

Embracing the Full Power of Mobile

Unleash a Winning Cross-Channel Mobile Engagement Strategy

Your Customers Are Connected.

Over 90%

of adults have their mobile phones within arm's reach 24/7



The average user spends

5 Hours

per day on their phone in the U.S.



\$429

Billion

was spent globally on purchases made via mobile in 2016



Here's The Mobile Experience Consumers Expect From Brands.



Personalized

75% want tailored content based on purchase history, and to be addressed by name.



Timely

Nearly half of consumers want brands to send real-time promotions to their phones.



Secure

Over 80% of consumers say their loyalty is driven by their trust for a brand.

They Want These Mobile Messages The Most.

59%

52%

31%

29%

Incentives or Coupons

Loyalty Rewards

Exclusive Content

Informational Updates

But Still, Marketers Haven't Delivered. Why?



89%

of brands have difficulties creating a single customer view

They've Focused On Channels That Are No Longer Working.

10%

Only

of all apps are retained after the first use

22%

Only

of all e-mails are opened by consumers

Here's What You Should Do Differently.

#1

Connect to a platform that provides a holistic customer view from acquisition to loyalty engagement.



#2

Send timely, relevant information through your customer's preferred mobile channel – securely.



#3

Establish key performance indicators and determine what mobile success looks like for your company.



Build An Effective And Engaging Mobile Strategy And Consumers Will Come.

90%



more frequent purchases

300%



increased spend

5X



more likely to choose brand for future purchases

Presented by **Syniverse**

We empower companies to engage with their customers using our best-in-class cross-channel mobile marketing platform which drives unmatched business outcomes. Whoever you are, wherever you are in the world, we make mobile work for you.

Find out more at syniverse.com or send us an email at contact@syniverse.com

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