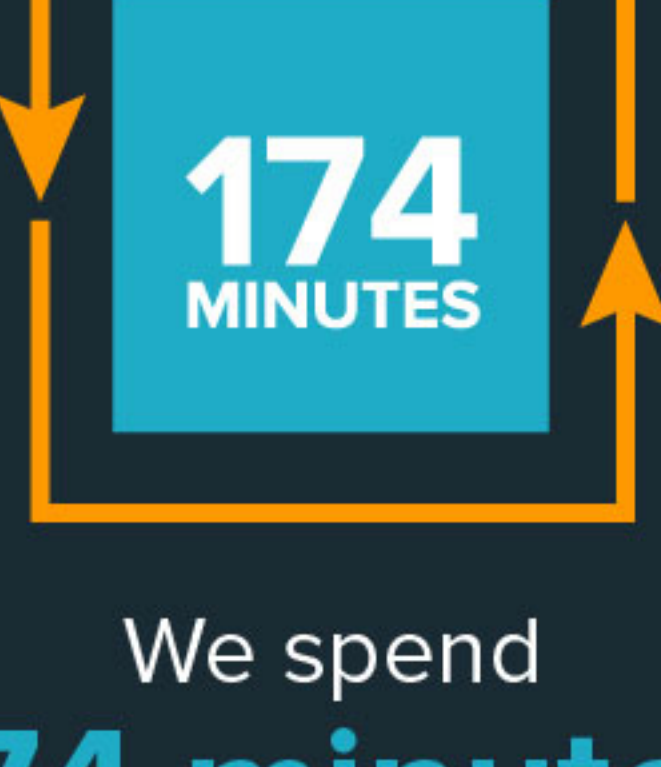


AMAZING STATISTICS ABOUT MOBILE APP COMMERCE



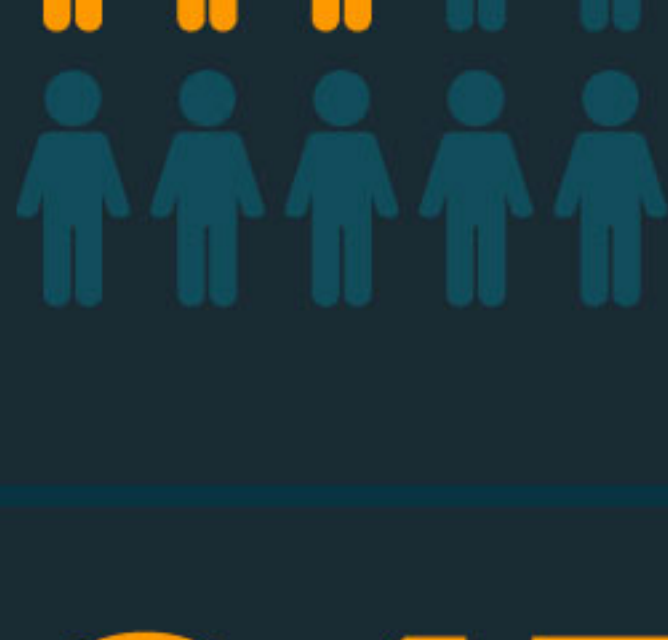
There are **258 million** people who use mobile phones in the US



We spend **174 minutes** on mobile devices each day

JAN FEB MAR APR MAY JUN JULY AUG SEPT OCT NOV DEC

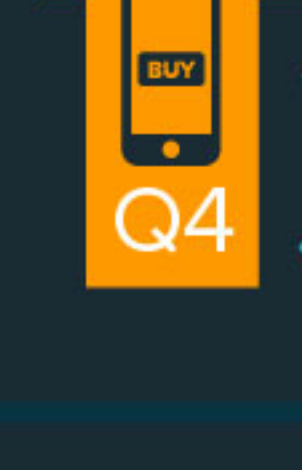
2015



From January to May 2015 we saw **3 in 10** online purchases take place on mobile

2015 **↑** **35%**

We saw **buying on mobile** jump **35%** in the first half of 2015

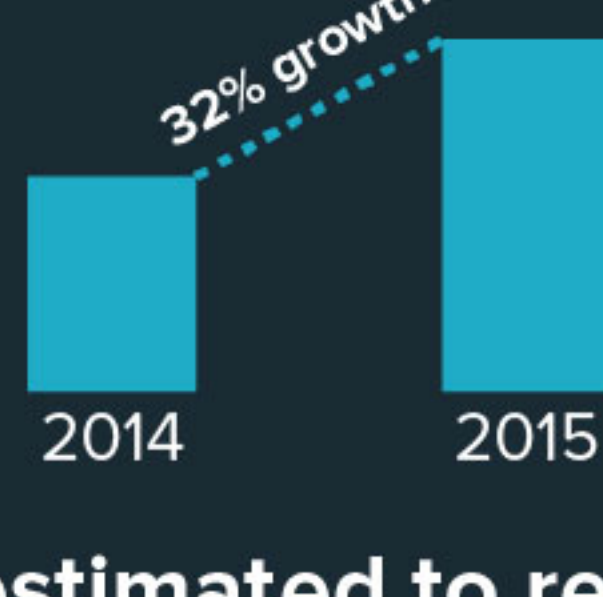


30%

In **Q4**, we predict that the percentage of **online purchasers** who buy on mobile will grow **30%**



\$74 BILLION



US Retail m-commerce sales are estimated to reach **\$74 billion** this year - that's up **32%** from 2014



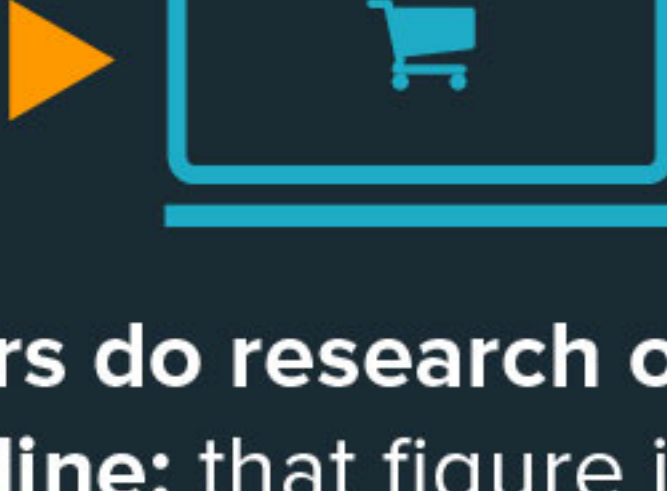
45%

45% of all shopping journeys contain mobile



57%

For Millennials, that number jumps to **57%**



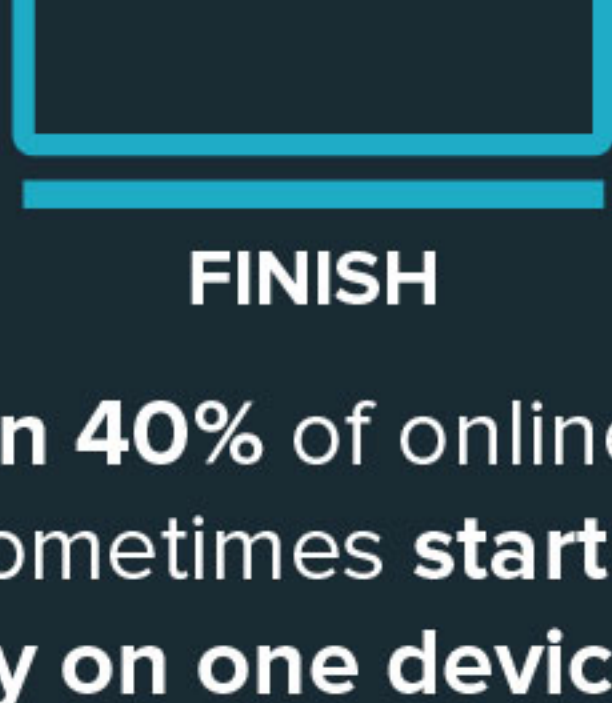
1 out of 3 omni-channel shoppers do research on mobile before buying on desktop or offline; that figure jumps to **1 in 2** for 18-34-year-olds



More than **60%** of online adults in the US use at least **2 devices** every day and almost one quarter use **3**



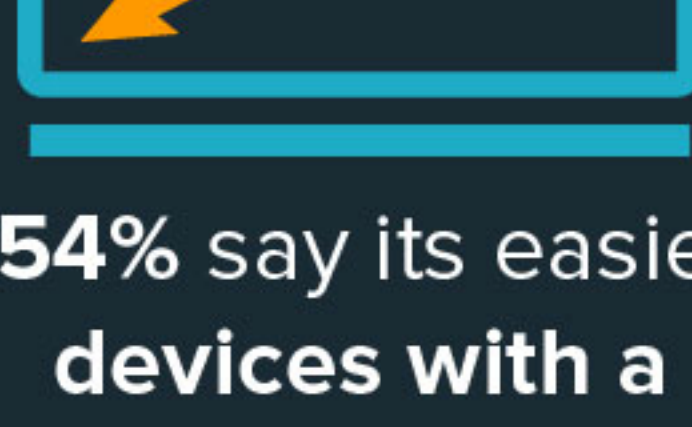
START



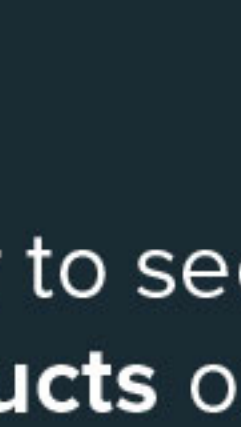
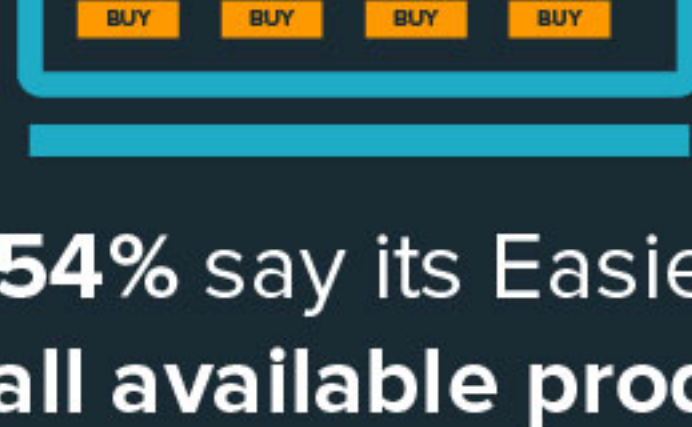
FINISH

More than **40%** of online adults sometimes **start** an activity on one device only to finish it on another

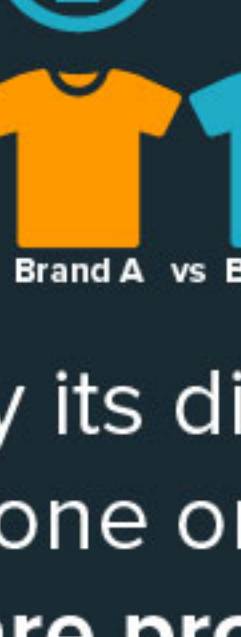
Top reasons people cited for buying on their desktop or laptop versus their smartphone or tablet



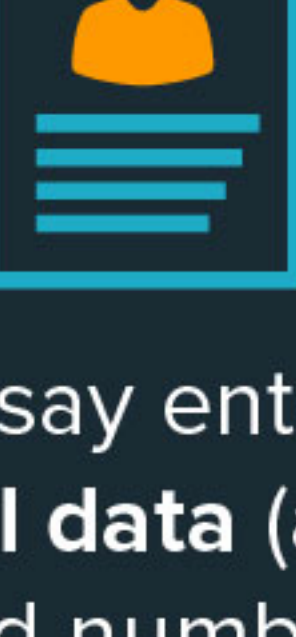
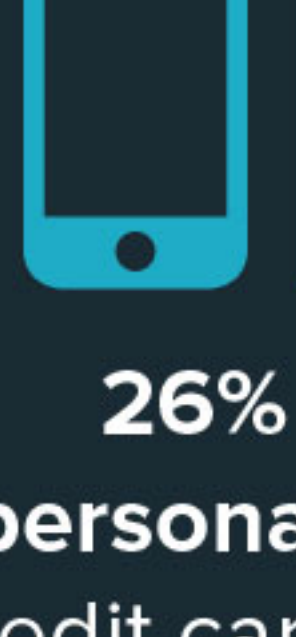
54% say its easier to use devices with a bigger screen



54% say its Easier to see all available products on desktop or laptop

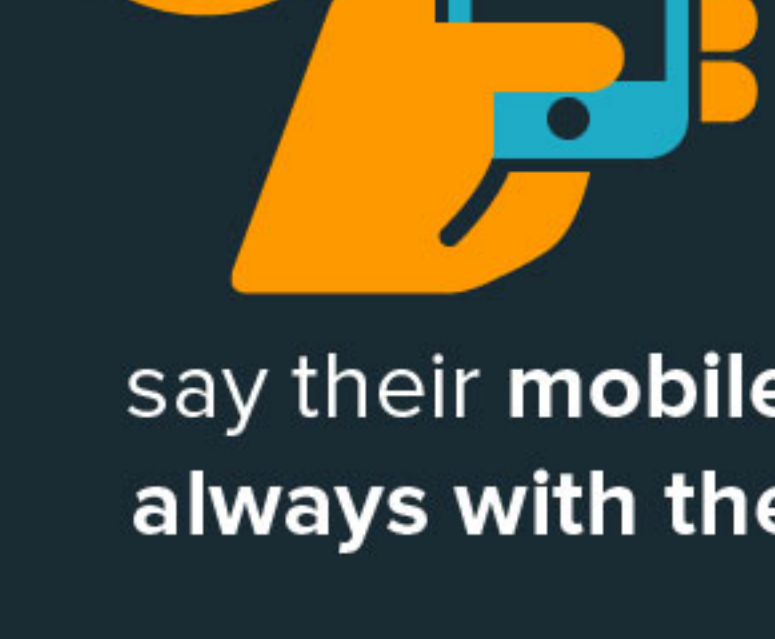


26% say its difficult on smartphone or tablet to **compare products / retailers** and get all of the information I need

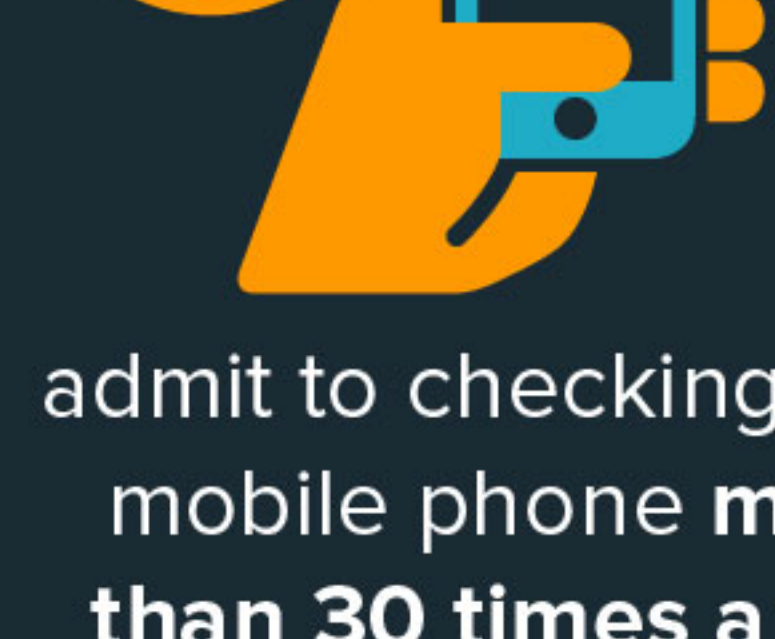


26% say entering **personal data** (address, credit card number, etc.) is **not very user friendly** on these devices

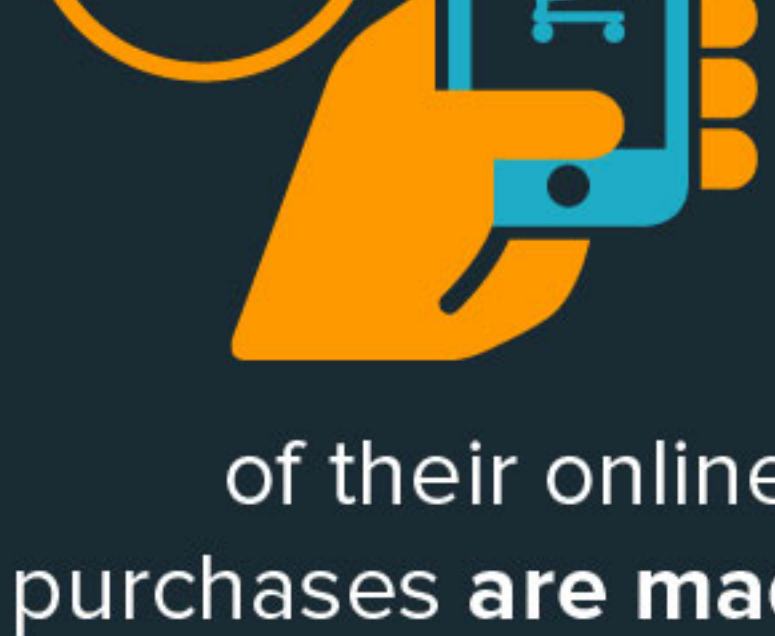
MILLENNIALS



say their **mobile** is always with them



admit to checking their mobile phone **more** than **30 times** a day

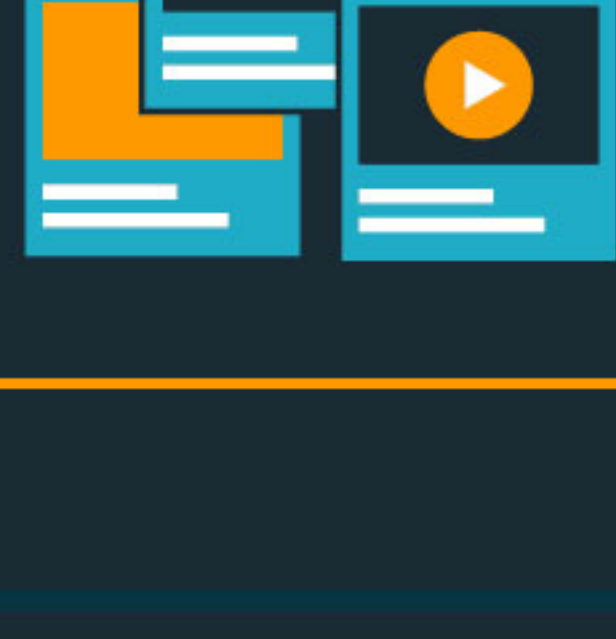


of their online purchases are **made on** mobile devices



research products on their smartphones compared to **66%** of Gen Xers

The Millennial App-titude



Millennials tend to use apps more than older generations. Their app behavior signal their generational comfort with all things built for mobile.

MOBILE FOR MOMS



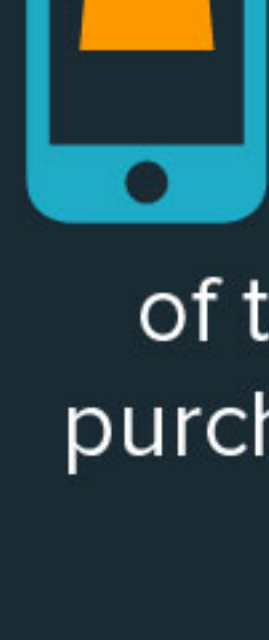
83%

says their **mobile** is always with them



67%

anticipate buying more products on their smartphones in the year ahead



33%

of their online purchases are on mobile

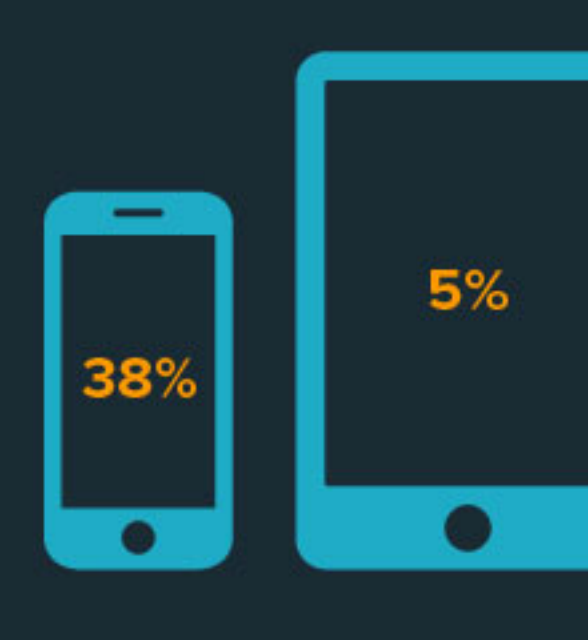


Spend **1.4x** more time on Facebook mobile than non moms

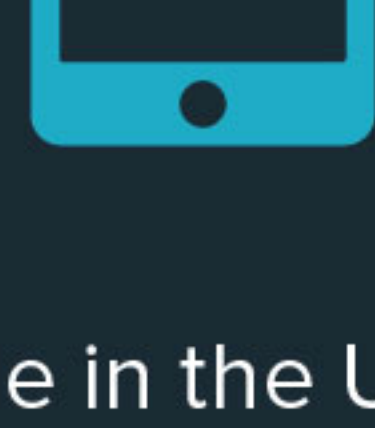


Are **1.7x** more likely to prefer apps

MOBILE FOR US HISPANICS



Over a typical month, **Hispanics** spend **6 more hours** on their mobile devices than Non-Hispanics



43%

of all online purchases made by people in the US Hispanic affinity cluster are on mobile devices (**38% on mobile phones, 5% on tablets**)

People in the US Hispanic affinity cluster are **1.3x** more likely than Non-Hispanics to prefer an app over an m-site

