

How can Firms Leverage the Mobile Ecosystem to Create Value?

Ravi Bapna's teaching plan based on
TAP – Anindya Ghose's new book

MIT Press

TAP

UNLOCKING THE
MOBILE ECONOMY



ANINDYA GHOSE

Teaching Plan

Leveraging the Mobile Channel

- **Situation**
 - Companies are underinvesting in and under-utilizing the power of the smartphone
- **Complication**
 - There are significant fears around invading consumer's privacy and going too far
- **Key questions**
 - How can companies best leverage the power of the smartphone to create value for themselves and their consumers?
 - What's new and different about mobile as a channel?
 - What about privacy concerns?
 - Do these vary by country?
 - What are best practices and use cases of using mobile as a channel?

How can companies best leverage the power of the smartphone to create value for themselves and their consumers?

- We are never going to be in world without ads
- Think **butler** not **stalker**
 - Use the enhanced technology to understand, anticipate and serve your customer's needs in a way you could do not before
- Key is to win the consumer's trust
- Current practice – companies are serving too many, poorly targeted, ads and annoying consumers

What's new and different about mobile as a channel?

9 Forces Driving The Mobile Economy



TAP: Unlocking The Mobile Economy

What about privacy concerns?

- Four contradictions
 1. Seek to be spontaneous but really they value certainty
 2. Find ads annoying but really they fear being left out, so they want ads
 3. Desire choice and freedom but too many choices and they get overwhelmed
 4. Want to protect their personal freedom but will use their personal data as currency to get things they want

What are best practices and use cases of using mobile as a channel?

(Please email aghose@stern.nyu.edu for a deck has evidence and answers to these points)

Additional Reading

<http://economictimes.indiatimes.com/industry/services/advertising/consumers-trust-is-the-key-to-mobile-marketing-success/articleshow/58554207.cms>

<https://qz.com/973578/data-privacy-doesnt-seem-to-be-a-concern-for-mobile-users-willing-to-swap-it-for-convenience/>

<http://www.cnbc.com/2017/04/26/a-big-privacy-mistake-consumers-are-making-with-internet-giants.html>

<https://www.recode.net/2017/4/25/15408846/study-mobile-ads-crowds-purchase-subway-commuters>