

Why Mobile Marketing?

- ✓ Customers are using mobile devices in new ways
- ✓ People are emotionally attached to their phones
- ✓ Its results are impossible to achieve through other media

Why Mobile Marketing?

- ✓ The number of mobiles will exceed the number of people
- ✓ One in four online searches is done on a mobile device
- ✓ 2 hours a day of usage
- ✓ By 2015 mobile marketing will generate \$400 billion
- ✓ SMS coupons are redeemed 8% more
- ✓ 60% of Twitter ads by 2015

Why Mobile Marketing?

- ✓ 68% of users use a mobile to look up a store address
- ✓ 40% of users that scan a QR code will buy the product
- ✓ 28% of users buy an item without checking it out in a store
- ✓ 52% of users use their devices while in a store
- ✓ 52% of users check the prices online
- ✓ 25% of users prefer mobile graphic ads instead of banners

Why Mobile Marketing?

- ✓ 91% of users keep their phone within arm's length
- ✓ 70% of all searches result in an action within an hour
- ✓ It takes 90 sec for someone to answer a text message
- ✓ 52% of searchers call the Company they are researching
- ✓ 47% of users read reviews online for the product.
- ✓ 44% of users have used a mobile to search for a coupon

Why Mobile Marketing?

**THERE IS A LOT OF MONEY TO
BE MADE HERE...**