



**5 billion+** mobile phones\*



**350,000+** iPhone apps\*\*



**1.3 billion+** mobile phones shipped in 2010\*\*\*

Everyone is talking mobile. Finally, marketers have a way to reach consumers whenever and wherever they want. But is mobile marketing really effective at influencing consumers? Is the technology moving faster than the consumer it is meant for? In March 2011, IMI International completed its latest ConsumerTrack™ study on the mobile landscape across the UK, Canada, USA and Australia. This study of 3,000+ consumers helps shed some light on consumers' actual behaviour with mobile phones – what are they doing, what are they willing to do and how can brands best reach consumers through their mobile devices. Below you will find excerpts from both the global and UK reports, as well as an overview of the key issues examined in the full report.



## Global Mobile Marketing Insights

### Marketing Tactic Effectiveness

% consumers who have purchased a product due to...

Coupon Redemption	<b>70%</b>
Loyalty Card	<b>54%</b>
SMS/Text Promotion	<b>17%</b>
SMS/Text Product Notification	<b>11%</b>

### Mobile Marketing & Smartphone Owners

% smartphone owners who have purchased a product due to an SMS/Text promotion

<b>27%</b>	<b>31%</b>
<b>37%</b>	<b>31%</b>

Our global study shows that mobile behaviours and function usage is heavily tied to smartphone ownership. As smartphone penetration grows, so too will function usage. There are, however, differences between countries and demographic groups in terms of how they use their phones currently and what they are willing to do in the future.

## Key Study Perspectives

- Identify what activities/services consumers are using on mobile phones and which they plan on using going forward
- For select functions, why they are used and what would drive consumers to use these features in the future
- Identify consumer attitudes toward mobile marketing – is it an effective tactic, how are they influenced by it, how it affects their brand perceptions
- Determine what consumers would like to see brands do through mobile marketing – what messages are they willing to receive, what is the most effective way of reaching them, what would increase the odds of interaction
- Analyze the attitudes of consumers toward their mobile phone and mobile web browsing – how browsing on their phone relates to or replaces PC based browsing, what are the factors that limit browsing, how consumers see their phone being a part of their life currently and going forward



\*<http://www.bbc.co.uk/news/10569081>  
 \*\*<http://www.apple.com/iphone/apps-for-iphone/>  
 \*\*\*<http://www.idc.com/about/viewpressrelease.jsp?containerId=prUS22679411&sectionId=null&elementId=null&pageType=SYNOPSIS>



## UK Mobile Marketing Insights



% of UK consumers who say they pay for their own mobile phone **89%**

For consumers that use location based applications, % who are doing so daily **29%**

What activity do more 35 – 44 year olds take part in on their mobile phone – playing games or downloading apps **Downloading Apps**

% of UK consumers that say getting entertaining content is their primary reason for downloading apps **15%**

What is a bigger driver to use QR codes for those that have never used them – get price comparisons or sharing contact information **Get Price Comparisons**

% of males who say they do not use mobile coupons because they don't know where to get them **18%**

### About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Canada, USA, Australia and the UK

### About ConsumerTrack™

- Syndicated quantitative studies (10+ annually)
- Conducted consistently in Canada, USA, Australia and UK since 2004
- 40+ topics, 80+ categories and 20+ countries studied to-date
- Key insights across consumer demographics and purchase segments

### Contact Us

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