



Twenty can't-miss
mobile personalization
trends.

Americans love their mobile phones. And we mean *love*. So much so that they check those phones an average of 52 times each day, according to a [Deloitte survey](#). It stands to reason that mobile is now the consumer's device of choice. In fact, that same survey reports that 85 percent of Americans now own a smartphone.

Everywhere you turn, mobile is winning out over other devices and channels for consumer attention. [Perficient Digital](#) found that in 2018, more consumers visited websites using mobile than they did on desktop. And people are now spending more time on their mobile devices than they are watching TV—3 hours and 43 minutes per day to be exact, [reports eMarketer](#).

As mobile continues to rise in the ranks, **providing the very best experiences for those devices is more important than ever**. And for most consumers, that means personalization.

Many companies have already started using mobile optimization and personalization. In fact, about half of brands report using optimization technology for their mobile apps, according to our [mobile maturity study](#). So if you haven't yet, it's time to get in on the action.

Here are **10 ways** you can get started with mobile personalization today. And **10 more ways** you can stand out from the competition as emerging technologies take mobile personalization to heights never seen before.



Marketers



IT Professionals

63 percent of marketers and 71 percent of IT professionals say **personalization is one of the best ways** to improve the mobile experience.

Source: Adobe

Ten ways to *personalize* *and optimize* today

Consumers interact with digital content more than eight hours each day, and they expect those interactions to be personalized. Yet most consumers are still exposed to irrelevant content, reports the [2019 Adobe Brand Content Survey](#). By creating mobile experiences and personalized content based on behaviors and profile data, the opportunity to capture the attention and dollars of these consumers is ripe for the taking.

Here are 10 ways you can get started with mobile personalization right away.

1 Make mobile your only site

Because more people are searching on mobile, Google has shifted to mobile-first indexing. That means the search engine indexes and ranks your site based on the mobile version rather than the desktop version. So if you have separate sites for desktop and mobile, focus your primary investment on your mobile site, especially if your visitor trends already show mobile site growth. After all, [Adobe Digital Insights predicts](#) that by May 2022, consumers will buy more through smart phones than desktops.

2 Use responsive design

Ensure that your site design is responsive and can automatically adapt to fit screens of any size. This will keep your experiences consistent and keep developers from taking time to create different layouts for different screens. Although you can use online tools to find out whether or not your site is responsive, it's important to test content on your own mobile devices to be sure it displays the way you expect.

3 Shift to mobile SEO

Since screen space is limited, keep URLs, titles, and meta descriptions short so mobile users can quickly see what your content covers. And since people use mobile devices to search for products and services close to where they live, keep local SEO front and center. [According to Google](#), mobile searches for "on sale" plus "near me" have increased 250 percent over the past few years, as have mobile searches for "open near me."

4 Keep it speedy

No matter how relevant your content is, visitors will quickly go to a competitor if they have to wait for your site to load. [Google reports](#) that 53 percent of visitors will leave a site if it takes more than three seconds to load. Yet today's mobile sites take 15 seconds to load on average. Keep your site moving right along by compressing text and images, and continually testing to ensure your mobile pages load quickly.

5**Know when to introduce your mobile app**

Usually with a mobile app, there's a specific function that the app provides. For example, an airline app can help you check in, check bags, and get a boarding pass. In order to make sure people use your app, it's important to understand at what point in the experience you should introduce the app, keeping in mind that loyal customers will be your strongest users. You should also consider the right offers to display once the app has been downloaded so you can drive higher engagement.

6**Refine your mobile app**

Make it easier for people to use your app by automatically prioritizing navigation icons for functions they regularly use. For example, a drugstore might display icons for getting coupons, filling a prescription, or even printing photos depending on what the visitor does most while using the app. AI and machine learning can do the work for you so you can scale these personalized experiences as your app grows.

7**Offer personalized recommendations**

Whether on a mobile site, app, email, or a connected device, the ability to serve up personalized recommendations has come a long way. Instead of providing recommendations based on someone's favorite category or a single last-viewed item, algorithms can help you determine customer preference for products, videos, and content based on all of a customer's viewing and buying behaviors. For example, a retailer who knows a customer browsed red winter gloves might respond well to a coordinating hat—or a red spring dress recommended in the coming months.

8**Adapt content to user interests**

As with recommendations, combining the power of AI with user preferences and behaviors can help you personalize images, content, and video on your site or app. But not just any content will do.

“Organizations that focus their personalized messaging around helping their target audiences can expect 16% more impact on commercial outcomes than those that don’t.”

Source: [Gartner](#)

For example, McCormick uses consumer browsing history and saved content to serve up just the right recipes, while also giving them the option to buy the ingredients they need with just a few clicks.

9**Provide personalized offers**

Personalized offers can keep customers moving down the funnel and provide cross-sell or upsell opportunities. Since there are so many ways to personalize, you should experiment and analyze to find out what works best. Let’s say someone has added an item to a cart but hasn’t yet checked out. You can personalize their experience with recommendations or content while they’re browsing, in the checkout itself, or through push notifications like “buy within the

next 10 minutes and get a code for 20 percent off." And since consumers use multiple devices across their journeys, providing multi-device cart retrieval can keep the experience flowing, allowing consumers to access their saved cart regardless of which device they're using.

10

Target with weather, geolocation, and time of day

Location, weather, time of day, and device are all important considerations when it comes to mobile. And because brands typically collect this kind of data from anonymous users anyway, personalizing experiences based on time of day and device can be easier than you think. For example, one sports media company found that fans typically check sports scores in the morning on their phones, then browse longer content on their desktops in the afternoons. Using that data, the brand was able to sync with users' viewing habits so they'd see scores in the morning, then long-form by afternoon.

Ten more ways to *personalize and optimize* tomorrow

One of the biggest game changers when it comes to emerging technologies is 5G. This latest generation of cellular wireless technology promises faster downloads and uploads, more reliable mobile video, higher bandwidth, and lower latency (response time). So live-stream video games and apps that use augmented reality (AR) and virtual reality (VR) will be much more accessible in the near future. Higher capacity will also fuel the growth of autonomous cars, smart cities, and connected factories.

With the help of emerging technologies, here are 10 ways you'll soon be able to take mobile personalization to the next level.

1 Design for 5G

Even though it's early days for 5G, now's the time to start designing personalized experiences that take advantage of the technology. All major U.S. carriers have already implemented some kind of 5G network, and [PC Magazine predicts](#) that we'll be seeing "big 5G applications" running on 5G starting in 2021 or 2022.

2 **Launch a virtual world**

Imagine entering into a VR universe where you can build your own island, design your own avatar, watch movies and play multiplayer games with friends, and jump from one world to another—all from the comfort of your living room. As consumers look to take their social interactions to new places, they'll expect brands to present them with personalized VR experiences like Facebook Horizon, set to launch in closed beta in 2020. With the opportunity to display virtual billboard advertising, shops, or malls tailored to your avatar, personalized advertising will soon follow.

3 **Translate conversations in real time**

5G can enable mobile devices to power smart glasses and smart goggles, increasing opportunities for personalized experiences at speeds of up to 20 times faster, [notes The Droid Guy](#). Vuzix is already dipping their toes into instant augmented reality translation with their Blade AR smart glasses. Paired with a translation app, users who wear the glasses can view instant translated text for up to 12 spoken languages, [reports Next Reality](#).

4 **Offer a virtual vacation**

Travel mobile apps that use VR can transport someone from their living room in Texas to the beaches of Tahiti with the help of a virtual headset. Travel agents, hotels, and even airlines can use these experiences to entice travelers to book a trip and sweeten the deal with a personalized discounted offer.

5**Engage with connected cars**

Connected cars, also known as self-driving or autonomous cars, can provide the ultimate personalized experience, learning your schedule, habits, and preferences. So when you wake up craving a cappuccino, your car can drive you to your favorite café, where your drink is already waiting. Or, your car could take you to your favorite restaurant on a Friday night, avoiding traffic along the way, even helping you order ahead. What's more, consumers are open to sharing the roads with connected cars.

40% of drivers say they're in favor of self-driving cars being available for purchase.

Source: [Adobe Digital Insights](#)

6**Merge in-store and digital**

Retailers are bringing digital and physical together by placing digital signage and screens throughout the store that can be personalized based on a mobile app and even alert clerks if you need help. One company provides a digital experience in their dressing-room mirrors. Customers try on outfits virtually, place their order, and have items delivered without ever trying on an actual piece of clothing.

7**Personalize public screens**

Whether at gas pumps or on refrigerated cases, public screens provide a growing opportunity to personalize consumer experiences. Imagine walking up to a refrigerated case in a convenience store and watching the digital screen on the cooler doors change to display the exact drinks and snacks you like to buy. Or seeing an ad display on the door for a product you've been eyeing. Using facial recognition, Walgreens is rolling out these technologies to better target their customers with the right products and relevant advertising, [according to Business News Daily](#).

8**Enhance vending experiences**

Connected vending machines allow consumers to pay for purchases via smartphone, giving vendors the opportunity to send push notifications to consumer devices promoting their favorite products if they're in close proximity to a machine. Machine learning can also help vendors perfect their planograms, or displays, to accommodate consumer preferences.

9**Upgrade smart homes**

Personalizing smart homes includes offering relevant product information through appliances or virtual assistants. But companies are coming up with other ways to personalize and solve specific problems. For instance, Blueair, a smart air purification company, uses location-based data to measure air quality both inside and

outside a customer's house to determine pollution levels, [reports TechCrunch](#). By providing real-time data, they encourage people to check their app several times a day, increasing engagement.

10 Transform how people work

As the number of remote workers grows, tools like videoconferencing and real-time whiteboarding will continue to play an important role in allowing people to collaborate in a virtual manner. And in industries like manufacturing and healthcare, AR in combination with AI and machine learning is being used for everything from data management and quality control to workforce training and research and development.

On mobile, good experiences are *no longer* good enough

Whether you're offering personalized recommendations in your mobile app or taking travelers on a trip to the other side of the world, it's all about great experiences when all is said and done. If you're not already personalizing your mobile experiences, you can start small and build up as you're ready. But the most important thing you should do is to get started. And while mobile first is where you should strive to be, remember that mobile is only one part of your overall marketing strategy.

"Mobile should not be thought about in a silo," says Drew Burns, group product marketing manager at Adobe. "There are distinct behaviors and experiences that consumers expect from mobile. They're still interacting with your brand, and they still want a good experience."

With personalization, you can make each mobile interaction better than good. You can deliver experiences that previously only existed in your customers' wildest dreams.

Adobe can help

With the ability to integrate behavioral and customer profile data from Adobe Analytics and Adobe Target, you can create personalized experiences on mobile today and make the most of tomorrow's technologies. Adobe Experience Manager Sites helps you easily manage content for both mobile web and apps—all on one platform.

We've been named a Leader in Gartner's *Magic Quadrant for Web Content Management* for several years running. We've also been recognized as a Leader in *The Forrester Wave™: Web Content Management Systems, Q4 2018*, as well as several prior editions of the Forrester report. And, with the help of Adobe Sensei, you can use artificial intelligence and machine learning to effortlessly design and deliver the most innovative experiences anywhere your customers are.

Discover how personalization can make ordinary mobile experiences extraordinary.

[Get details](#)

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