



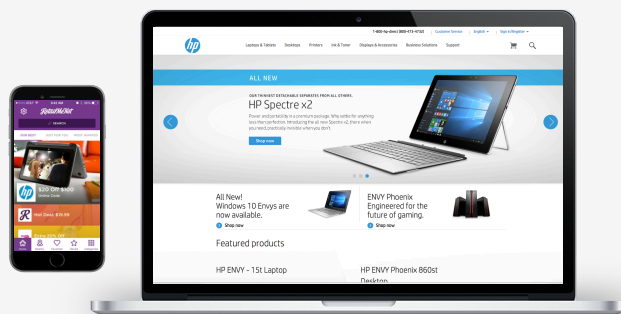
*HP tracks mobile attribution and cross-device behavior with exclusive Mobile Vanity Code on RetailMeNot.*

## Objective

HP has partnered with RetailMeNot for several years to drive direct-to-consumer sales through its e-commerce site. In 2015, consumer engagement with HP continued to increase, but orders attributable to RetailMeNot began to fall. With the growing role of mobile in the customer shopping journey, not all sales were tracked due to cross-device switching and lack of mobile tracking through the affiliate network. After identifying this gap, the RetailMeNot and HP teams developed a solution to better understand the HP shopper and continue to build the partnership.

## Solution

RetailMeNot proposed tracking an exclusive Mobile Vanity Code across platforms that could only be discovered on a mobile device. Knowing that many customers who find mobile content ultimately check out on desktop, RetailMeNot and HP aimed to quantify the value of mobile shoppers, measure cross-device attribution and overcome the lack of mobile tracking. The vanity code for \$20 off orders of \$100+ ran for two days exclusively in the RetailMeNot mobile app and mobile website. The offer was promoted through a premium placement on the mobile app homepage to gain additional visibility and reach.



# 69%

Total orders that were not captured due to lack of mobile tracking through the network

# 31%

Total orders that were not captured due to cross-device switching

# 4.2%

Mobile Vanity Code conversion rate

*Because HP did not have a mobile tracking pixel enabled, **zero** of the orders placed would have been tracked without the Mobile Vanity Code.*



## Results

The trial revealed that none of the orders placed using the Mobile Vanity Code were tracked through the affiliate network. This occurred for two reasons:

- 69% of shoppers purchased on mobile but were not tracked because there was no mobile pixel in place.
- 31% of shoppers switched devices during their shopping journey, so affiliate links could not track them.

The trial gave HP more insights into the mobile shopping behaviors of their customers. By understanding that users are discovering offers on mobile and transacting on desktop, the value of RetailMeNot's mobile audience was more effectively represented.

The results of the Mobile Vanity Code trial helped build the business case for investing in mobile tracking with the affiliate network, which was implemented just four months after the trial offer. Additionally, HP and RetailMeNot have now implemented an "always on" Exclusive Mobile Vanity Code to enhance mobile discovery moving forward. In order to maintain this model outside the affiliate network, HP and RetailMeNot have a code redemption payment model for orders redeemed on desktop using the mobile code.

## About Partner

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).