

MIND BLOWING FACTS ABOUT MOBILE MARKETING



There are **6.8 BILLION** people on the planet.



4 BILLION of them use a mobile phone.



Only **3.5 BILLION** of them use a toothbrush.

Source: <http://60secondmarketer.com/blog/2011/10/18/more-mobile-phones-than-toothbrushes/>



BRANDS USING TEXT MESSAGES TO REACH CUSTOMERS CONNECT WITH **95%** OF ALL SMARTPHONE AND NON-SMARTPHONE USERS.

Source: <http://www.snapgiant.com/blog/mobile-text-message-marketing-statistics/>



70% OF MOBILE SEARCHES LEAD TO AN ACTION WITHIN ONE HOUR. (IT TAKES ONE MONTH FOR THE SAME PERCENTAGE OF DESKTOP USERS TO TAKE ACTION.)

Source: <http://www.smsmarketingnw.com/category/mobile-statistics/>

NIELSEN REPORTED AN **89%** INCREASE IN MOBILE DATA USAGE BETWEEN 2010 AND 2011.

81% OF SMARTPHONE USERS HAVE PERFORMED RESEARCH VIA SMARTPHONE.

50% HAVE MADE A PURCHASE WITH ONE.
Source: Research from Prosper Mobile Insights

50% OF THOSE SURVEYED REPORT RECEIVING TEXT MESSAGES FROM RETAILERS AND MAKING A PURCHASE AS A RESULT.

34% OF THOSE SAME RESPONDENTS HAVE SCANNED A QR CODE WITH A SMARTPHONE.
Source: <http://www.snapgiant.com/blog/mobile-text-message-marketing-statistics/>

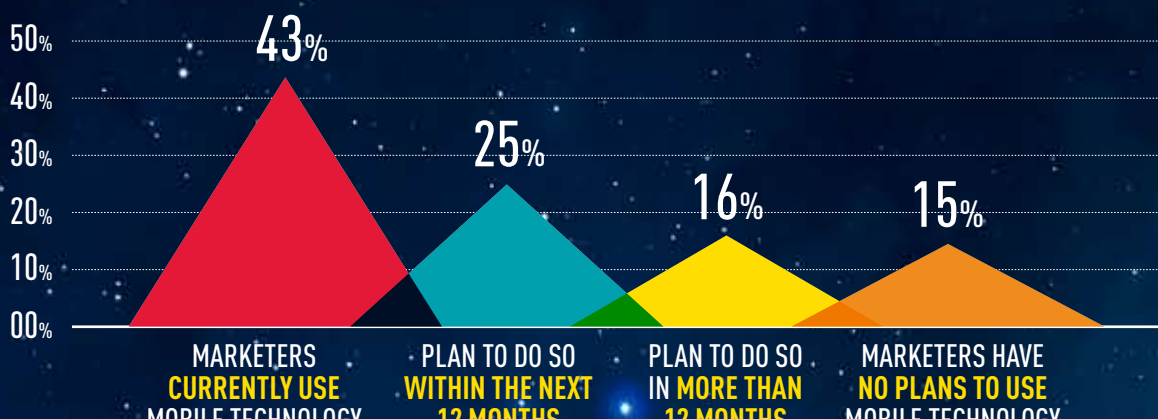


IN DECEMBER 2011, THE AVERAGE US SMARTPHONE USER SPENT **94 MINUTES** A DAY USING MOBILE APPLICATIONS.



THEY ONLY SPENT **72 MINUTES** BROWSING THE WEB.

Source: <http://blog.flurry.com/bid/80241/Mobile-App-Usage-Further-Dominates-Web-Spurred-by-Facebook>



Source: http://www.theinteractivemarketingjourney.com/unicaimrc/media/DocumentDownloads/US/Unica-s-Annual-Survey-of-Marketers-2011_v22.pdf?ext=.pdf

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