



Electronic Retailing Association

Leaders in Direct-to-Consumer Commerce

ISSUE BRIEF

Mobile Has Arrived - Now What?

Industry Experts: David Gould - mShopper, Karen Neuman - St. Ledger-Roty Neuman & Olson, LLP, Scott Reid - Oak Lawn Marketing, Jay Block - Sonic Mobile

Briefing: The wait is over. Mobile is here but some marketers still don't know how to leverage its full potential. Where is the money being made in m-commerce? Will m-commerce grow around couponing and alerts (as many expected), mobile shopping malls, individual commerce sites on the mobile web or through smart-phone applications? Industry experts will explore these issues and outline actionable strategies and best practices for leveraging the enormous potential of this developing medium. It is estimated that the world market for mobile marketing and advertising revenues will reach nearly \$50 billion by 2014, up from about \$29 billion today, growing at a five-year CAGR rate of nearly 12%. Europe and North America will grow at the fastest rates, about 16% through the period, to reach \$16.3 billion and \$12.4 billion, respectively.

Challenges: Will 2010 be a decisive year for spending using the mobile marketing platform? Are marketers worldwide finally moving from disillusionment over their expected return to the realization that they can enhance consumer brand equity via the targeted precision and customized experience that mobile marketing affords over other media placements?

Objective: To provide attendees with the tools and techniques necessary to turn mobile marketing from a marketer's pipe dream and into a real world revenue stream.