

AMAZING
MOBILE MARKETING STATISTICS
AND STRATEGIES FOR DIGITAL MARKETERS



**MOBILE MARKETING
FACTS AND FIGURES**

As of 2014 there are More Mobile Devices, **7.2 Billion** than the **WORLD POPULATION**



As of 2015 More **Mobile Searches** than on Desktop According to **Google**



40% of the World Population has **Access to the Internet** thanks to Mobile Devices

75% of Americans **Take their Mobile Phone to the Bathroom** with them

Consumers **using their Smartphones to Shop 4 out of 5**

72% of Mobile Searches Lead to **Online Action within an Hour**

52% of Americans use their Devices while **browsing In-Store in order to Research Online**

80% of internet Users Use Smart Phones to **Search the Web**

93% of People Who Research on Mobile, **make a Purchase**

Over 50% of Smartphone Users Grab their Phone as Soon as they **WAKE UP**

Twitter's Ad Revenue that comes from Mobile is **86%**

40% of YouTube views come from **Mobile Devices**

Average YouTube Mobile Views per Day - 1 Billion

**MOBILE MARKETING
TIPS AND STRATEGIES**

- Mobile Friendly Site
- Fast Loading Site, Especially on Mobile Devices
- Clear Call to Action
- Include Contact Information
- Take Advantage of Social Share Buttons on Mobile Devices
- Use Mobile Optimized Emails
- Create a Mobile Marketing Strategy
- Include Paid Social Marketing Campaigns
- Leverage Retargeting and In-App Advertising to Reach Target Audience
- Incentivize Mobile Users with Special Offers and Promotions
- Remove Barriers to Purchasing on Mobile Devices like Complicated Design, Process and Payment
- Consider Including SMS Marketing Campaigns

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