



Mobile Marketing Survey Report

Q1 2014

radiumoneTM
We know your next customer.

radiumone.com

About RadiumOne

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What we do

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RadiumOne makes the cross-platform advertising connection through proprietary first party data, vast targeting capabilities and cross-channel activation techniques.

The following survey results reinforce the need for more actionable tracking, analytics and messaging for brands to reach consumers in the right moments.

About the Survey

Goals, Demographics and Rules

The RadiumOne Mobile Survey was created to understand the ways in which smartphone users shop, interact with advertising, use mobile coupons, and make purchases using mobile devices.

Demographics:

- › Balanced participation rate by gender and geographic region
- › 45.3% Female / 54.7% Male
- › Responses received from all regions of the United States

Sample Size:

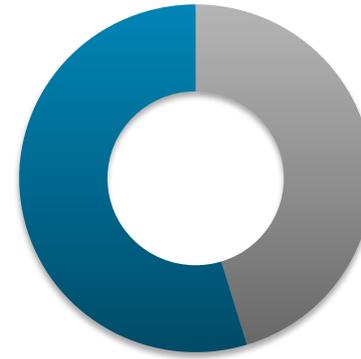
- › 320 respondents

Base:

- › Online users with smart phone devices

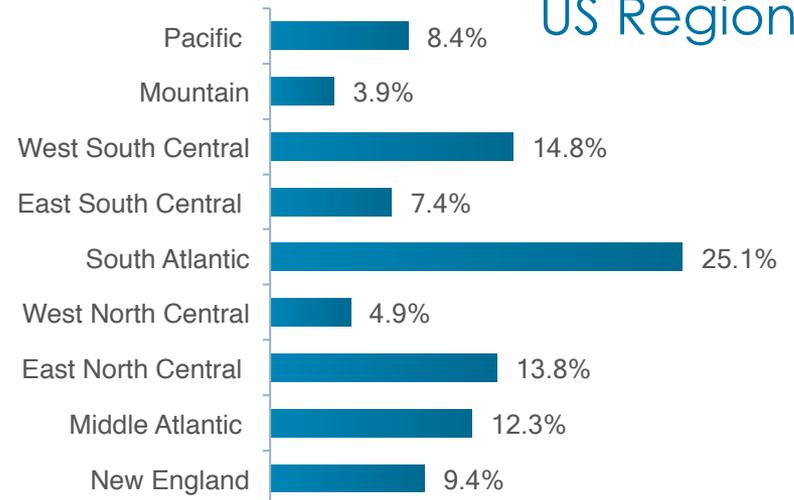
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Gender



- Female 45.3%
- Male 54.7%

US Region





Survey Results

How often do we use our mobile phones?

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Mobile devices are the most common and most personal touch point

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Survey Question

- › How often do you use your phone each day?

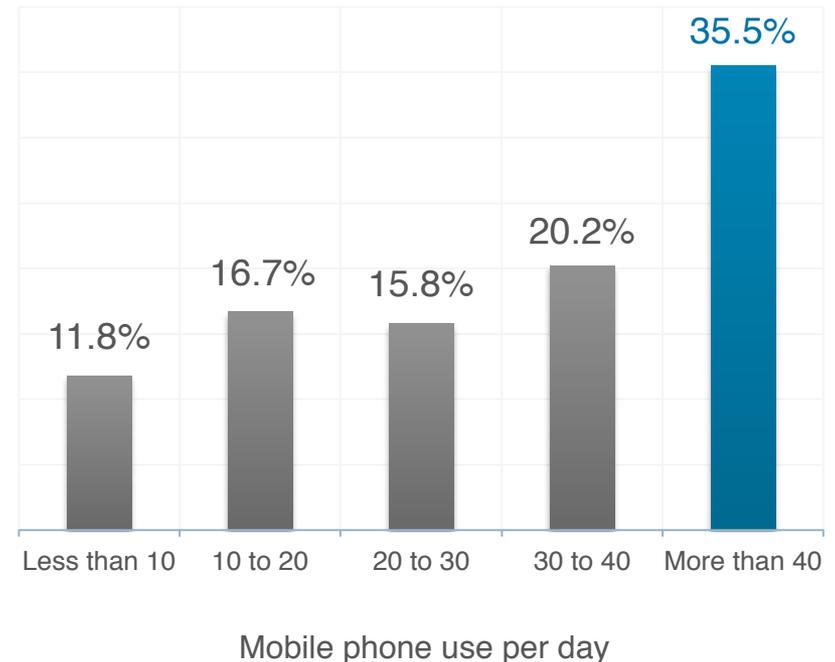
Results

- › Half of those surveyed used their phones 30+ times a day
- › Our results match many other recent studies that show the frequency of mobile phone use is on the rise.

What this means for brands

- › Brands looking to increase awareness while driving revenue have a device that is utilized more than anything else.
- › Brands have 30+ daily opportunities to reach majority of consumers with various messaging.

More than 1/3 of mobile users surveyed use their phone 40 or more times each day.



When are people clicking?

Familiar apps and games lead to higher click through rates

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Survey Question

- › What were you doing on your mobile device the last time you clicked on a mobile ad?

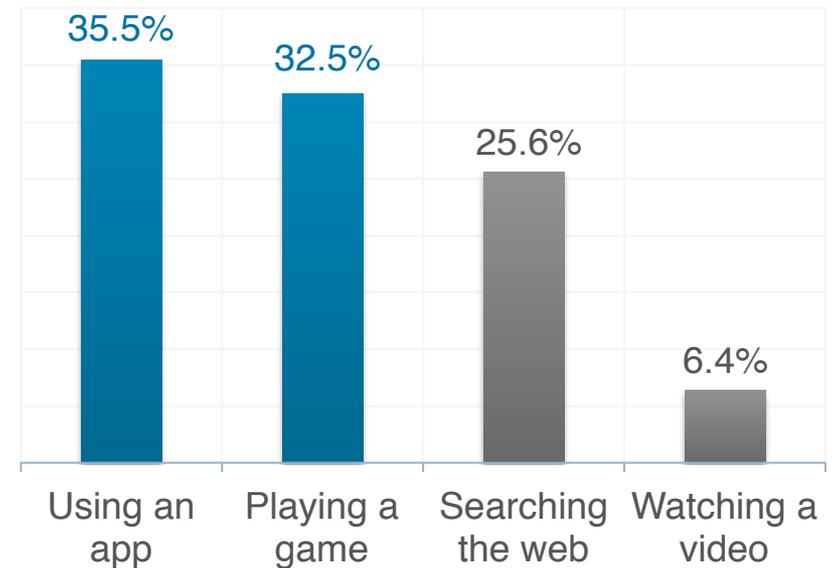
Results

- › 68% of the those surveyed reported using an app or playing a game the last time they clicked an ad.

What this means for brands

- › Users are more likely to click on an ad within a familiar app or game.
- › Targeting users while in app means more user trust, more personalized content and higher click throughs.

Mobile users respond to ads most frequently when using an app or playing a game.



Does mobile impact consumers' purchase behavior?

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Survey Question

- › In the last 6 months, how many purchases have you made from your mobile device?

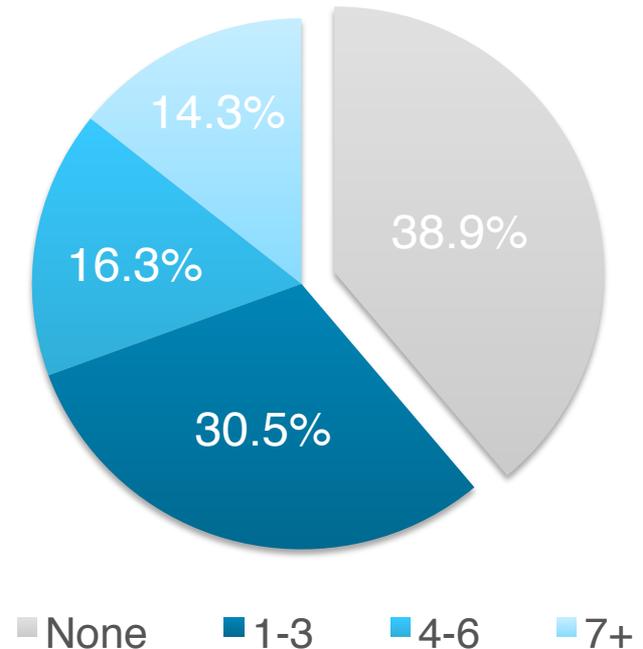
Results

- › 61% of those surveyed have made a mobile purchase in the last 6 months.
- › Among those that had made a purchase, 73.4% made 4 or more purchases
- › 12% lift in purchases from previous survey*

What this means for brands

- › Having an app monetization strategy will be vital for companies to maintain and grow revenue.
- › Audience analytics and attribution tracking will enable brands to more efficiently monetize their app.

3 out of 5 users surveyed made a mobile purchases in the last 6 months.



*RadiumOne mobile survey conducted in 2012.

Average Mobile Purchase Prices

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People respond to smaller, affordable purchases

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Survey Question

- › What is the average purchase price of items you buy on your mobile phone?

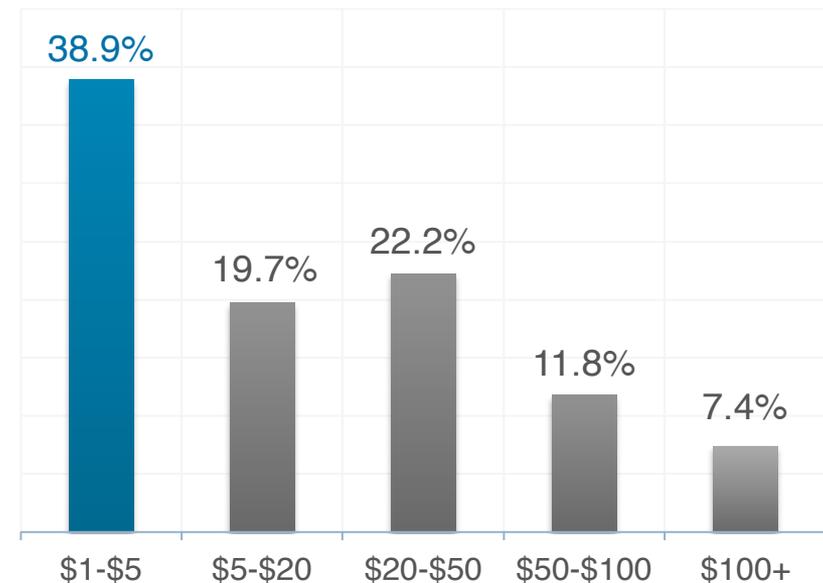
Results

- › 1 on 5 surveyed spend \$50 or more.
- › \$1 - \$5 purchases represented the most common purchase range.

What this means for brands

- › There is now an opportunity to connect with consumers on higher priced items.
- › Incorporating small, impulse purchases into app strategy can attract otherwise reluctant buyers

~20% of purchases are \$50+.



Mobile sharing expands reach

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Sharing is much more than just caring to brands

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Survey Question

- › How often do you use your smartphone to share offers like coupons, sales, ads with friends?

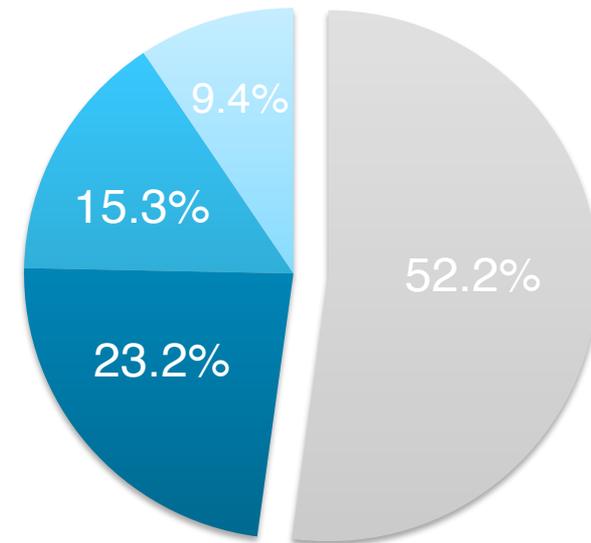
Results

- › About half of smartphone users share offers with their friends.

What this means for brands

- › Understanding your connected users means you are able to provide relevant content to like-minded users.
- › By connecting the dots between users who share on social networks, RadiumOne is able to develop in-depth, cross-platform audience segments.

About half of smartphone users share offers like coupons, sales or ads with their friends.



- Never shares offers with friends
- 1-3 shares per month
- 4-6 shares per month
- 7+ shares per month

Mobile users rely on smartphones for product research

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Survey Question

- › How do you use your mobile device to assist you **before** shopping inside a store?

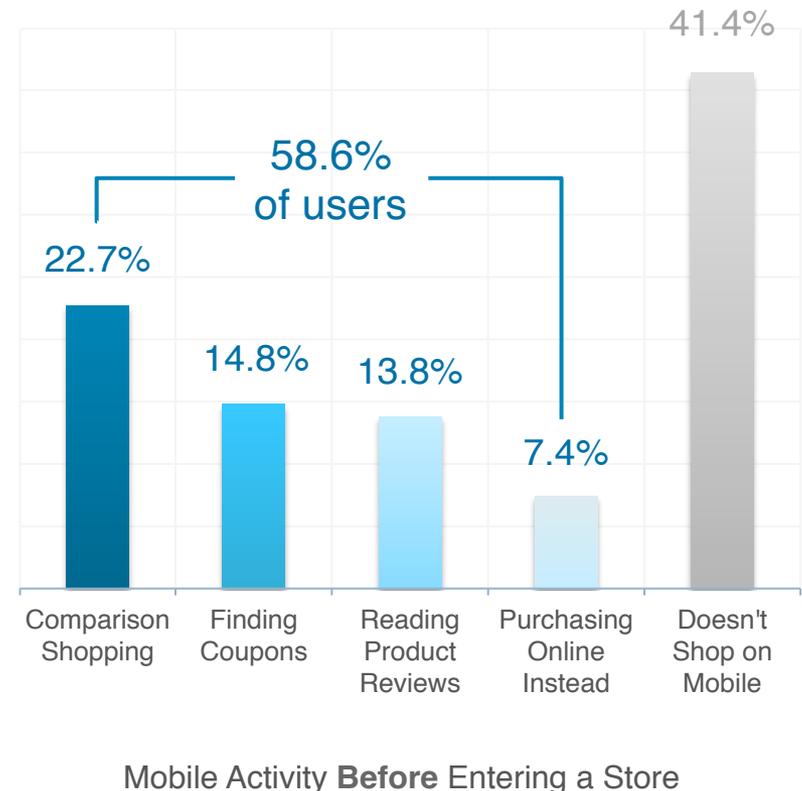
Results

- › 58.6% of those surveyed say they use their mobile devices prior to entering a store.
- › Comparison shopping was the most common action taken by mobile users.

What this means for brands

- › People are using their phones for product research. Having insight into which products consumers are pricing will enable a smarter mobile promotional strategy.

Most users surveyed conduct product research before going to into a store.



How are mobile devices used in the store?

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Once users are in the store, smartphones help them weigh their options

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Survey Question

- › How do you use your mobile device to assist you **while shopping** inside a store?

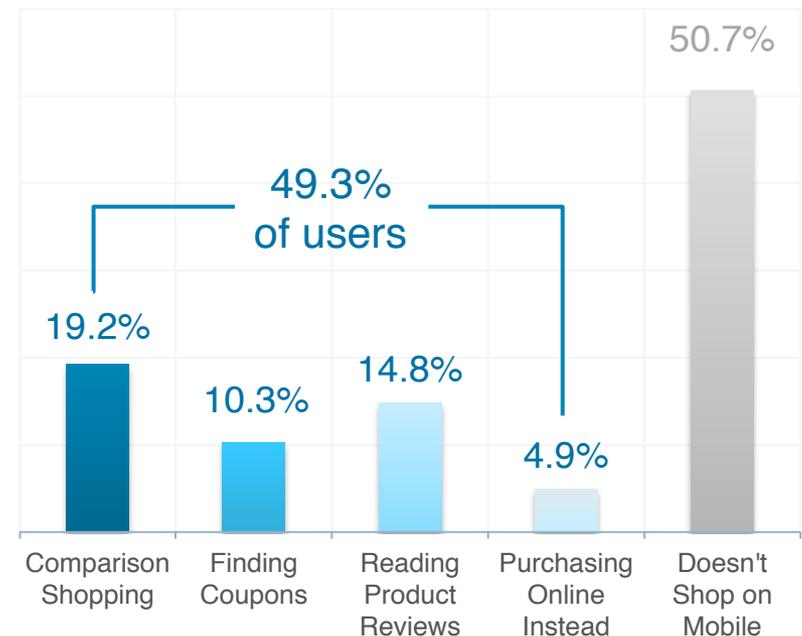
Results

- › 49.3% of those surveyed say they use their mobile devices while in a store.
- › Shoppers are 9.3% less likely to use their phones for research once they are already in the store.

What this means for brands

- › Half of your shoppers are still keeping their options open, even in store. Targeting them with location based ads and offers may help secure a purchase.

About half of users surveyed conduct product research while shopping in a store.



Mobile Activity **After** Entering a Store

Everyone wants a good deal. Make sure they get it from you.

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Survey Question

- › How many times in the last week did you use your smartphone to comparison shop **when inside a store**?

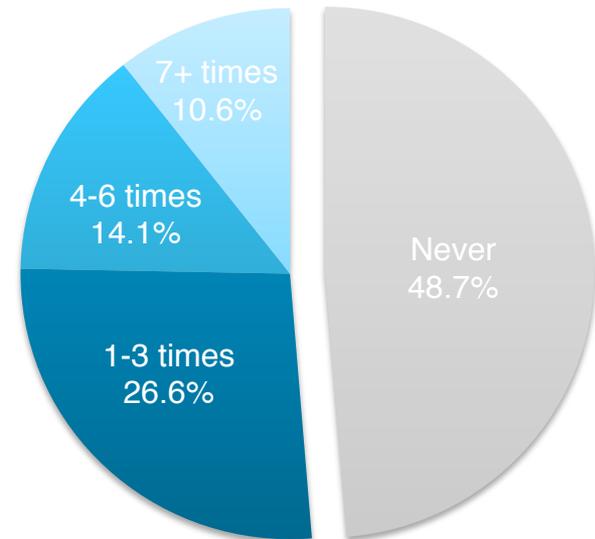
Results

- › About half of smartphone users comparison shopped while in-store.

What this means for brands

- › People view their mobile devices as a way to get a fair price.
- › Creating geo-location-based coupons and offers can assure shoppers that they are receiving a fair deal, while also securing a purchase when the shopper is in the best position to buy.

About half of smartphone users comparison shopped while in a store in the last week.



In-store comparison shopping per week

How accepted are mobile ads?

Half of your mobile market is ready to click

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Survey Question

- › Have you knowingly clicked on a mobile ad in the last 3 months?

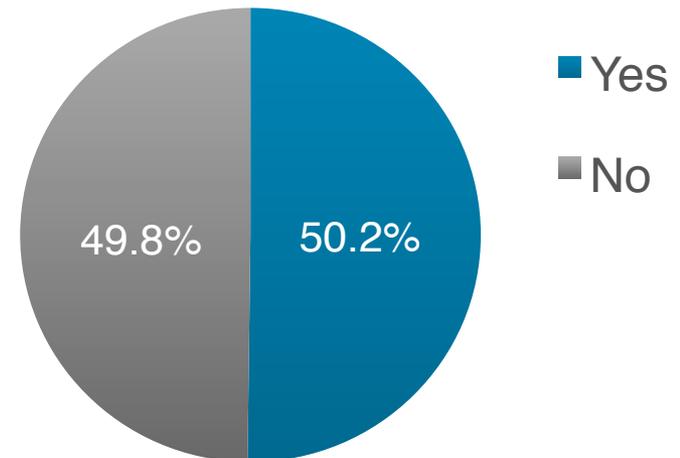
Results

- › Half of the users surveyed actively interact with mobile ads.

What this means for brands

- › Mobile ads are accepted and expected among mobile users.

Half of mobile users surveyed knowingly clicked on a mobile ad in the last quarter.





Want to make this data actionable for you?

Email us at
mobileteam@radiumone.com

or go to radiumone.com