

Exploring The Mobile Megatrend

– from store hopping to mobile shopping –



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What's in a name? That which we
call a rose by any other name
would smell as sweet.

William Shakespeare



**The smartphone
has become
anything but a
phone**



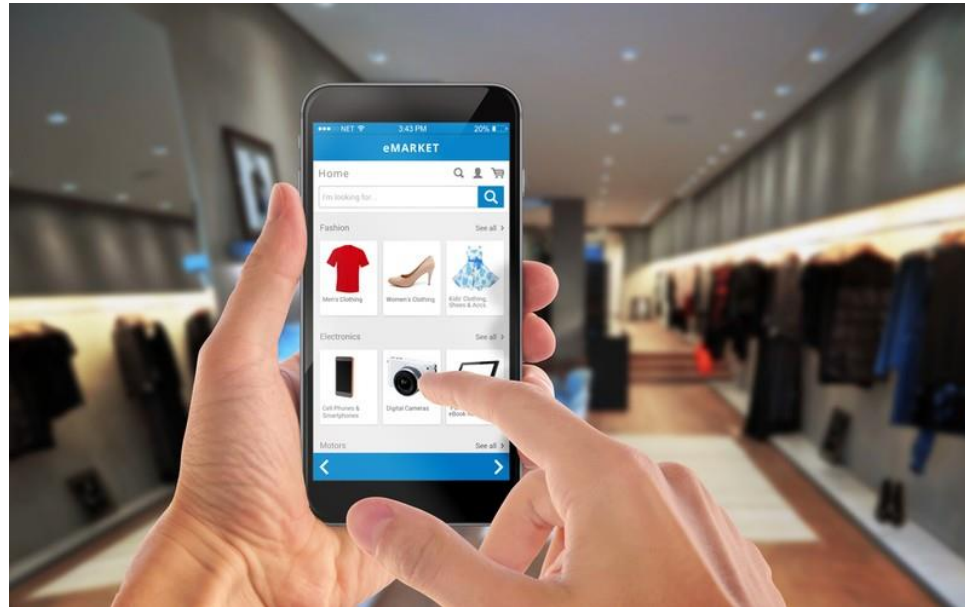
From learning tool for students



To babysitter replacement



To any other practical usage



Data collection methods

iSense Omni Panel Insights (iOPI)

1000 Android users who
have agreed to have their
activity tracked on their
smartphones

Urban representative sample
on age, gender, region

Behavioral data



iSense Omnibus

500/1000 people from urban
areas

Urban representative on age,
gender, region

Survey data

10

**ways in which
smartphones
impacted
society**

Figuring out directions

1





From this

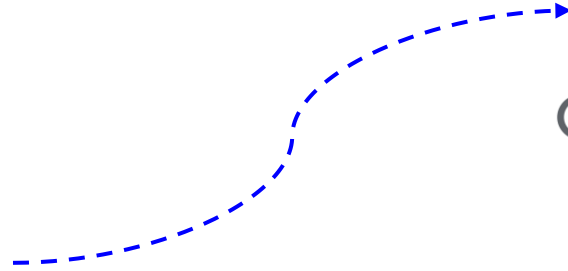
To this



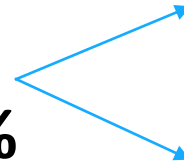
Google Maps

87%

usage



44%



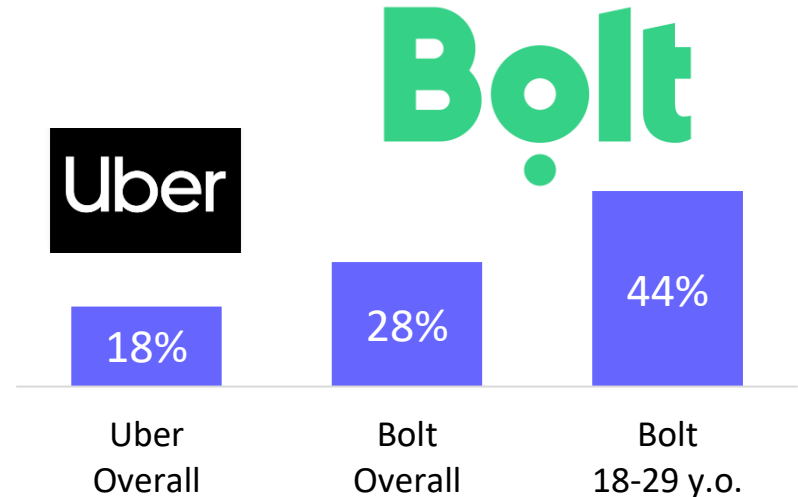
51% ♂

37% ♀

Mobility is a nother area of our lives impacted by smarphones. Even if there are also taxi apps, ridesharing as a business model seems to be more appealing to a lot of people.

Uber and Bolt are obvious candidates. There are still regional limitations that Bolt seems to have surpassed better than Uber, as well as being more appealing to youngsters, who are more price oriented anyway.

Apps usage



How we communicate

2

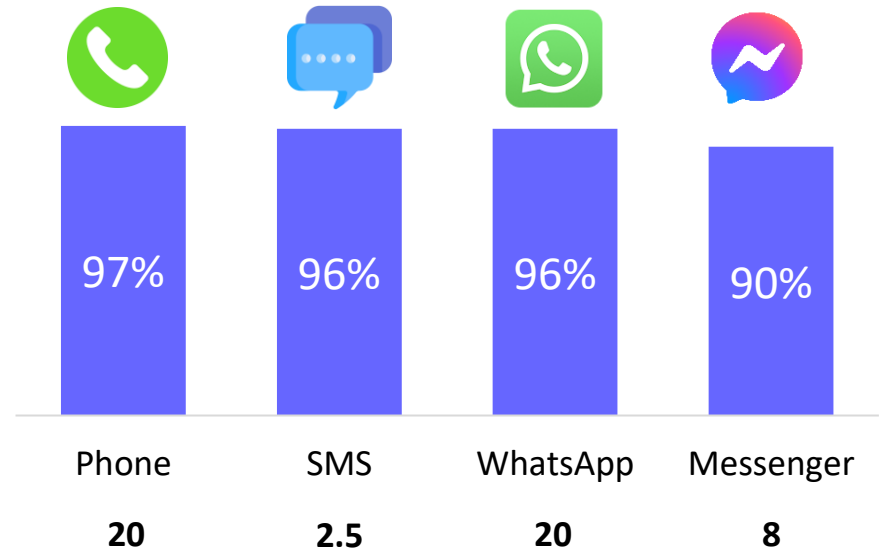


Smartphones keep their original purpose of making calls, but the biggest rift in communication comes from transitioning to the written form.

SMS may seem to hold their own against WhatsApp and Messenger, but in reality time spent in the latter two apps far outweighs SMS usage.

Translation: people receive and check SMS (for example when picking up online orders), but communicate through WhatsApp.

Apps usage vs minutes spent per day



Social interactions

3



Facebook is not only the most accessed social media app, but it is also the app in which smartphone users spend the most time.

On average, people spend 1290 minutes per month, or 21 hours scrolling Facebook.

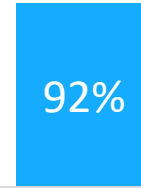
43min

per day

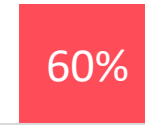


Scrolling Facebook. Almost triple than
Instagram

Apps usage



Facebook



Instagram



67%



53%



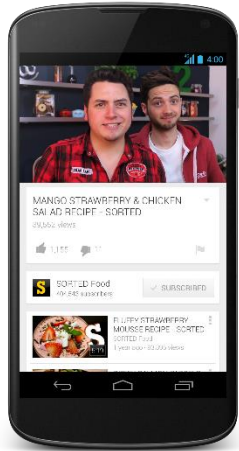
Entertainment

4



Apps usage vs minutes spent per day

YouTube



92%

30 mins

TikTok



39%

42 mins

If YouTube is the Everything app when it comes to entertainment, TikTok is definitely more addictive and more appealing to a younger target.



64%

for 18-29 y.o.

According to iSense Solutions' **Consumer Trends Report from 2022**, almost 9 out of 10 people declare listening to music on YouTube.

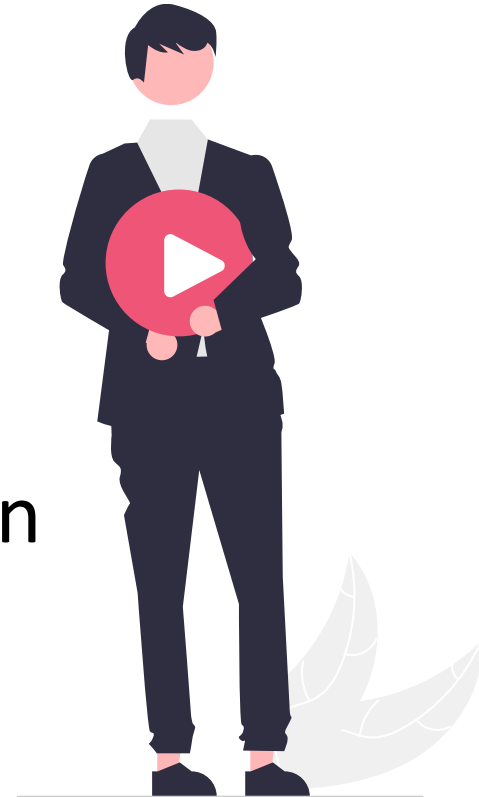


15% declare to be using **YouTube Premium**.

10% have **YouTube Music** Installed

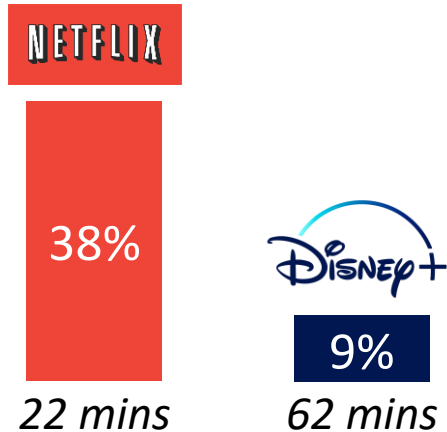
87%

Listen to music on
YouTube



4 out of 10 people use Netflix on their mobile phones. 22 minutes per day on average means you can watch an episode of your favorite show while riding the subway. Average viewing time for Disney+ is triple that of Netflix, possibly pointing to parents leaving their smartphones to children.

Apps usage vs minutes spent per day



Managing finances

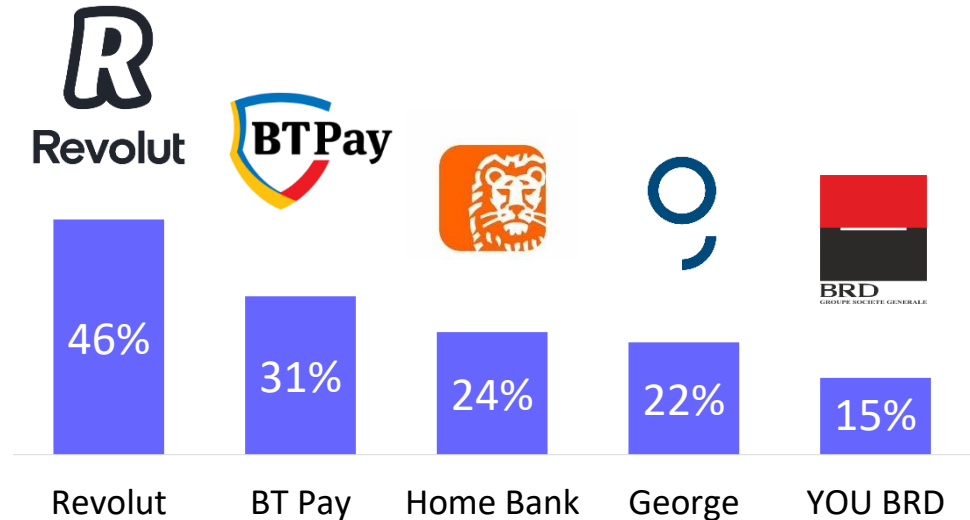
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Although we could do online banking before smartphones, managing our finances has never been easier thanks to banking apps and the road towards a cashless society seems almost irreversible.

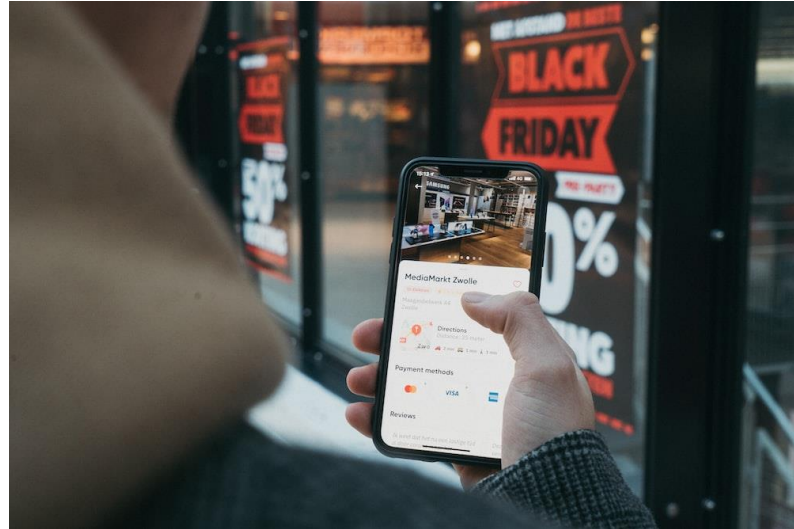
Revolut was the first great equalizer with fast and free money transfers between friends and this initial innovation seems to keep it in pole position as the most used banking app. But banks are following suit, and mobile banking apps incidence reflects (mostly) the brand size. Higher usage numbers among youngsters for Revolut (71%) and BT Pay (46%).

Banking apps usage

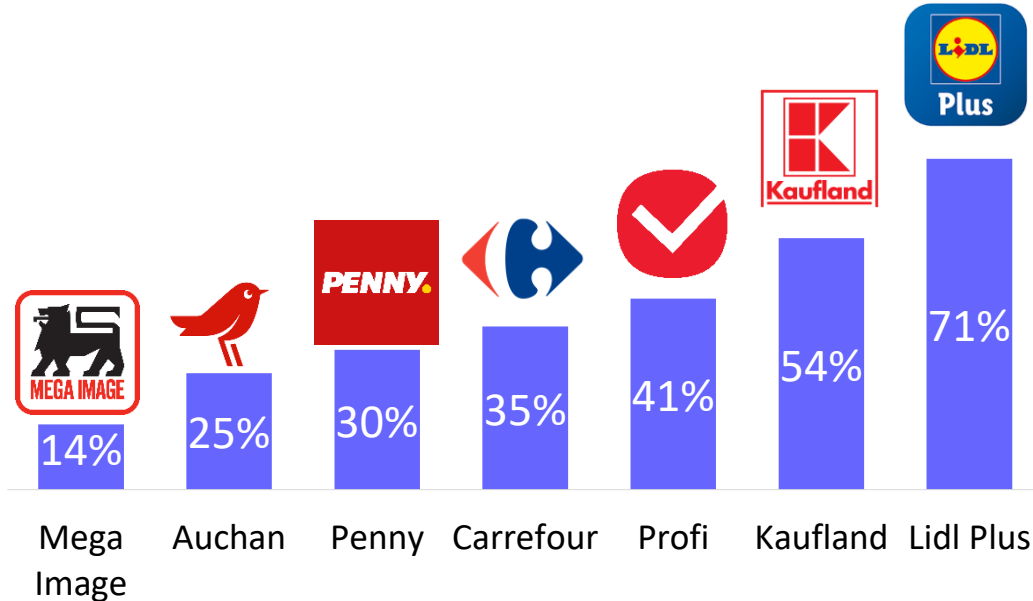


More reactive loyalty programs

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Retailer apps usage



Functioning as both loyalty card and online catalog, retailers' apps are handy loyalty tools with real time reactivity. Promotions have never been easier to activate.

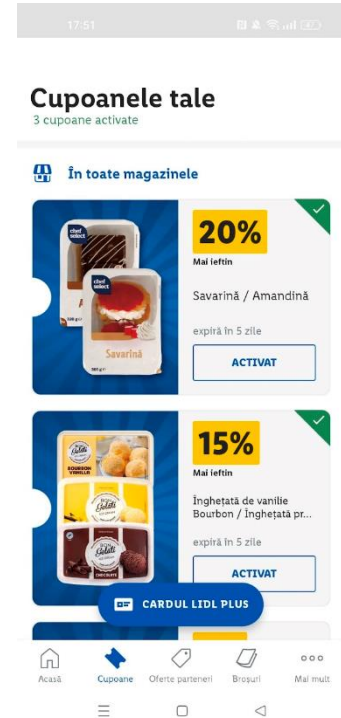
As always, loyalty indicators directly correlate with market share, even in new technologies adoption rates.

Bonus! Less trees cut to print store catalogs!



Example Promo Mechanic:

App user sees promotions
and needs to activate
them in order to be able
to use them.



Coupons seen

Pâinea pădurarului	950
Sushi Maki Snack	920
Reducere 45% la produsele MasterPRO	812
Pui grill, fără antibiotice	727
Profiterol	609
Reducere la selecția de articole Lupilu	550
Fasole verde tăiată	520
Reducere la gama Parkside	511
Pate cu somon	487
Salam cu mucegai nobil	484

Top 10**Coupons activated**

449	Reducere 45% la produsele MasterPRO
297	Sushi Maki Snack
290	Pâinea pădurarului
243	Pui grill, fără antibiotice
197	Profiterol
185	Fasole verde tăiată
182	Înghețată la cornet, cu caramel sărat
182	Prune rotunde
180	Salam cu mucegai nobil
178	Înghețată în stil italian

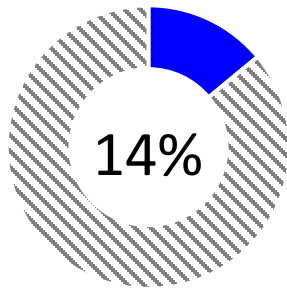
Subscription based models

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The Internet used to be free, but in the post pandemic age subscription based models seem to have proliferated.

From Amazon Prime to eMAG Genius, we are willing to pay more to get better deals and faster deliveries.



Have a subscription



(Tazz or Freshful)

9%






6%

Delivery apps are a gateway to subscription based models and youngsters are the most prone anyway to use any app that offers a subscription based model, from Spotify or Netflix to Freshful and Fashion Days.

Interestingly, subscription based models function both as a **promotion based** loyalty mechanism AND a new revenue stream so it is to be expected that more and more such apps will pop out. Basically, people in the future will **pay to have access to better deals.**

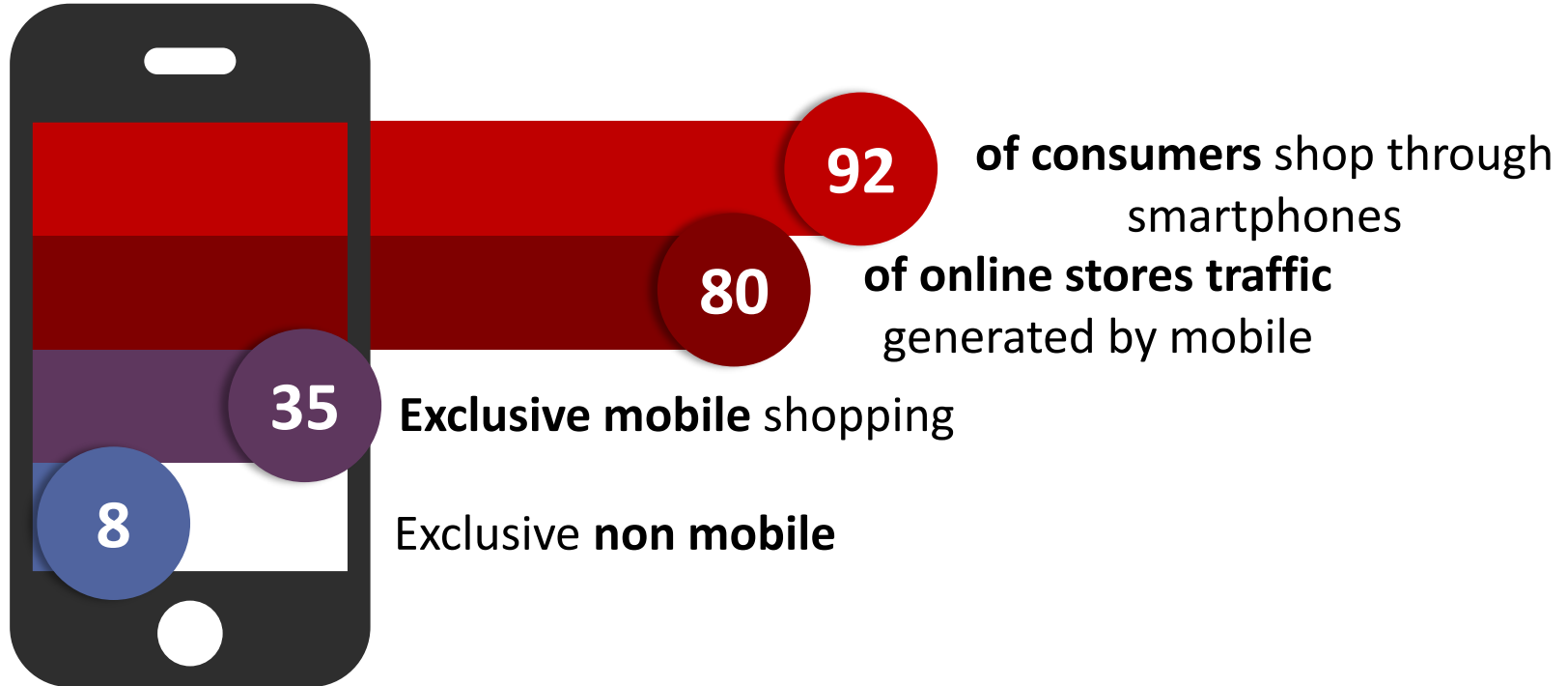
Delivery apps usage

	Total	18-29 y.o.
	19%	45%
	14%	28%
	5%	13%

Rise of the planet of the apps

8



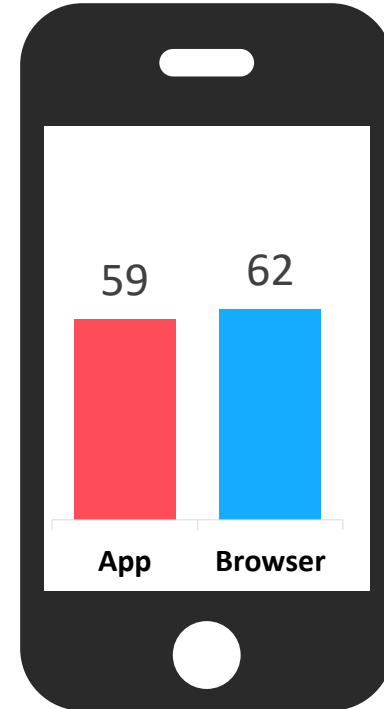


Mobile shopping marks a significant difference from browser online shopping through the usage of **shopping apps**.

Data from iOPI suggests that app usage for the biggest online retailer is on par with browser usage (59% app vs 62% browser).

The battle between browser and apps is most likely going to be won by apps, as they have that most craved benefit of converging clients and customer interests.

eMAG app vs website usage on mobile



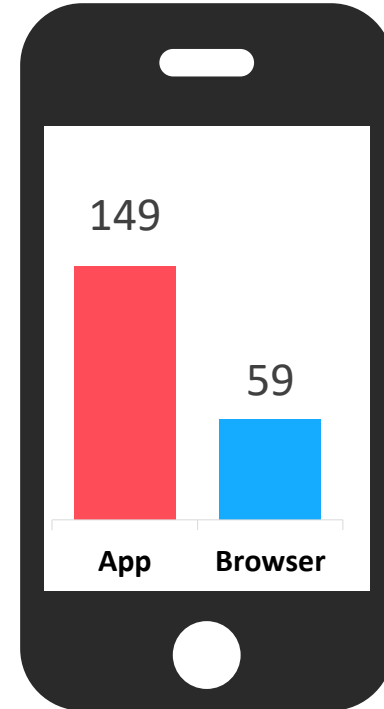
Compared to browsers, apps:

- Have personalized offers
- Send you real time notifications
- Offer a better mobile experience (faster and nicer)
- They work even offline

As a result consumers spend more time in apps than on browsers and the implications for brands are immense, with huge opportunities but also big threats.

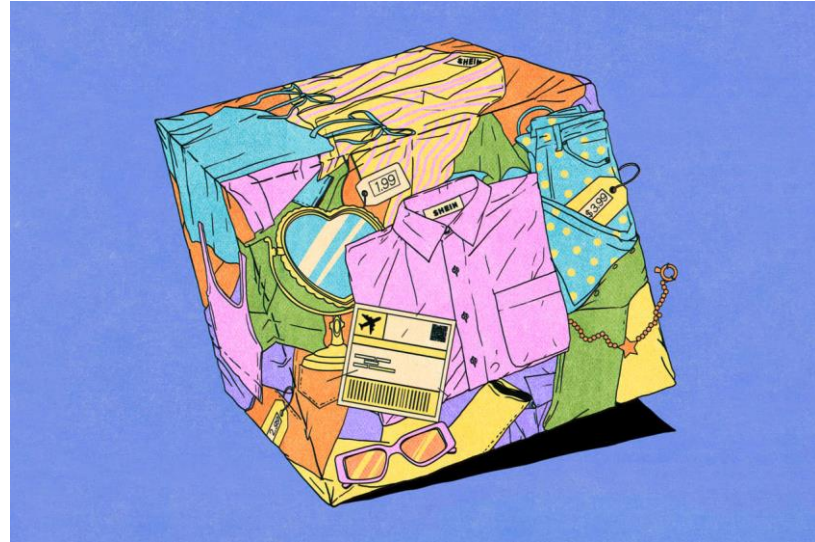
I.e. Ideally people spend most of their time in your app but there are so many apps and only a limited amount of time.

Minutes spent on average per month in eMAG app vs browser





















Fast fashion

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Popular fast fashion brands

 H&M 	 Zara 	 Forever 21 
 Mango 	 Uniqlo 	 SHEIN 
 ASOS 	 Boohoo 	 GAP 

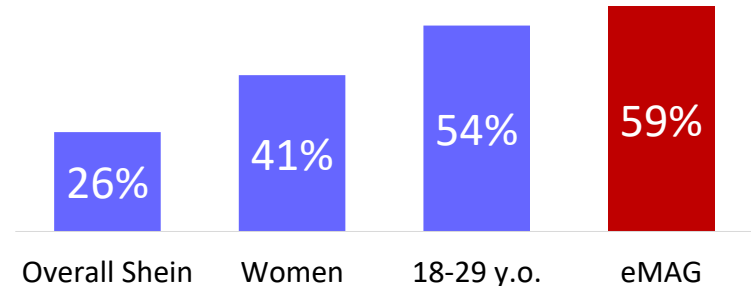
The two most downloaded apps* in Google Play Romania in October 2023 were **SHEIN** and **TEMU**, two fast fashion apps.

SHEIN is especially popular among women, due to being a fashion app, but its meteoric global rise to a company valued at \$100 billion in 2022 may come from its appeal to Gen Z., placing it level with market leader eMAG in terms of installations.

*Source:

<https://www.similarweb.com/apps/top/google/store-rank/ro/all/top-free/>

SHEIN



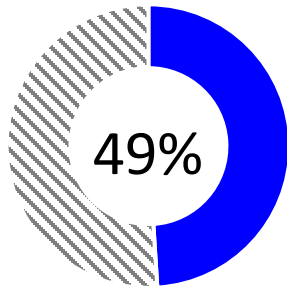
June-August Data

Social media shopping

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Ideally, consumers would like to buy products directly from social media. At the moment, this option is unavailable. However, what is possible is to **install the app or visit the site** after you see a commercial, so the step from ad to purchase is much easily converted.



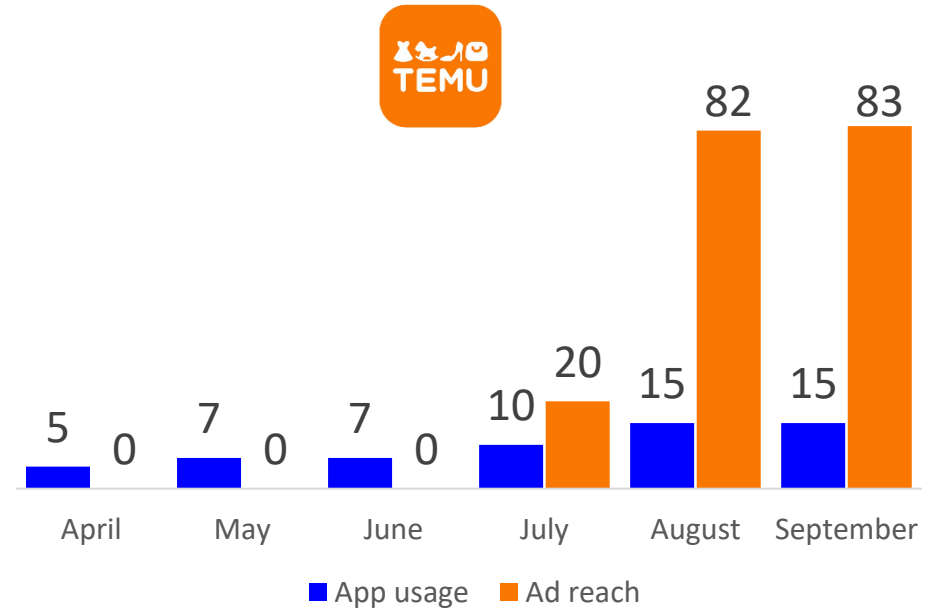
Would like to buy products directly from Facebook or Instagram

The screenshot shows the app listing for 'Temu: Shop Like a Billionaire'. It features the Temu logo, a 4.8-star rating from 1 million reviews, and over 100 million downloads. A parental advisory icon is also present. A prominent blue 'Instalează' button is visible. Below the button is a video thumbnail titled 'Temu's Ad Lit up the Big Game'. At the bottom, there is a link to 'Despre aplicație' and a badge indicating it is the '#1 cele mai populare la 0 ron din cumpărături'.

The case of TEMU, the fastest growing app (also Chinese) is a good illustration about both the strengths and weaknesses of social media advertising. On one hand, TEMU registers a dizzying growth and is one of the most downloaded apps worldwide.

On the other hand, the graph on the right does not reflect a very efficient media investment pointing to the perils of SM advertising, where quantitative metrics like reach and frequency fail to uncover the true ad performance.

Case study TEMU

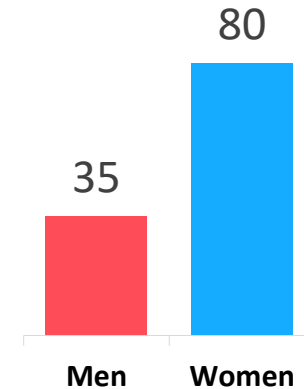


Lastly, perhaps the most distinctive trait on social media communication is extreme targeting.

Shein for example targets women with predilection, but it is debateable if halving your target is always the best move.

The practice of extreme targeting is very common on social media and is especially **gender biased**, although age targeting is also spread.

Ads reach on social media for Shein by gender



SHEIN

June-August Data

Thank you!