

MOBILE MARKETING

STATISTICS COMPILATION 2021

NOW, MORE THAN HALF OF ALL WEB TRAFFIC IS MOBILE.

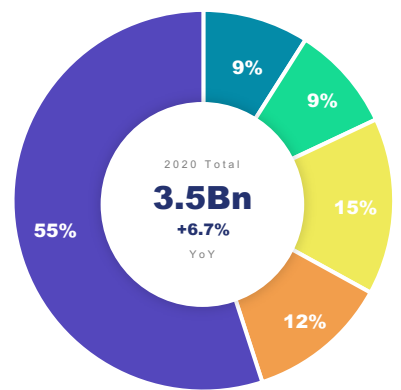
"Mobile to overtake fixed Internet access by 2014" was the huge headline summarizing this bold 2008 mobile marketing prediction by Mary Meeker, an analyst at Kleiner Perkins Caufield Byers reviewing technology trends. That same year, Eric Schmidt of Google exhorted businesses to take a 'Mobile First' approach to designing web experiences, informed by customer-focused smartphone analytics.

13 years later, with usage shooting up amongst all demographics, mobile marketing statistics are more vital digital markers engaging their audience than ever before.

2020 GLOBAL SMARTPHONE USERS

ACTIVE SMARTPHONE USERS PER REGION - 2020

This global compilation looks at smartphone analytics data from across the world to inform trends. Notably, more 25% of today's global smartphone users are in China, with the Asian Pacific making up 55% of global smartphone users. The United States and United Kingdom are also singled out in many of these reports.



HOW MUCH TIME DO CONSUMERS SPEND USING MOBILE MEDIA?

MOBILE MEDIA USE VARIES THROUGHOUT THE DAY

This is important to understand for dayparting, i.e. buying AdWords and display media. This daypart media use from comScore Global Digital Future* in Focus shows how desktop is still important for daytime at work audiences, but Tablet and smartphone dominate in the evening.

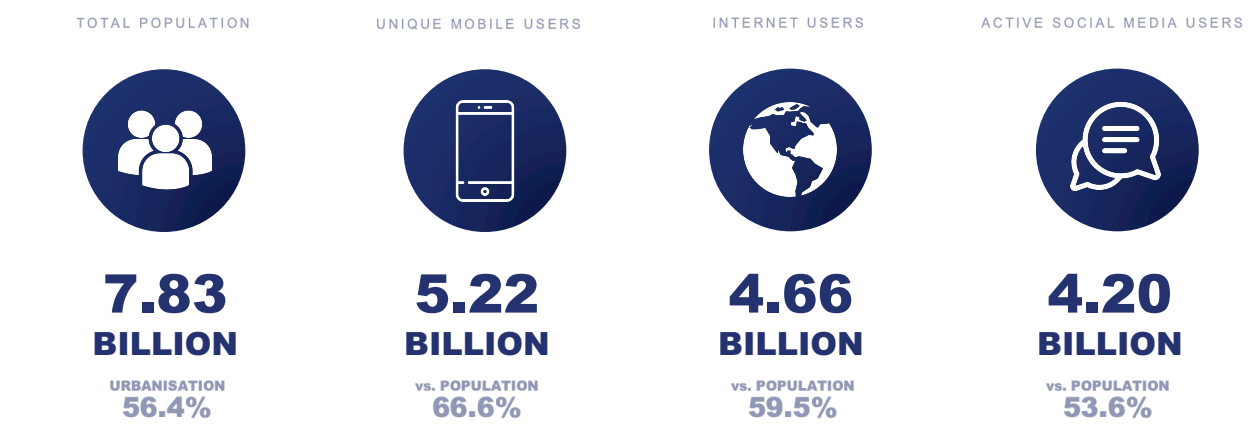


PERCENTAGE OF CONSUMERS USING MOBILE DEVICES?

OVER FOUR-FIFTHS OF TIME SPENT ONLINE, IS NOW ON MOBILE

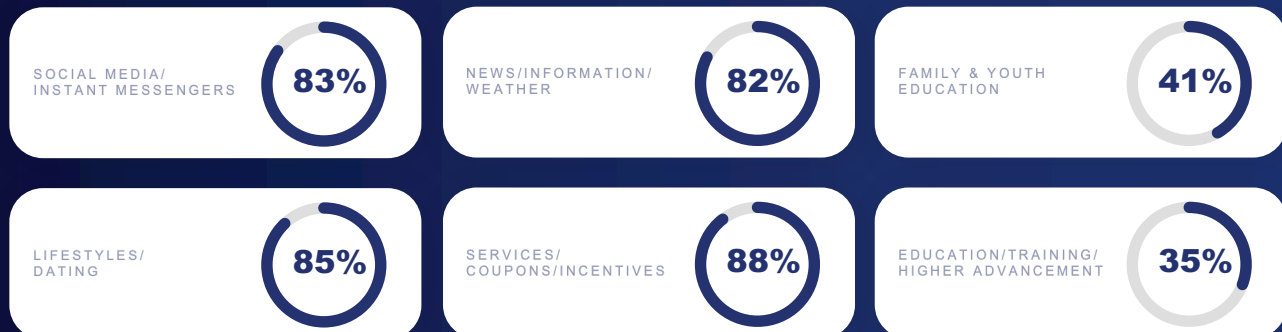
In January 2021, Datareportal* recorded 5.22 billion unique mobile users, making up 66.6% of the global population. In fact, the number of social media users has increased by more than 13 percent over the past 12 months. No doubt social distancing has played its part in that one.

The 2020 Ofcom UK benchmark found that, in the UK, over four-fifths of time spent online is now spent on mobile devices. As time spent on mobile phones increases steadily year on year, rapid diffusion of household smart devices has driven up this figure over the last couple of years. In fact, in 2020 over a fifth of UK adults had a smart speaker in the home.



% OF DIGITAL AUDIENCE WHO ACCESS APP CATEGORIES USING MOBILE-ONLY

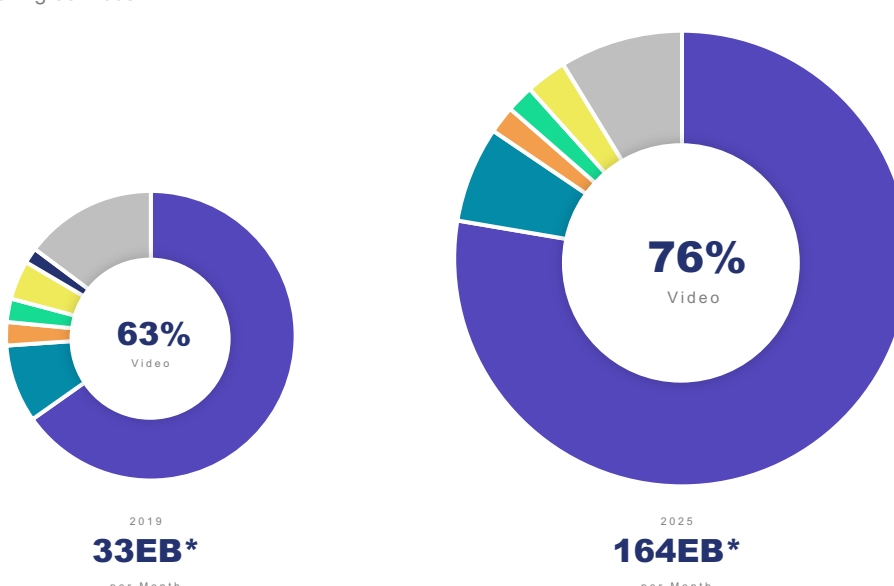
Audience measurement platform comScore* has broken down the % of the total digital audience who access content as mobile-only by category. The top categories for mobile access are coupons/incentives, dating, social media, and weather - all with above 80% mobile-only users.



MOBILE MEDIA TIME - 63% OF MOBILE TRAFFIC IS VIDEO, SET TO GROW TO 76% BY 2025

MOBILE MARKETING IS THE FUTURE

Consumer preference for mobile apps vs mobile sites should also be thought through as part of mobile strategy. Ericsson Mobility* Report 2020 found video currently accounts for 63% of mobile traffic. The main driver for this behaviour is the rapid diffusion of a wide range of video content such as embedded video in web browsing, social media, plus increased video streaming and sharing services.



*EB - Exabyte - An extraordinarily large unit of digital data, one Exabyte (EB) is equal to 1,000 Petabytes or one billion Gigabytes (GB).

Legend: Video, Social Networking, Web Browsing, Audio, Software Updates, File Sharing, Other