

2019 MOBILE TRENDS TO WATCH



1 SCREEN TO VOICE BACK TO SCREEN

With platform dashboards via [Apple's "Screen Time"](#) & [Android's "Digital Wellbeing"](#), the need to manage and possibly disconnect from our screens is growing. The rise of Voice usage is not only out of convenience, but also supports our desires to spend less time sucked into our screens.

However, for usage of Voice to expand outside of the typical weather, music, and other simple queries, the results need to be delivered more efficiently — and instead of reciting a 5 sentence monologue back to someone asking a simple question, sometimes it's easier to just show them.

Enter both Amazon's & Google's new Voice Assistant devices, now with screens. Additional to Amazon and [Google, JBL, Lenovo, and Facebook](#) have all released Voice + Screen devices in 2018. We expect to see more use cases of these in-home voice enabled screens in 2019, despite our desire to disconnect.

2 GROWTH IN DIGITAL & PHYSICAL MCOMMERCE

A big sticking point hindering rapid growth for MCommerce in previous years has been two-fold: seamless convenience and POS integrations. Removing the friction of inputting details of one's credit card and address and making it tap-to-purchase has been paramount to the growth of Mcommerce.

The past couple of years have seen tremendous progress in both these areas with massive amounts of integrations with popular payment solutions like Square, Paypal, Apple Pay, Google Pay, Amazon Pay, not to mention MasterCard, Visa, and more.

We also see improvement in physical usage of our phones to purchase continue to grow in 2019 where retailers are updating their POS systems to either allow purchase via NFC or QR codes. Innovation retailers such as [Amazon Go stores](#) and [Sam's Club](#) are looking to use mobile to replace cashiers and allow self checkout via scan or just walking out with RFID tagged items.

3 LOCATION DATA USED AS A BUSINESS INTELLIGENCE TOOL

Given the Location data market growth over the past year, the category has been able to hit a new level of scale with higher fidelity data. This opens up a lot of opportunity for brands, especially those in retail, QSR, and auto, to understand foot-traffic patterns and trends. Looking at owned location trends alongside competitors allow agencies and brands to derive insights irrespective to media that applies to operations, marketing, in-store teams, and enabling more competitive thwarting initiatives. Teams within DAN & Carat have already worked with brands to develop products and tools that leverage this rich data to inform business intelligence such as keeping track of competitive share of foot traffic and comparing store growth. Further, people-based location data has been used effectively by Posterscope (OOH) and MKTG (Experiential) in helping identify and select location-based media based on M1 audiences.

4 UNLOCKING CROSS CHANNEL

In-store foot traffic attribution has been standard approach for the past 3 years with brands looking at this powerful metric to determine effectiveness of mobile or mobile and digital in combination to driving people to store. However the impact of other channels on footfall such as OOH, TV, and Audio are still nascent but seeing a lot of interest. Additionally, using mobile to power sequential messaging and tracking cross channel is definitely an area 2019 will see a lot of conversation and testing around.

5 AR EVERYWHERE

Due to large platforms opening up their dev kits to the public with Apple's ARKit, Google's ARCore, Amazon's Sumerian, etc — the barrier to entry to create robust AR experiences have been lowered. There is also growth in development shops offering more turnkey mobile AR ad products. As a result, we will see more brand owned (app/web) AR experiences as well as in mobile media. The AR industry will soon need to begin answering what attribution and effectiveness looks like beyond time spent and engagement.

6 VISUAL SEARCH

Adding onto the growth that we saw in the previous 2 years, 2019 will continue the growth of pointed use cases of Visual Search. With more apps like Pinterest, ASOS, Google Lens, Bing, Amazon, and Blippar, highlighting this feature, our behaviors will start to shift to searching visually with our camera phones. Currently, Fashion is an obvious use case but interested to see if others will be introduced — such as healthcare, spirits, or beauty sectors.

7 FURTHER FRAGMENTATION OF MOBILE VIDEO

Video will be the largest growth area for mobile with [Cisco estimating that 75% of all mobile data traffic will be Video by 2020](#). We saw much fragmentation in the mobile video category this past year with growth from long form/short form content via Netflix, DirectTV, and Amazon Prime, video focused social platforms via Facebook Watch and IGTV, new live experiences via HQ, and more. With heavy bets in both horizontal and vertical content from publishers and platforms, we will see a plethora of higher quality content distributed across the most popular screen in everyone's hand.

8 BLOCKCHAIN EXPERIMENTATION

Blockchain conversations exploded in late 2017 throughout 2018 with platforms and marketers imagining the effect of decentralization within our industry. At this point, we don't foresee implementation of Blockchain in mobile to be a huge trend per se but rather the calculated experiments and tests within smart contracts, transparency, and more with mobile focused partners who are building their own solutions.

9 MOBILE UNBOXED

With efforts to make the mobile landscape (especially in-app) to be less of a “Black Box”, there is a need for 3rd party verification and universal practices to ensure consistency and good behavior. Double Verify and [Kochava](#) both recently exposed massive amounts of fraudulent activity in-app, emphasizing the need for accountability in this space. Products from Google and IAB are aiming to address these concerns via a universal SDK are also on the horizon. We will see more solutions from platforms and partners that will address fraud and new data best practices that will help move mobile out of its “Wild West” phase.

10 CHALLENGES WITH REGULATION

2019 will be a year of uncertainty when it comes to data usage rights via global and local regulation. We saw GDPR make a huge impact on the landscape in 2018 and expect this next year to be even more turbulent. Mobile specifically uses rich data on a consumer’s most personal device that goes everywhere with them, so it’s easy to expect scrutiny on what can and cannot be used by advertisers. Platform level regulations like [Apple’s ITP 2.0](#) and [California State Legislation lead California Consumer Privacy Act](#) will be paramount in how the mobile market evolves in the next two years. Brands, agencies, and platforms will need to understand the impact of these changes, requiring new skills sets and processes to be in place to avoid any offending practices.

Credit to DAN Mobility Innovation Council.

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