



## Mobile Marketing Fact Sheet

- ✓ U.S. mobile ad spending will grow from US\$790 million in 2010 to \$4 billion in 2015. Local ad spend will grow from US\$404 million to \$2.8 billion. [http://www.biakelsey.com/Company/Press-Releases/110623-U.S.-Mobile-Local-Ad-Revenues-to-Grow-From-\\$404-Million-in-2010-to\\$2.8-Billion-in-2015.asp](http://www.biakelsey.com/Company/Press-Releases/110623-U.S.-Mobile-Local-Ad-Revenues-to-Grow-From-$404-Million-in-2010-to$2.8-Billion-in-2015.asp)
- ✓ This makes locally targeted mobile ads 51 percent of overall U.S. mobile ad spending, growing to 70 percent by 2015. Mobile local advertising includes ads that target users in specific locations or contain location-specific calls to action. [http://www.biakelsey.com/Company/Press-Releases/110623-U.S.-Mobile-Local-Ad-Revenues-to-Grow-From\\$404-Million-in-2010-to-\\$2.8-Billion-in-2015.asp](http://www.biakelsey.com/Company/Press-Releases/110623-U.S.-Mobile-Local-Ad-Revenues-to-Grow-From$404-Million-in-2010-to-$2.8-Billion-in-2015.asp)
- ✓ Worldwide mobile messaging market will be worth over US\$200 billion in 2011 (SMS is \$127 billion of this), reaching \$334.7 billion by 2015. <http://www.portioresearch.com/MMF11-15.html>
- ✓ 6.9 trillion SMS messages were sent in 2010. SMS traffic is expected to break 8 trillion in 2011. <http://www.portioresearch.com/MMF11-15.html>
- ✓ Half a billion people accessed mobile Internet worldwide in 2009. Usage is expected to double within five years as mobile overtakes the PC as the most popular way to get on the Web. [http://www.itu.int/newsroom/press\\_releases/2010/06.html](http://www.itu.int/newsroom/press_releases/2010/06.html)
- ✓ Many mobile Web users are mobile-only, i.e. they do not, or very rarely use a desktop, laptop or tablet to access the Web. Even in the US 25 percent of mobile Web users are mobile-only. <http://ondeviceresearch.com/blog>
- ✓ 79 percent use a smartphone to help with shopping and 70 percent use phone in store. <http://www.google.com/think/insights/topics/think-mobile.html>
- ✓ Of those: 54 percent located a retailer; 49 percent compare prices to help decide; 34 percent search in-store inventory; 44 percent read reviews and product info; 46 percent called a retailer; 40 percent looked for promotions and discounts; 28 percent used a discount coupon on phone. <http://www.google.com/think/insights/topics/think-mobile.html>

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