

MOBILE USER EXPECTATIONS SHAPE MARKETING PLANS

How mobile users are relying on their device to bring them closer to their brands of choice, when they want, where they want.

Timely Communications

Brands using SMS successfully reach

95%

of smartphone and non-smartphone users.

Forbes



90%

of text messages get read within three minutes of delivery.

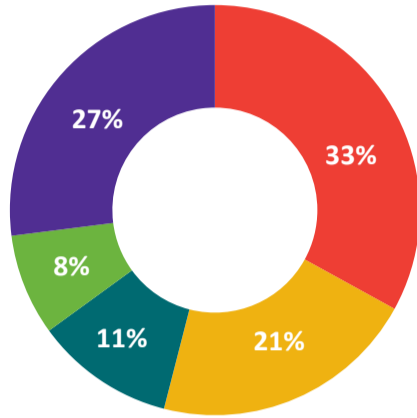
Forbes



73%

of U.S. mobile customers prefer to receive offers via mobile.

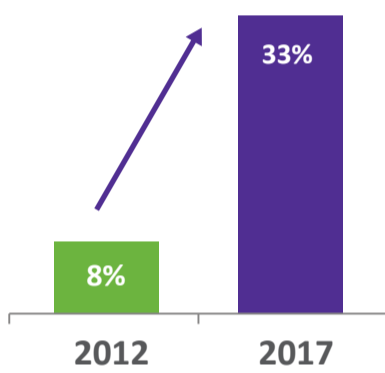
Hubspot



- 33% Text messages
- 21% Mobile web
- 11% Apps
- 8% Voice mail
- 27% Non mobile

Relevant Offers

Location-Enabled Ad Spend



BI Intelligence



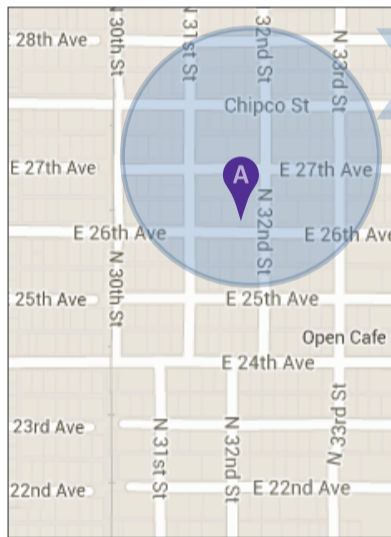
Mobile ads perform

4-5x better

than online ads in areas like brand favorability, awareness and purchase intent.

Hubspot

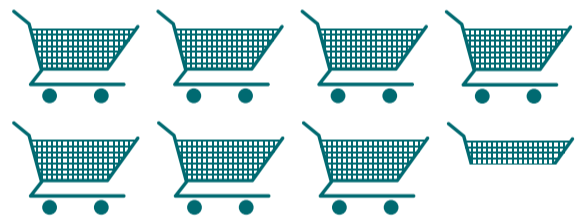
vs.



75%

of mobile users are more likely to take action after seeing a location-specific message.

JiWire



74%

of people use their mobile phones to help them with shopping.

Forbes



87%

of smartphone users scan a QR code to access a coupon, discount or deal.

Forbes

Mobile coupons receive

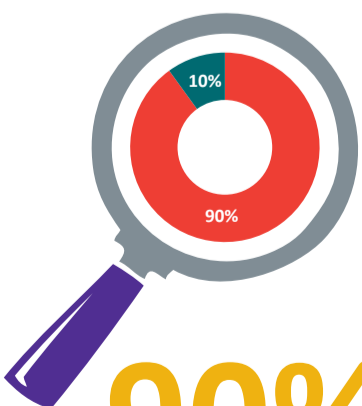
10x

higher redemption rates than print coupons.

Hubspot



Pertinent Information



90%

of mobile searches lead to action, and more than half lead to sales.

Forbes



Mobile searches related to restaurants have a

90%

conversion rate.

64%

convert within an hour.

xAd and Telmetrics

