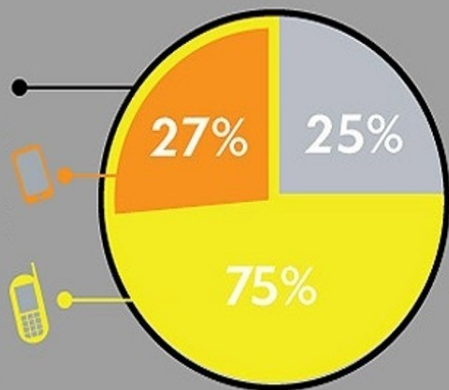


Mobile Marketing Facts

📱 What is the size of the mobile market?

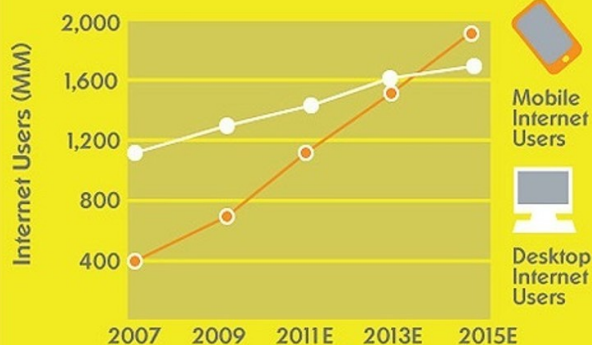
Of the world's **4 billion** mobile phones in use, **1.08 billion** are smartphones and a whopping **3.05 billion** are SMS enabled (950 million are not SMS enabled)



📱 How fast is mobile internet growing?

By 2014, mobile internet should take over desktop internet usage

Global Mobile vs. Desktop Internet User Projection, 2007-2015E



📱 How are coupons used on mobile devices?

Mobile tags can serve up coupons that redeemed ~~instantly~~ ^{instantaneously} in store



📱 What do people use their mobile phones for?



How has mobile usability changed

Because of the increasing use of mobiles their versatility is always growing...

One half of all local searches are performed on **mobile devices**



Mobile tags provided more product info like comparison shopping offers than traditional barcodes



86% of mobile internet users are using their devices while **watching TV**

How much do people use their mobile phones?



On average, Americans spend **2.7 hours** per day socializing on their mobile device



That is over **twice** the amount of time they spend **eating**, & over 1/3 of the time they spend **sleeping** each day



and ...

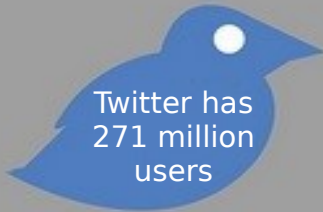
91% of mobile internet access is to socialize...



...compared to **79%** on desktops

What is the state of social & mobile marketing?

Over 1/3 of Facebook's 1.2 billion+ user base uses Facebook Mobile



50% of them use Twitter Mobile



1.6 Billion+

YouTube views occur on mobile devices daily



30% of smartphone owners accessed social networks via Mobile Browser



Women aged 35 to 54 are the most active group in mobile socialization

Preferred Shopping Methods According to US Consumers*, Nov 2011

% of respondents

Website on PC/laptop

87%

In-store

71%

Website on smartphone

14%

Website on tablet

9%

Phone call with a service agent

7%

App on tablet

4%

App on smartphone

4%

Note: *who own a PC or laptop

Source: Zmags, "Meet the Connected Consumer: How Tablets, Smartphones and Facebook are Changing the Way Consumers Shop Across Retail Categories" conducted by Equation Research, Jan 16, 2012

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www.eMarketer.com

Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm

