

RadioShack converts 40% to 60% of mobile store-locator clicks into store visits



About RadioShack

- m.radioshack.com

Goals

- Drive foot traffic to network of 5,500 U.S. stores
- Understand mobile's impact on the business

Approach

- Created easy, fast-loading mobile site
- Added local features such as store locator, click-to-call and GPS
- Developed and refined value attribution model for mobile

Results

- Achieved 5% less cost per conversion
- 40% to 60% conversion from store locator to in-store
- 85% of users coming with intent are making a purchase

In the fast-paced world of wireless devices and consumer electronics, RadioShack is seriously connected and wants to be sure its customers are too. Through its vast network of more than 5,500 U.S. locations, RadioShack offers the combination of products, accessories, and services that today's consumers need to keep their connected lives running smoothly.

"RadioShack sells more than six million mobile devices a year, so mobile is interrelated with everything we do. We strive to create the most compelling, engaging, innovative and customer centric mobile experience through our mobile marketing, mobile website and mobile apps," says Lisa Little, Search Marketing Manager at RadioShack.

Location Location Location

Location is key for the company, "There is a RadioShack location within 5 miles for approximately 90% of the US population, so we are leveraging mobile as a very powerful way to reach our local customers."

With that in mind, the company collaborated with its agency, Mindshare, to build a mobile marketing strategy and highlight multiple features for mobile users. The mobile site is streamlined to allow consumers to quickly reach the right product or service. RadioShack added a mobile, touch-optimized store locator with click-to-call and GPS functionality.

RadioShack tallied the results, "Our average order value for mobile customers is 30% higher since we created a mobile optimized site," says John Breclaw, Associate Search Director at Mindshare. "At the same time, our cost per conversion on mobile has decreased by 5%."

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Measuring mobile success with a new set of criteria

"User behavior is much different on smartphone devices compared to the desktop experience. It became obvious that to be successful, we had to measure mobile performance by focusing on different criteria," says Little.

"We measure similar metrics on desktop and mobile platforms, but mobile plays a key role in driving users in-store. Interaction with our mobile store locator is a key metric we look at to measure success," she adds.

Understanding mobile-to-store attribution and assigning value to store locator clicks is a key priority for the RadioShack team, but it is also a challenge. The mobile-to-store conversion rate varies depending on the type of store location

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and product category. "RadioShack typically sees a higher conversion rate in standalone stores and strip malls compared to locations inside the mall, especially after using the mobile store locator to find the nearest RadioShack. Within malls, people tend to be walking around and not always stopping in," says Little. The team is continually refining the model and is always analyzing internal data to improve further.

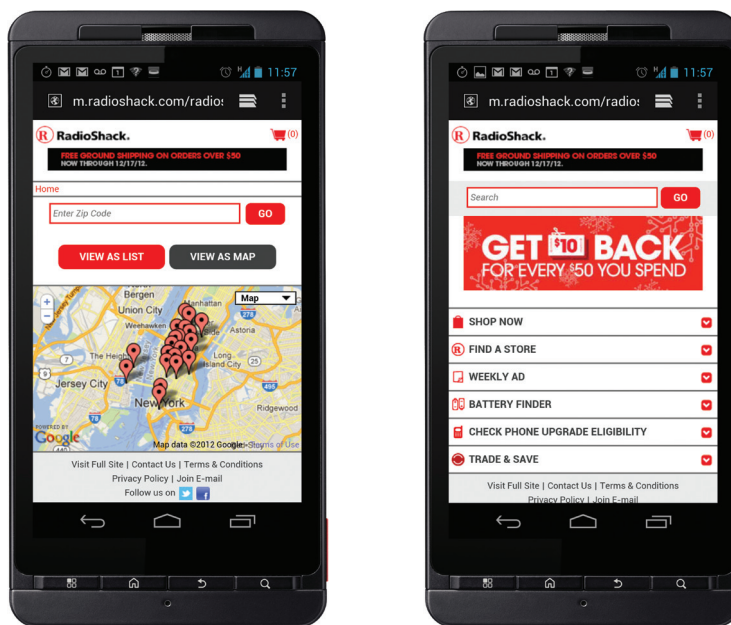
Yet, mobile's impact on the business is outstanding: the team is promoting the mobile site through Mobile Search Ads using Sitelinks and found that 36% of the clicks are going to the store locator page on the mobile site. Based on internal studies, the team estimates that 40% to 60% of people who then used the store locator on a mobile device visited a store. RadioShack's internal analytics team was able to determine that approximately 85% of customers who utilize the store locator and have intent, make a purchase in store. The average order value in store varies: from small accessory products or batteries to larger ticket items such as tablets, televisions or laptops, but once an average is determined, it enables the team to easily assign value to each store locator click.

A holistic vision of the mobile user

One reason RadioShack has been so successful in mobile is because the team has developed a very holistic vision of their mobile customer and created strong synergies across all marketing channels.

"Mobile users are exposed to multiple channels simultaneously on tablets and smartphones. RadioShack Social, Email, Digital, Video and Search Marketing teams work collectively to create the best user experience possible for our mobile consumers," says Little.

And, adds Little, "This also allows us to better understand the behavioral path of our customers, from the initial research phase through the final purchase stage including all the marketing they were exposed to along the way. To be successful, you have to adopt this holistic vision of the mobile user behavior."



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