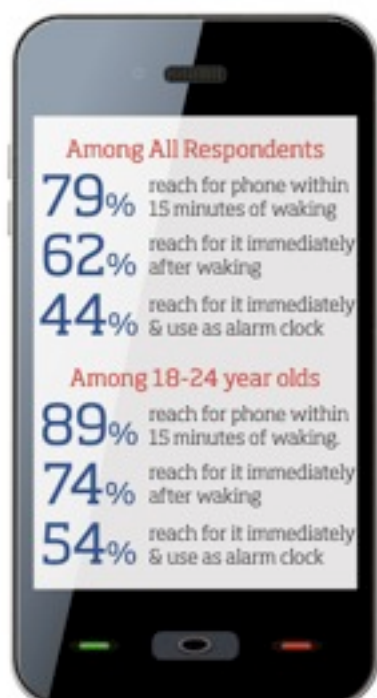


# — Mobile 2013 —



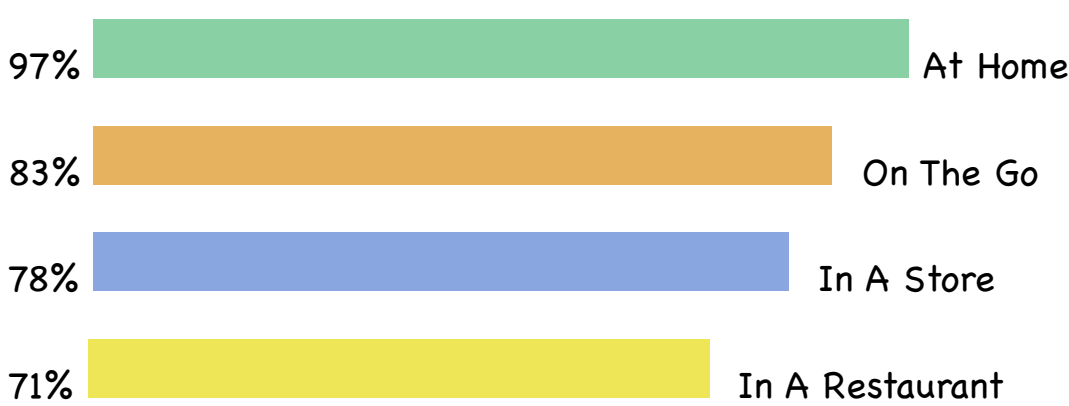
## What Do You Do When You First Wake Up?

Our interaction with each other through our phones begins as soon as we awake. Within the first 15 minutes of waking up, **4 out of 5** smartphone owners are checking their phones and among these people, nearly 80% reach for their phone before doing anything else. These statistics alone drive home the utility of and reliance on smartphones.



## LOCATION

Where people use their phones...



Are you using **mobile** and **social** to your advantage?

**94%** mobile users use their phone to get information about businesses in their area

**90%** of these local searches result in actions taken by the consumer



Do you **geo-target** your mobile marketing?

Mobile coupons are redeemed **10xs** more than print coupons



Do you make it **easy** for people to find you, get mobile coupons and buy online?



**80%** of smartphone users access social networks through mobile

**1 in 8** online marketing campaigns are now socially enabled

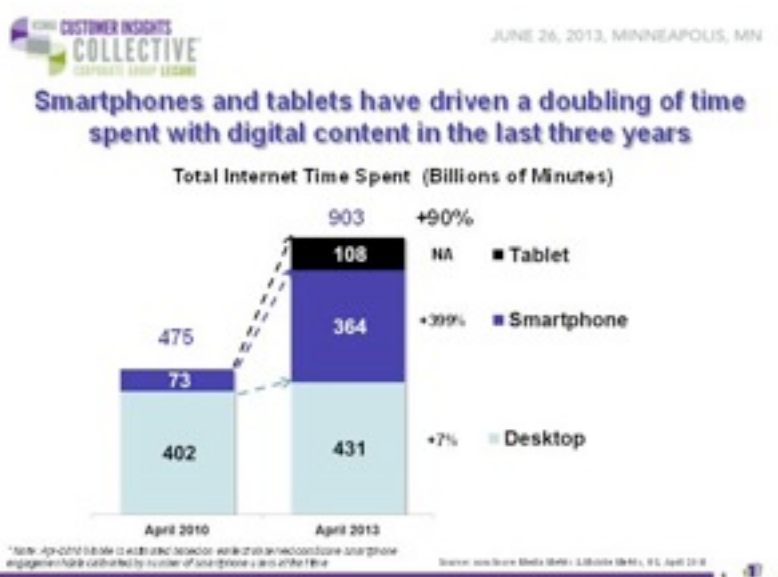
**55%** visit social networks at least once a day

**1 in 5** online marketing campaigns for consumer goods are social

**9 in 10** mobile social shares are on Facebook, Twitter and Pinterest

Are you **where** your customers are AND making them offers?

People are spending more and more time online, and the largest growth area is Tablet & Smartphones — **GO MOBILE - GET FOUND**



### Sources:

Borrell Associates: <http://www.borrellassociates.com/>

eMarketer.com [eMarketer.com](http://www.emarketer.com)

IDC: <https://fb-public.app.box.com/s/3iq5x6uwnqtq7ki4q8wk>

Comscore.com [http://www.comscore.com/Insights/Blog/Get\\_Mobile\\_Now](http://www.comscore.com/Insights/Blog/Get_Mobile_Now)

