

Thinking outside the search box



About iCrossing...

iCrossing is **a different kind of digital marketing agency** committed to people's desire to find.

We develop online campaigns, programs and experiences designed to help people find what they are searching for. Through **a proven combination of talent and technology**, we enable our global client base – including 40 Fortune 500 companies like Coca-Cola– find solutions for complex digital marketing challenges.

Founded in **1998** • 550 employees worldwide • Headquartered in **Scottsdale, Arizona** with offices in **Atlanta, Chicago, Dallas, Detroit, Irvine, Los Angeles, New York, Reston, San Francisco, and London and Brighton U.K**

Preferences and Portability

It's about presenting a *positive user experience regardless of device.*

About *being reachable beyond the desktop.*

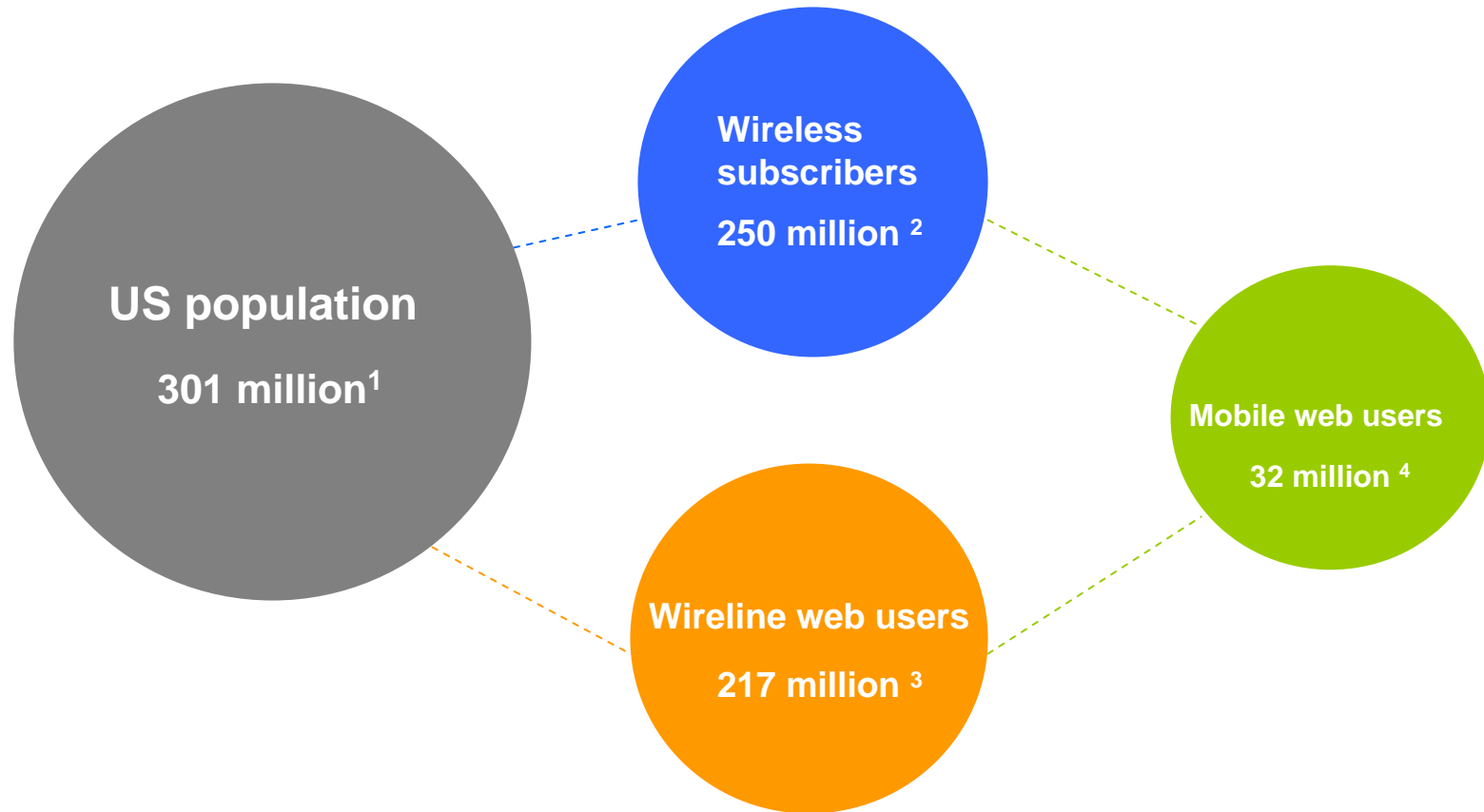
About *understanding your networks and meeting them on their turf.*

And *connecting with new audiences* that you can't get to via the traditional route.

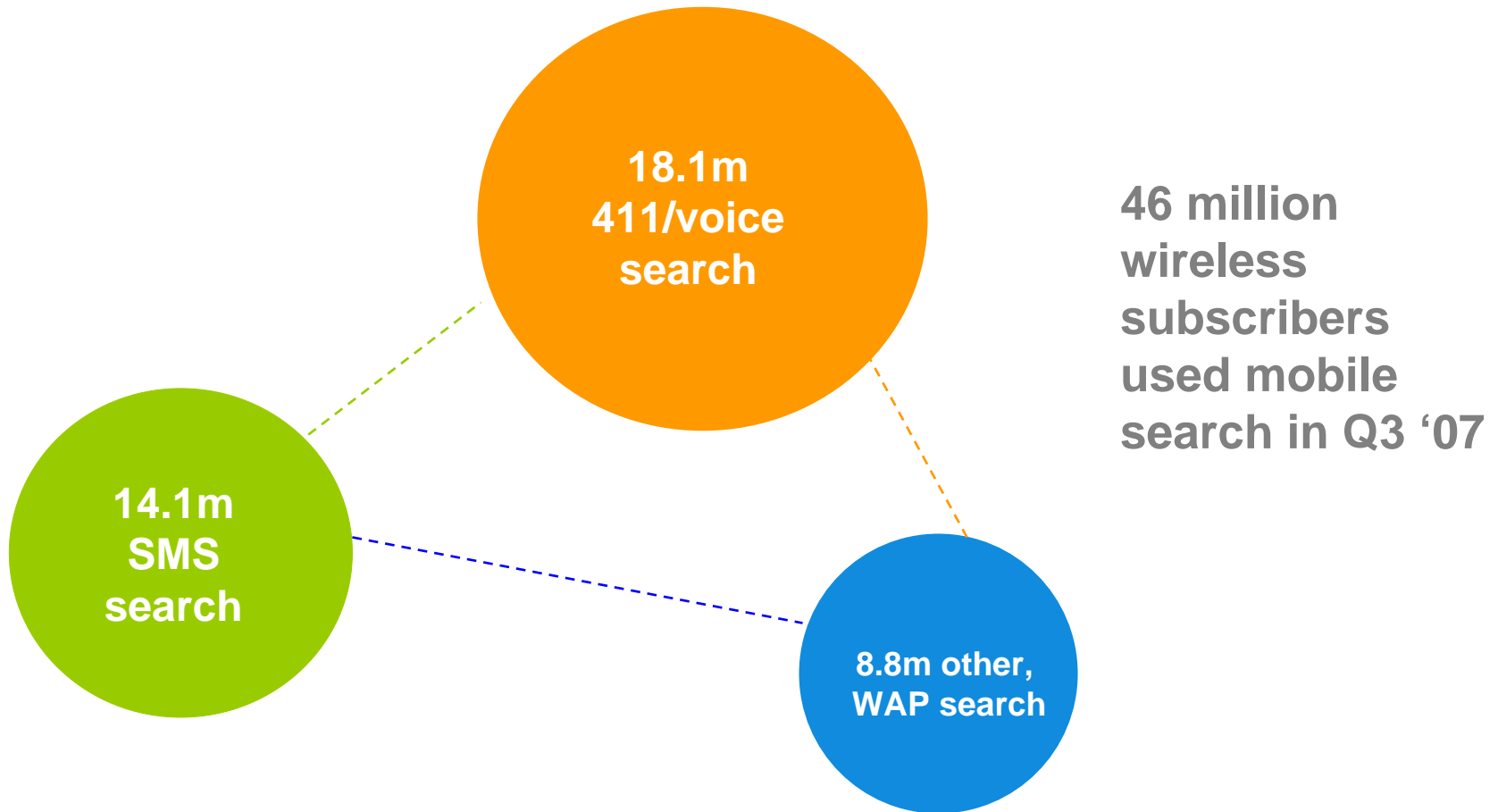
In short, mobile is about searching and finding.



Mobile web usage...



...is surpassed by mobile search



But how do we define “search”?

Search

Pronunciation: \sərch\

Function: *verb*

Etymology: Middle English *cerchen*, from Anglo-French *cercher, sercher* to travel about, investigate

Definition: 1: to look into or over carefully or thoroughly in an effort to find or discover something: as a: to examine in seeking something <*searched* the north field> b: to look through or explore by inspecting possible places of concealment or investigating suspicious circumstances c: to read thoroughly.

Keep in mind that change is good



'If I had asked people what they wanted, I would have built a faster horse'

- Henry Ford

WAP



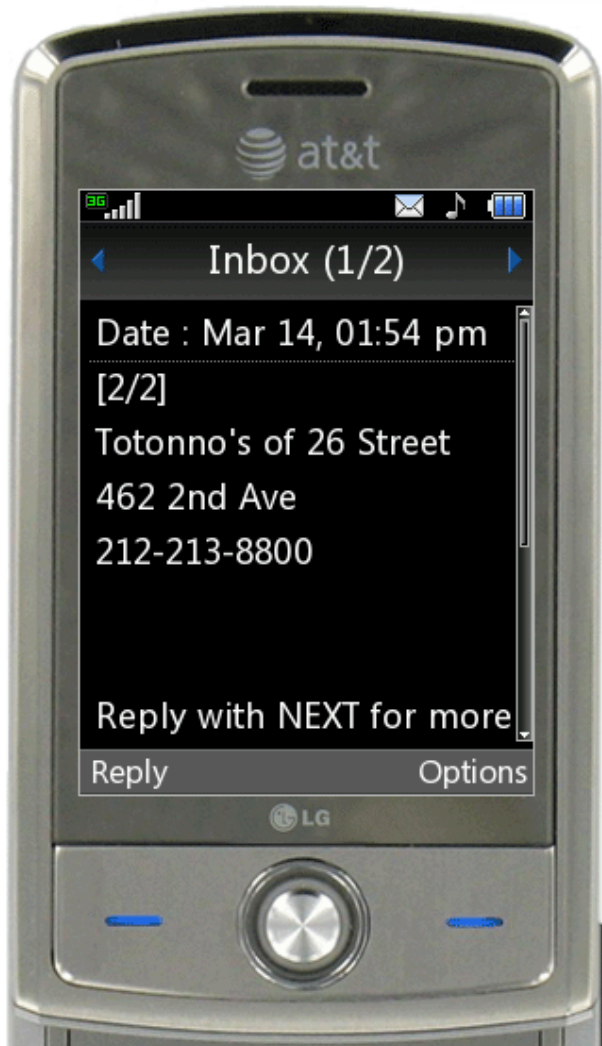
- **Pro:** Traditional, keyword based search gone mobile - a familiar model for users and marketers.

- **Con:** Uptake hampered by excessive data costs and usability issues.

Potential to influence wireline search rankings over time.

Who to watch: Yahoo • Google • Boopsie • Slifter

SMS



- **Pro:** Uptake accelerated by ease of use and ubiquity.
- **Pro:** Already a high volume channel - 28.8 billion SMS sent per year in the US.
- **Pro:** The second most popular use for mobile phones after voice - 43% of US subscribers text, 19% use MMS.
- **Con:** Cost per message fees.

Who to watch: Google SMS (466453) • Yahoo OneSearch (92466) • TellMe 83556 • WLIVE (95483) • 4Info (44636)

Voice



- **Pro:** Far easier than keying in a URL or a text message.
- **Pro:** No data connection necessary or extra plans to purchase – accessible to all subscribers with a voice account.
- **Con:** User experience is still uniformly poor across most platforms.

Who to watch: Goog411 • Jingle Networks • Ask Me Now • Vlingo

Bluecasting



Pro: Excellent for broadcasting data across short distances – **ideal for in-store or in-venue promotions.**

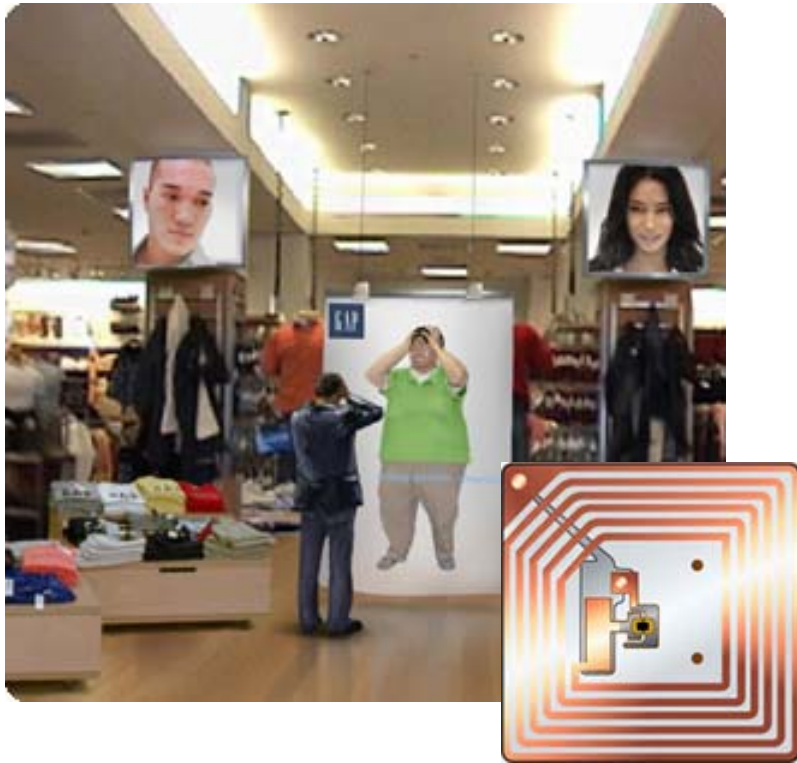
Pro: Runs on unlicensed radio frequencies – a data connection is never required.

Con: General lack of awareness of Bluetooth's many uses.

Con: Security worries on the part of most users.

Who to watch: Proximity Media • BlueBroadcast
• Hypertag

RFID (Near Field Communications)



Pro: Enables one to one distribution of personalized data.

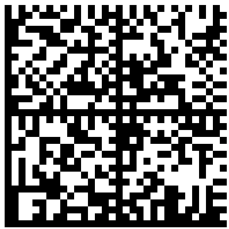
Pro: Can be embedded in everything from mobile devices to price tags.

Con: Privacy fears.

Con: Traditionally considered a supply chain technology.

Who to watch: campaigns from Mini Cooper, Starbucks, MasterCard

Image recognition



Rachel Pasqua
iCrossing

Pro: Ability to tag physical spaces and products

Cons: 2D barcode scanners are not widely deployed in the US making commercial deployment difficult to achieve.

Who to watch: Google (Nevenvision) •
Neomedia • Shotcode

Think big by thinking small...

Mobility challenges our traditional notions about search.

If we don't start looking beyond the desktop we run the risk of our audiences shrinking and our techniques becoming ineffectual.

New, niche search channels offer us an opportunity for quality as opposed to quantity – to reach new and growing audiences in fresh and powerful ways.



"People do not know what they want **until a brilliant person shows them**" –

- Maurice Saatchi

Go mobile. Get found.

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