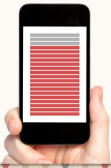


Trends in the Mobile Marketing Industry



84% of smartphone owners have used their devices to browse websites

3 out of 5
consumers search for
local businesses on
their smartphone



61% of users said if they didn't find what they were looking for right away on a mobile site, they'd quickly move on to another site

48% report feeling
frustrated and annoyed
when a company has a
bad mobile website.



From 2011 to 2012, U.S. mobile online sales nearly doubled.
2011 – 6.7 billion, 2012 – 11.6 billion

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Sources:

- google research studies
- www.reachlocal.com
- www.edigitalresearch.com
- www.g9MediaLab.com