

# CALL & RESPONSE

Utilizing Mobile to Collect CRM Data

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Gravure Publishing & Premedia Conference

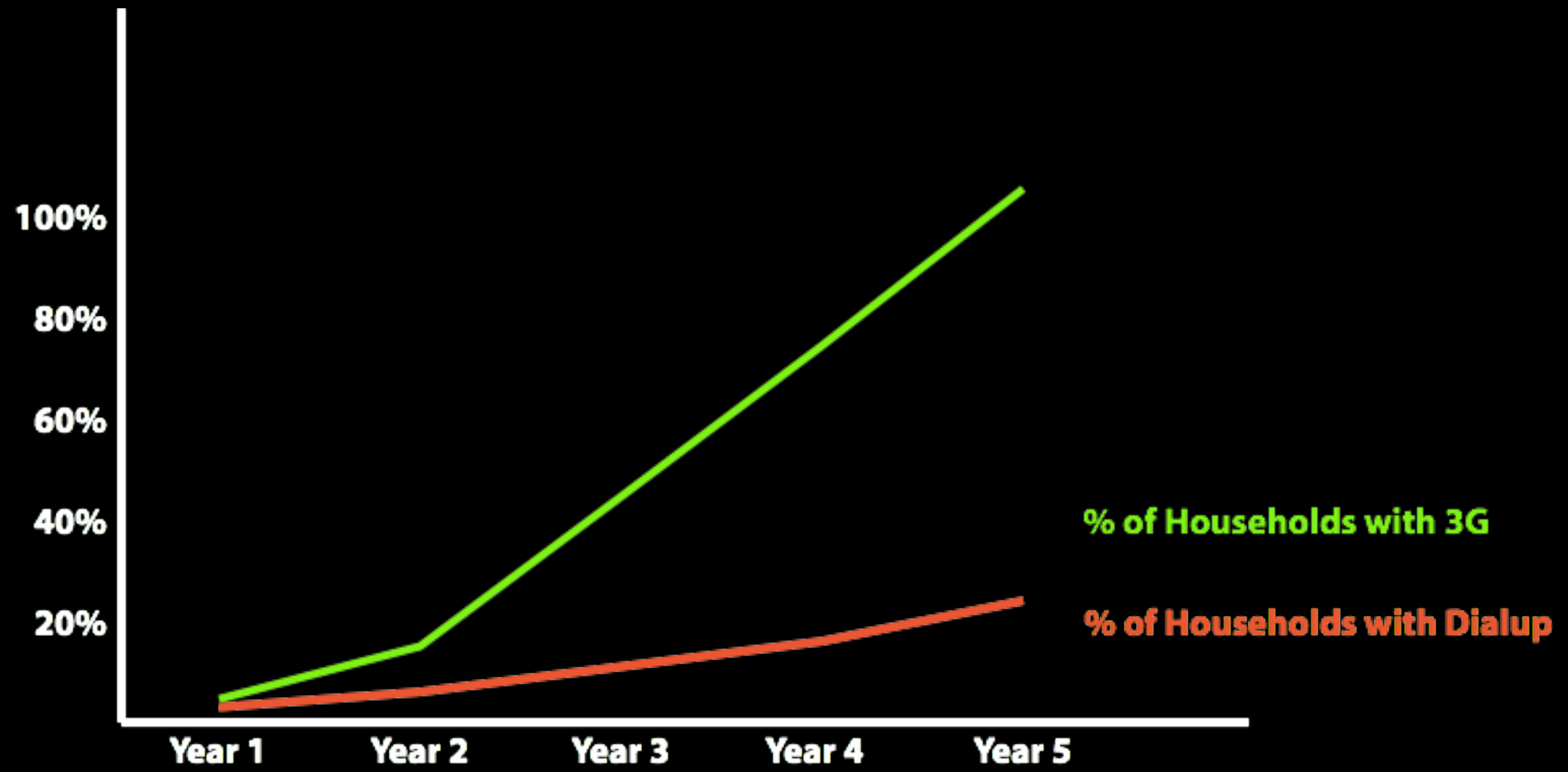
The development of mobile  
parallels that of the fixed web...

...only faster

(*a lot faster*)

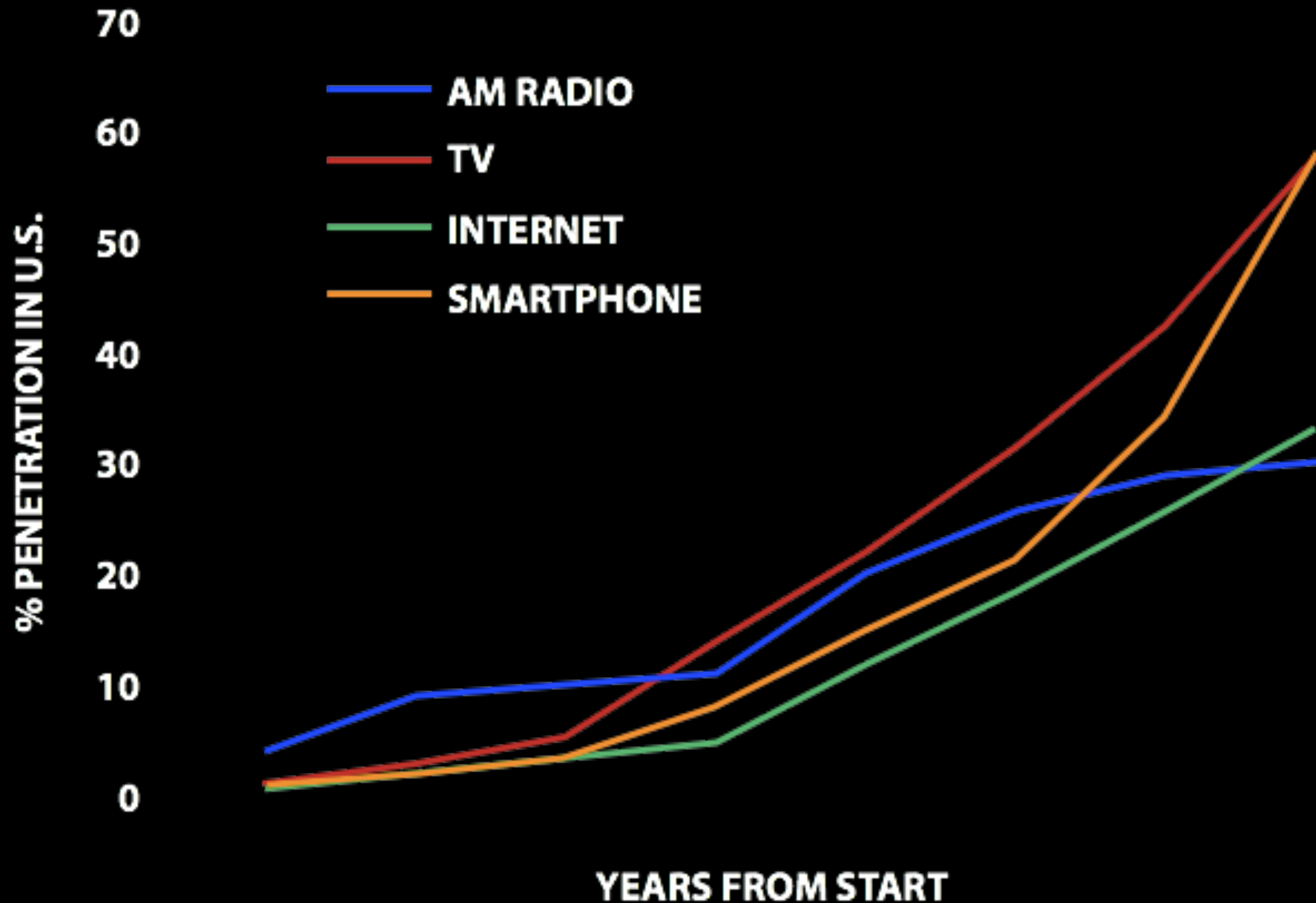
# Basic Internet

## 3G vs Dial-up Adoption



# Device Penetration

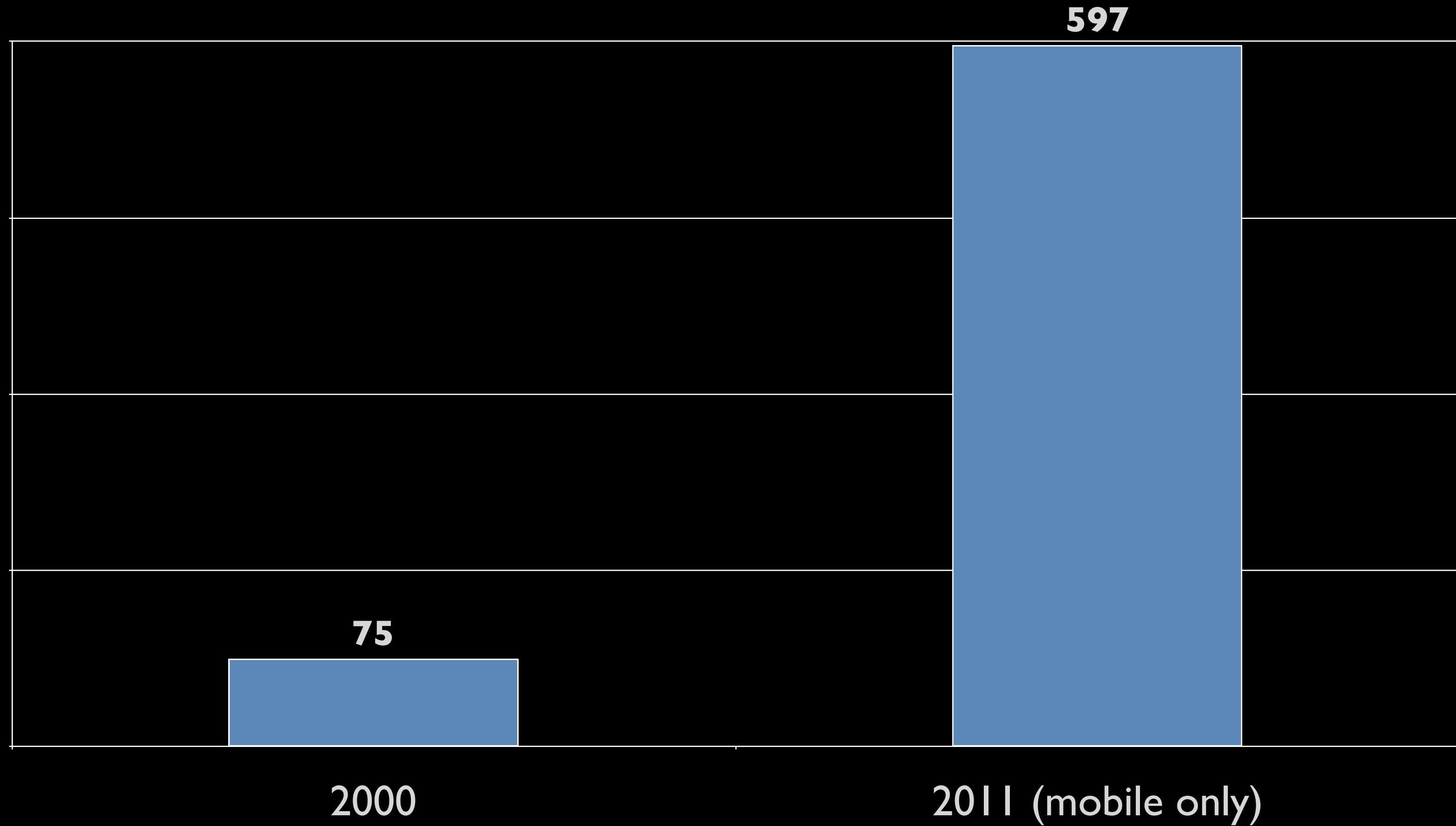
## Smartphones vs. Other Household Devices



US Market Penetration By Year From Introduction; Data via Mary Meeker of KPCB

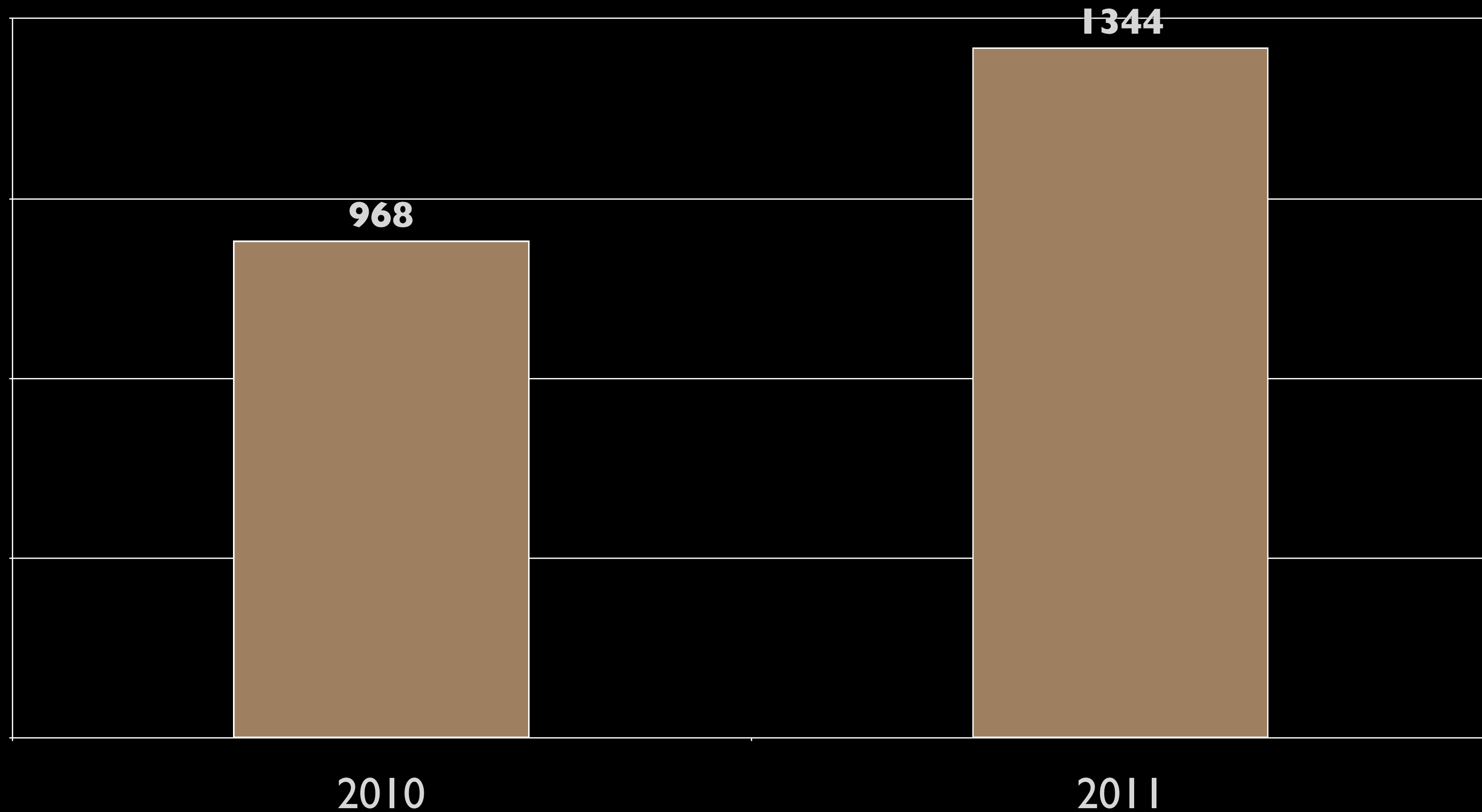
# Data Growth

Internet traffic in petabytes



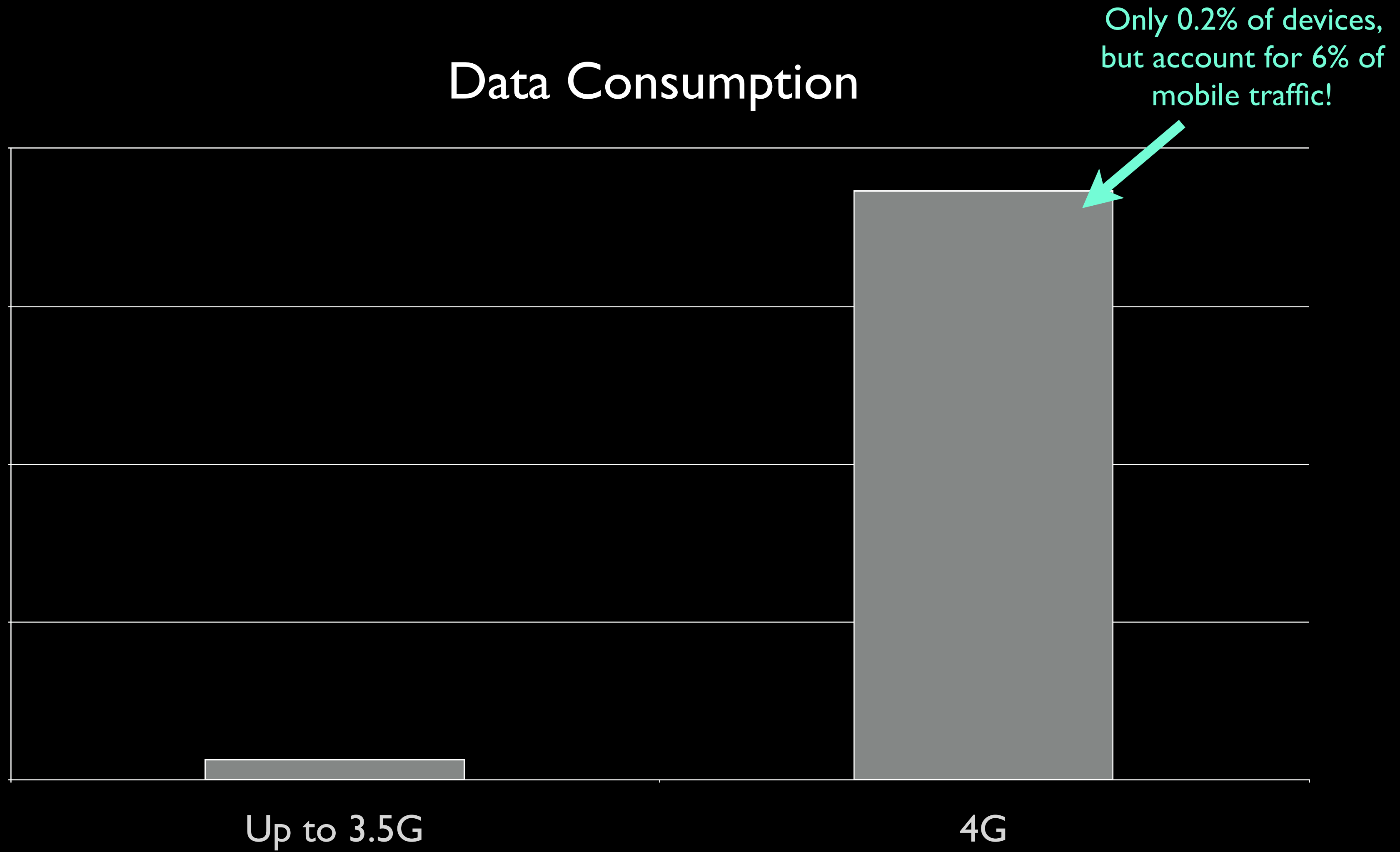
# Data Growth

Average Network Speed for Smartphones (KB per second)



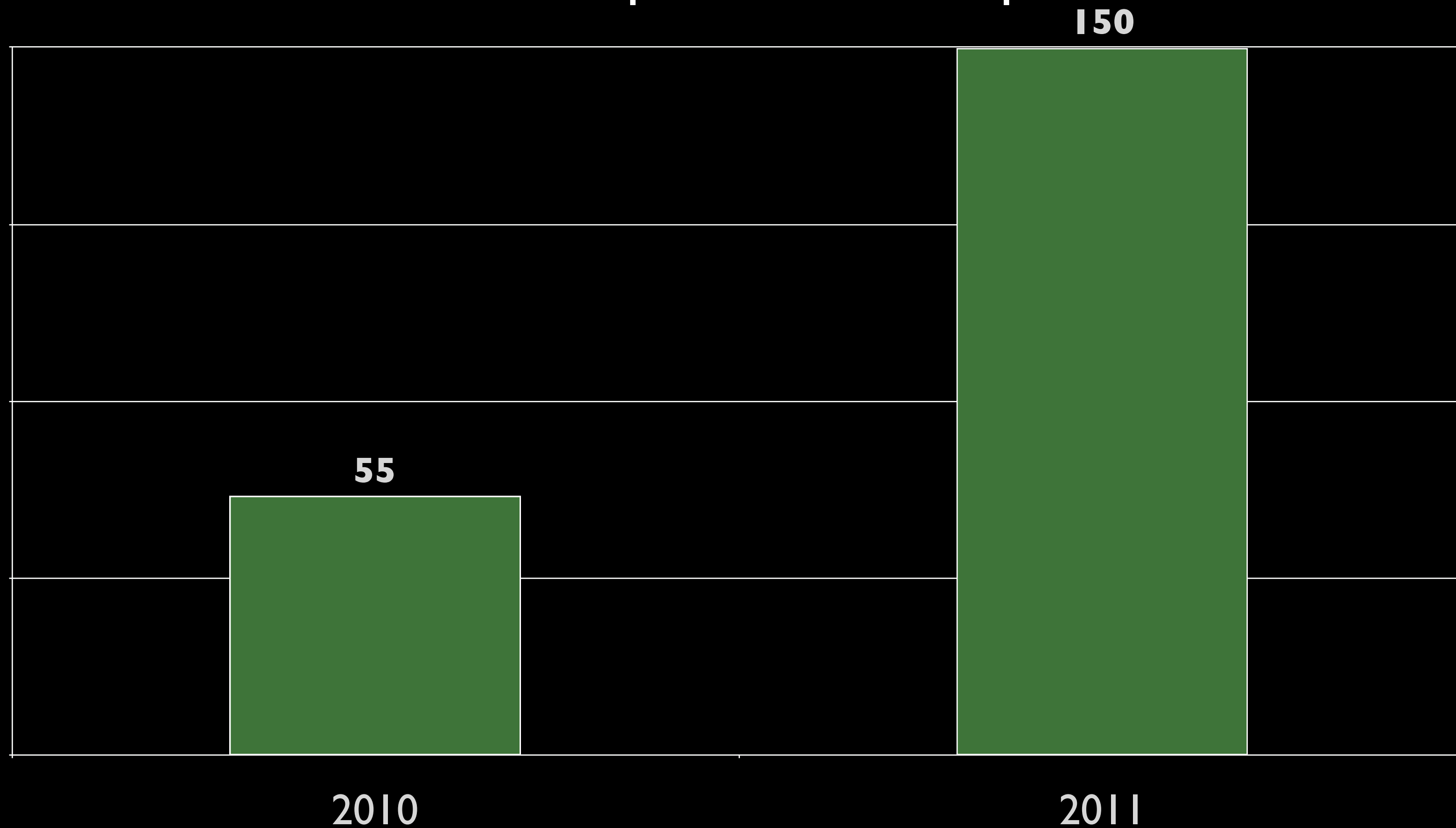
# Data Growth

## Data Consumption



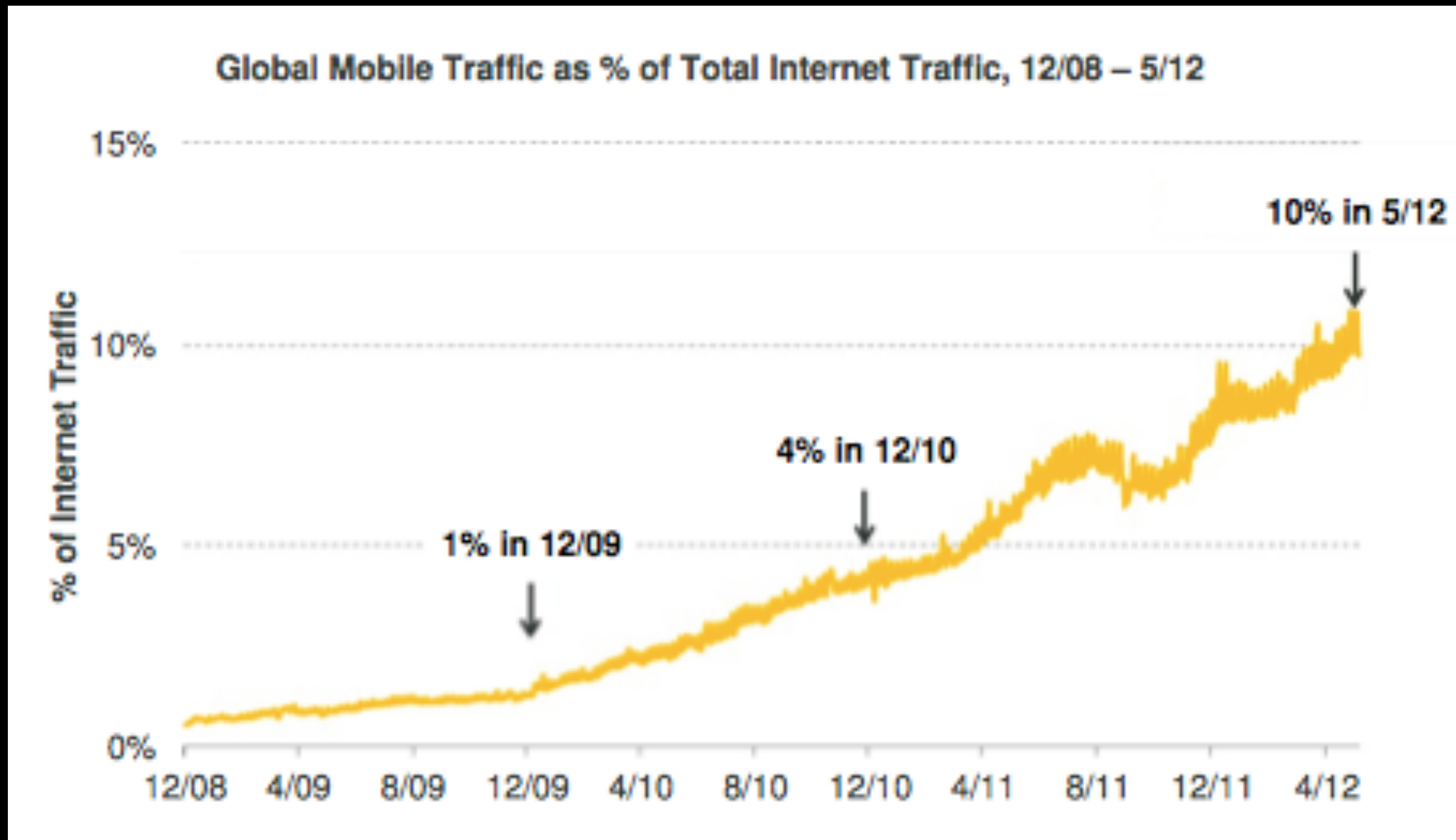
# Data Growth

## Data Consumption for Smartphones





# Mobile Already Accounts for 10% of All Internet Traffic (including video!)



Parallels

# Communication Shifts

## Online Daily

### Big headline!

Fugiat vegan twee, minim pork belly mlkshk williamsburg pour-over laboris narwhal shoreditch. Stumptown mumblecore selvage, farm-to-table proident before they sold out pop-up magna voluptate minim laboris nisi irure seitan. Do occaecat laborum, mixtape hoodie trust fund typewriter irure scenester. Proident laboris lo-fi non esse. Blog brooklyn kale chips echo park pinter-est, cardigan cillum irony butcher semiotics letterpress twee non sustainable. Pop-up in locavore farm-to-table carles food truck, voluptate vice tempor sustainable terry richardson. +1 mumblecore viral, vice keffiyeh echo park bicycle rights.

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#### 18 Comments

Share your thoughts.

ALL

READER PICKS

Newest ▾

Write a Comment



Kevin Matt

Several careful studies have looked at the "mathematical trade off between the cost of action and the cost of inaction.

E-MAIL SHARE

Increased Data

# Mobile Generates A Lot More Data About Users

## Mobile

### Fixed Web:

- Transaction History
- Browsing History
- Click History
- Purchase History
- Entry / Exit points
- Social Connections
- Email Tracking
- Tracking Cookies
- etc.

### • Rich Sets of Personal Info

- Text Messages
- Photos / Camera
- Phone Numbers Called
- Contact Info / Address Book

### • Task Specific Apps

- Social Media Apps
- To Do Lists
- Shopping Apps

### • Location Information

# The Perils of Mobile:

## That Data Can Be Misused or Misappropriated!

### **Excessive Personal Information Can Easily Be Captured By Companies**

- Apple had tracking files capturing location data on iOS.
- Path & Facebook were uploading your entire contact book to their servers.
- Smartphone cameras encode location info onto every photo by default.

### **Mobile Data Can Be Misused by the State**

- A recent Congressional investigation found that law enforcement agencies sought access to wireless phone records over *one million times* in 2011.

### **Identity Theft (And Real Theft!) Are a Lot Easier**

- Losing a phone can literally equate to losing your identity – or losing money.

### **Price Tailoring**

- Reports of some websites charging iOS users more on an assumption of income.

# The Perils of Mobile: That Data Can Be Misused or Misappropriated!

## **Cloud Security Alliance Top Concerns:**

1. Data loss from lost, stolen or decommissioned devices.
2. Information-stealing mobile malware.
3. Data loss and data leakage through poorly written third-party applications.
4. Vulnerabilities within devices, OS, design and third-party applications.
5. Insecure WiFi, network access and rogue access points.
6. Insecure or rogue marketplaces.
7. Insufficient management tools, capabilities and access to APIs.
8. NFC and proximity-based hacking.

# The Perils of Mobile: That Data Can Be Misused or Misappropriated!

## **Pew Internet Study Shows:**

- Half decided not to install apps because they demanded too much data.
- One third uninstalled an app after they realized what data it was collecting.
- One in five turned off location tracking due to concerns about where that data goes.
- Americans between 18 and 29 years old are equally likely to decline an application due to privacy.



# How Important is Data?

## **Merchant Consumer Exchange (MCX)**

- Two dozen retailers (including Wal-Mart, Target, & BestBuy) are forming a mobile payment processing venture.
- They are entering an intensely competitive arena with big players:
  - Banks & Carriers (all big carriers with exception of T-Mobile)
  - Startups (Square)
  - Older e-payment companies (Paypal)
  - Apple (slowly rolling out)
  - Google Wallet (most mature at this point)

## **Google**

- Launched “Good to Know” campaign, cost 10s of millions.

## **In General**

- Allow more effective & relevant marketing.
- Allow a more seamless experience for the consumer.
- Allow content producers and manufacturers to more finely tune their content.

# The Promise of Mobile:

## That Data Can Be Used to Provide Delightful Experiences

### **Uber**

- Utilizes location information to hail taxis.

### **CardMunch**

- Allows you to collect contact info and connect to LinkedIn by taking photos of business cards.

### **Square**

- Novel form of payment based on location and (human) photo recognition.

### **Instagram**

- Enables you to take beautiful photos and share them easily.

### **GroupMe**

- Enabling the creation of group experiences based on your social network and SMS.

### **Google**

- All services are tailored on a data store about you.

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