



Cross-device usage study optimizes campaign planning



Facebook's mission is to give people the power to share and make the world more open and connected.

“The study has been well received in both the USA and the UK, highlighting an important area of consumer behavior and driving conversations with a number of our partners.”

Mark Bulling
Custom Market Insights Lead, Facebook

Situation

Facebook wanted to explore how people use different devices for different tasks during the day and how they switch between them. This information could help its advertisers target customers with greater precision.

Approach

We combined a quantitative online survey with qualitative in-depth analysis to understand consumers' behavior, attitudes and opinions about the devices they use to access online content and services. We used geographical location tracking to analyze which activities they were most likely to do while away from their homes.

Outcome

We discovered that almost half of the adults in the UK and the US sometimes begin an activity on one device and finish it on another. This suggests that marketers must reach their audiences across all platforms with a consistent brand experience. With single log-in sites like Facebook, they can avoid sending the same messages to prospective customers on their different devices.

The research highlighted the most important reasons for people switching from one device to another: comfort and convenience; urgency; the time it takes to complete a task; security and privacy; and the complexity of the information the user needs to input to complete the task. Actions associated with a purchase journey frequently trigger a consumer's decision to switch devices.