

# Why You Need To MOBILISE Your Business Today!



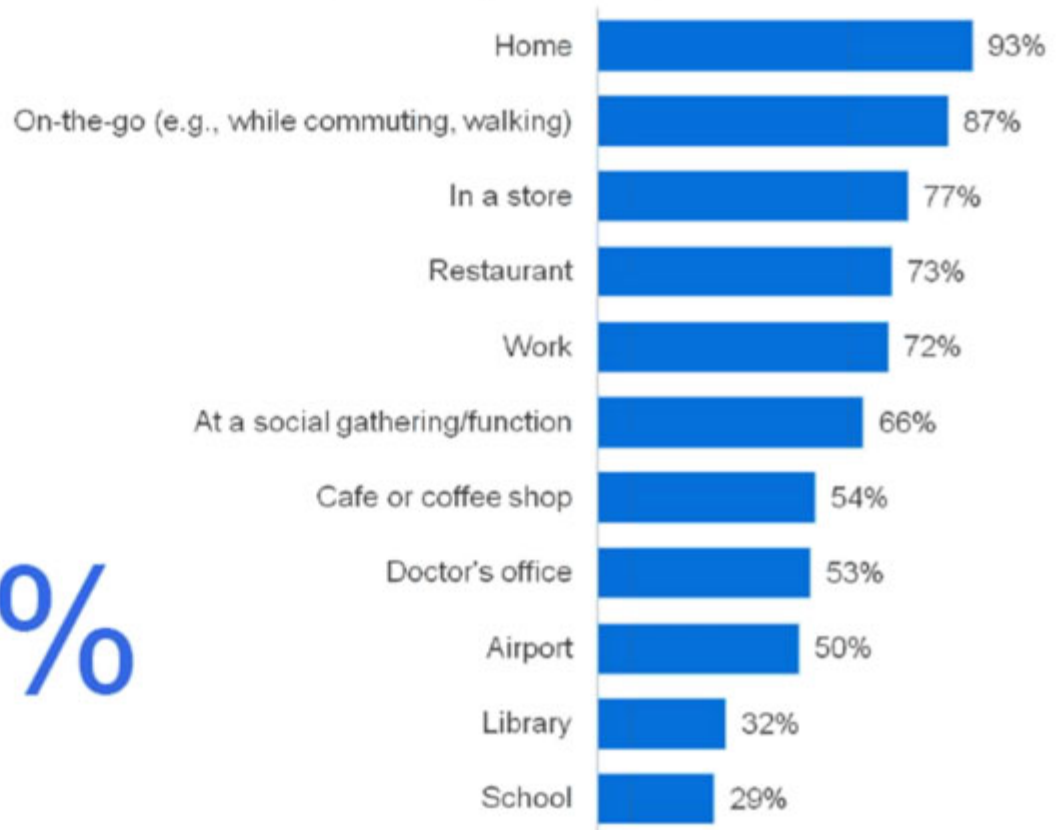
[www.WhitsundayMobileMarketing.com.au](http://www.WhitsundayMobileMarketing.com.au)

**WHITSUNDAY**  
mobile marketing

# A Consumer's Always-on Companion

## Where Smartphone Is Used

93%  
Home



thinkmobile  
with Google

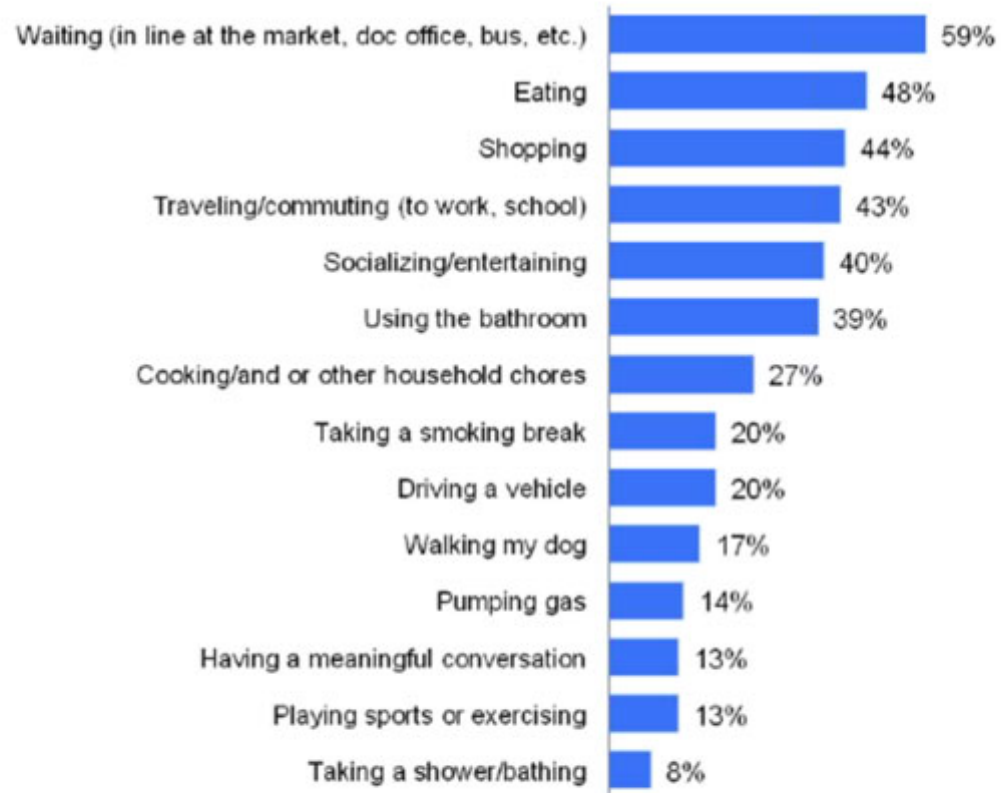
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011  
Base: Smartphone Users (5013)  
Q. Where do you use your smartphone?

# Smartphones Users Multi-task in General



thinkmobile  
with Google

## Activities Conducted While Using Internet on Smartphone



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

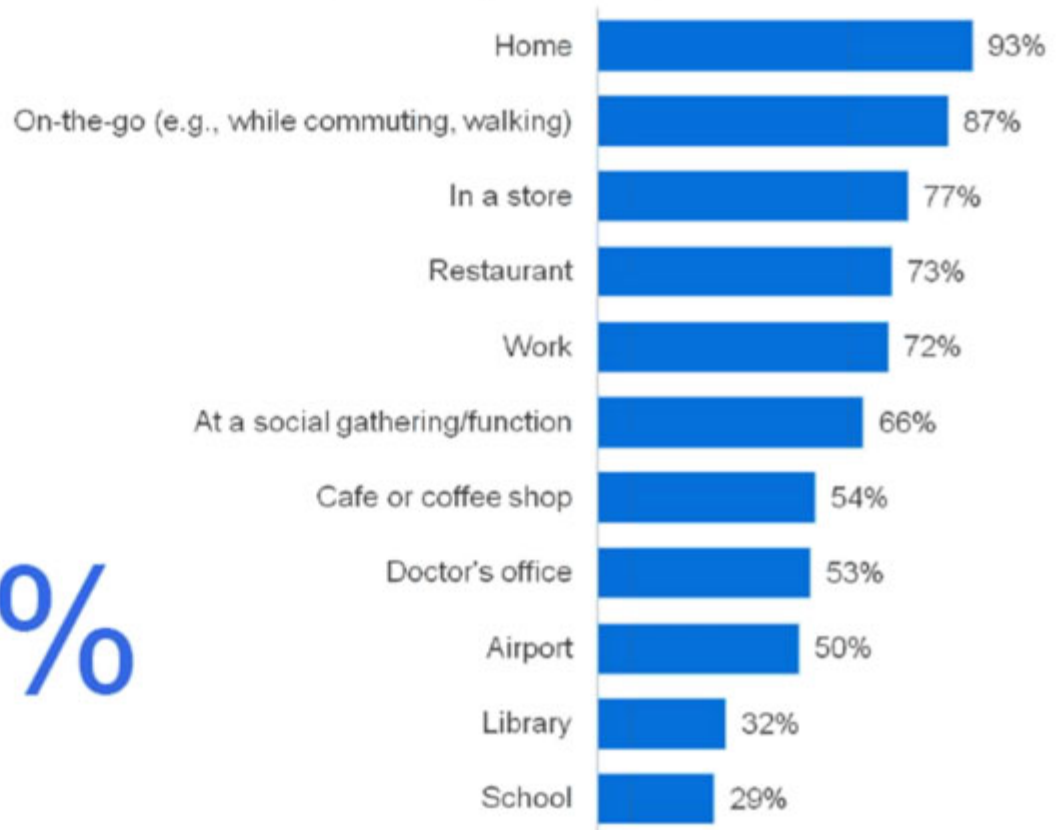
Base: Smartphone Users (5013).

Q. Over the past year, which of the following activities do you participate in while also using the Internet on your smartphone?

# A Consumer's Always-on Companion

## Where Smartphone Is Used

93%  
Home

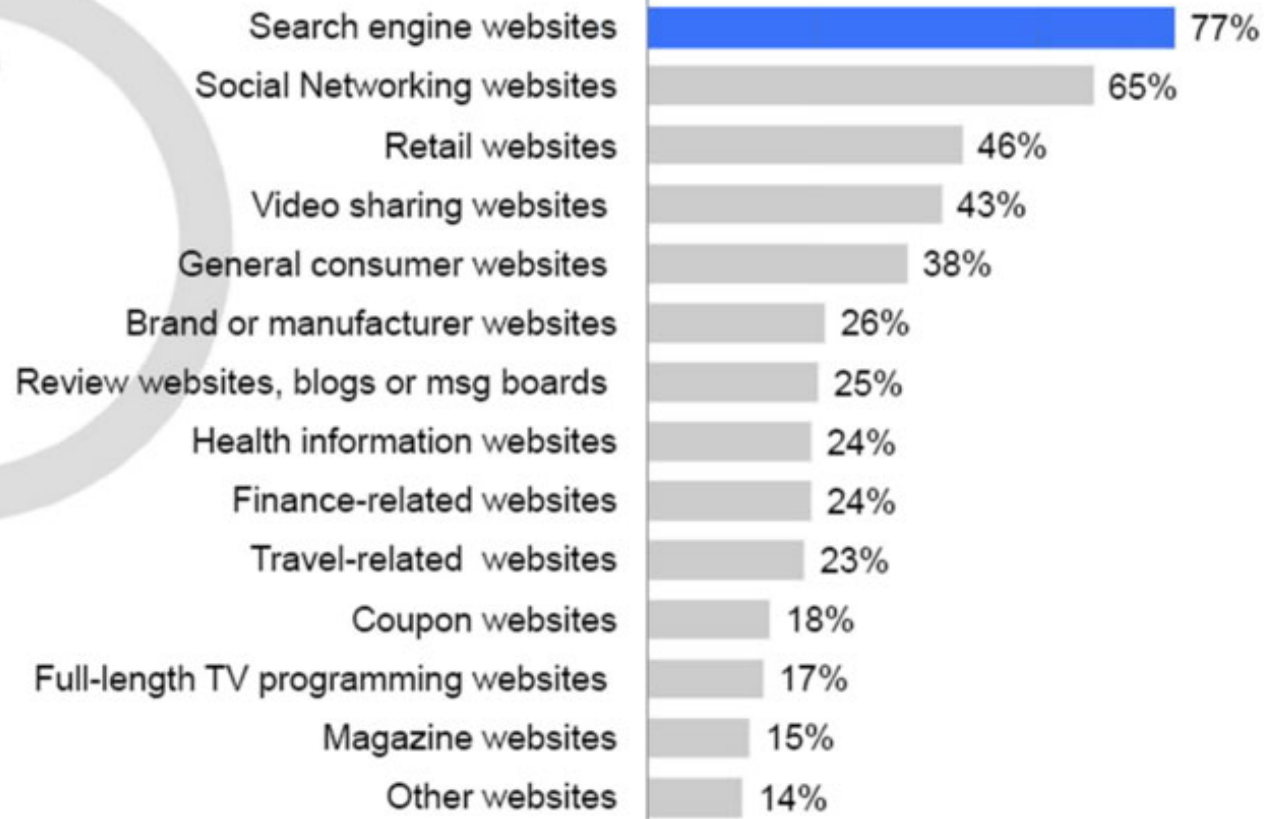


thinkmobile  
with Google

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011  
Base: Smartphone Users (5013)  
Q. Where do you use your smartphone?

# Search is The Most Visited Website

## Websites Visited via Smartphone

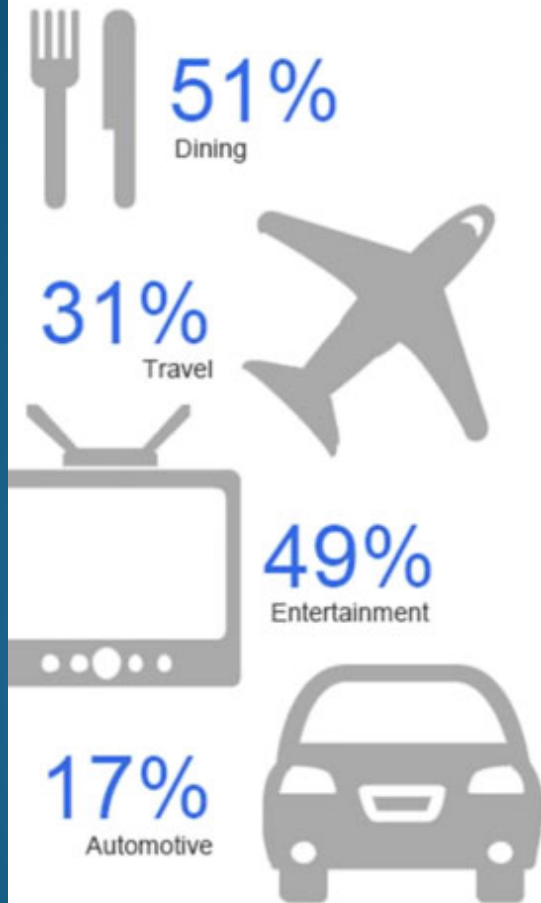


**thinkmobile**  
with Google

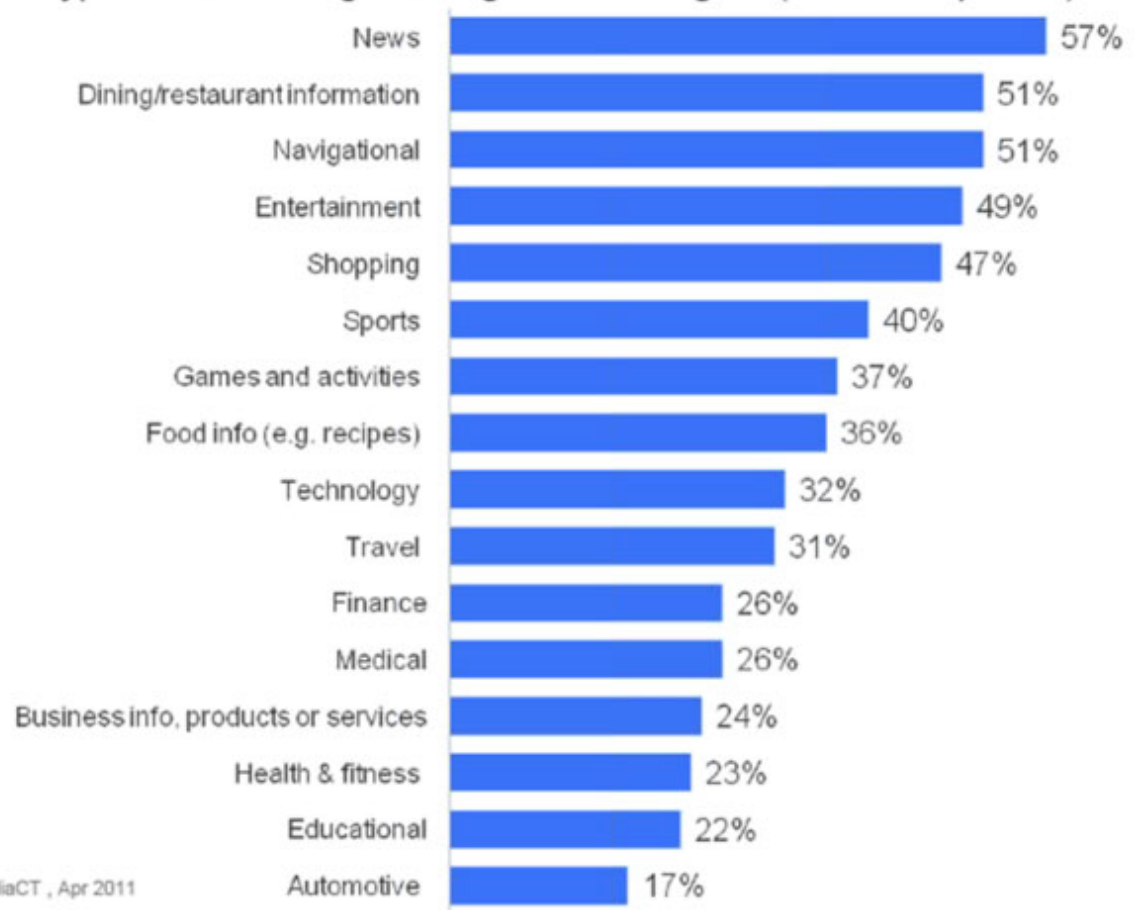
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011  
Base: Smartphone Users 18+ (n=5,013)  
Q: Which of the following types of websites do you visit on your smartphone?



# Smartphone Searchers Look For a Wide Variety of Information



Types of Info Sought Using Search Engine (Via Smartphone)



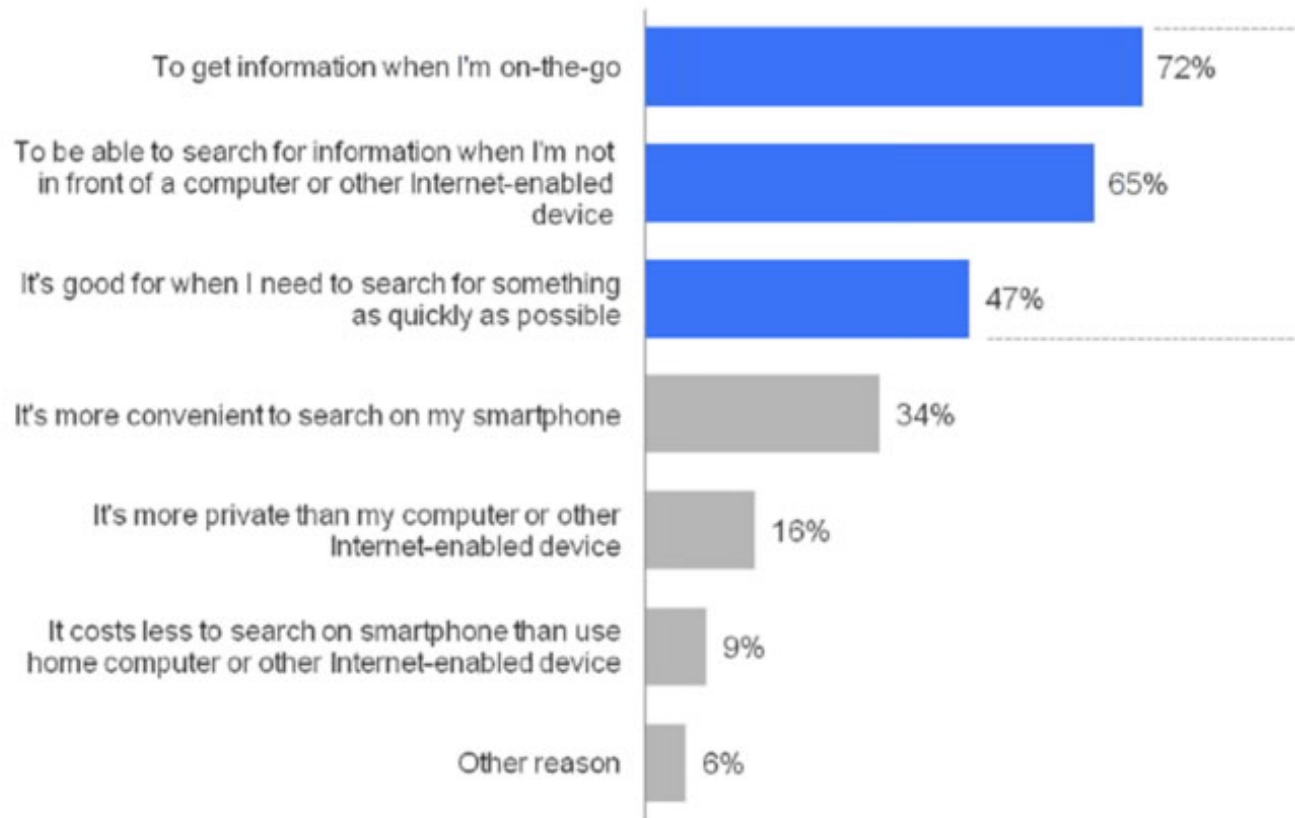
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users Who Use Search (4902).

Q. Which of the following types of information do you look for using a search engine on your smartphone?

# Consumers Seek Quick and Convenient Information When Searching

## Reasons For Searching On Smartphone



↑ Bag Claim 5-10  
Ground Transport Parking  
Rental Cars

**9 out of 10**  
searchers have taken  
action as a result of a  
smartphone search

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011  
Base: Smartphone Users Who Use Search (4902).  
Q. Which, if any, of the following actions have you taken as a result of conducting a search on your smartphone?



## Mobile Sites Have Higher Success Rates

Research has shown that web retailers **could increase consumer engagement by 85%** with a mobile-specific website.



Source: PRWeb, "51% of Consumers are more likely to shop at retailers who have websites designed for devices like the iPhone." November 16 2010. Research by Brand Anywhere and Luth Research, "Supply and Demand of the Mobile Web" November 2010

# Majority of Smartphone Shoppers Purchase

Ever Made A Purchase  
(As A Result Of Using A Smartphone)?

Yes  
**74%**

Purchase Channel

In-store: **76%**



Online using  
a computer: **59%**



Smartphone: **35%**

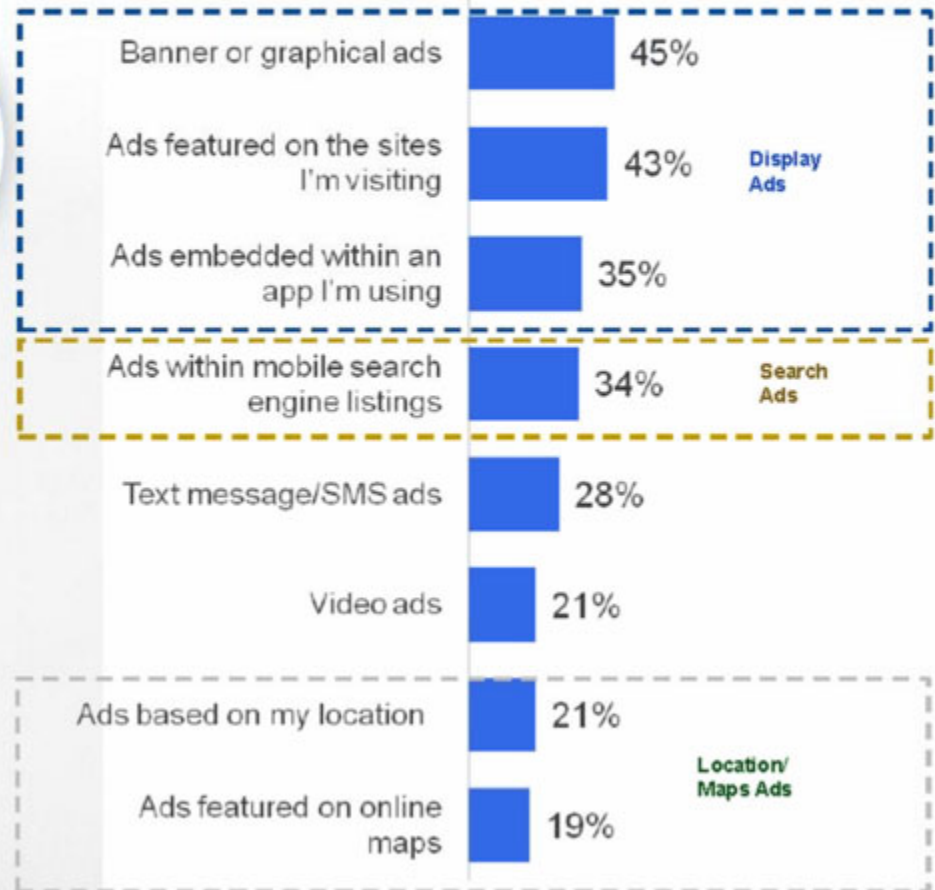


# A Vast Majority Notice A Mobile Ad

Notice Ads  
on Smartphone

82%

Types of Mobile Ads Noticed



Source: The Mobile Movement Study, Comscore's OTX MediaCT, Apr 2011  
Base: Smartphone Users (5013)

Google Confidential and Proprietary 36

# Half of Those Who See a Mobile Ad Take Action

Actions Ever Taken As a Result of Seeing A Mobile Ad



**49%**

**Looked for More Information**

...computer 33%

...smartphone 32%



**27%**

**Contacted Advertiser**

Click to call advertiser on mobile 18%

Called advertiser/retailer at later time 17%



**33%**

**Visit / Locate Retailer**

Went to store for additional info 22%

Located directions on map 20%



**49%**

**Purchase**

Instore 31%

Online on computer 24%

Online with smartphone 23%

**42%** Clicked on Ad | **35%** Visit website

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users Who Took Action as a Result of Noticing Ads (1997).

Q. Which of the following actions, if any, have you taken as a result of seeing a mobile ad of any kind on your smartphone?





# So What Happens If You Don't Have A Mobile Website?





# You're Behind The 8-Ball!

- **Get this:** If you use social media or email or even search and don't have a mobile enabled pages for your readers to go to...they exit your site! You just lose them!
- **Whens the last time you went back to a page that was too small or unreadable??** Never. That's when.

**It's Time To GET SMART Now  
And Find Out How You Can  
Have A Mobile Website  
And/Or A Mobile App Made  
For YOUR Business!**

**It's More Affordable Than  
You Might Think!**



[www.WhitsundayMobileMarketing.com.au](http://www.WhitsundayMobileMarketing.com.au)