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Response Marketing Community

- 2 FROM THE PRESIDENT
- 3 CADM CALENDAR
- 6 DIRECT MAIL TESTING WITH BAYESIAN ANALYTICS
- 7 SECRET TO SUCCESS LIES IN YOUR GRIP
- 8 MOBILE APPS MAY BE PEAKING
- 9 INFLUENCER MARKETING
- 10 DM EXPERTS
- 11 MEMBER BRIEFS

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CADM DECEMBER 8 MEETUP:

Meet Author Andy Crestodina

Free for CADM Premier Members!

Spark ideas and business relationships at this Meetup. Our presenter is **Andy Crestodina**, author of *Content Chemistry: The Illustrated Handbook for Content Marketing*. The first and only comprehensive guide to content marketing, this book explains the social, analytical, and creative aspects of modern marketing that are necessary to succeed on the web. By first covering the theory behind web and content marketing and then detailing it in practice, it shows how it is not only critical to modern business but is also a lot of fun.

Andy is a co-founder and Strategic Director of Orbit Media, an award-winning 38-person web design company in Chicago. Over the past 16 years, he has provided web strategy and advice to more than a thousand businesses. As a top-

CADM MEETUP

When: Thursday, December 8, 2016
5:30 p.m. – 8:00 p.m.

Where: TBA

Fee: FREE for CADM Premier Members
\$Basic Members and Non-members registration fees TBD

Registration: Visit www.cadm.org/events.

rated speaker at national conferences and as a writer for many of the biggest blogs, Andy has dedicated himself to the teaching of marketing. He has written hundreds of articles on content strategy, search engine optimization, social media and Analytics.

The first 30 people to register and attend this event will receive a complimentary copy of Andy's book, with a cover price of \$18.99.

Registration is free for Premier Members. Basic Members and Non-members registration fees to be determined. See cadm.org/events. ●

MEMBERSHIP MEETING • SAVE THE DATE: JANUARY 31, 2017

Super Bowl LI Advertising Preview

With TOM CALKINS — See Page 3 for more details!

Customer Value: Narrowcasting vs. Broadcasting



By Mike Ferranti
Endai Worldwide

See more at
TargetMarketing.com
bit.ly/2dyTNsx

Virtually every brand I've met with during the last few months is hungry for new customers. The war for the customer is on. For more on growing your customer base, consider reading "Bigger Is Better, How to Scale Up Customer Acquisition Smarter," at TargetMarketingmag.com.

Many organizations are hooked on customer acquisition. That is, in order to hit sales plans for the organization, new customers will be required in large numbers. It's about as easy to kick "acquisition addiction" as it is to kick any other addiction for most brands. Try going without coffee suddenly, and see how your head feels. It's not very different from reducing a business's dependence on cus-

tom acquisition as a means of achieving revenue and profit targets.

Organizations that need ever larger numbers of new customers to achieve growth goals eventually will find the cost of acquiring incremental net new customers can become prohibitive. [Editor's note: See "Wells Fargo Fiasco" also at TargetMarketing.com.]

Broadcast vs. Narrowcast

The traditional model for advertising and customer acquisition has essentially been a broadcast approach, reaching a large audience that is generally descriptive of the customer a brand believes to be a fit. Contrast this with what is sometimes described as a "narrowcasting" strategy. Narrowcasting uses customer intelligence to understand a great number of discrete dimensions that a consumer possesses and

CADM Mission Statement

Ignition Is Our Mission. As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth.

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November — A Time for Thanks

With Thanksgiving right around the corner, I find myself reflecting on what I'm grateful for in the past year, and one thing in particular jumps out at me in my role with this association: the commitment and involvement of the entire CADM membership. Your contributions are what make the CADM great. It continues to be an exciting time in our transformation, and I sincerely appreciate your ongoing support for this association and, more importantly, our collective practice.

I don't know about you, but I'm also thankful that the election (and all the baggage it carried with it) is behind us. With that, however, goes one of the largest data-driven response marketing periods we experience in America. But never fear — the next big push is already on its heels with the holiday rush.

I'm excited to see which brands will break through the clutter by pushing beyond the next sale and placing their purpose at the forefront (remember REI's #optoutside campaign in 2015?), driving more meaningful relationships with their customers. As we've seen, response marketing can support business objectives beyond driving revenue, and that's where brands are finding success today. Through richer experiences, brands are establishing emotional connections with current and prospective customers, and everyone wins.

As I write this column, the "W" flies in Chicago during the Cubs' journey to the World Series. **John Jantsch's** article is quite timely as he compares business success to a batter's success — it's partially in the grip. Also in this issue of *adMarks*, **Mike Ferranti** compares narrowcasting with broadcasting in determining customer value. Read **Gary Hennerberg** on Bayesian Analytics, which enables direct marketers to pre-test and accurately predict responses prior to mailing. Did you realize that there is no advertising in Cuba? Featured columnist **Susan Jones** discusses her advertising and marketing observations from her summer trip to Cuba. Other articles discuss the 2016 U.S. Mobile App Report and Influencer Marketing.

Thank you all for your continued support of CADM and our passion for sparking ideas, business relationships and career growth. I look forward to seeing you at a CADM event soon!

Happy Thanksgiving,

P.S. It's time to start thinking about your best response marketing work from 2016 — we begin accepting **entries for the 2017 Tempo Awards** on January 1. Upgrade your membership to Premier today to start attending all of our networking events and webinars, including the 2017 Tempo Awards Ceremony, for FREE! Premier members also realize a 30% discount on Tempo entries and Tempo Gala registrations.

I am 2016-17 CADM President and SVP, Management Director at FCB.
Tweet me at [@JoshBlacksmith](https://twitter.com/JoshBlacksmith) or email me at josh.blacksmith@fcb.com.

November

- 10** **Membership Meeting – Advancing Your Marketing Career**
 5:30 pm – 8:00 pm
 Venue TBA
 Whether entering the marketing field or seeking growth opportunities, we all seek to spark our careers. Join CADM for this panel discussion including a career coach, staffing recruiter, corporate HR professional and a recent successful job applicant.
 Registration is free for Premier Members; \$36 for Basic Members; and \$40 for Non-members.
 See cadm.org/events
- 15** **CADM Webinar: Brand & Marketing – The Dynamic Duo**
 12:00 pm – 1:00 pm
Mike Dement and **Becky O'Connor** from Convier Collective will present a webinar on the synergistic relationship of branding and marketing. They will discuss how to best use the strengths of both branding and marketing to capture the attention of an audience, leave a lasting impression, and move them to take action.
 Registration is free for Premier Members; \$31.50 for Basic Members; and \$35 for Non-members.
 See cadm.org/events

December

- 8** **CADM Meet-up**
 5:30 pm – 8:00 pm
 Venue TBA
 Meet Special Guest **Andy Crestodina**, author of *Content Chemistry: An Illustrated Handbook for Content Marketing*
 Registration is free for Premier Members. Basic Members and Non-members registration fees to be determined.
 See cadm.org/events

January 2017

- 31** **Membership Meeting - Super Bowl LI Advertising**
 5:30 pm - 8:00 pm
 Venue TBA
 Each year, Prof. Tom Calkins of Northwestern's Kellogg School organizes Kellogg students to watch the Super Bowl and assign grades to the game's showcase advertising. Join CADM a week prior to the Big Game for a panel discussion led by Calkins about planning the highly anticipated ads.
 Registration is free for Premier Members; other fees will be determined.
 See cadm.org/events

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< | Customer Value: Narrowcasting vs. Broadcasting (continued from page 1)

can leverage statistical methods to validate the accuracy and predictiveness of targeting customers through these methods.

The diagram at right, depicting the value of customers acquired through traditional broadcast capabilities upfront and over time, compared to narrowcasting results, helps illustrate why “broadcast” strategies for customer acquisition alone aren’t enough.

Broadcast Acquisition Strategies Lack Focus on Customer Value

Large numbers of customers have been acquired in a trailing 13-month window — lots of them. The challenge is this cohort of customers has been acquired without adequate consideration of the right targets.

Consider the fact that the target customer value of average or better customers is around \$500. In the chart, the marketer has acquired a large number of customers who are lagging in their economic contribution to the business. While the customer acquisition metrics may look good, this was a large campaign and produced several hundreds of thousands of customers over its duration — the average value of those customers is quite low, indeed.

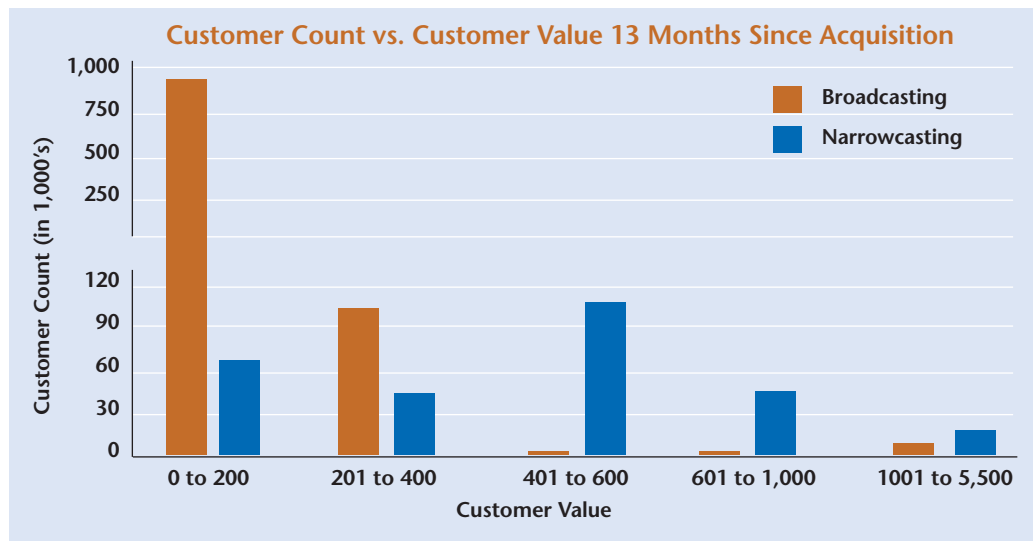
Low Customer Value Manifests Itself, Even If Acquisition Volume Is High

When sales targets are rising, it becomes harder to justify the high cost of customer acquisition if the customers previously acquired are underperforming. This leads to a very common bind for marketers. The only way to “make the number” is to acquire more and more customers.

The most competitive and high quality businesses steadily acquire and have a robust customer base whose economic contribution is materially higher. Consequently, profits are higher, and we have a fundamentally better business.

Oftentimes, “broadcast” advertising approaches define the target with a single criteria like age, income or geography. This can be effective, especially when the media is bought on a good value. However, “effective” is almost always defined as “number of customers acquired.” This, of course, is a reasonable way to judge the performance of the marketing — at least by traditional standards.

There is another way to measure the success of the campaign that is only just beginning to



be understood by many traditional “broadcast” marketers: *customer value*. The chart above shows that this cohort of broadcast-acquired customers had relatively low economic value.

Root Causes of Low Customer Value

What are the causes of low value? It would be fair to start with the ongoing marketing and relationship with the customer. Bad service could keep customers from returning. Poor quality could lead to excessive returns. Over-promotion could drive down value. Getting the message and frequency wrong could lead to underperformance of the cohort. All viable reasons for lower value need to be rationally and methodically ruled out prior to looking elsewhere.

Therefore, if operational issues are not clear — either through organizational KPI tracking, or simply by monitoring Twitter — then a marketing professional needs to look at three things:

- The Target (and Media)
- The Offer (and Message)
- The Creative

Given the target is historically responsible for up to 70 percent of the success of advertising, this is the first place a professional data-driven marketer would look.

Target Definition Defines the Customer You Acquire, and Drives Customer Value

A fact that is often overlooked is that target definition means not just focusing efforts and advertising spent on consumers who are most likely to convert and become customers, but it also defines what kind of customers they have the potential to become.

In conversations with CMOs, we often discuss “the target customer” or the “ideal customer” they wish to introduce their brand to. The descriptions, of course, vary by the brand and the product. Those target definitions are often more qualitative in nature. In fact, only about 30 percent of CMOs we engage with regularly are focused on using hard data to define their customer base. While these are helpful and create a vocabulary for discussing and defining who the customer is, those primarily qualitative descriptors are often sculpted to align with media descriptors that make targeting “big and simple.”

“While simplifying is good business, when simplicity masks underlying business model challenges, a deeper look will ultimately be required, if not forced on the organization.”

While we would not refute a place for those descriptors of a valued consumer, they do fall short of true target definition. Ideally, the process of defining the customer a brand wishes to pursue must begin with a thorough inventory of the customers it already has, and a substantial enhancement of those customer records — which provides vibrant metrics on affluence, age, ethnography, urbanicity, purchasing behaviors, credit history, geo- and demographics, net worth, income, online purchasing, offline purchasing and potentially a great deal more.

Keeping It Simple: Target the Customers Who Have Greater Potential Value

It’s not enough to have a great story about the “broadcast market” we wish to identify customers from. Today, marketers would do

well to more narrowly (thus “narrowcasting”) define not only the customer, but the most valuable customer. In our experience, the minority of marketers have a shared definition of the customer and of the most valuable customer across the organization.

To achieve this, we can determine customer data attributes that are predictive of customer value. Under this strategy, we go beyond trial (conversion) but begin with the end in mind — acquiring customers who have the greatest potential to become more frequent and more loyal customers in the first place.

This is entirely feasible with the right data set and a modeling exercise against the highest value segment of the current customer base.

Once this “narrowcast” target is formally defined by attributes that are most predictive of their future buying behavior and spending proclivity, we can begin to define the advertising and marketing that would have the greatest effect on the brand.

Saturation Marketing to the Highest Value Targets

While many brands are still struggling to implement and execute true “narrowcast” advertising, there is ample opportunity this approach affords them. Consider the impact of acquiring a base of customers statistically more likely to spend more, and purchase more often. Not only because they possess the means or discretionary income, but possess other necessary factors to actually spend in the category, and do so more vigorously.

Profit per customer goes up dramatically when you weed out those more likely to buy once and then stop at the trial stage of a customer relationship — and instead acquire more customers with all of the necessary attributes to become “best customers.”

A Direct Approach to Brand Investment: Narrowcasting

Given that a narrowcast approach can help a brand be selective in cultivating the customer base that transforms the value of the business and enables marketers to produce more predictable sales, the challenge in some organizations is finding the budget to do this — as it’s not a traditional budget item. Remember at one point, search marketing wasn’t either.

For brands looking to grow smarter and more reliably, one solution that can work is to allocate a portion of the “branding” budget to delivering awareness-generating messages — with a reasonable call to action, to stimulate

trial, not in a broadly targeted group (“banded income” is a typical criteria) but on a predictive basis. Models can help in selecting the target and matching back to postal, email addresses and display targeting cookies. It can produce a rich, immersive campaign, focused only on the individuals who a brand in your category really must reach and convert to perform at a high level.

Consider the impact it can have on customer value.

Note, in the narrowcast data in the diagram, the customer count is a LOT lower than the broadcast approach. This new approach does not replace, for example, national television in terms of reach. However, we note the rather overt shift between customer value from the broadcast data. This is what may be expected of narrowcast campaigns that have been intelligently constructed and tested.

This is a different view and brings some of the techniques from programmatic advertising, database marketing and predictive analytics

to bear on the customer acquisition challenge. But the results can be impressive, and marketers will ultimately make the majority of their advertising decisions through a more “narrow” or focused lens as the technology grinds forward in efficiency.

To be sure, many firms are already executing these strategies today. These firms are building competitive advantages through a more robust, valuable and loyal customer base who will endure for many years into the future. ●

Mike Ferranti is the founder and CEO at Endai Worldwide in New York City. In his blog, he plans to offer ideas and perspectives that energize, stimulate and motivate performance through the lens of his nearly 20 years of data, technology and marketing experience. Mike draws upon his logical, cultural and subject matter expertise in digital and data-driven marketing — with an occasional parallel between business performance and athletic performance. Mike can be emailed at mferranti@endai.com



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Direct Mail Testing Upended with Bayesian Analytics



By Gary Hennerberg
Reinventing Direct

[Go to bit.ly/2dOuAss](http://bit.ly/2dOuAss) to see more.

Direct mail marketers have relied on either A/B testing or multivariate testing to evaluate winning campaigns for generations. Those evaluations, unfortunately, weren't always based on statistics, but often on educated guesses or office surveys. But a confluence of technology and something called **Bayesian Analytics** now enables direct mailers to pre-test and predict responses accurately before mailing.

Bayesian Analytics may well upend how we test to identify the highest profit-producing control more quickly and at a fraction of the cost of traditional testing methods. Bayesian Analytics is already being used in astrophysics, weather forecasting, insurance risk management and health care policy. And now, a few cutting-edge mailers have successfully used this analytics approach, too.

Usually, direct-mail marketers test four categories of variables, such as price, headlines, imagery and formats.

Within each of those variables, direct marketers often want to test even more options. For example, you might want to test the relative effectiveness of discounts of \$5 off, \$10 off, 10 percent off or 15 percent off. And you want to test multiple headlines, images and formats.

The matrix shown above right illustrates the complexity of testing multiple variables. Let's say you want to test four different pricing offers, four headlines, four imagery graphics and four direct mail formats. Multiplying $4 \times 4 \times 4 \times 4$, you find there are a possible 256 test combinations.

It's impractical and costly to test 256 combinations. Even if your response rate dictated you only needed to mail 5,000 items per test for statistical reliability, you'd still have to mail over 1.2 million pieces of mail. If each piece costs \$0.50, the total testing cost is \$600,000.

Bayesian Analysis works with a fraction of the data required to power today's machine learning and predictive analytics approaches. It delivers the same or better results in a fraction of the time. By applying Bayesian Analysis methodologies, direct mailers can make significant and statistically reliable conclusions from less data.

Offer	Headline	Imagery	Mail Format
\$5 Off	You Deserve It	Family w/o Diversity	#10 Window
\$10 Off	You've Earned It	Family w Diversity	#10 Closed Face
10% Off	Act Now	Professional	Postcard
15% Off	Limited Time	Product	Self-Mailer

The International Society for Bayesian Analysis says this:

"Bayesian inference remained extremely difficult to implement until the late 1980s and early 1990s when powerful computers became widely accessible and new computational methods were developed. The subsequent explosion of interest in Bayesian statistics has led not only to extensive research in Bayesian methodology but also to the use of Bayesian methods to address pressing questions in diverse application areas such as astrophysics, weather forecasting, health care policy, and criminal justice."

Bayesian Analysis frequently produces results that are in stark contrast to our intuitive assumptions. How many times have you used your intuition to test a specific combination of variables thinking it would result in a successful direct-mail test, only to be disappointed in the results?

Bayesian Analytics methodology takes the guesswork out of what to test in a live-mailing scenario. Instead of testing and guessing (as the late Herschell Gordon Lewis wrote in his recent column, *Rather Test or Guess?*) you can now pre-test those 256 combinations of variables before the expense of a live mail test. The pre-test reveals which combination of variables will produce the highest response rate in the live test, resulting in substantial test savings.

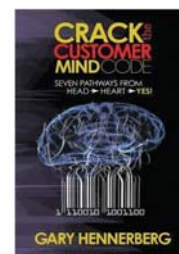
But wait, there's another benefit: You can learn what mix of variables will produce the best results for any tested demographic or psychographic group. It's possible to learn that a certain set of variables work more successfully for people who are, for example, aged 60+, versus those aged 40–59. This means you may be able to open up new prospecting list selections that previously didn't work for you.

Again, a handful of mailers have already pre-tested this new Bayesian Analysis methodology — and it has accurately predicted the results in live testing at a 95 percent level of confidence. Now that beta testing has been completed and the methodology is proven to be reliable, look to hear more about it in the future.

There's more about this methodology than can be shared in a single article. To learn more, download my report at bit.ly/2dyCdnX.

My new book, *Crack the Customer Mind Code* is available at the DirectMarketingIQ bookstore. Or download my free seven-step guide to help you align your messaging with how the primitive mind works. It's titled "When You Need More Customers, This Is What You Do." ●

Reinventing Direct is for the direct marketer seeking guidance in the evolving world of online marketing. Gary Hennerberg is a mind code marketing strategist, based on the template from his new book, Crack the Customer Mind Code. He is recognized as a leading direct marketing consultant and copywriter. He weaves in how to identify a unique selling proposition to position, or reposition, products and services using online and offline marketing approaches, and copywriting sales techniques. He is sought-after for his integration of direct mail, catalogs, email marketing, websites, content marketing, search marketing, retargeting and more. His identification of USPs and copywriting for clients has resulted in sales increases as high as 60 percent. Today he integrates both online and offline media strategies, and proven copywriting techniques, to get clients results. Email him at gary@hennerberg.com or follow Gary on LinkedIn.



The Secret to Success Lies in Your Grip

By John Jantsch

[Read more at bit.ly/2e06KhM](http://bit.ly/2e06KhM)

Anyone who has attended or viewed a Major League Baseball game has likely witnessed one of the scariest moments a baseball player can experience — the moment in which he loses grip of the bat he is swinging and it flies off, hopefully landing safely on the turf somewhere.

Now some might wonder why this happens so often — is it because they are swinging the bat so hard they simply can't hang on?

The reality lies in proper technique. Every player at some level has received hitting advice that goes something like this:

"Do not squeeze the bat. Hold it lightly in your fingers. Pretend as though you are holding a small bird in your hands. You want to hold the bird firmly enough to prevent it from flying away, yet not so tightly that you harm the bird." (Source: beabetterhitter.com)

And there you have it — some of the best business advice I can offer.

All too often business owners hold tightly and desperately to what they think they must do

every day in order to achieve their goals.

This smothering attachment to outcomes is the greatest source of stress and frustration for many of the business owners I encounter.

Pledge to let go more.
Loosen your grip and figure out the two or three things that matter today.

And that little bird of a business suffocates as a result.

So you see the secret to success truly does lie in your grip.

I'm all for goals and setting a vision for where you want to go, but then you've got to detach from the day to day judgment on how you're meant to get there.

You can't be afraid to let loose of the bat.

Gripping tightly is what leads to feeling so busy. It's what tricks you into thinking that because you checked eight things off your to-do list that you accomplished a lot.

You know this, but I'll remind you — there's a really good chance that 80% of what you do each day is wasted. Okay, maybe it's not all wasted, but it's likely not moving you in the direction of your vision.

When you start to let go of the fear of not being busy, you can open up the possibility of actually finding the very few things that will make a difference in your business.

Oh, and people might actually enjoy being around you more as well.

Starting today, pledge to let go more. Loosen your grip and figure out the two or three things that really matter today. Then go to work on them. (P.S. Meditation and yoga — I recommend them!) ●



John Jantsch is a marketing consultant, speaker and author of Duct Tape Marketing, Duct Tape Selling, The Commitment Engine and The Referral Engine and founder of the Duct Tape Marketing Consultant Network.

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Report: Mobile Apps May Be Peaking



By Chet Dalzell

See more and download the Report at bit.ly/2dIMsli or at comScore

The latest from comScore — “The 2016 U.S. Mobile App Report” has me wondering if we have hit “peak-app” — just how many apps can users crowd onto their smartphones and tablets?

And while looking for such insights in the report, I learned quite a lot of other useful details. Did you now know that:

- **Digital Love, Mobile Lust** — Over the past three years, our total digital media time has grown by 53 percent, driven mostly by mobile apps. Our actual time spent on desktop media during the past year actually declined by 11 percent. Mobile now represents two of every three digital media minutes.
- **App Share of Digital** — Smartphone apps all by themselves account for nearly half of all digital media time spent, and three of every four minutes while on mobile.
- **Hours and Hours** — Millennials love their apps: the 18–24 age segment spends 93.5 hours a month (June 2016) on smartphone apps and ages 25–34 spends about 85.6 hours. Baby Boomers spend 55.6 hours and posted year-over-year growth of 37 percent!
- **App vs Web** — We spend seven times more time in mobile apps than we do on mobile Web — that’s actually remained steady, even as our tablet use had dropped off
- **Peak App?** — Roughly half of smartphone users download one or more apps per month and half don’t download apps at all. Six percent download eight or more apps a month. Those who download five or more per month are largely ages 18–44, male and Hispanic.
- **Organizing Apps** — Sixty-one percent of age 18–34 users organize their apps into folders, while just 25 percent of age 55 and older users do, primarily because Millennials download more apps and don’t want to have more than four screens with apps on them.
- **Pushback or “Push notification fatigue”** — More smartphone users are rejecting app update notifications. Thirty-eight percent never or rarely agree to such notifications (up 31 percent last year) while 27 percent often or always agree to them (down from 33 percent in 2015).
- **Loyalty at the Top** — Most smartphone users use 27 apps per month, but nine of every 10 mobile app minutes are spent with a user’s top five apps. Try breaking into that group!
- **App Herding** — Millennials concentrate more mobile app time within “Top 10” ranked apps in their cohort than older groups do.
- **Thumbs Up** — My absolute favorite: Baby boomers are six times more likely than Millennials to only operate their smartphone with two hands. Of one-handed smartphone users, Millennials are most likely to position apps on their phones within “thumb reach.”

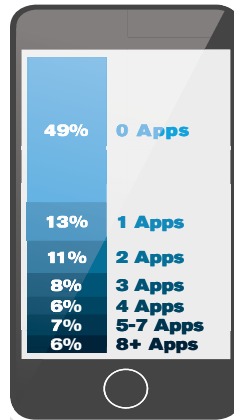
This report raises a lot of questions about designing, reinvigorating and reimagining apps. Can a brand break through? As bullish this current app report from comScore is, Gartner is foretelling a decline in app dominance. Whatever the future holds, I foresee lots of thumb surgeries and reading glasses. ●

comSCORE.

HAVE WE REACHED PEAK APP?

Not yet... but the app market is definitely tightening.

Not everyone downloads apps, and user acquisition is harder than ever in a crowded ecosystem.



SMARTPHONE USERS' NUMBER OF APP DOWNLOADS PER MONTH*

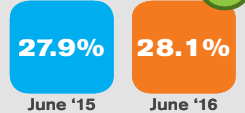
AVERAGE NUMBER OF APPS DOWNLOADED PER PERSON*:

3.5
PER MONTH

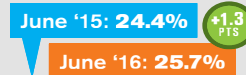
* Of the people who download apps

SELECT APP DISCOVERY CHANNELS AMONG SMARTPHONE USERS***

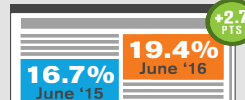
App Store +0.2 PTS



Word-of-mouth/opinion



Advertising/Marketing +2.7 PTS



*** as a percent of all users

¹ Source: comScore MobiLens, U.S., Age 13+, 3 Month Average Ending June 2016 vs. June 2015

² Source: comScore MobiLens, U.S., Age 13+, 3 Month Average Ending June 2016

The smartphone app is the most important digital touchpoint, but its rate of growth is beginning to decline.

TOP 10 MOBILE APPS BY UNIQUE VISITORS (000)²

Facebook	149,562
Facebook Messenger	129,676
Youtube	116,403
Google Maps	95,311
Google Search	89,924
Google Play	86,713
Gmail	78,734
Pandora	76,500
Instagram	75,385
Amazon	67,489

¹ Source: comScore Custom Analytics, U.S., Age 18+, June 2016

² Source: comScore Mobile Metrix, U.S., Age 18+, June 2016

FOR MORE INSIGHTS

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Chet Dalzell has 25 years of public relations management and expertise in service to leading brands in consumer, donor, patient and business-to-business markets, and in the field of integrated direct marketing. He serves on the Direct Marketing Association International ECHO Awards Board of Governors, as an adviser to the Direct Marketing Club of New York and Marketing Idea eXchange, and is senior director, communications and industry relations, with the Digital Advertising Alliance. Chet loves UConn Basketball (men's and women's) and Nebraska Football (that's just men, at this point), too!

The Ultimate Guide to Influencer Marketing

By Caleb Cousens

From DuctTapeMarketingConsultant.com
See more at bit.ly/2d0JUaz

Admit it.

You are striving for that big moment.

That moment that will change your career, your business, your life forever.

That moment when you create that perfect video, write that soul-lifting headline, or land that massive endorsement.

Marketers and business owners are kept up at night trying to concoct that perfect recipe for virality, to be the next big thing on the internet.

But what if you could connect with someone with a much larger audience than you, someone who is considered an authority in your industry or a related niche? What if you got that big endorsement that we all dream of? And what would you do if I told you that in the history of marketing it has never been easier to get that endorsement than it is now, no matter how large your business is.

Rethinking Classic Marketing Strategies

Whether we are small business owners, marketers, or bloggers, we need to rethink our definition of what makes someone influential and then we have to figure out how to use it to our advantage.

The rise of internet and social media influencers has brought Influencer Marketing to the fore, brands using others' influence (like they always have) to sell products or ideas.

The days of TV ads are dwindling as businesses are realizing that consumers don't make their buying decisions based on ads — however, we still trust people and we trust "influencers" perceived or otherwise, even more.

So does it work?

Let's look at some stats.

- 92 percent of people trust recommendations from individuals (even if they don't know them) over brands. (Nielsen)
- Almost 40% of Twitter users say they've made a purchase as a direct result of a Tweet from an influencer. (Twitter)
- Participants aged 13–24 were twice as likely to evaluate an influencer by their social presence and follower count as older audiences (Twitter)
- Businesses are making \$6.50 for every \$1 spent on influencer marketing (Tomoson)

Finding and Connecting to Your Awesome Influencers

Jay Baer has said that "True influence drives action, not just awareness."

This means when you are looking for your niche's influencers, don't get sucked in by the sexy numbers. If someone has hundreds of thousands or even millions of followers that is great but only one part of what you need from your influencer.

Really narrow down your audience, nail it so you know exactly who your brand needs to target. Once this is done you need to find the Bloggers, Tweeters, Youtubers and Instagrammers that your audience follows.

Then set out exactly what you are looking for in your influencers.

What kind of Influencer do you need? There are influencers of all types, from industry authorities, casual informers or hardcore activists. What does your brand need, and more importantly, which would speak the loudest to your audience?

What common interests should you and your Influencer have? Pick a topic or niche that your ideal influencer shares about on social media. This will provide a common ground when you reach out to them.

What type of reach does your Influencer have? Are you after an influencer with heavy web traffic? With tons of social media followers? Do you care whether or not your ideal influencer has a blog? Is your brand very visual and in need of an influencer active on Instagram and Pinterest? Dive deep here!

How often does your Influencer communicate with his/her audience? Let's say the influencer you find is a blogger, the frequency with which he or she posts high-quality content is an important factor to keep in mind.

Now that you have a better idea what your ideal influencer looks like, you have to be patient and strong with yourself; don't take the first one that "sort of" fits the bill.

To find your ideal influencer you can:

- Monitor hashtags
- Set Google Alerts for keywords about your desired niche
- Google search within your industry

You might already have a good idea of who the influencers in your niche are. Regardless, it will be helpful to follow these steps — you might be surprised to find you have missed a few.

Get In Touch With Your Influencer

Once you have found a few prospect influencers it is time to ready your pitch and figure out what exactly you are asking of them. Figure out your angle and what you could offer them. The initial point of contact could happen in any number of ways but here are the two strategies I recommend:

1. Pitch an Article

This strategy is obviously for influencers you have found that have their own blog. This is a relatively strong entry point as you are providing the influencer value while hopefully introducing yourself and your brand to them in a positive and indirect way. It comes with the added bonus of being able to reach out to the influencer's audience without ever actually asking them to promote your business.

2. Pitch Your Story

This is a similar slant to the above idea but is all about offering your unique or interesting story as interview content for your target influencers. This could be via a podcast or just over email for a text interview. Short of meeting in person, speaking on someone's podcast can really launch a relationship into orbit which makes it easier to make a more formal ask in the future.

Another common tactic is compensating the influencer. You can give them free product to review or offer them discounts in exchange for promotion. Additionally, you could give them a commission based deal where they can earn something for each client they send your way.

Go Meet a Celebrity

Your moment is not far away.

Many of us we have always dreamed of meeting our favorite movie star or athlete.

Now you can do just that on behalf of your brand. It can start with a simple RT or Mention on Twitter and then watch where it leads you.

Identify what you want from your influencer and then get out there and start interacting. You'll be surprised by the quality of the relationships that you can make online. ●

Caleb Cousens is the founder of SocialMediaWizard.com, where he teaches readers how to optimize their social and online marketing activities, and where you can download his free Ultimate Blogging Resource.





Ask the DM Experts
by Susan K. Jones,
Susan K. Jones & Associates
and Ferris State University

A Country Without Advertising?

Q. *I understand that you spent some time in Cuba this summer. Any insights to share about advertising and marketing there?*

A. The biggest insight about Cuba from the marketing perspective is that there really IS no advertising to speak of. I'm pretty sure that the Castro government doesn't call what is on display there propaganda, but to the U.S. viewer, that's exactly what it appears to be.

Driving through the streets of Havana, visitors are treated to huge, stylized portraits of Che Guevara and Fidel Castro — sometimes taking up the entire side of a 10-story building. There is also artwork such as

the graffiti I saw showing a monster (presumably representing the U.S. 1%) crushing the 99%. In Havana, the elegant shops had beautiful signs indicating their names and what they sold, but no promotions or details.

Advertising from the Pre-Castro era — usually in English — often is displayed as a curiosity or as wallpaper in a lobby or elevator. On a more political note, one restaurant showcased a large billboard in its lobby highlighting “Heroes of the Republic of Cuba” who were jailed in the U.S. and tried in Miami, which is described as a “hostile city.”

In the lobby of the elegant Hotel Nacional de Cuba, a large poster quoted a speech that Fidel Castro made on May 1, 2000 in which he defined Revolution in terms of equality and liberty for all people. Many other quotes from Fidel and Che can be found in hand-painting on the walls of pre-revolutionary buildings.

In the countryside, I saw a few welcome signs to help visitors know where landmarks were located, but most of these were fairly crude and hand-painted.

Lucky Strike and Jack Daniels

I found only a handful of exceptions to the no advertising rule. Lucky Strike seems to have gotten around the ban by providing useful objects emblazoned with its logo. These include display cases for cigarette packs that hang in hotel bars, litter containers at restaurants, and large umbrellas to provide shade over tables in sidewalk cafes. I did see a large Jack Daniels logo sign in one upscale restaurant, but that was definitely a rarity, and may have been construed as artwork.

Why No Advertising?

As quoted by Michael Serazio in *The Atlantic* magazine, “According to the constitution, the media (in Cuba) cannot be used against the system, and advertising is capitalism, which goes against the system,” explains **Yoan Karel Acosta Gonzalez**, a professor at the University of Havana. He pulls a booklet out of a backpack and flips to Article 53, which protects freedom of speech and the press ‘within the objectives of socialist society.’”

So how do Cubans know what's available to them as consumers? The answer is that in most cases what is available is a generic “national brand,” whether we are talking about liquor, soft drinks, appliances, food items, or clothing. Each Cuban is provided with a ration card where he or she can shop in a neighborhood store that offers non-branded staples like eggs, rice, and meat. In restaurants and bars, the “national brands” are offered at reasonable prices, whereas name brand products like Coca-Cola or “call brand” liquors are marked up tremendously.

How — if at all — will this scenario change as Cuba opens up to more interaction with the U.S.? Some Cuban graphic design studios are quietly gearing up to provide more obtrusive advertising methods in the future, but for now, government inspectors still roam through neighborhoods looking for signs and promotions that seem too much like capitalist messages. ●

“Ask the DM Experts” is a monthly adMarks feature.

Professor Susan K. Jones draws on the knowledge of CADM members and other authorities to answer your questions — so tell her what you want to ask the experts! Contact Susan at sjones9200@aol.com or follow her on Twitter @[sjones9200](https://twitter.com/sjones9200).

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MEMBER PROFILE

CADM is pleased to welcome **Beckie O'Connor** as one of our panelists for the November 15 "Brand & Marketing: The Dynamic Duo" Webinar. Beckie is Partner & Creative Director at Convier Collective, a firm specializing in brand development, graphic design, storytelling and marketing.

Beckie's background is in brand development, print, digital, shopper, social media and direct response marketing. She studied Art History, Fine Art, Graphic Design and Marketing at St. Norbert College.

With over ten years' experience, she has been a creative leader at Havas Worldwide, as well as a senior creative at various Chicago agencies. "I strive to develop the most successful direct marketing, digital and experiential campaigns, to consistently raise response rates and establish stronger customer and brand relationships," says Beckie. "I approach marketing with strategic thinking with the end consumer always at the center."

Beckie is passionate about sharing her skills and supporting others in the creative field. She currently is Co-Director of the Chicago Chapter for the Organization SheSays, which is dedicated to providing free mentorship and events for men and women in the creative industry.

Since 2014, Beckie also leads the marketing efforts for Banging Gavel Brews, a local craft brewery in Chicago's southwest suburbs. ●

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adMarks publishes articles of varying lengths. Our average manuscripts for lead articles run about 800 – 900 words. Member Briefs are usually under 100 words.

Two suggested approaches to your article might be *Trends and Their Evolution* or *Problems and Their Resolution*. Typical organization might be:

- Trend/Problem or Issue
- Growth Direction or Response
- Development or Resolution

The article should include answers to the essential questions of the who, what, where, when, why, and how of your topic. If you or your organization is about to undertake a project, plan to keep brief notes from the beginning to the end of the project. These can then be used to form the basis of your article. When submitting, include the article's title and the author's name(s), title, company(ies) and phone number(s) and e-mail address(es) on the cover sheet.

All pages and illustration or artwork should be numbered sequentially.

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