



There are five new
mobile marketing trends!

Trend Report

Mobile Marketing Trends for 2021.

What does this mean
for organizations?



**“The future is
mobile and the
future is now”**

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What Mobile Marketing in 2021 Will Look Like.

The statement 'the future is mobile' is already outdated as the present obviously already is. Nowadays, mobile devices (excluding tablets) account for approximately half of global website traffic ([Statista, 2020](#)). By 2021, [mobile content consumption](#) is expected to reach almost 4 hours a day in the US.

Consequently, smartphone users are an important part of your target audience. Therefore, you need to ensure your marketing strategy is mobile first.

Mobile first in this context is way more than "just" a design principle. It is about understanding how consumers behave on mobile devices. This requires rich data to discover what the mobile customer journey looks like.

As a result, businesses should look for more integrated systems to address their needs. They should look to partner with technology providers that are:

- Passionate about staying ahead of trends;
- Able to optimize their service offerings and
- That can supply AI-powered solutions in one convenient package.

Businesses need all the help they can get to stay relevant on every mobile touchpoint. Moreover, they should be able to rely on experts in the field to keep them aligned with current and future trends.

In this trend report, you'll find the five main mobile marketing trends for 2021. These trends are based upon consumer behavior on mobile devices. Besides discussing these trends, we'll explain how you can leverage them for your business in 2021.

Trend 1 M-commerce Growth.

The share of mobile commerce (m-commerce) purchases relative to the total number of e-commerce purchases has been increasing for years. However, in 2020 it was predicted that m-commerce will be the biggest share of e-commerce sales for the first time ever.

1.1 Coronavirus Pandemic Boosting E-commerce in 2020 and Beyond

Due to the coronavirus pandemic, the demand for e-commerce has seen significant growth. Many consumers were forced to make purchases online with physical stores closing down during lockdown. The number of [grocery delivery app downloads](#) alone has skyrocketed to 200% during the coronavirus outbreak. It is expected that the growth of e-commerce will outlast the pandemic.

The growth of social media commerce integrations and more sophisticated shopping apps ensures that m-commerce is, and remains, increasingly attractive.

48%

2019

50,8%

2020

54,2%

2021

58%

2022

61%

2023

63%

2024

1.2 The Rise of Mobile Payments

Although a big part of m-commerce takes place in messaging, social and branded apps, most transactions still take place outside of apps in the mobile browser. Most of the time, consumers are led to a website or separate payment system. This provides extra steps and thus adds extra time to the customer journey, which has a negative impact on the customer experience. In other words, consumers aren't provided with the option to pay for what they want to buy in the most convenient way.

A good real-life example of this is not being able to pay by card at a restaurant. We all know the frustration when walking to the nearest ATM to be able to pay for our meal.

For that reason, mobile applications will increasingly function as ordering, payment and purchasing platforms.

This development is already clearly visible in messaging apps. For example, the mobile payment options Facebook Pay, Google Pay and Apple Pay were launched to improve consumers' mobile shopping experiences. They're eliminating the need to open a payment page in a different browser.

WhatsApp stated that they will increase their investment in shopping to enable people to make purchases within a conversation. With Facebook Pay, WhatsApp has already launched in app payment functionalities [in Brazil](#).

When you have a Facebook Wallet, you want to pay with it. The same holds for consumers who are on Google Pay, etcetera. However, this also holds for saved credits from brands itself.

In the future, many more payment options will be available. Ensure your customers can pay for products and services using different payment platforms at their disposal.



“The popularity of mobile payments is reflected in research by [Mordor Intelligence](#). They predict that the global market value of mobile payments will rise from \$1,1 billion in 2019 to \$4,7 billion in 2025. Because of this, companies that can provide seamless payment experiences for their customers are the ones that will thrive.”

- Noor Pierik, Group Lead Payments of CM.com:

Trend 2

Customer Experience Marketing.

Attracting new visitors and customers has become more difficult due to increased competition. In addition, more people stay at home due to the coronavirus pandemic. This trend will continue into 2021, making it even more important for companies to recognize that they need to strengthen their relationships with existing customers. Personalization is a great way to start doing just that.



2.1 Customer Data is Key



“Nowadays, data is spread over different sources. This makes it more difficult to get a complete customer view. That is why businesses need to obtain a broader 360-degree customer view by combining relevant sources.”

- Colinda Leemans, Data-consultant of CM.com:

She continues: “To provide the best customer experience, data needs to be used in a smart and automated way. During every step in the customer journey, you can create rich customer profiles within a Customer Data Platform (CDP).

What we see is that e-commerce companies are leaders in centralizing their customer data compared to other sectors. This is relatively easy to achieve thanks to great SaaS platforms and many available integrations.

Other businesses (whose core business is traditionally not online) are behind in this regard, but are catching up using CDP’s.

With a CDP, they can connect their existing technology such as cash register systems and membership administration systems to create unified customer profiles and make them actionable for marketing purposes.”

In 2021, using these profiles to create tailor-made customer journeys is not a choice, but a necessity.

Why?

Because people are inundated with information, while our processing capacity is limited. As a coping mechanism, we have learned to filter out irrelevant data.

As a marketer, you need to know how to increase the chance that your message will get through that filter. The combination of a marketing- and customer data platform is the key to better customer experience marketing.

2.2 Personalize Marketing

Organizations that take customer experience seriously will stand out from the noise and win over loyal customers.

There is a lot of uncertainty surrounding the start of 2021. However, one thing is for sure: to deliver a positive experience, you must know who your customers are, better than ever before.

Today, customers have more power and choices than they've ever had. This forces you to understand and acknowledge their needs.

When you know your customers well enough, you can use that knowledge to personalize every interaction. Take advantage of these customer experiences and digital communication trends.



Always take customer experience serious



Discover who your customers really are



Personalize every interaction



Trend 3 Privacy and Security as a Top Priority.

With new technology comes new security risks. Data breaches and fraud are regularly in the news. These incidents have a serious impact on consumer confidence around data privacy.

[Search Engine Journal \(2020\)](#) found that 91% of consumers are concerned about the data companies can collect on them. Therefore, privacy needs to be a top priority for marketers. In 2021, marketers need to rethink how they collect and track data. An organization-wide data security process should have your top priority for 2021.

Ensure that the data you collect match the experience you offer your customers. A gap between these aspects breeds distrust, which leads to losing customers. The challenge for marketers in 2021 is truly understanding your customers to create the best customer experiences.

3.1 Verified Calls and Senders

Businesses call millions of potential customers per day. However, many customers don't take calls from unknown callers.

As the amount of scam calls increase, calls from unverified phone numbers make people feel uncomfortable and experience stress. Something you don't want to burden your potential customers with!

Therefore, Richard van Anholt, our Strategic Partnership Manager, is very pleased with the development of verified calls by Google. "Verified calls make business calls safer and more effective. Instead of an unknown number, the following info will be shown on your screen:

- Business name;
- Verification badge;
- Business logo and
- Preview of the reason for the call.

A similar development is verified SMS. With verified SMS, the following information is visible:

- Business name;
- Verification badge;
- Business logo and
- Link preview (if applicable).

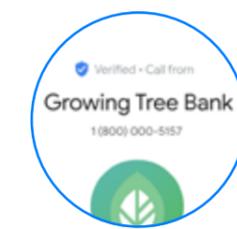
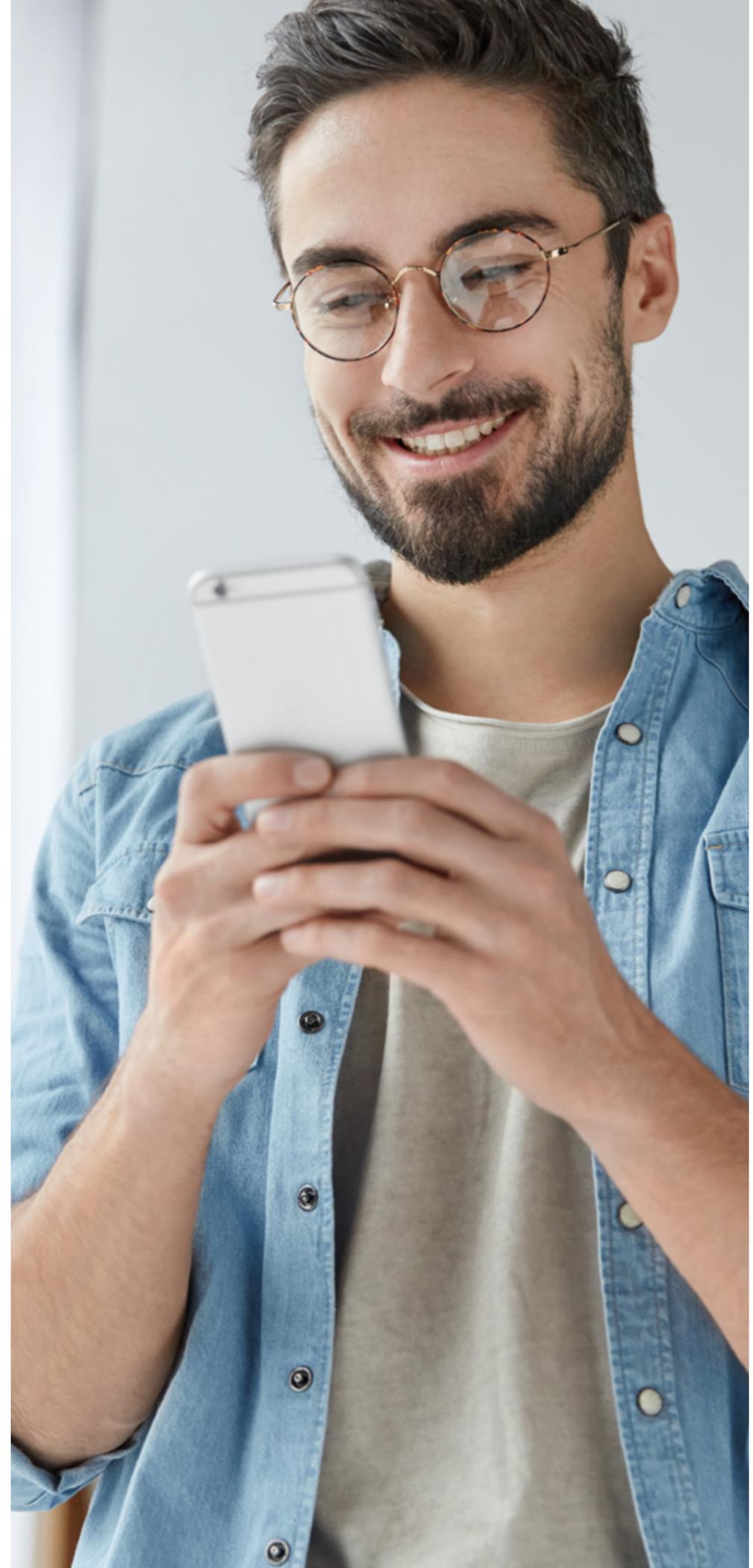
This makes text messaging more trustworthy and purposeful.

Finally, messaging channels are increasing their reliability as well. Verification in Apple Business Chat, RCS, WhatsApp and Viber are must haves for businesses in 2021."



"The big advantage of these business messaging channels is that business numbers must be approved and verified by the messaging channel. This guarantees consumers that they're contacting a company and aren't being scammed. Thus message verification offers a lot of security and safety for recipients."

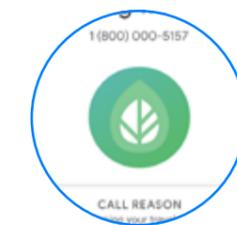
- Richard van Anholt, Strategic Partnership Manager of CM.com:



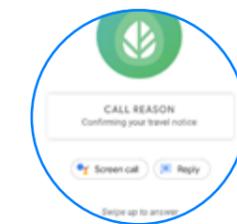
Business name



Verification badge



Business logo



Preview of the reason for the call



Link preview



Trend 4

Marketing Automation Through Messaging and Chatbots.

Within CM.com we've seen an explosion in messages. During the first half of 2020, 1.6 billion messages were sent worldwide through our platforms. That's 53% more than in the first half of 2019!

4.1 Messaging Has Matured, Automation Is The Future

We're not the only platform that shows mind-blowing messaging stats for 2020. [Facebook](#) reported that 3.21 billion people used at least one of their messaging services in September 2020. And these are just business-related communications.

In 2020, [56% of consumers](#) state they have used a messaging channel to engage with a brand. Hence, messaging channels have matured in 2020.

Messaging can help businesses to:

- Cement loyalty;
- Increase sales and
- Improve customer satisfaction.

As businesses will only communicate through more channels in 2021, they will further benefit from marketing automation. Companies should use the power of messaging channels and automation to communicate proactively with their customers. This results in happier customers and happy customers are returning customers.

4.2 Chatbots Cater to Consumers

What these messaging stats show, is that the future is two-way customer communication. However, it is impossible to always have a real person cater to consumers in real-time. That's why every business should have a chatbot in place in 2021.

Chatbots have moved beyond their hype phase. They are getting better every year, which is mainly due to artificial intelligence (AI). AI technology humanizes chatbots which makes them smarter and easier to communicate with.

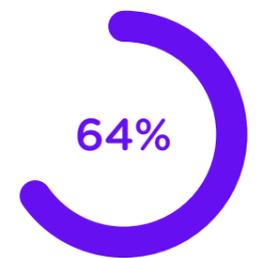
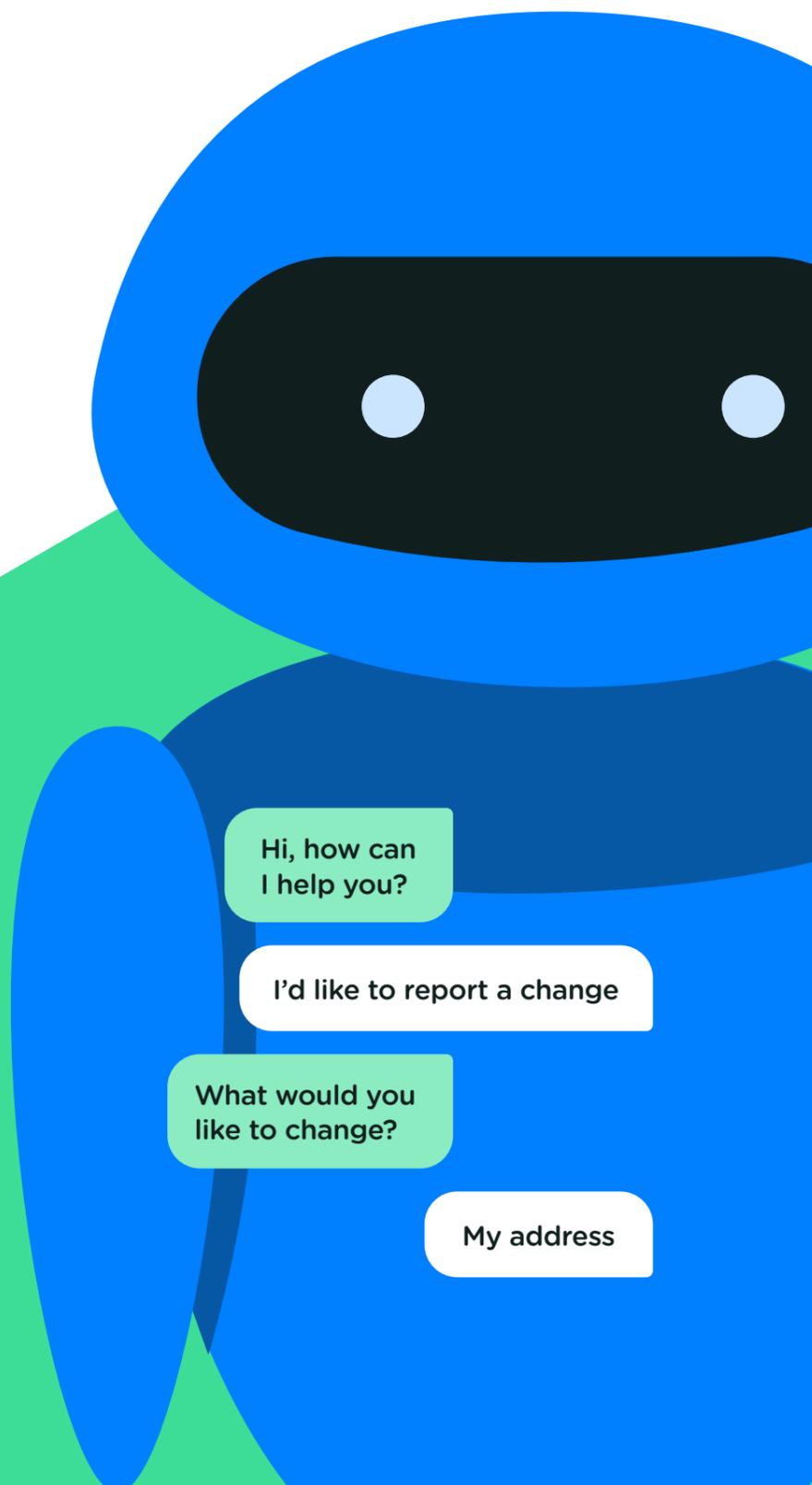
Chatbots have become massively popular with businesses and consumers over the past few years. [Consumers questioned about chatbots](#) mentioned the following benefits:

- 24-hour service;
- Direct responses;
- Answers to simple questions and
- Easy communication.

Still not convinced?

It is **predicted** that chatbots will facilitate \$142 billion in consumer retail spend by 2024. That is an average annual increase of over 400% from \$2.8 billion in 2019. In other words: chatbots offer a huge potential for increasing sales revenue.

Fun fact:
in 2019, already **75% of consumers** favored communicating with a business via messaging channels over traditional channels.



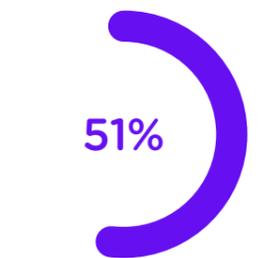
24-hour service



Direct responses



Answers to simple questions



Easy communication



Trend 5 5G Takes Center Stage.

5G promises to be one of the most important mobile marketing trends in the coming years.

As of January 2020, commercial 5G networks have been deployed in 34 countries ([VIAVI, 2020](#)). Since then, [other countries have begun rolling out 5G](#) as well, such as Canada, Hong Kong and Thailand.

Besides commercial 5G networks, it is expected that [hundreds of thousands of companies are likely to deploy private 5G over the next decade](#).

The performance of private cellular networks is superior to other wireless standards. It is expected to [reduce the latency in networks by a factor 10](#). This will offer great opportunities for a connected future with greater flexibility, growth and productivity.

5.1 Richer Customer Experiences

With more and more countries launching 5G, 2021 will be the year of richer mobile experiences worldwide. 5G technology allows mobile users to stream 4k videos and use AR- and VR-experiences on their mobile device.

2020 was the year that remote working matured, whether you liked it or not. Partly due to this development, the rollout of 5G has become more crucial. Because of this, more activities moved online causing 5G speeds to be more than welcome.

5G speed starts at the limits of 4G LTE-A, namely 1Gbps. 5G even hopes to deliver a 1Gbps to 10Gbps speed. It is expected that the average speed will be 50Mbps and up.

That might sound a bit slow compared to their theoretical maximum speed. However, streaming services like [Netflix](#) recommend a 25Mbps speed for Ultra HD quality and only 5Mbps for HD. Imagine 5G delivering a speed that is at least twice as high.

This example shows that 5G enables users to stream high quality videos without any trouble. That translates to a huge potential for video marketing and other rich media types.

Besides its speed, 5G's low latency offers a lot of possibilities. Especially for gaming, 5G is a big improvement. Its low latency makes cloud gaming possible. This enables gamers to play via their phones on remote hardware.

5G allows marketers to use richer media as marketing tools. Richer media are a great way to:

- Increase engagement;
- Improve the brand image;
- Collect customer data and
- Increase retention.

As the first phones that support 5G were released in early 2019, many phones in the market are already 5G compatible. When 5G becomes mainstream, it will change users' standards of a good brand experience. The challenge for marketers is to realize and implement the best mobile customer experience.

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CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.

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