

HOW DOES MOBILE MARKETING LOOK IN 2019

The measures you are taking to showcase your business to users of mobile devices – has been around for quite a while. Ideally, you should have some sort of mobile marketing strategy in place already to tap into this critical consumer segment. Learn about the most astounding mobile marketing Stats below.



~DESKTOP VS MOBILE USAGE~



VS



- Users spend 43% of time on Mobiles
- 73% of adults owned a mobile
- 60% of consumers watch videos on mobil.

- Users spend 57% of time on Mobiles
- 92% of adults owned a mobile
- 90% of consumers watch videos on mobil.

The technology landscape is changing with every passing year. More & more, mobile usage is surpassing desktop usage as the way most people surf the web, shop online, use social media and do other online tasks. And the data appears to indicate that trend can solely continue, as more and more people round the globe primarily use mobile devices to induce on-line.

~MOBILE CONVENIENCE~

Bluetooth marketing is a form of proximity marketing or location-based that allows businesses to send adverts to mobile phones for free



Location-based services are offered by some cell phone networks as a way to send custom advertising to subscribers based on their location



A mobile site that directs visitors to an app can effectively increase app downloads year-over-year



79% of mobile users rely on an SMS opt-in to assist them in making purchasing decisions while shopping



Growth in "mobile addicts"-those who launch apps 60 times a day or more in the last year.



44% of Americans say they couldn't make it a day without their mobile devices



QR codes are scanned by users, who are then taken to a specific web page that the QR code is attached to



67% of customers use a smartphone to check their email where 45% of all email clicks are on mobile



In-game Mobile Marketing refers to mobile ads that appear within mobile games



Purchases upto 49.7% of sales have come through mobile



Apps achieve half of their lifetime usage in the first 6 months



Push notifications drive 9.6x more users to make a purchase



80% of mobile time is spent engaged with apps



~KEY TAKEAWAYS~



The use of mobile devices to access the internet is a prevalent (and still growing) trend around the world. That's thanks in no small measure to the availability of cheaper and more powerful smartphones. This spurt in mobile internet access often comes at the cost of desktop devices. Users are now more comfortable making online purchases on phones than ever before. A substantial movement of digital ad spending is now moving toward mobile advertising. The money flowing into the business fuels more technological innovation, which, in turn, helps even more in the development of smart revenue generating opportunities. However, marketers can partake of this huge pie only if they pay heed to mobile marketing statistics and deliver a consistently enjoyable and meaningful experience to their customers.