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Mobile is sprinting ahead, are we prepared to measure?

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The leading industry event by digital marketers for digital marketers

OpenTable Background

1. OpenTable is part of the Priceline Group (PLCN)
2. The world's leading provider of restaurant reservations
3. Founded in 1998 and seated over 830 million diners
4. Seat more than 16 million diners a month
5. Drive reservations at over 32,000 restaurants

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Mobile search is growing faster than ever before

Mobile adoption **accelerates change**

1.5B

people with
smartphones globally

87%

of millennials say their phone
"never leaves their side"

50%

people use mobile as
their primary device

5B

next 5B will come
online via mobile

Google YouTube

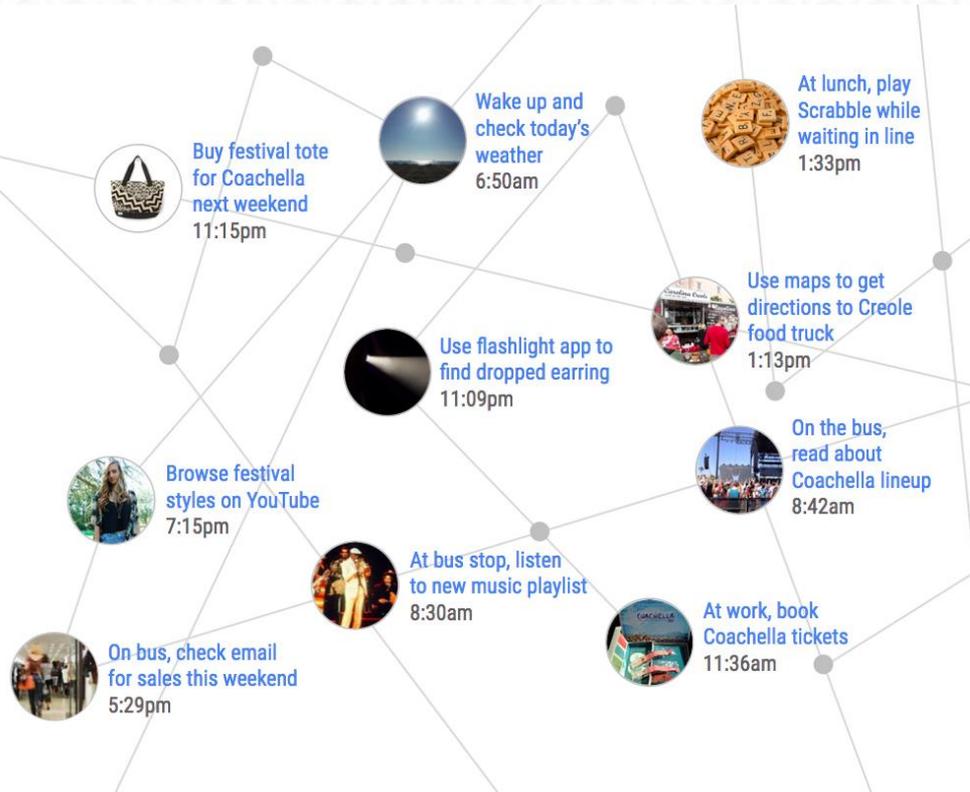
Google Confidential and Proprietary

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Mobile frequency far exceeds others platforms

150x
per day



Kleiner Perkins Caufield Byers, May 2013

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Mobile has now matched desktop searches....



Google Search

I'm Feeling Lucky

50%

in 2015, in 10 Countries, searches on Google.com originating from a mobile device eclipsed 50%

Source: Jerry Dischler, Google, May 5, 2015

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How do we measure success in mobile?

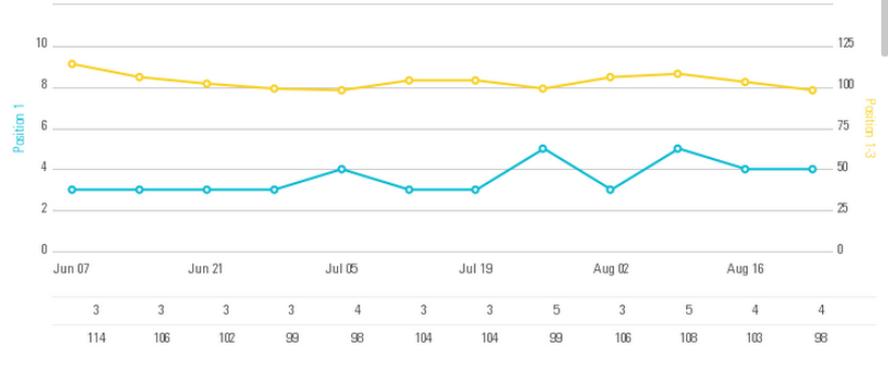
- Tools: Do we have the right tools to measure the shift to mobile?
- User experience: Do we understand the difference in user experience with our products in mobile?
- Strategy: Do we have the right strategy to win in mobile going forward?



Tools

- Make sure you can measure mobile web and apps correctly...rank
- Define key metrics like visits and opens
- Understand users across platform where you can
- What is different in mobile like rank and Share of Voice

Top 200 Non Brand **Mobile** Keywords Ranking Position 1 and 1-3



User Experience

- Desktop has wider pages with often more content visible

The desktop screenshot shows a wide layout for the Perbacco restaurant page. At the top, there's a header with the restaurant name, a 4.5-star rating from 3918 reviews, and details like 'Italian' and '\$30 and under'. Below this is a reservation section with dropdowns for '2 people', 'Sep 3, 2015', and '7:00 PM', followed by a red 'Find a Table' button. A table availability calendar shows slots for 6:15 PM, 6:45 PM, 8:15 PM, and 8:30 PM. To the right, there are promotional banners for 'OpenTable dines with CHASE SAPHIRE PREFERRED' and 'Chase Sapphire® FIRST FRIDAY™ IS COMING 3X POINTS ON DINING'. Below the reservation section is an 'About Perbacco' section with a map showing the location at 230 California St, San Francisco, CA 94111, and a paragraph of descriptive text.

- Mobile is smaller experience with content presented differently

The mobile screenshot shows a narrower layout. At the top, there's a status bar with 'Verizon', '11:21 AM', and '69%' battery. Below is a navigation bar with 'Explore' and a heart icon. The main content area features a circular profile picture of the restaurant, the name 'Perbacco', a 4.5-star rating from 3,918 reviews, and the address '230 California St, San Francisco, CA, 94111'. A reservation section shows 'Table for 2, today at 11:30 AM' and a grid of time slots: 12:45 PM, 1:00 PM, 1:15 PM, and 1:30 PM. Below this is a 'Find future times for lunch' section and a 'POPULAR DISHES' section featuring 'Pappardelle Pasta' with a photo and a short review snippet.

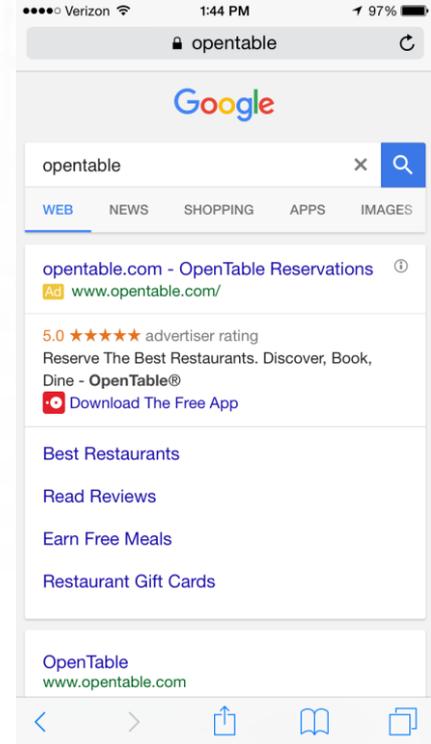
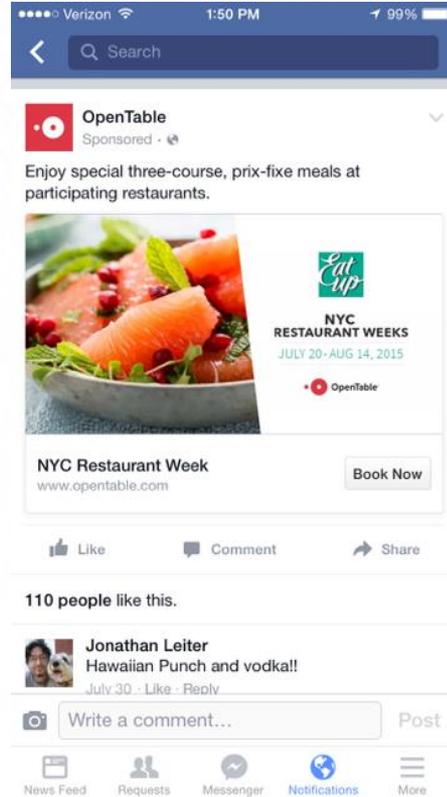
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Strategy

- Sending traffic to right experience? App vs Mobile site
- Taking advantage of all opportunities? (SEO/Paid/Social/Display)
- Addressing user behavior in mobile? Tend to be looking for the concept of “now”



Strategy

Understanding and addressing the right search terms and demand for the mobile landscape

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Data Cube

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Apr 2015 - Aug 2015 (Monthly)

Google US (S) m.opentable.com Search

Overview High Ranking Keywords Long Tail Keywords Content Strategies Site Comparison Filters

598,059 ^{+53%}
Data Cube Score - Search Vol x CTR

66,388 ^{+1%}
Total Organic Keywords

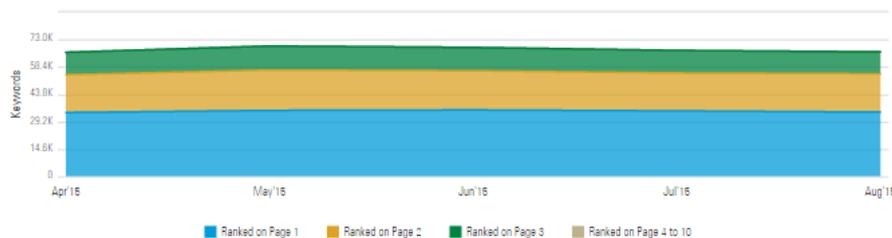
34,317 ^{+2%}
Ranked on Page 1

20,345 ^{+0.85%}
Ranked on Page 2

11,726 ^{+3%}
Ranked on Page 3

66,283 ^{+1%}
KW's with Mobile-Friendly Pages

Total Organic Keywords



Month of Aug 2015 (compared to Month of Jul 2015) Select Different Periods

Track	Keyword	Search Volume	Page	Mobile-Friendly
<input type="checkbox"/>	restaurants near me	3,350,000	m.opentable.com/?latitude=39.7191360&longitude=-105.0091200&address=Denver	Yes
<input type="checkbox"/>	food near me	1,000,000	m.opentable.com/?latitude=39.7191360&longitude=-105.0091200&address=Denver	Yes
<input type="checkbox"/>	nada	823,000	m.opentable.com/restaurant/referral?rectid=15415&rectref=0ref=	Yes
<input type="checkbox"/>	washington dc	450,000	m.opentable.com/?latitude=38.9050280&longitude=-77.0562750&address=Washing	Yes
<input type="checkbox"/>	e10	368,000	m.opentable.com/restaurants/e10-hyde-park/114625?rid=114625&rectref=0ref=	Yes

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Lessons we have learned

- Search trends will often be your business trends as well
- Tracking in mobile can be challenging when users may visit in one platform and take action in another (ex. Visit a site and transact in App)
- User experience in mobile can mean what is prioritized is different than desktop
- Behavior and intent in mobile maybe inherently different. Does not mean there is a product issue (ex. Conversion rates and lead time)
- Keep testing and learning in your marketing efforts in mobile



Key Takeaways

- Keep testing and learning in your marketing efforts in mobile
- Understand the value of your mobile users
- Try to stay ahead of your measurement tools
- Continue to evolve your products to create great user experiences

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Insert
Speaker
Logo