



EBOOK

# Mobile E-Commerce Competitive Advantage

Leveraging Best of Breed Research Tools and  
Methods to Accelerate Conversion and Sales

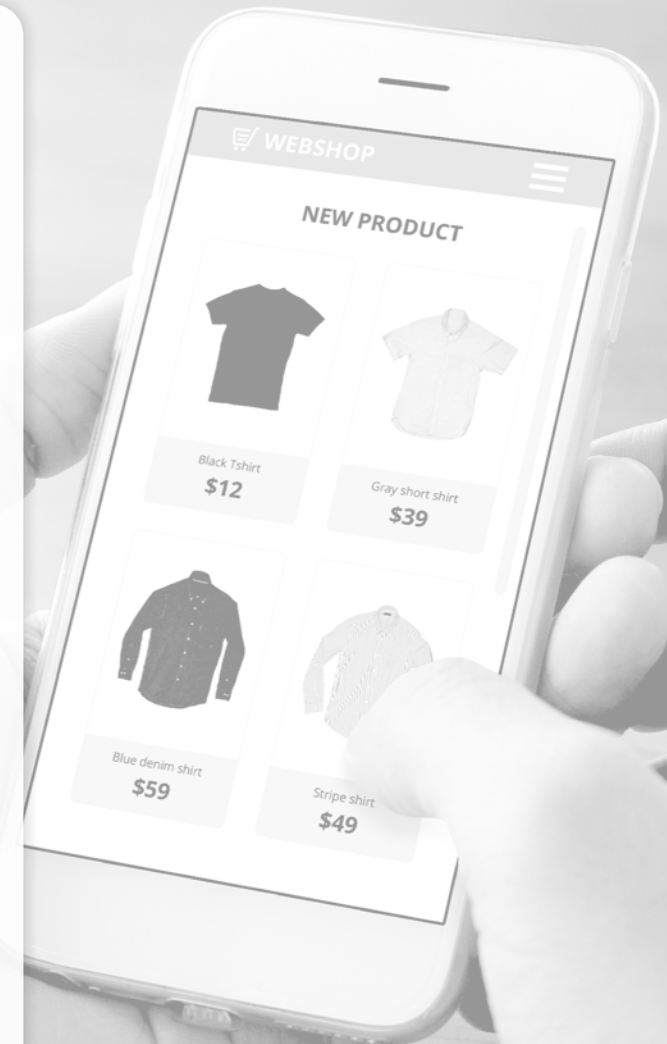
 FUEL CYCLE + **FastFocus**

## INTRODUCTION

Currently, brands significantly under invest in how they market, package and sell their product via Mobile eCommerce. With FastFocus and Fuel Cycle, businesses can leverage mobile eCommerce tools and best practices to maximize sales and dominate their category.

FastFocus is a real-time research platform that provides access to actionable intelligence instantly for advertising and marketing campaigns, package designs, shopper bundles, new products, copy and messaging, branding, customer engagement and more.

Fuel Cycle is the leading cloud-based market research platform for supercharging the relationship between brands and their customers. Through community, panel, progressive profiling, an agile insights platform, and partnership exchange of over 30 end-point solutions, Fuel Cycle offers the only all-in-one insights ecosystem for powering innovation across product, brand, customer, and employee experiences.



# Understanding Consumers in the Next Normal

**Brands need to get ahead of the change.** More than ever, the winners must see around corners. In the next normal, market dynamics shift and change fast. What products sell & what messaging is most effective is highly dependent on these changing dynamics. Being able to regularly take the markets' pulse regularly is more essential than ever. Brands that do this will have a significant competitive advantage. Questions to ask yourself:

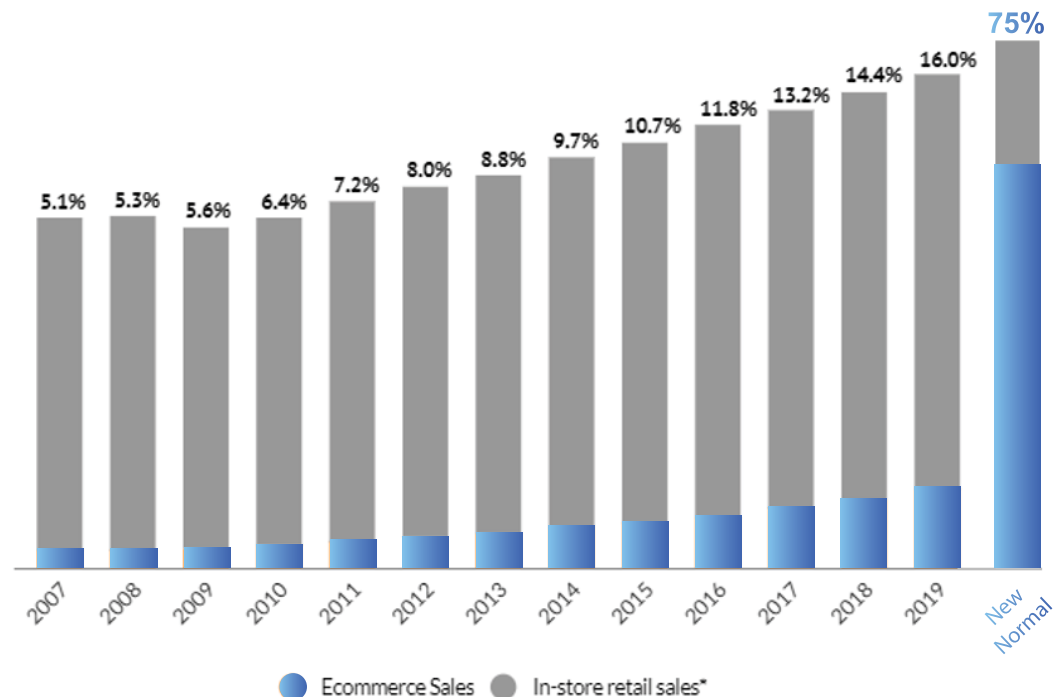
- What's changing and how does it impact my sector?
- My brand positioning?
- My to-to-market product strategy?
- What's the underlying context of the shifts?
- What perceptions are changing over time?
- What frequency do I need to check my customers pulse or dive deep?

# The Rise of eCommerce

The word **crisis** brought on by Covid-19 has shifted the vast majority of shopping online. As we move into the next normal, it is estimated that eCommerce utilization will remain much higher than prior to the pandemic.

Prior to Covid-19 only 16% of retail sales were online.

It is estimated that post-pandemic, eCommerce will rise from 25% – 30% of all sales with Mobile eCommerce sales rising to over 50% of all eCommerce.

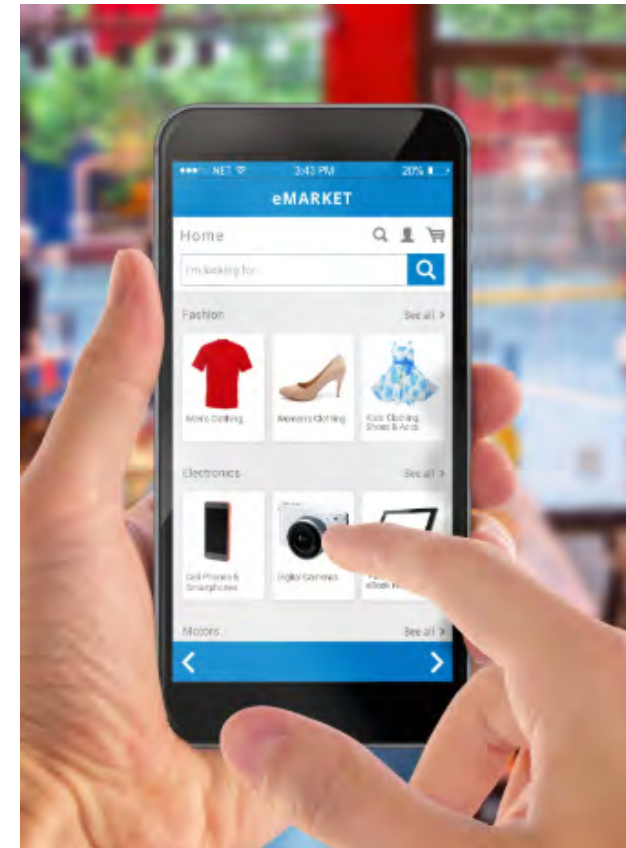


# Why Winning at Mobile eCommerce Matters... A Lot

It's projected by eMarketer that by 2021, **mobile eCommerce sales will account for over 54% of all eCommerce sales.** Unfortunately, most businesses are unprepared.

A 2019 study by XP2 found that only about 12% of consumers found mobile online shopping to be convenient.

FastFocus and Fuel Cycle have observed the brands that optimize their creative content at all mobile eCommerce customer touchpoints will have a significant advantage.



# Previous Mobile eCommerce Image Optimization Advice is Pervasive and Unproven

Over the last few years, agencies and pundits have started to provide guidance for how to optimize eCommerce hero images and packaging.

The best of these guidelines can be useful, but none of them are validated with data. They do not directly recommend testing marketing and packaging assets, and are, at best, a decent hypothesis.

✗ "Using images to visualize benefits increases revenue"

✗ "Switch from stock photos to real shots"

✗ "Large images show everything you have to offer"

# Getting Warmer

A few years ago, a partnership between University of Cambridge and Unilever started to formalize these guidelines, prioritizing the visualization of 4 basic product attributes: **Brand, Format, Variant, Quantity.**

These guidelines were more rigorous than others, but they still do not include the testing of marketing and packaging assets, which is a huge miss.

FastFocus and Fuel Cycle have watched countless clients realize that testing marketing and packaging assets is essential to boosting customer attention and sales.



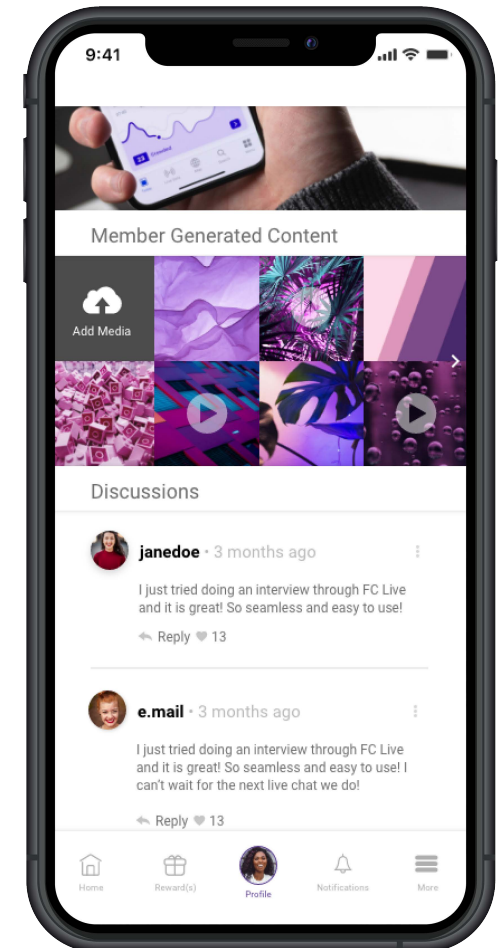
# Case Study

A soap company came to Fuel Cycle in need of overhauling their online marketing strategy. They had confidence in their branding and a general idea of direction, but didn't know exactly what would appeal to an online audience.

They created a blinded community, meaning their brand remained anonymous, so they could accurately study the responses of both current customers and non-customers.

After running a series of surveys and discussions to understand how shoppers discover, research, and ultimately purchase household cleaning products, they found that a majority of community members do their browsing and buying either on their mobile phones or tablets.

So not only did the company need to boost their online presence like they originally thought, they also needed to figure out a way to optimize their digital experience for mobile users.





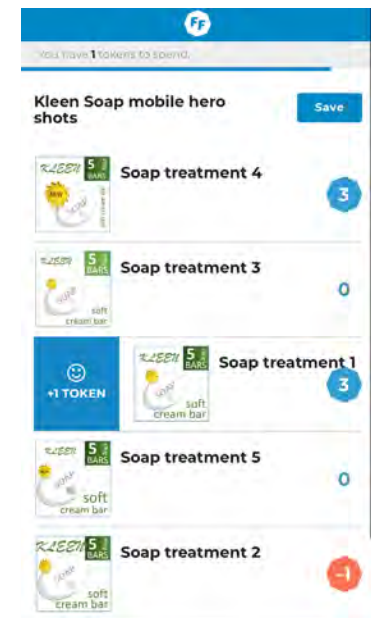
# Case Study (continued)

Using Fuel Cycle’s Insights Automation tool, the company’s marketing team was able get a quick pulse on a series of digital advertisements and narrow them down to a short list for further refinement. They needed to get input on mobile ad designs in order to move forward with a winner.

Through the FCX Marketplace, the company recruited FastFocus to help them test the mobile-optimized designs. Using a behavioral, mobile shopper-like experience, FastFocus delivers investment grade customer intel.

Once FastFocus collected participant’s behavioral inputs – based on tokens spent – they then asked respondents why they invested in the specific concepts. This qualitative feedback added a valuable new dimension to the behavioral data.

Combining these dimensions then enabled the soap company’s team to learn what was truly driving consumer decisions on mobile. All it took was a single 2-3 minute session.



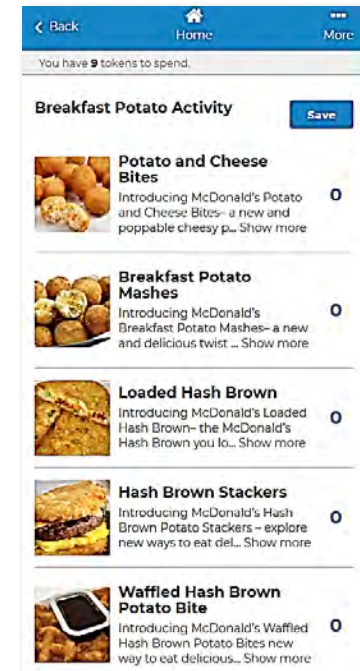
# Case Study (continued)

One of the differentiators of the FastFocus approach is its TURF+D analysis. Superior to the traditional method, TURF+D is in combination with the FastFocus proprietary Passion Score, which effectively measures purchase intent.

Turf+D is a powerful new tool for brands to determine what product mix of new lines will provide the most revenue. Additionally, it can help determine what set of marketing messages in combination with graphics will be most effective.

When the soap company utilized TURF+D, they were able to learn not only what visual elements were most important to shoppers, but what marketing messages resonated best as well.

By mirroring the mobile eCommerce experience, FastFocus enabled the brand to determine which images and messaging would best engage customers and lift online sales.



## CONCLUSION

It's Time to Optimize for Mobile eCommerce

### **Benefits of Incorporating FastFocus with Fuel Cycle:**

Mobile – connect with customers anytime, anywhere

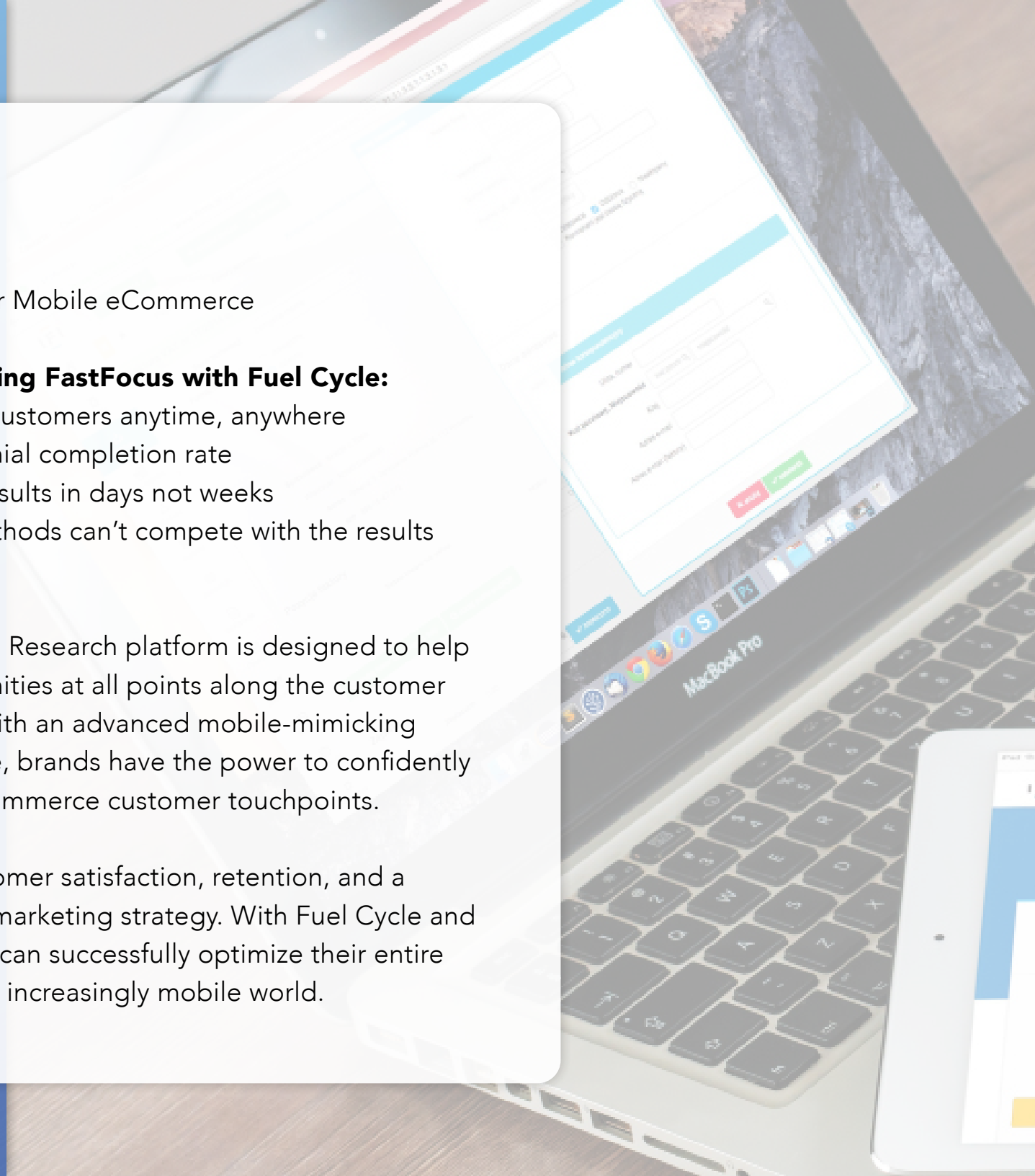
Engaging – 93% millennial completion rate

Fast – see actionable results in days not weeks

Proven – traditional methods can't compete with the results

Fuel Cycle's Continuous Research platform is designed to help brands unlock opportunities at all points along the customer journey. When paired with an advanced mobile-mimicking eCommerce experience, brands have the power to confidently optimize all mobile eCommerce customer touchpoints.

This yields greater customer satisfaction, retention, and a meaner, leaner mobile marketing strategy. With Fuel Cycle and FastFocus, every brand can successfully optimize their entire customer journey for an increasingly mobile world.



## FUEL CYCLE DRIVES THE ADOPTION OF DIGITAL QUALITATIVE RESEARCH

Solutions like the ones offered by Fuel Cycle and its partners play a lead role in driving the adoption of digital qualitative research among the new wave of professionals in the industry. FC Live, our proprietary digital interview, and focus group software was designed in collaboration with expert researchers to ensure that data quality was not compromised by the increased convenience integral to the tool. Researchers are running out of excuses not to try implementing this kind of technology.

Researchers looking to provide greater value by introducing new and improved methods into their organizations rely on Fuel Cycle to meet their goals every day. Learn how Fuel Cycle's digital qualitative research solutions can boost your team's business value and impact potential.

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