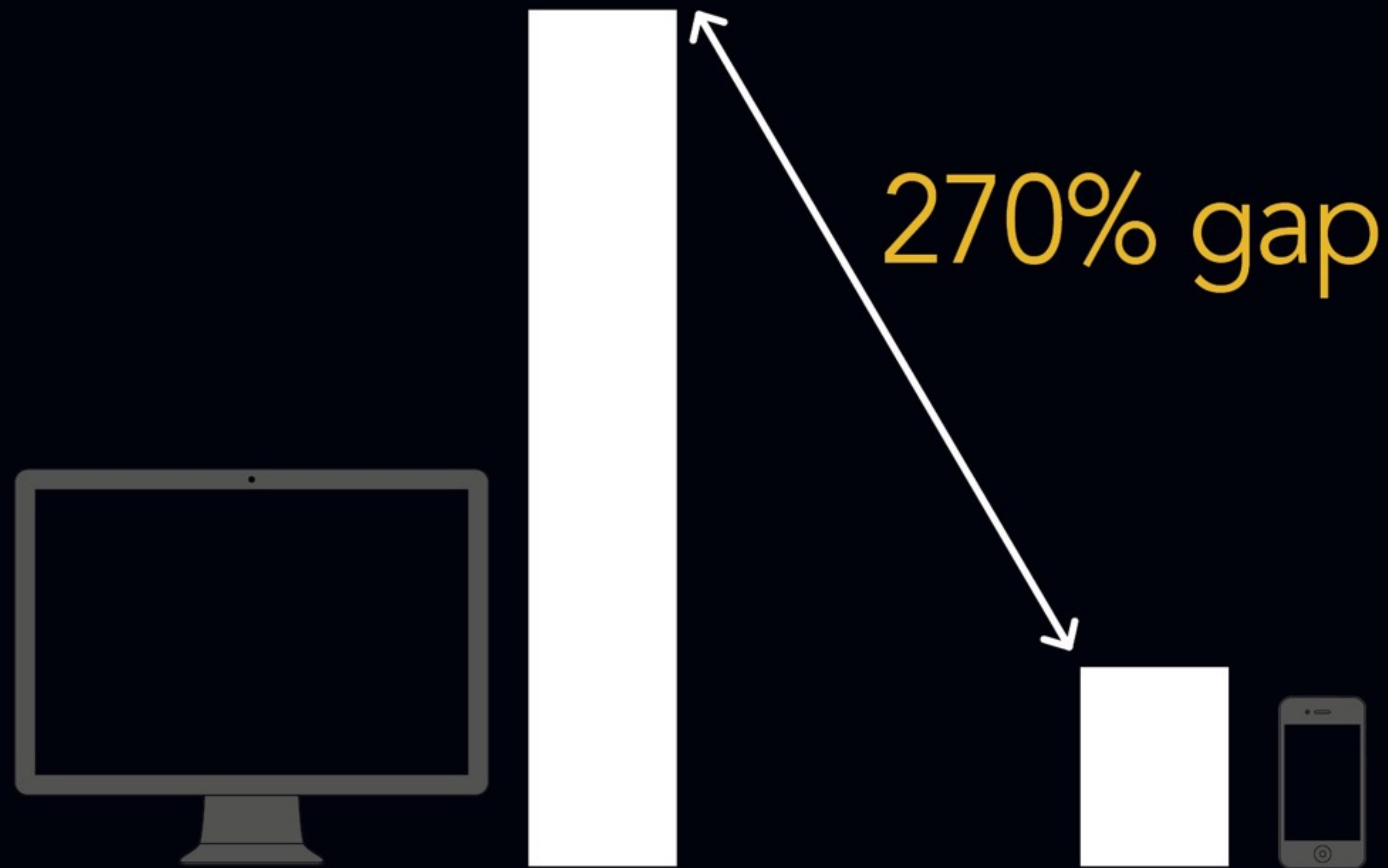


BANANA SPLASH



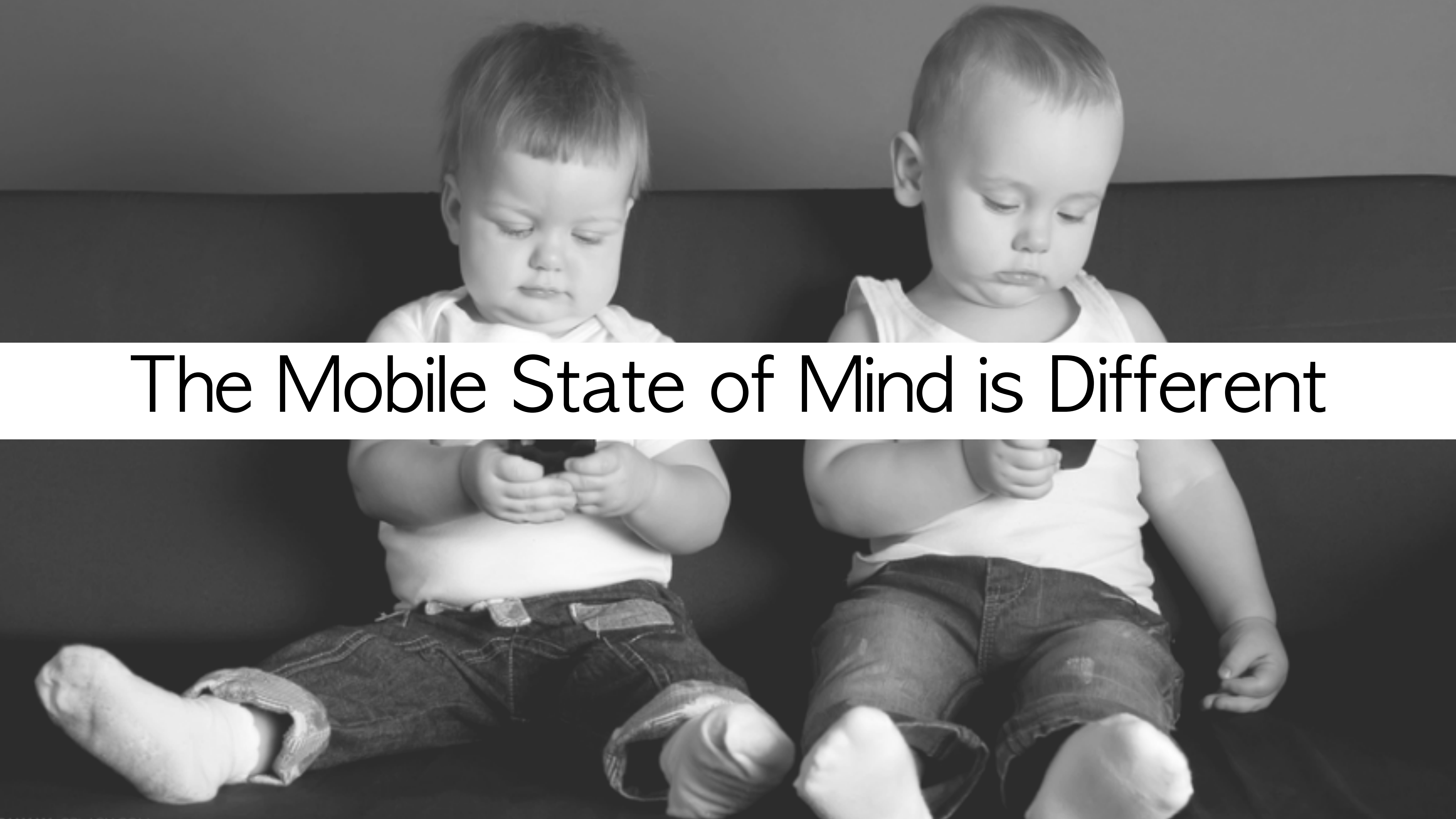


Mobile web visitors rarely convert





Mobile Experience = Watching a Horror Film



The Mobile State of Mind is Different







Black Jacket
Black Jacket
Black Jacket







Mobile Behavior is Different.



Banana Splash - Users | Banana Splash | Int...

https://app.intercom.io/a/apps/

All Users All Leads New (1 user)

Users Match all filters 35 users matched

☐ SIGNED UP
☐ LAST SEEN
☐ WEB SESSIONS
☐ CITY

RELATIVE
☐ more than
☐ exactly
☐ less than

ABSOLUTE

Add Filter

☐ @ EMAIL
☐ USER ID
☐ LAST CONTACTED

Create Segment...

NAME

R
G
r
S
JR
Y
T
KS
YG
J
M
M
B7

MozCon prep - Edited

View Zoom Add Slide Play Table Chart Text Shape Media Comment Share Tips Format Animate Document

Desktop Talia

Build In Action Build Out

Appear Change Preview

Order 2

Build Order

35 users matched

Mobile web visitors rarely convert

Mobile Experience - Watching a Horror Film

Desktop Talia

Slack

#measure

September 2nd

September 3rd

Message #measure



Mac OS X dock with various application icons including Finder, Chrome, Firefox, Twitter, Spotify, and a folder.

Slack window showing a message from #measure: "Hello, folks! 😊"

Message input field: "+ Message #measure"

how to make apple pie from banana

how to color hair purple

learn chinese in an hour

where is my hogwarts acceptance letter

Google

how to make apple pie from banana

ALL VIDEOS IMAGES NEWS

"For the crumb topping, using spoon, mix oatmeal, flour, sugar butter until the mixture resembles crumbs. Combine the now cooled **apples** with the cream, pour in shell and top with oatmeal mixture. Bake until crust is completely golden brown, about 15 minutes.

Apple Banana Tart with Warm Maple Recipe : Robert Irvine ...

www.foodnetwork.com/recipes/apple-banana-tart

About this

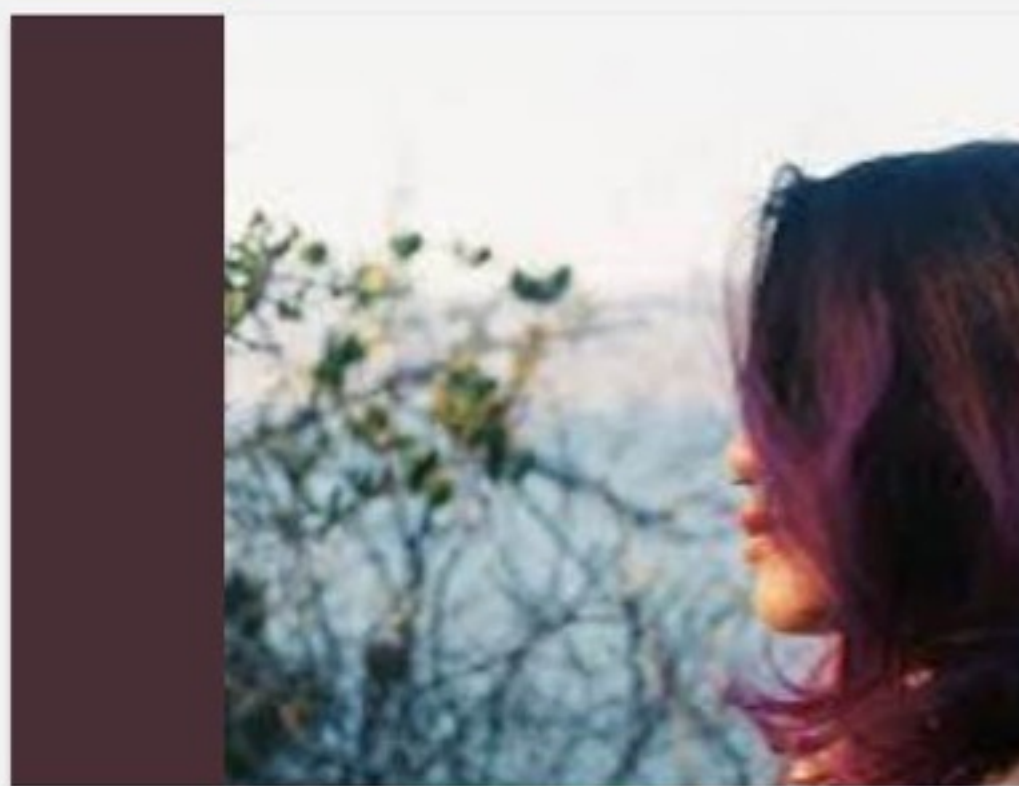
Apple Banana Pie - Recipe - Cooks.com

www.cooks.com/Recipes/Pies

Google

how to color hair purple

ALL VIDEOS IMAGES NEWS



To successfully dye brown hair purple here's some important things to remember:

1. Finding Your Shade Of Purple Right On Your Skin Tone. ...
2. You'll Definitely Have To Prepare Your Hair Day. ...
3. You're Going To Need Bleach. ...
4. Warm Purple Is Easier For Brunettes.

Google

learn chinese in an hour

ALL IMAGES VIDEOS NEWS

Learn Chinese Online 24/7 - Native and Professional Tutors - echineselearning.com

Ad www.echineselearning.com/

1-to-1 Live Online Chinese Lessons. Fast, Easy & Fun. Free Trial Now.
Call 1-801-227-213
All Ages & Levels · Professional Native Tutor

How to Learn (But Not Master) Any Language in 1 Hour (Plus: A Favor ...)

fourhourworkweek.com/2007/11/07

Nov 7, 2007 - How long does it take to learn Chinese or Japanese vs. Spanish or Irish Gaelic? Before you invest (or waste) hundreds and thousands of hours on a language, you should deconstruct it. ... So far, I've deconstructed Japanese, Mandarin Chinese, Spanish, Italian

Google ??????????????

where is my hogwarts acceptance letter

ALL IMAGES VIDEOS NEWS MAPS

Hogwarts Acceptance Letter Order Form - Legendary Letters

<https://www.legendaryletters.com/store>

Request a personalized Hogwarts acceptance letter complete with 2nd page of books and equipment, envelope, and wax seal.

Personalised items Including Hogwarts Acceptance Letters - Wizing Wares

<https://www.wizwares.com/collections>

Introducing our AWESOME Witchcraft and Wizardry School Acceptance letters and O.W.L Diplomas personalised with YOUR ...

Hogwarts acceptance letter - Harry Potter Wiki

What percentage of your traffic is mobile?

What do they search for?

What are their top landing pages?

Want to convert more on mobile?

UNDERSTAND PEOPLE BETTER +
UNDERSTAND BEHAVIOR BETTER =
AN EXPERIENCE PEOPLE ACTUALLY
WANT & NEED (A.K.A - CONVERSION)

A Personalized Experience



Source: technologytherapy



HYPER INFORMATION

24/7

EVERYWHERE YOU GO

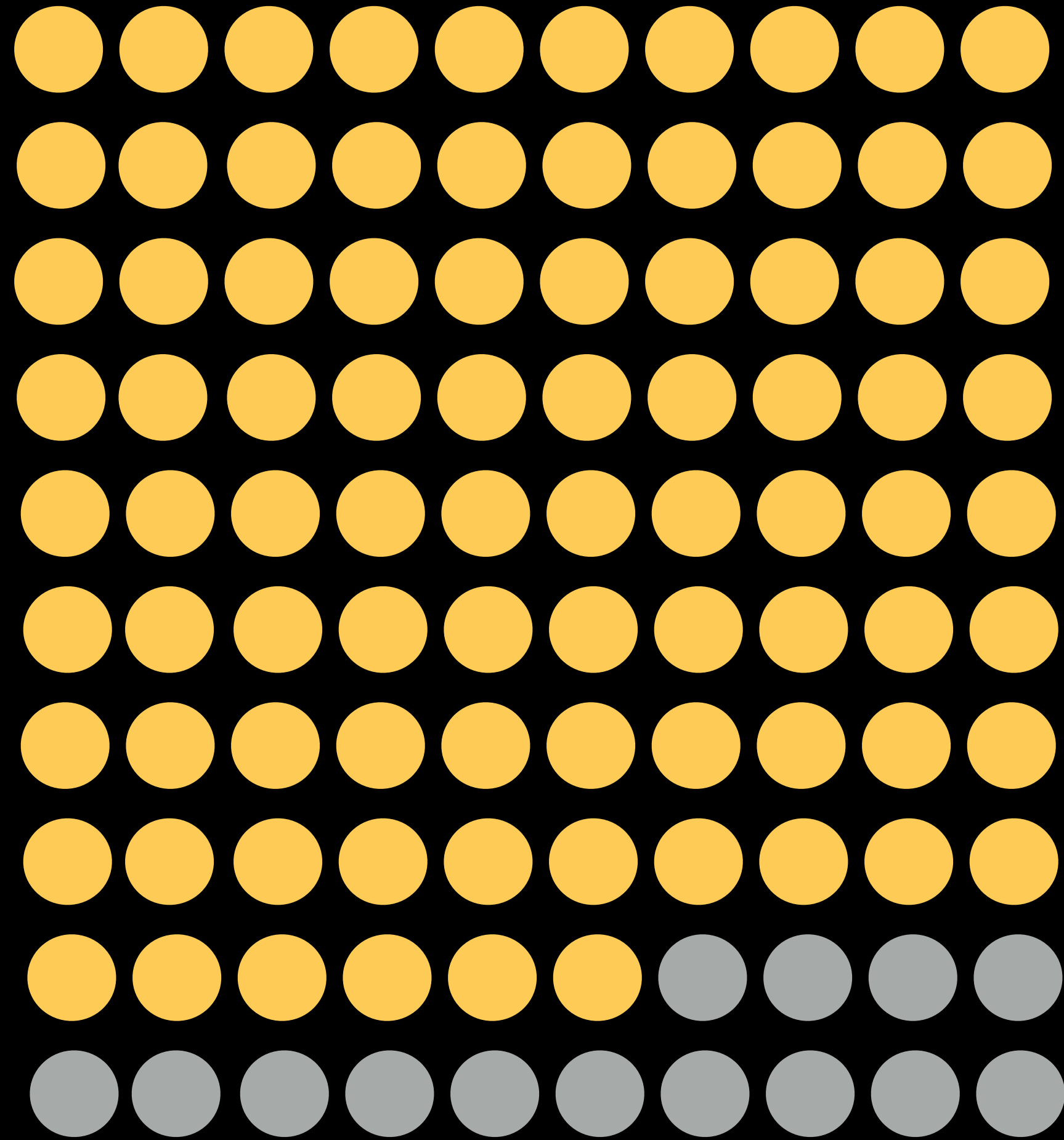
**A WEALTH OF INFORMATION,
CREATES A POVERTY OF
ATTENTION.**

Herbert Simon



@TaliaGw





86%

of consumers will pay
25% more for better
personalization



"ONE CAN NEVER HAVE
ENOUGH SOCKS." Albus Dumbledore



"PEOPLE INSIST ON GIVING
ME BOOKS."

Albus Dumbledore



The Mobile CRO Equation



+



=

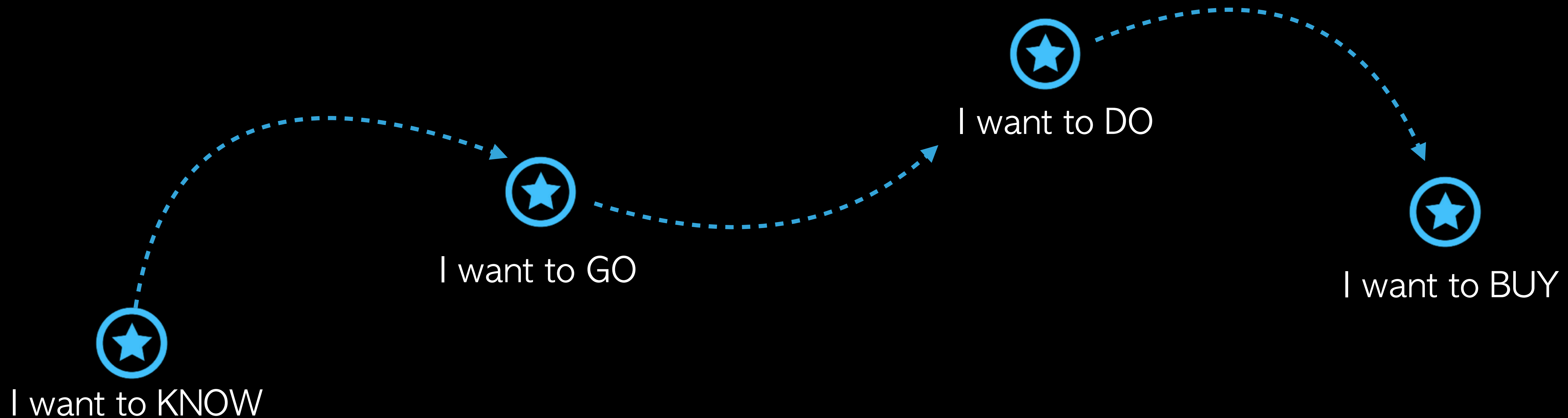


Understand People's
State of Mind

Understand
Behavior Better

An Experience People
Actually Want & Need

Micro-Moments




The 4 Micro-Moments of a Mobile Journey

I want to
KNOW stage



BANANA SPLASH

No matter what you're selling,
what customers really care about
isn't the WHAT, it's the WHY.

A still from the Star Wars franchise showing Yoda and Anakin Skywalker in a forest. Yoda is on the left, looking towards Anakin, who is on the right, looking down. A black banner with white text is overlaid across the middle of the image.

You're Not the Hero , Your Customer is.

A still from the Star Wars movie 'The Clone Wars' showing Yoda and Anakin Skywalker in a forest. Yoda is on the left, looking at Anakin, who is on the right, looking down. A black banner with white text is overlaid across the middle of the image.

Hero You Are Not, Your Customer is.

zoosk

Let the #1 dating
app set you up.

Get Started

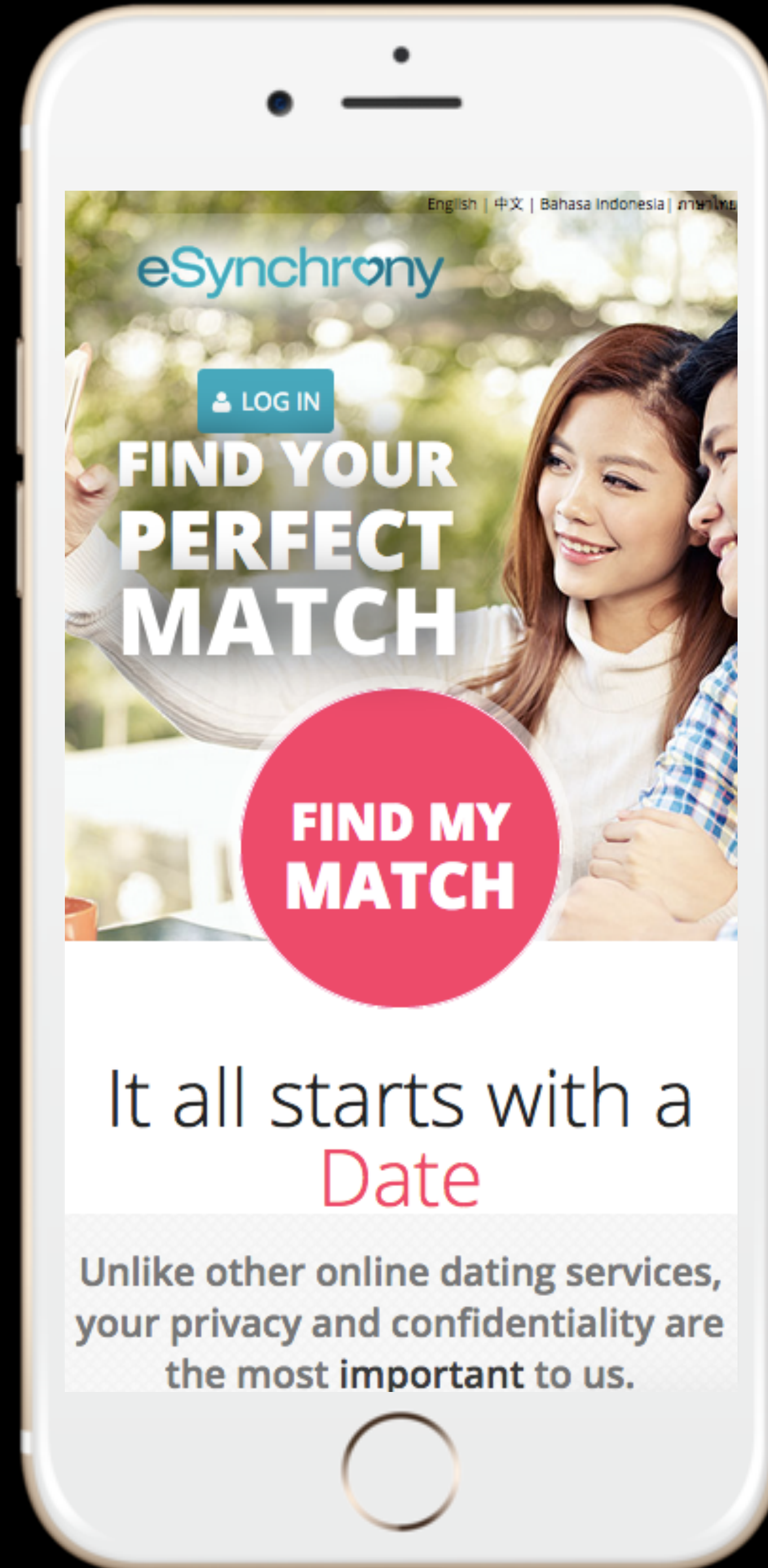
Log In



BANANA SPLASH



BANANA SPLASH



INSURANCE POLICY



INSURANCE CLAIM FORM

Insurance Claim Form fields visible:

- 1. PATIENT'S NAME (Last, First, Middle Initial) ☐ (Sponsor's SSN)
- 2. PATIENT'S BIRTH DATE (MM/DD/YY)
- 3. PATIENT'S SEX (M ☐ F ☐ OTHER ☐ (ID))
- 4. PATIENT'S RELATIONSHIP TO INSURED (Spouse ☐ Child ☐ Other ☐ (ID))
- 5. PATIENT'S STATUS (Single ☐ Married ☐ Divorced ☐ Widowed ☐ Other ☐ (ID))
- 6. PATIENT'S EMPLOYMENT (Current ☐ Former ☐ Retired ☐ Other ☐ (ID))
- 7. INSURED'S NAME (Last Name, First Name, Middle Initial)
- 8. INSURED'S ADDRESS (Street, City, State, ZIP)
- 9. INSURED'S PHONE NUMBER (Area Code, Number)
- 10. INSURED'S OCCUPATION (Job Title, Employer Name, Address, City, State, ZIP)
- 11. INSURED'S DATE OF BIRTH (MM/DD/YY)
- 12. INSURED'S SEX (M ☐ F ☐ OTHER ☐ (ID))
- 13. INSURED'S RELATIONSHIP TO INSURED (Spouse ☐ Child ☐ Other ☐ (ID))
- 14. INSURED'S STATUS (Single ☐ Married ☐ Divorced ☐ Widowed ☐ Other ☐ (ID))
- 15. INSURED'S EMPLOYMENT (Current ☐ Former ☐ Retired ☐ Other ☐ (ID))







I make this look good.

60% of Mobile Web Visitors
Expect Sites to Load in Less than 3 Seconds

1 Second Delay in Page Load Time

⋮

11% less
page views

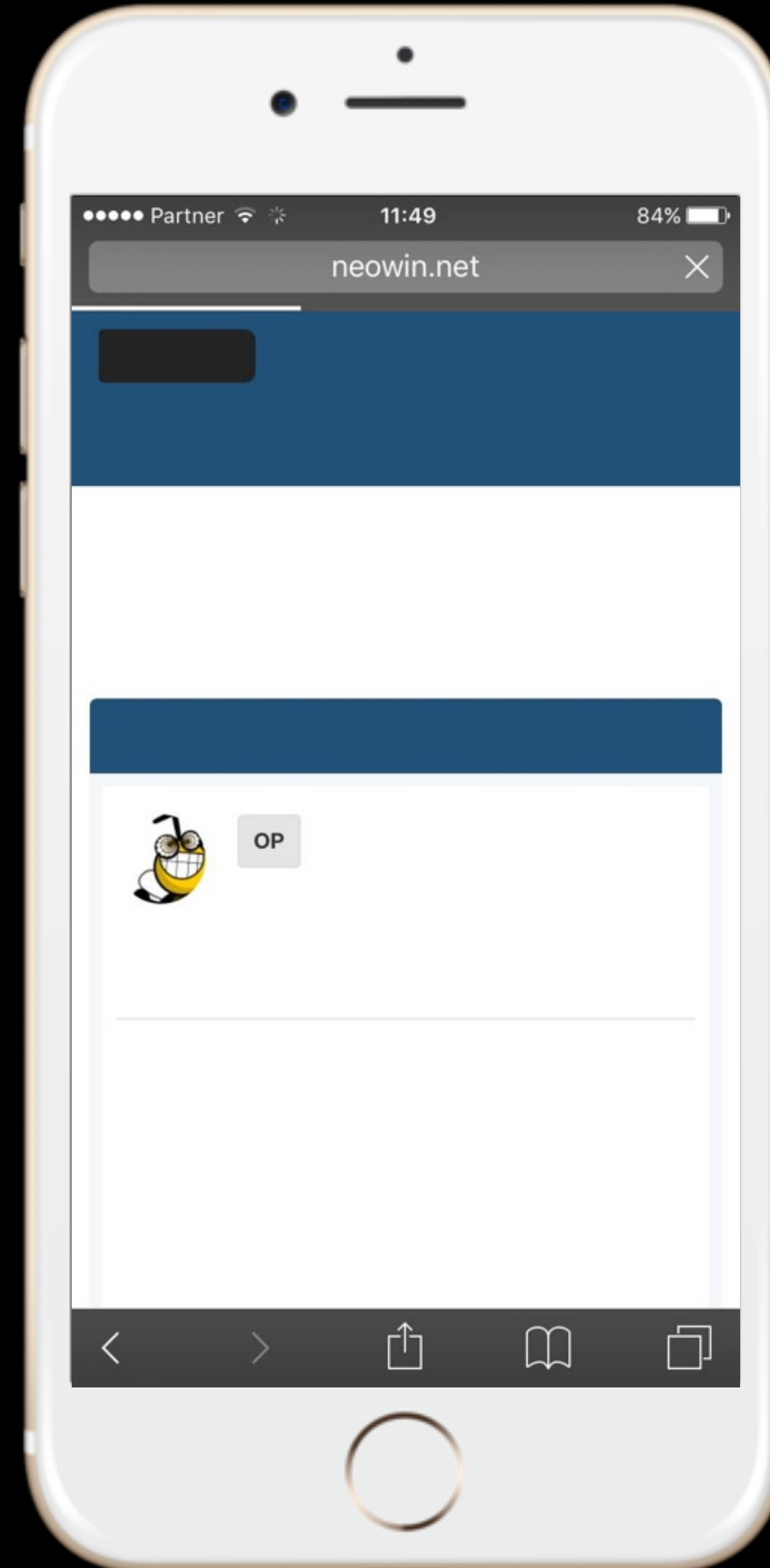
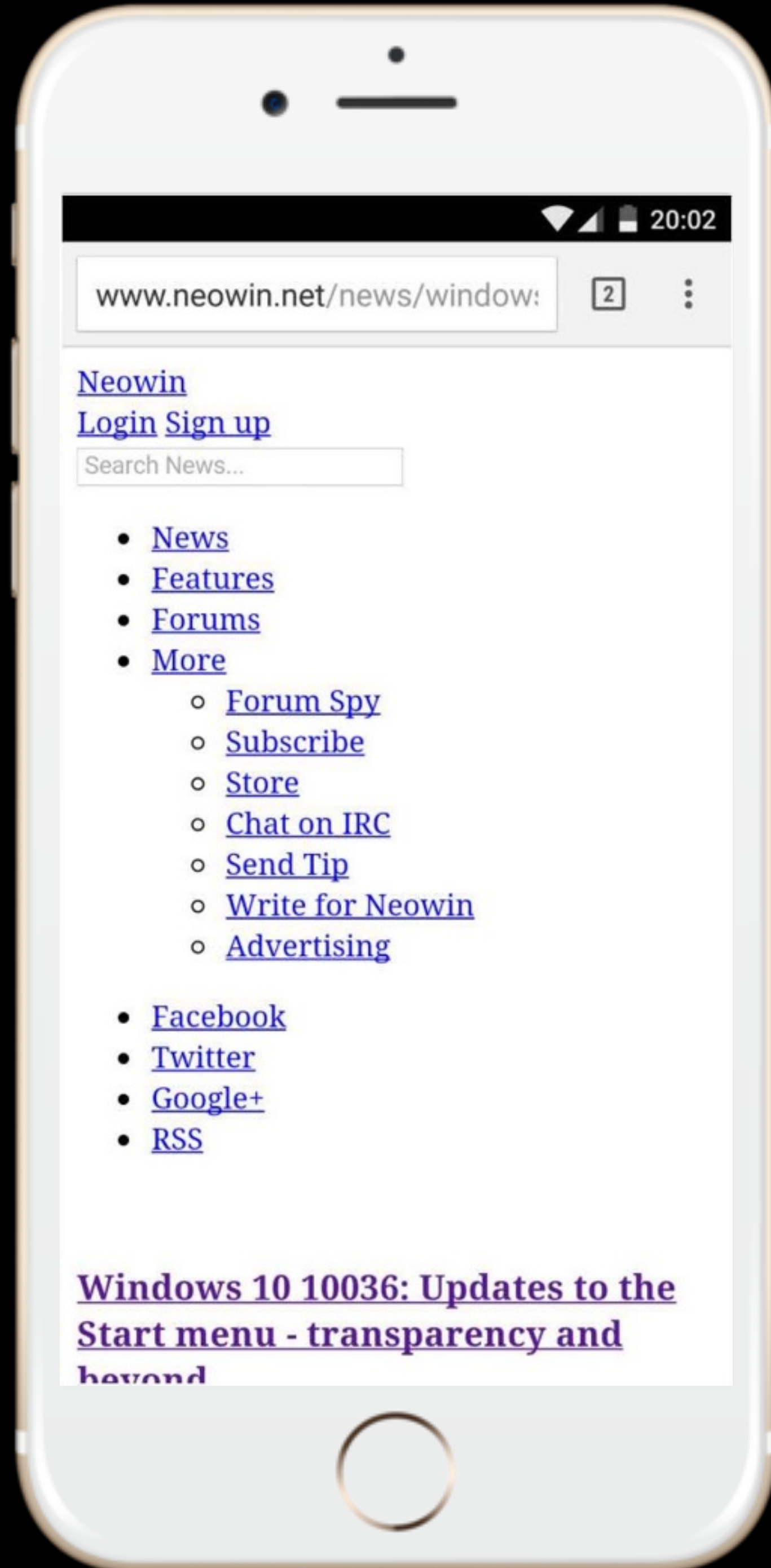
⋮

16% decrease
in customer
satisfaction

⋮

7% loss in
conversion

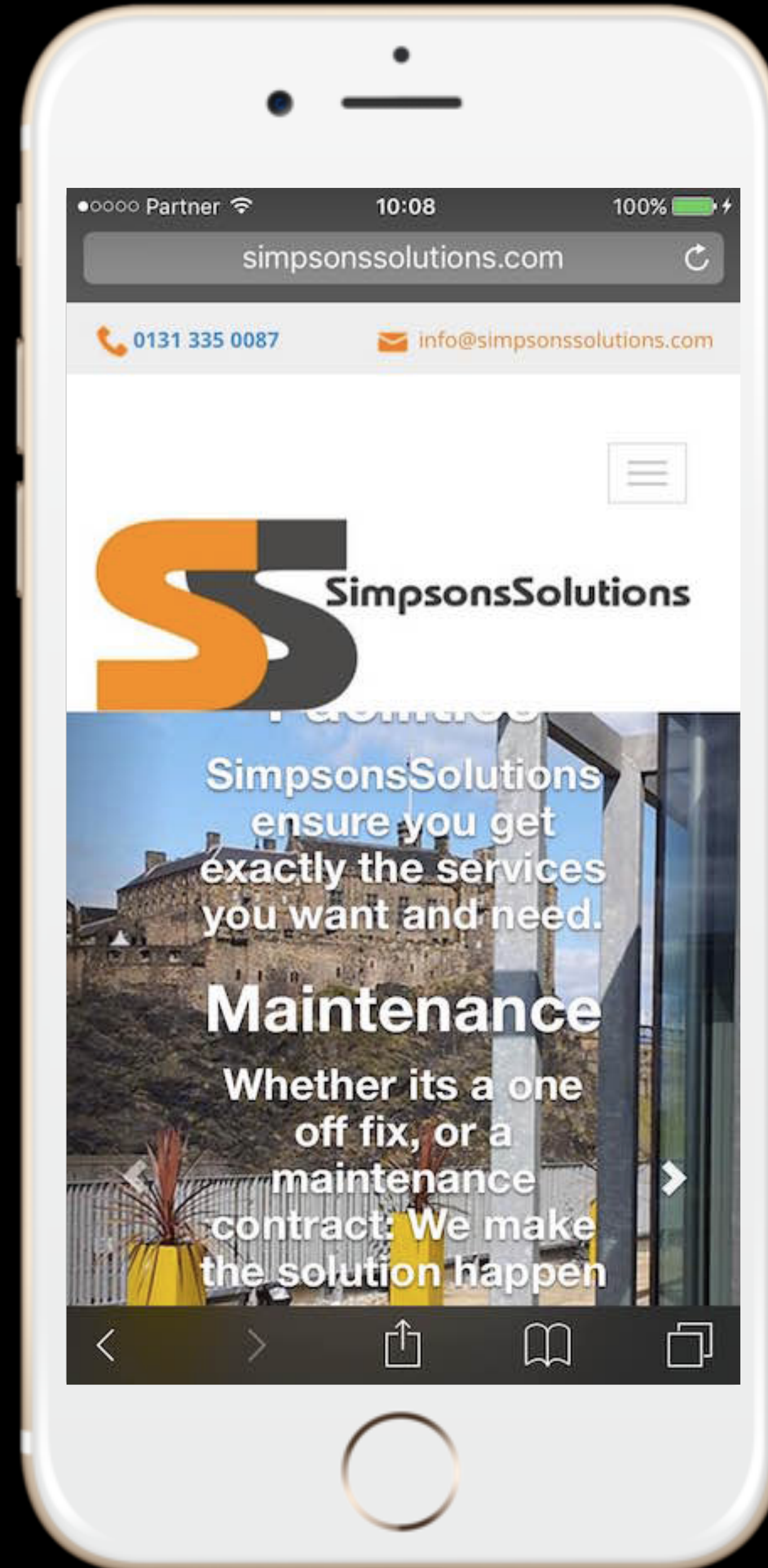




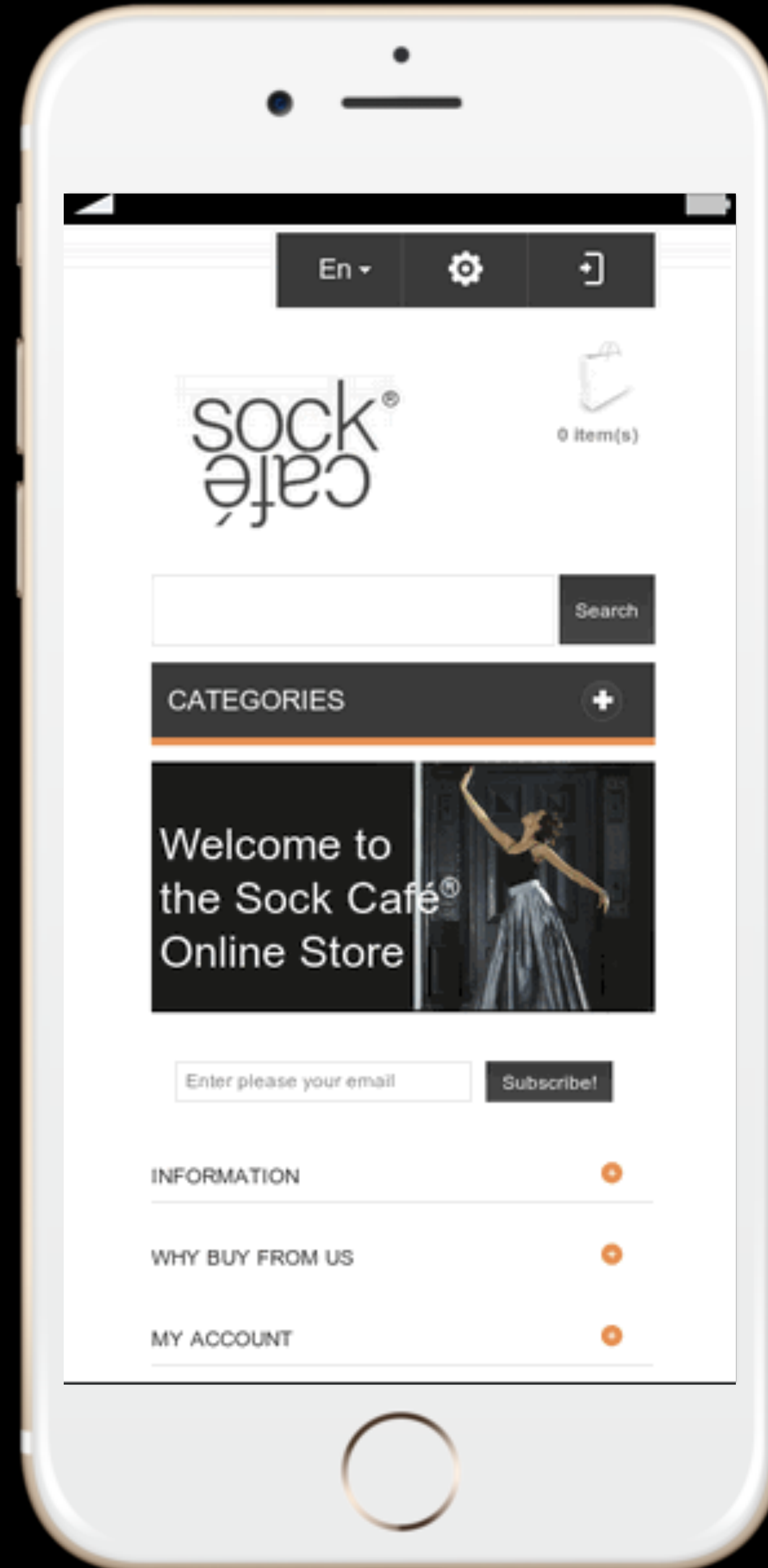
AIN'T NOBODY GOT

TIME FOR THAT

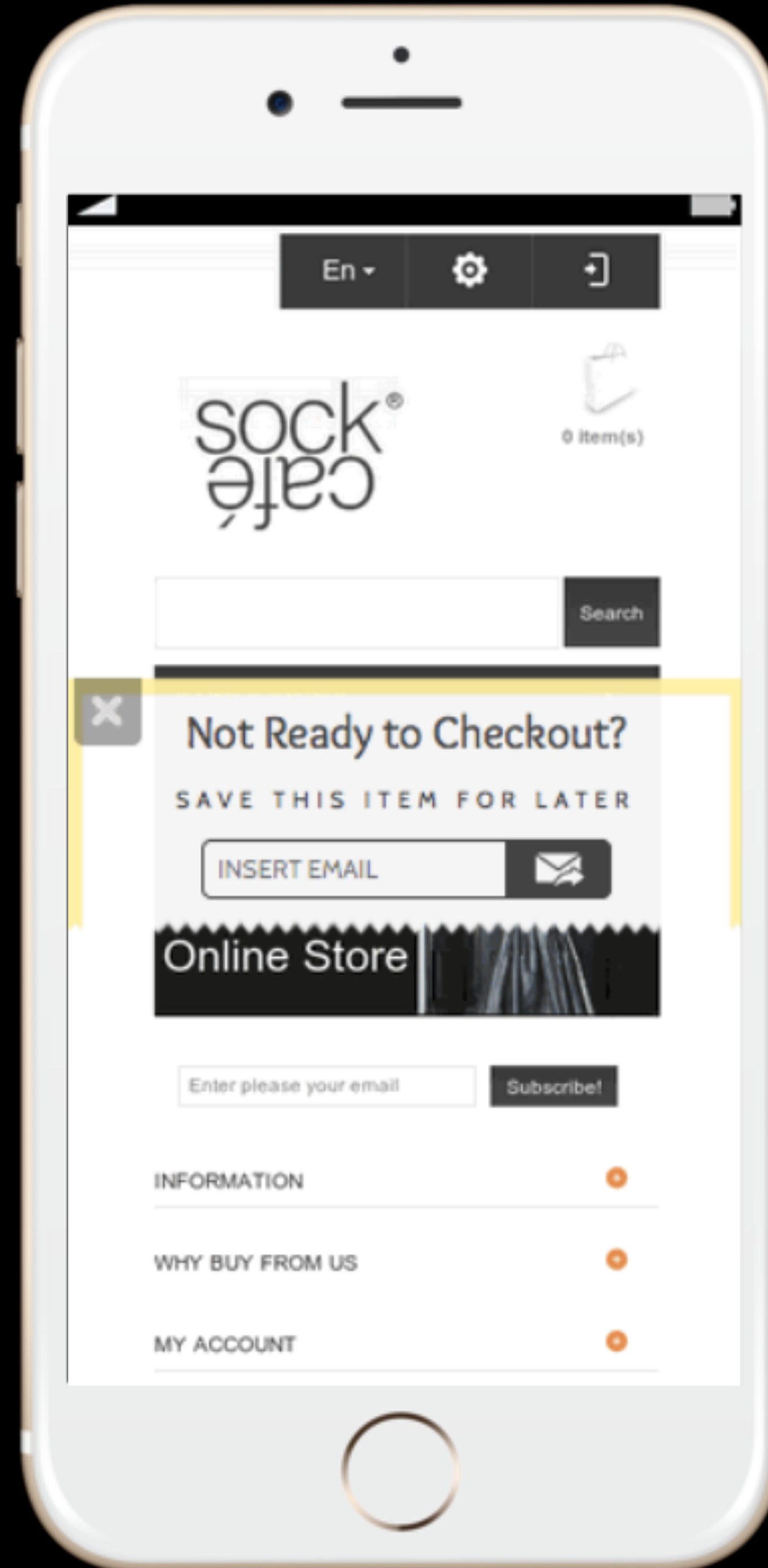
Rethink images on mobile



Offer ways to
save for later



Offer ways to
save for later



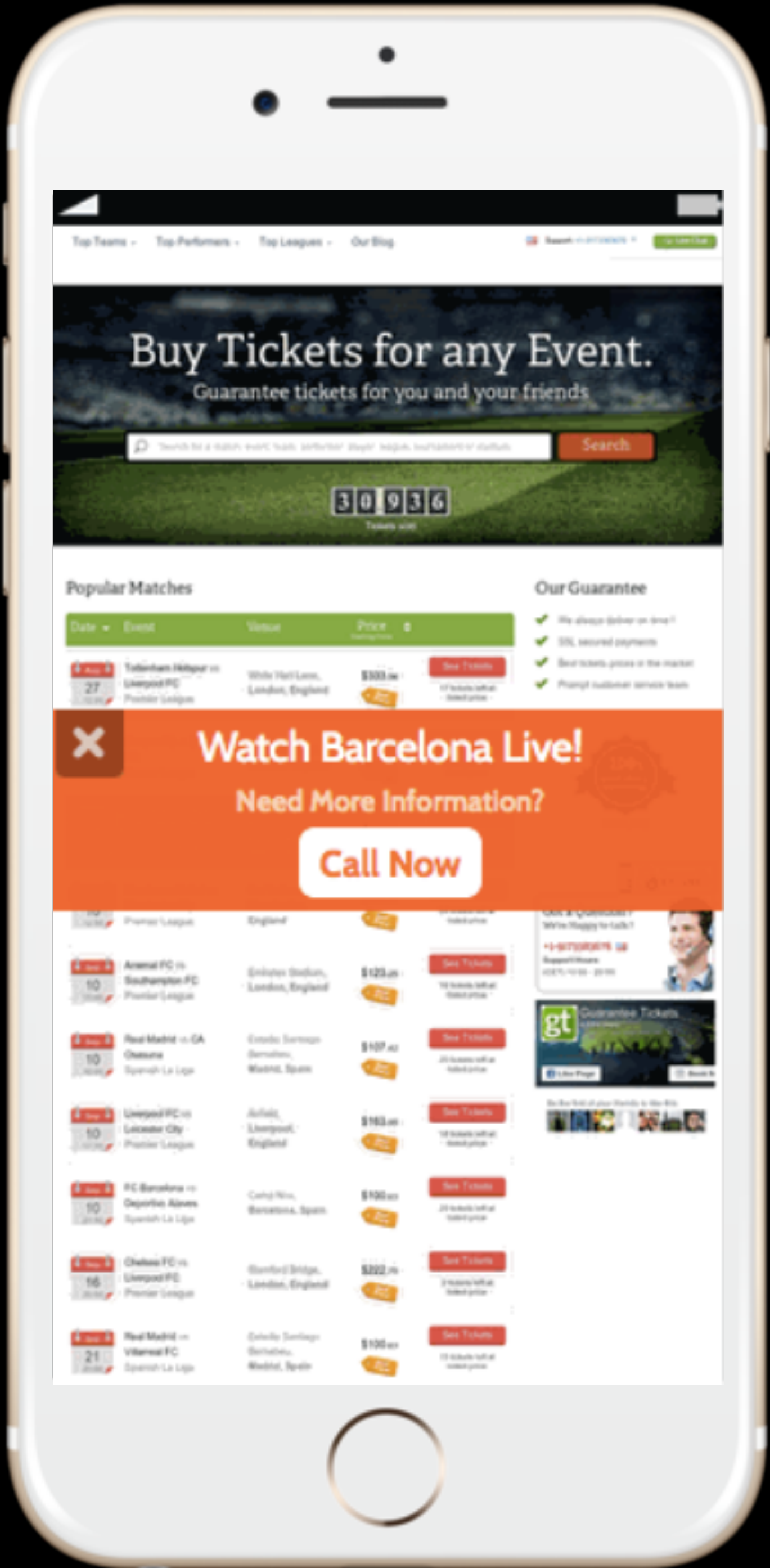
12-54%



Offer relevant information



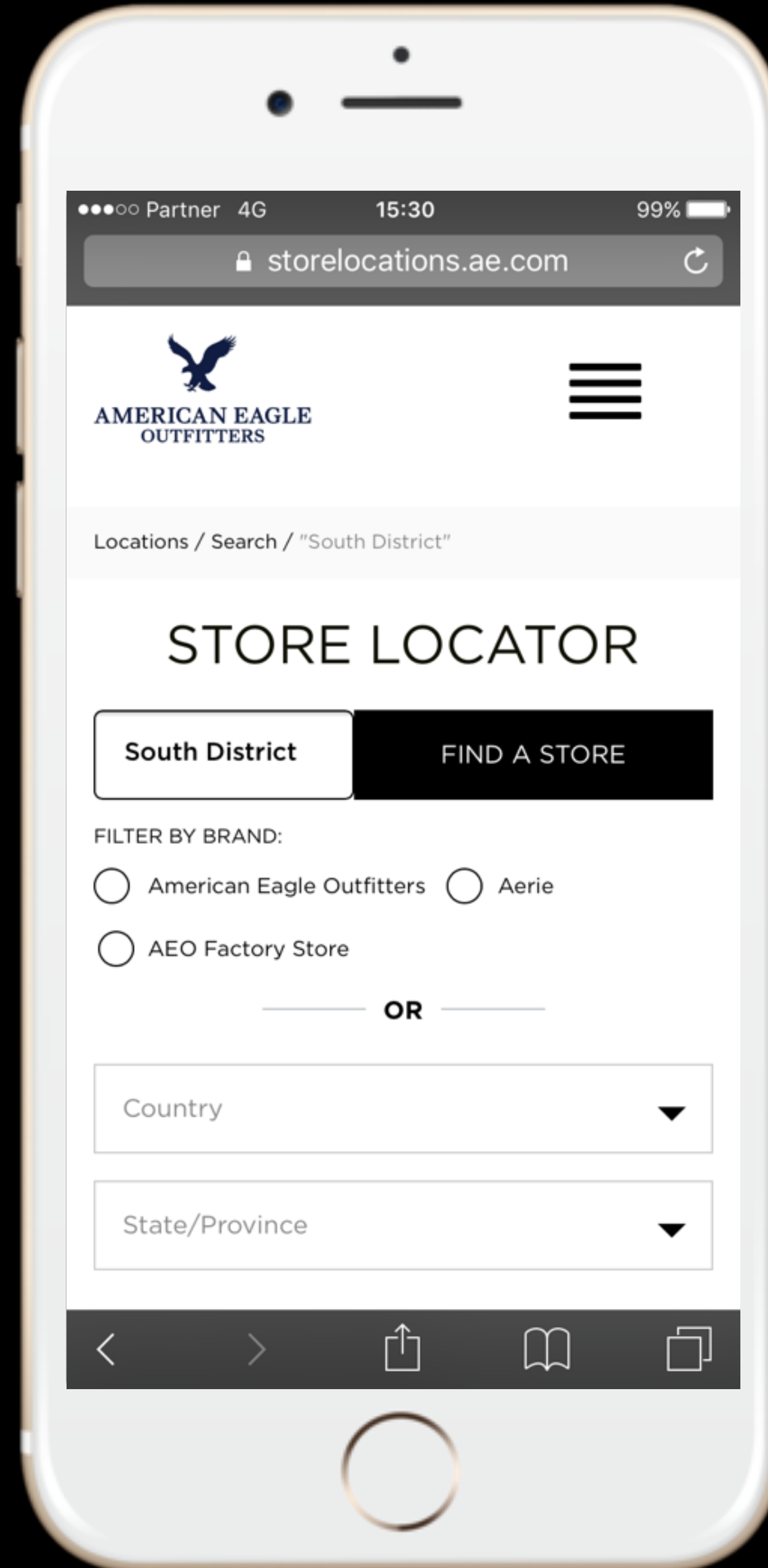
Offer relevant information



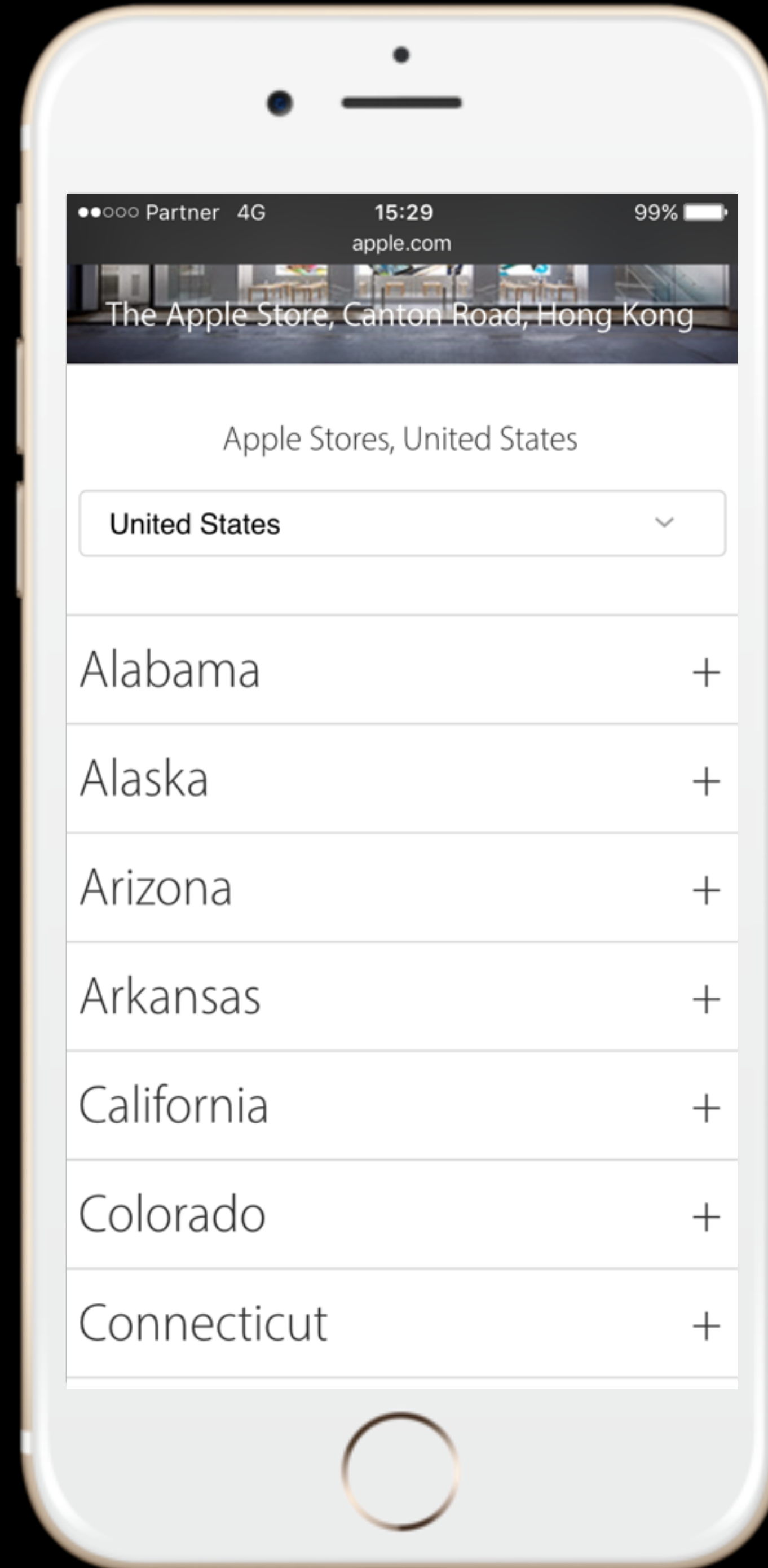
I want to GO
stage



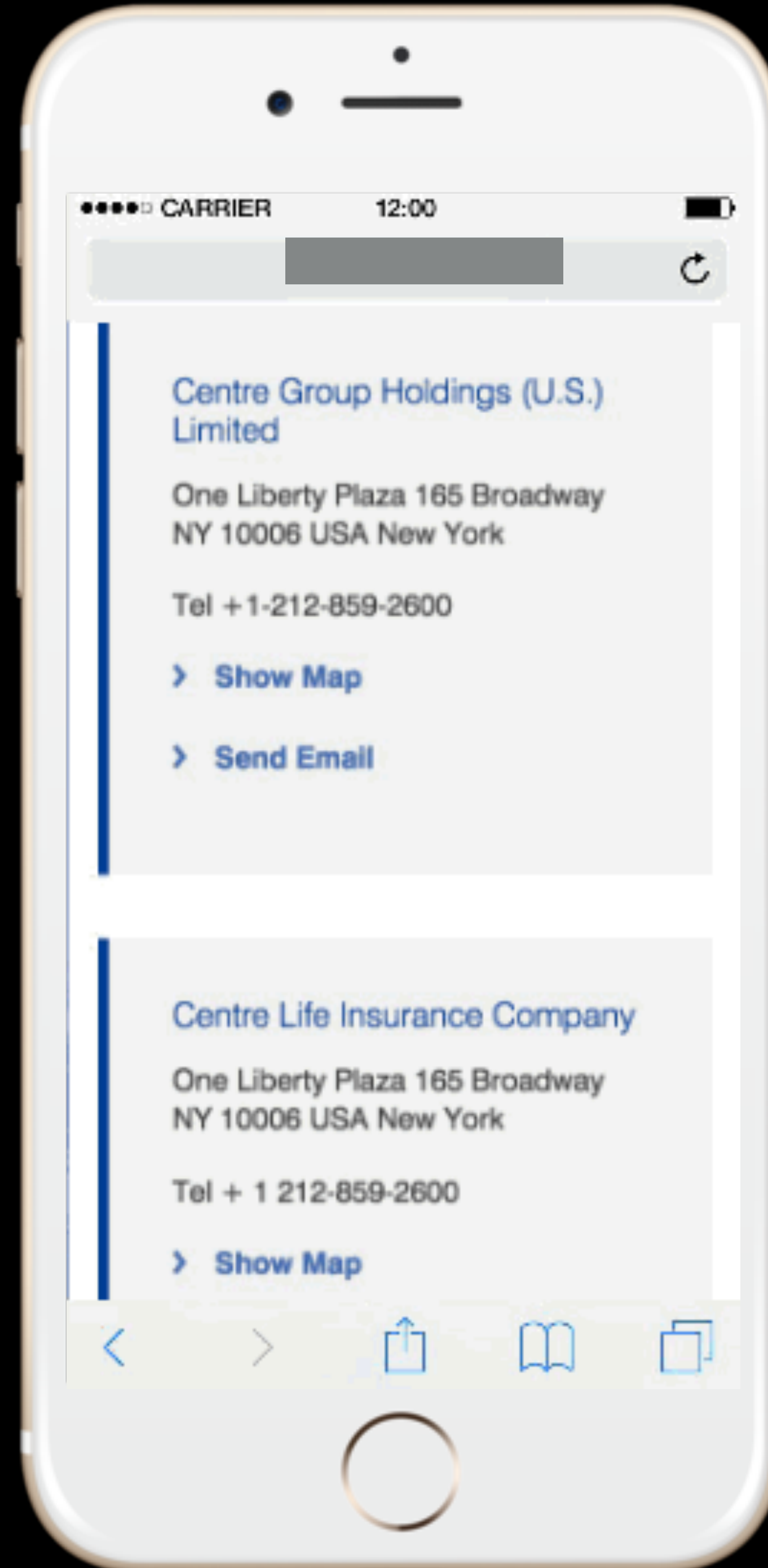
Help people navigate
to you quickly



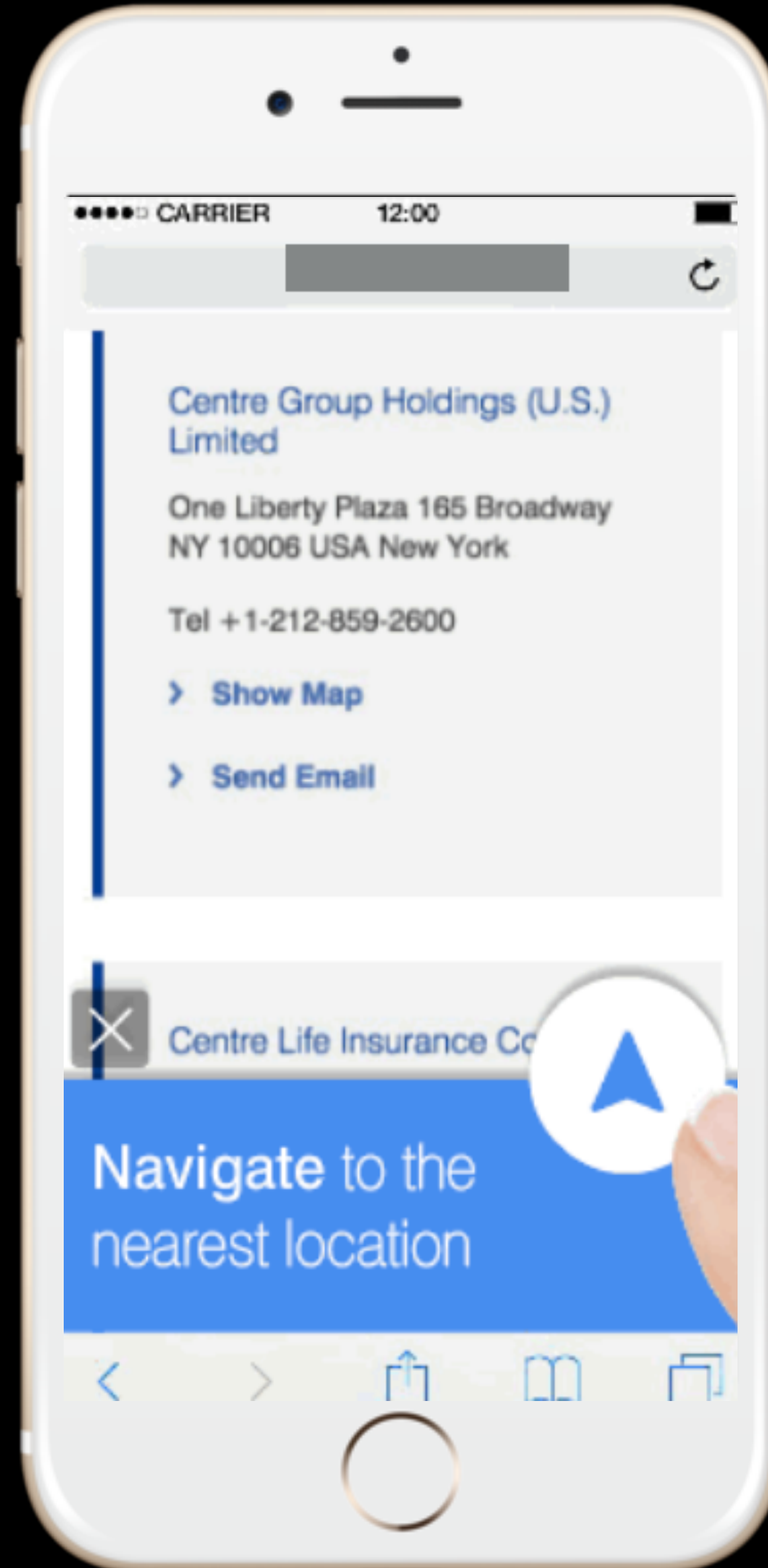
Help people navigate
to you quickly



Help people navigate
to you quickly



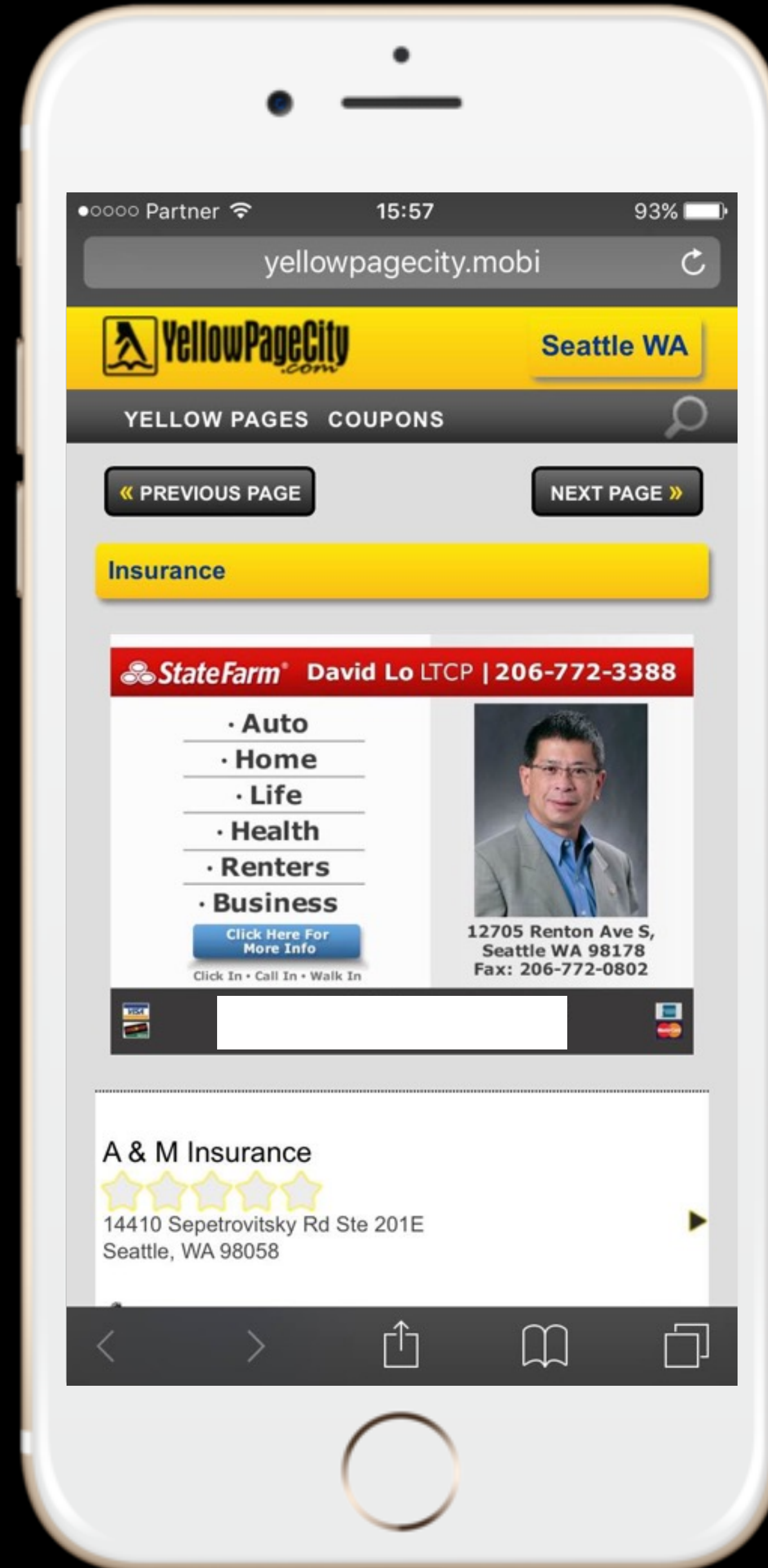
Help people navigate
to you quickly



24.5%

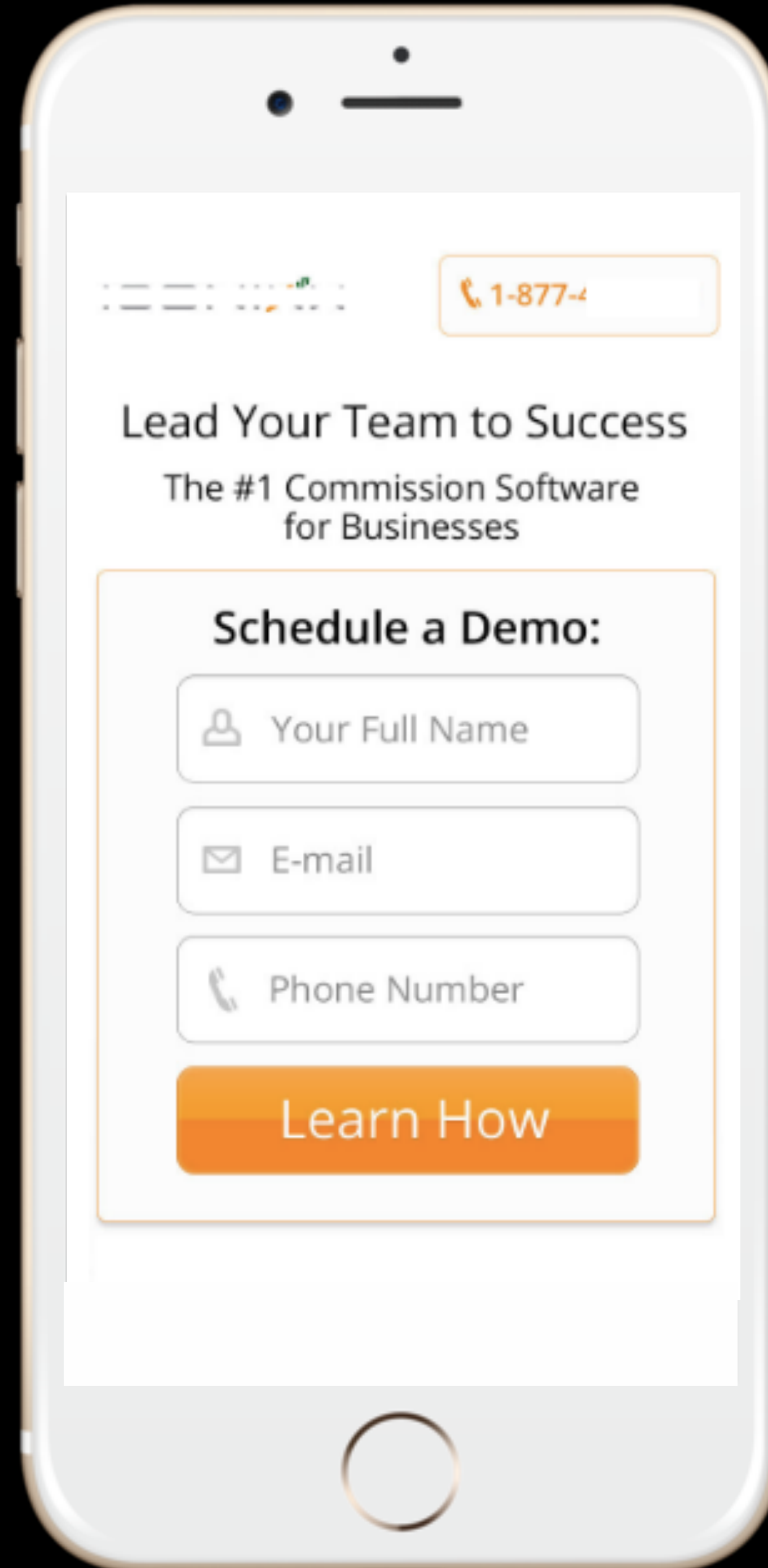


Help people
contact you easily



Help people
contact you easily

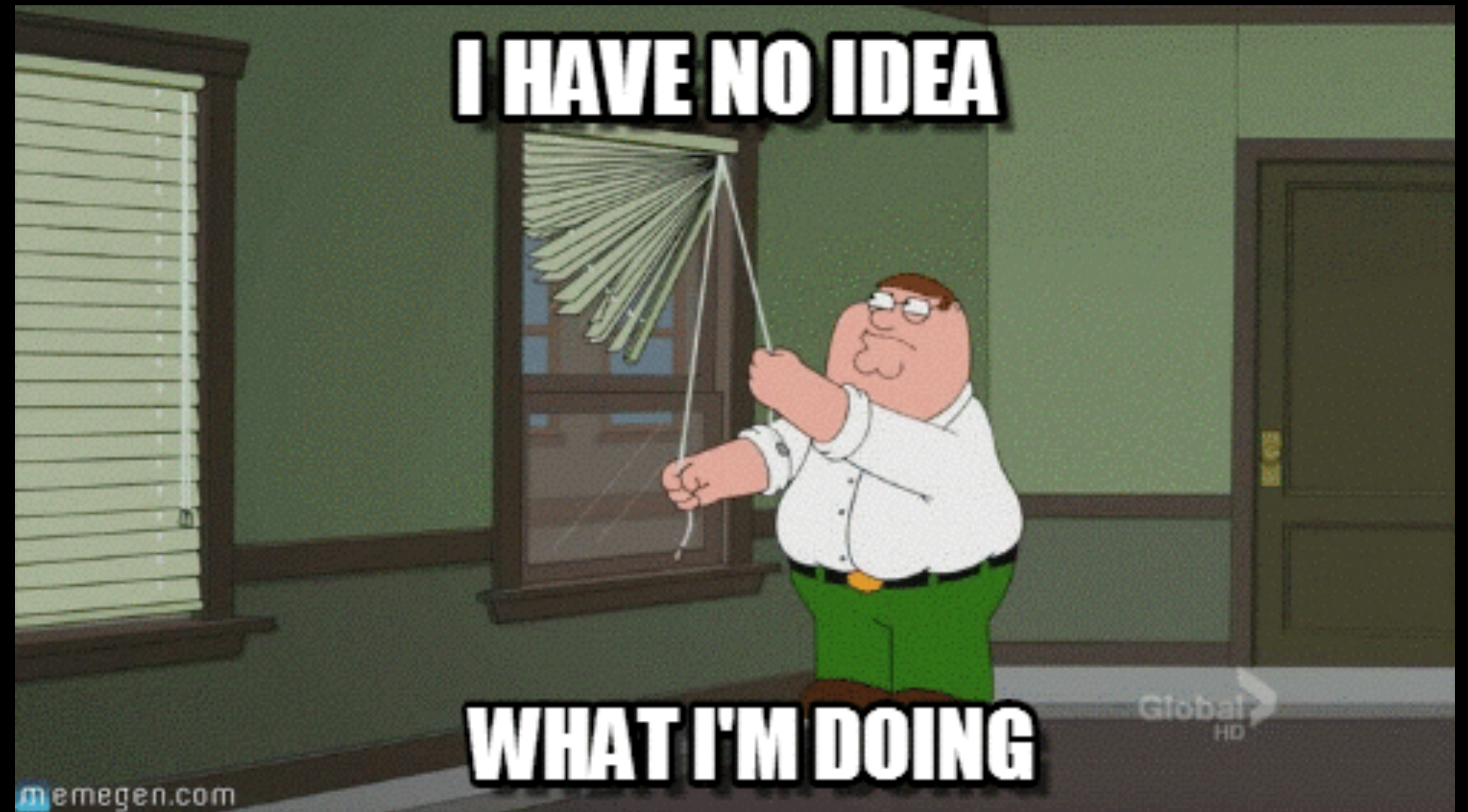
97.6%

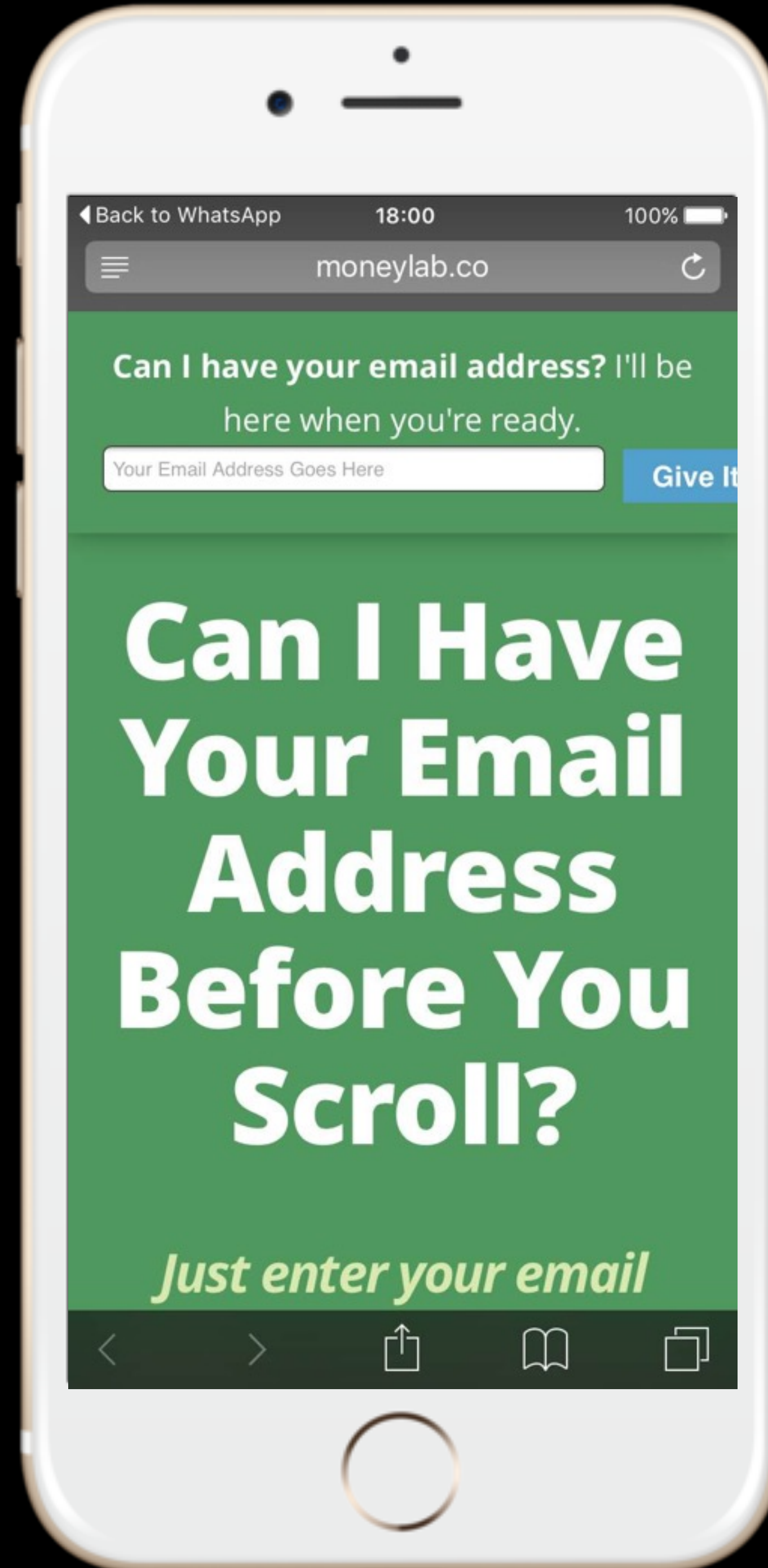


Quick click
to call button

Simple &
easy contact
form to fill in

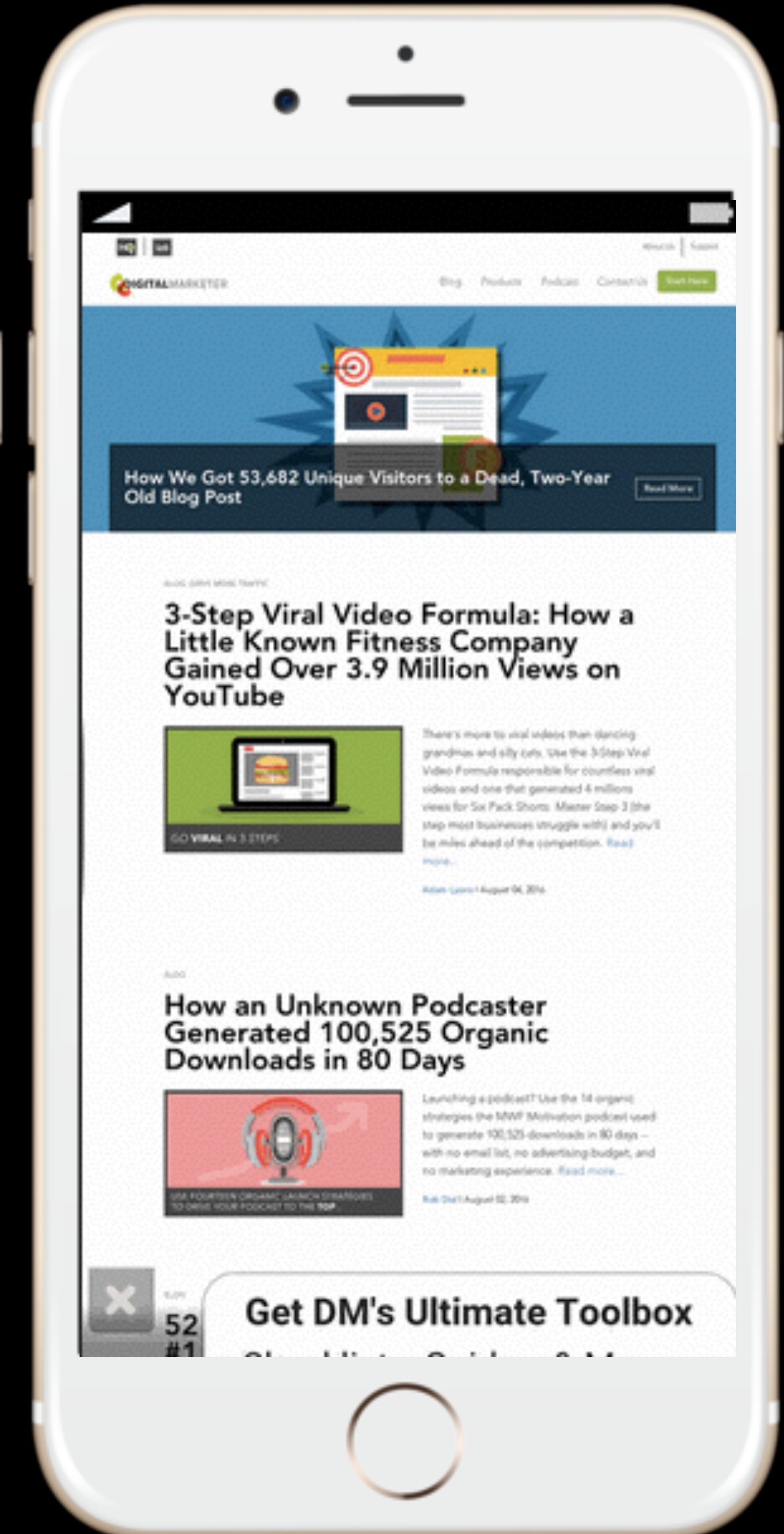
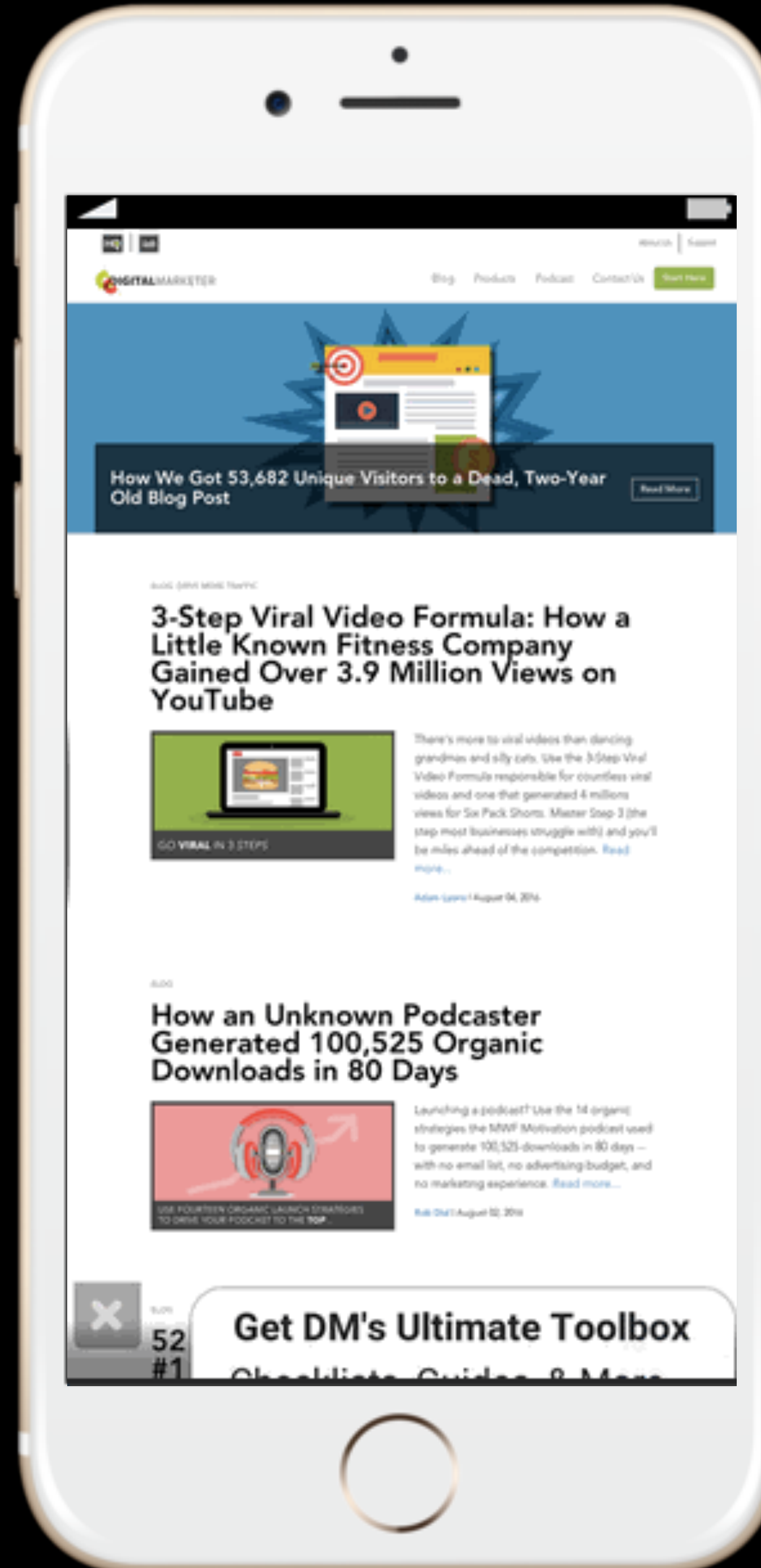
I want to DO
stage





How not to
increase
qualified
leads.

Help people learn & explore



Help people learn & explore

3300



Leads

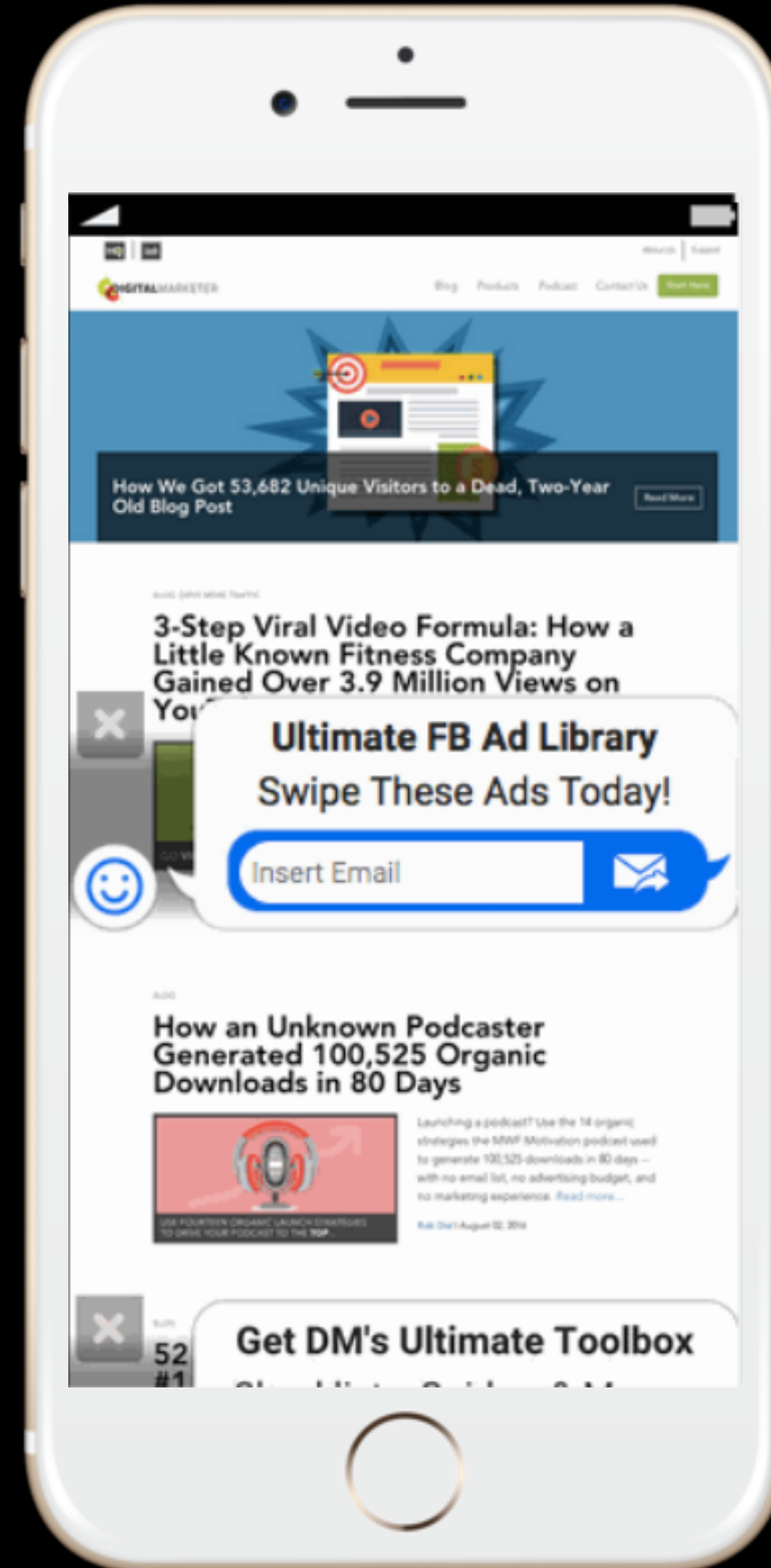
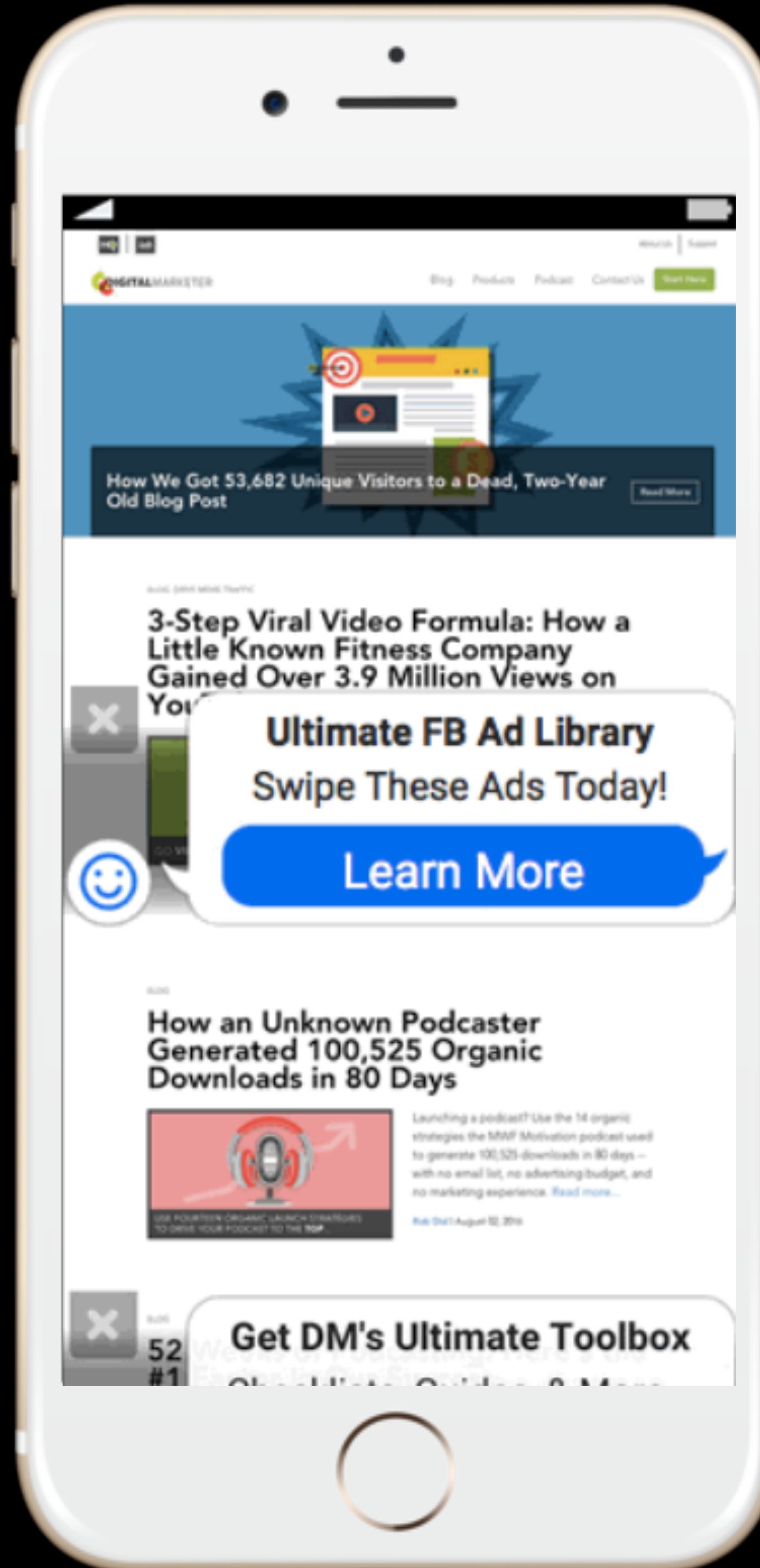
29,924



Content views



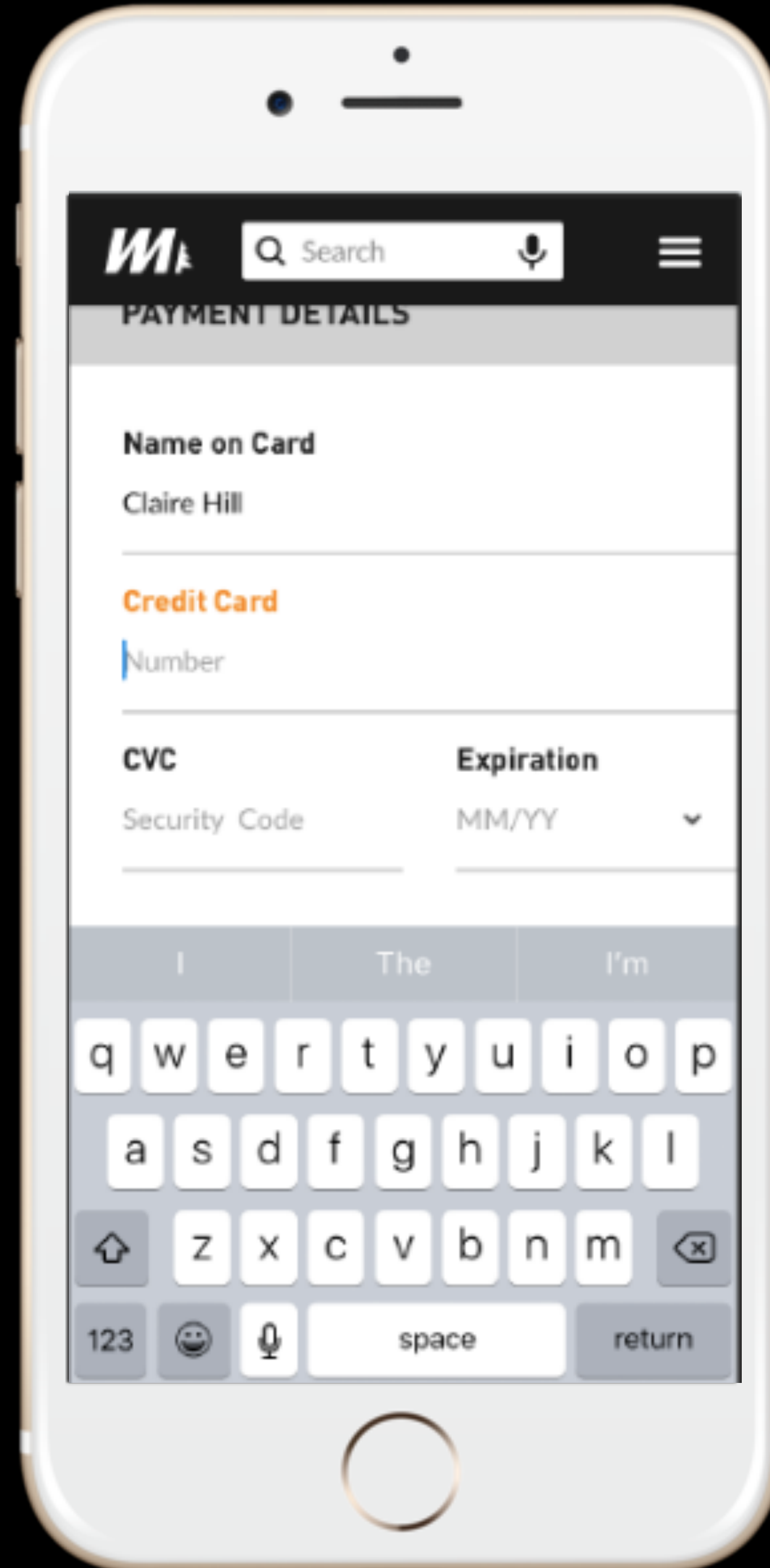
BANANA SPLASH



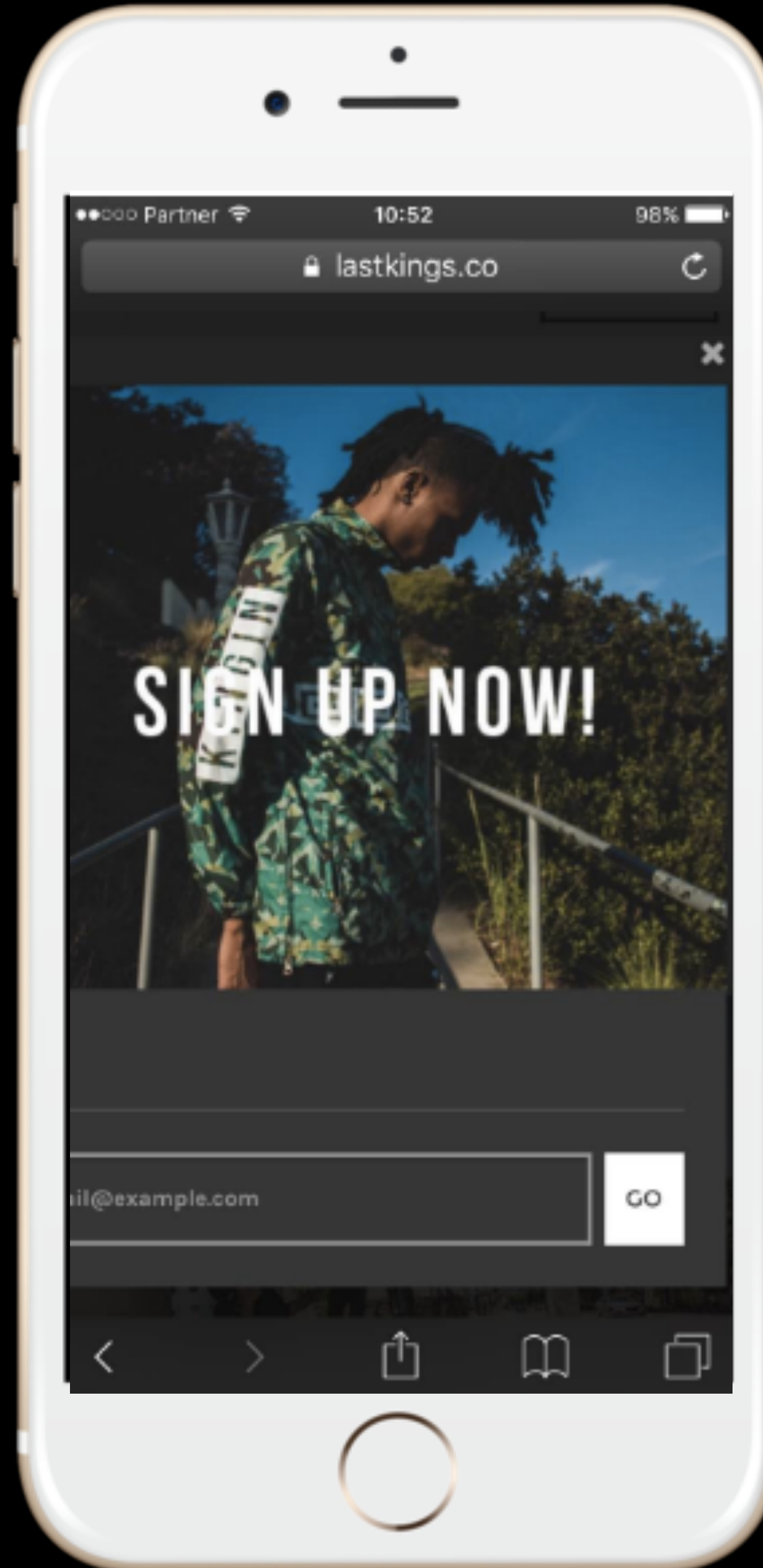
I want to BUY
stage



Consider Keyboards



Avoid solutions built for desktop.



Pop ups and interstitials that ruin mobile experience and kill conversions.

Download



Amazon



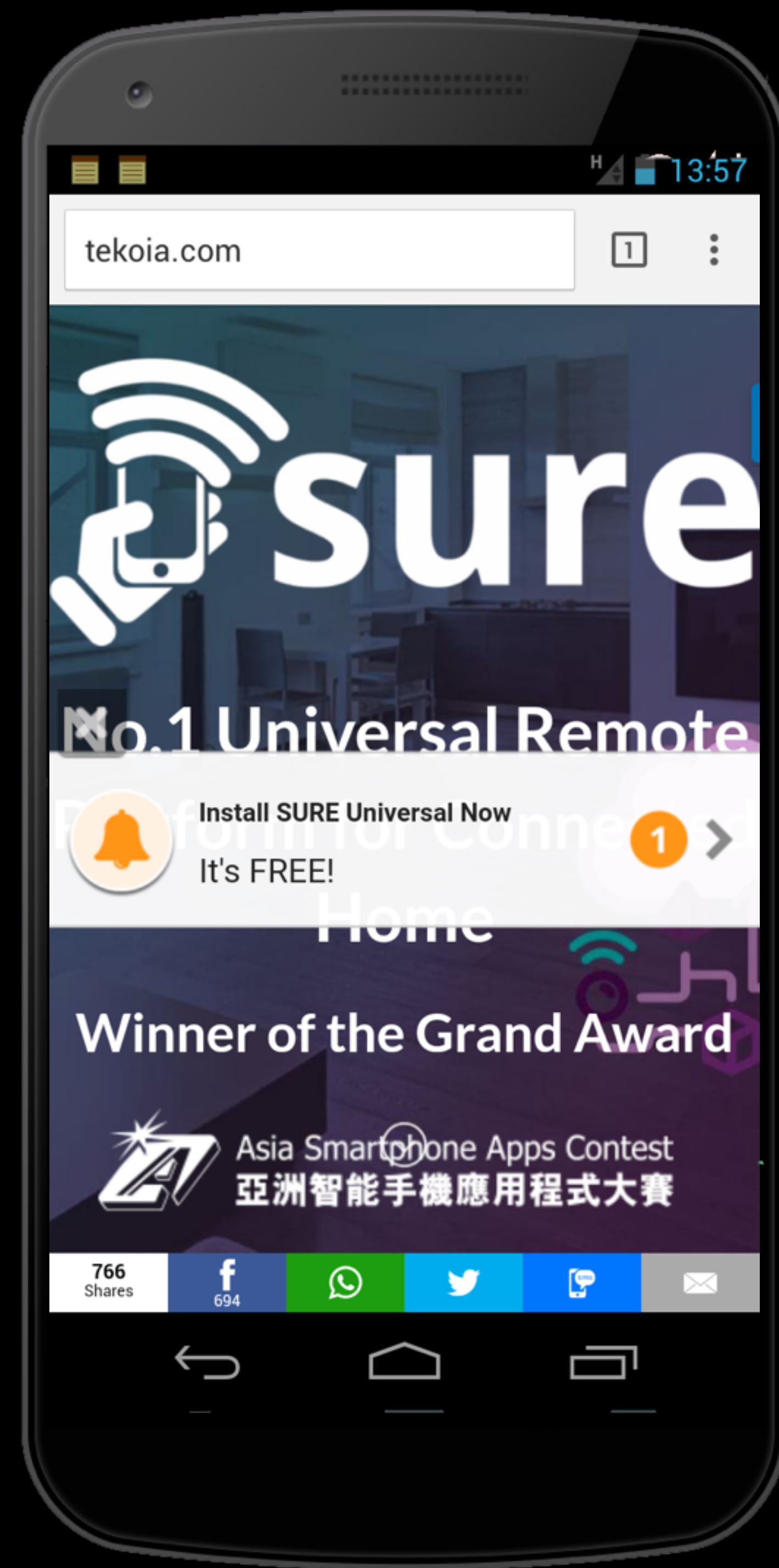
Share!!!!



tl ; dr

Tell them WHAT to do.

IOS



Android



110%



It's All About Trust

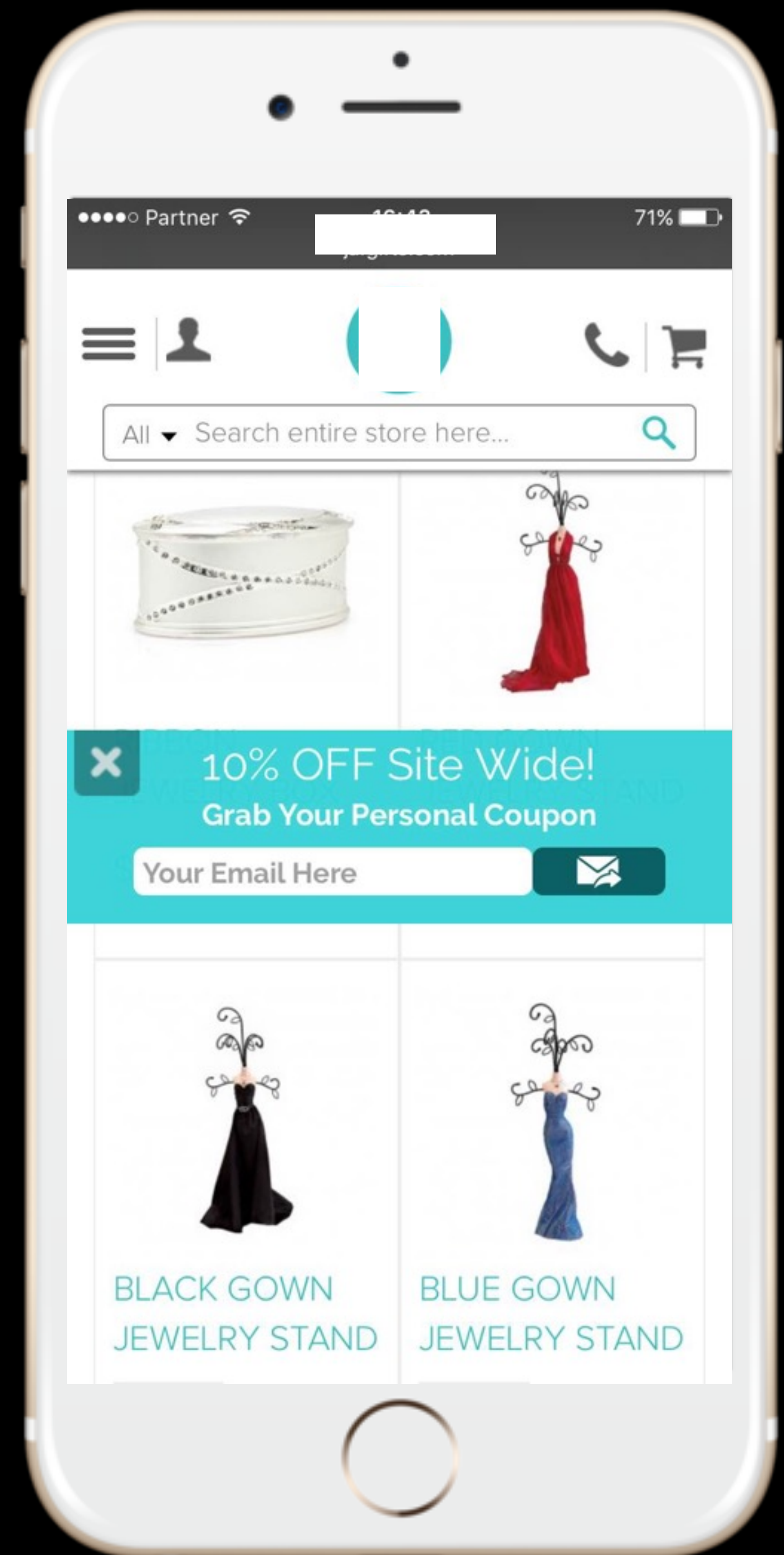
- ▶ Immediate
- ▶ Relevant
- ▶ One Call to Action
- ▶ Look Native

Incentivize mobile purchase

Mobile only coupon



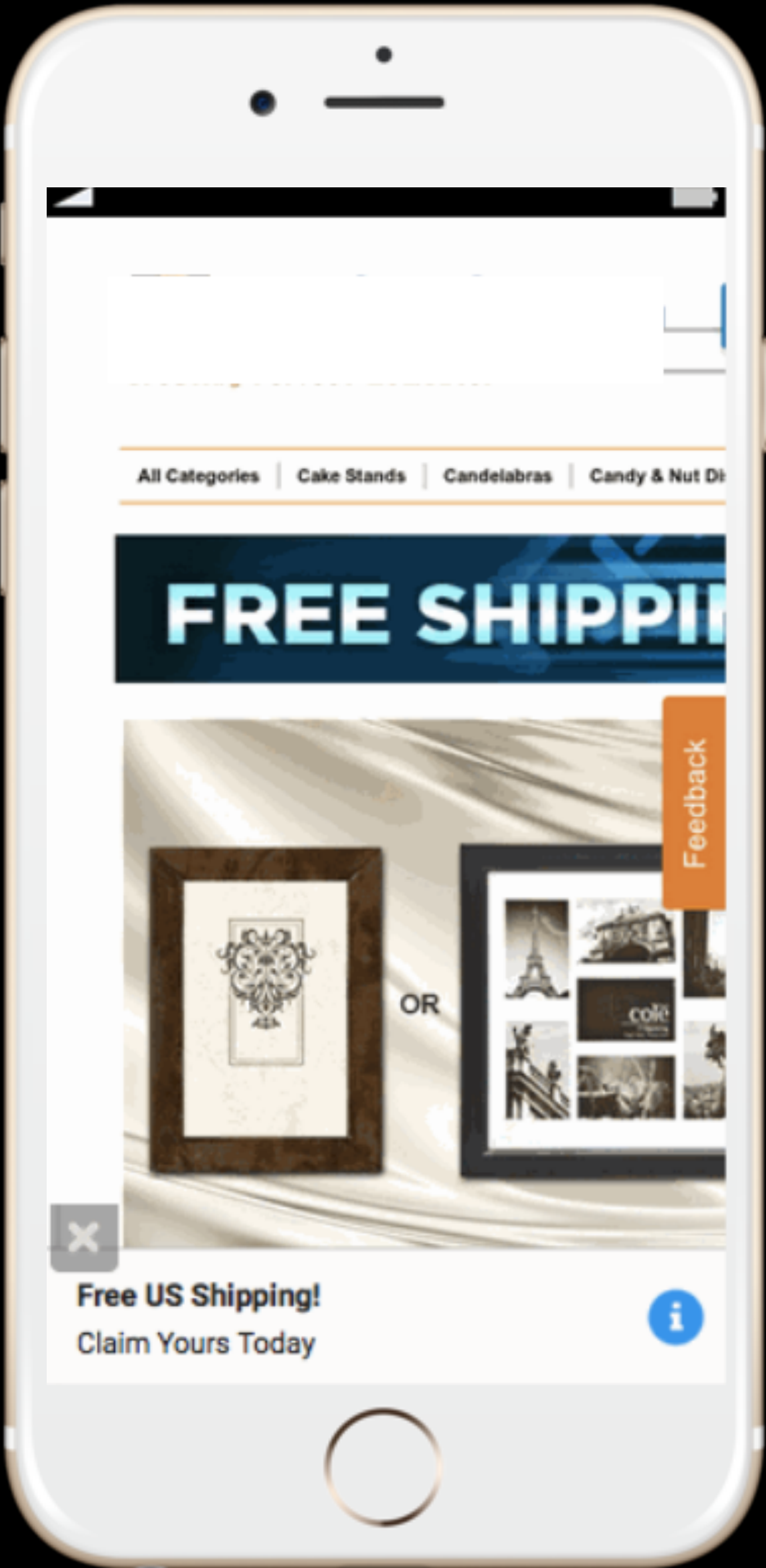
257.3%



Incentivize mobile purchase



Free shipping



We're NOT using mobile as a replacement for desktop

We're using mobile in a whole
DIFFERENT way.

Mobile Visitors are NOT
Mini Desktop Visitors

Stay in touch!



@TaliaGw



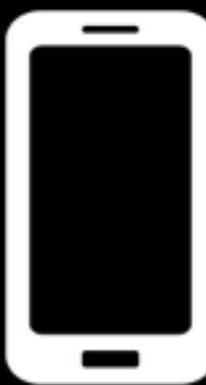
talia@banana-splash.com



www.banana-splash.com



www.taliagw.com



Mobile Optimization Guide:

<http://bit.ly/mobileguidebanana>



BANANA SPLASH



THANK YOU

TALIA WOLF

Banana Splash @Taliagw

MOZCON

2016