

# Mobile Industry and Customer Engagement Statistics

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## Introduction

As the world continues to be more mobility connected and engaged, this document provide is a collection of various customer usage and mobile related statistics. This shows the growth of mobile uses, customer engagements, and future directions of mobile technology from a customer perspective.

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## Mobile Industry Statistics

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- 80% of internet users own a smartphone (Source: SmartInsights, 2015)
- By 2018, eMarketer estimates over one-third of consumers worldwide, or more than 2.56 billion people will be smartphone owners. That 2018 figure also represents over half-51.7% – of all mobile phone users. (Source: eMarketer)
- 84% of small businesses who have invested in a mobile presence say that they see immediate and long-term benefits (Source: Web.com)
- According to Google’s Mobile Search Moments Study, 40% of mobile searches have local intent. Similarly, 77% of mobile searches occur at home or at work, while 17% is on the go. (Source: Google Mobile Search Moments Study)
- According to a recent study, mobile internet traffic reached 60%, surpassing desktop internet traffic which declined to 40%. (Source: CNET)
- 84 percent of small businesses that are using mobile marketing methods report increases in new customers. (Source: Marketing Zone)
- There are officially more mobile devices than people in the world. The world is home to 7.2 million gadgets, and they’re multiplying five times faster than we are. (Source: The Independent, 2014)
- Mobile Marketing will generate \$400 billion in 2014 (Source: Mobile Marketing Association)

- Mobile Ad Spending will top \$160 billion worldwide by 2018, taking over 65% of the digital market. (Source: eMarketer)
- Mobile commerce will account for 24.4% of overall eCommerce revenues by the end of 2017. (Source: CMO Council)
- Android expected to have 31% market share by 2016 (Source: IDC)

## Mobile Device Usage Statistics

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- 70% of all mobile searches result in an action within an hour. (Source: Forbes)
- 75% of shoppers admitted to using their mobile device while shopping in store (Source: InReality)
- 70% of mobile searchers click to call a business directly from Google's search results (Source: SearchEngineWatch)
- 53% of American consumers use their smartphones to access search engines at least once a day (Source: Google and Mobile Marketing Association Survey)
- Globally, 80% of consumers have used computers to access the Web within the previous seven days. Sixty percent used their mobile devices to do so (Source: Google and the Mobile Marketing Association Survey)
- Somo analyzed the mobile capabilities of the top 50 high street retailers finding that: 40% do not have a mobile optimized store locator, 20% don't have a transactional mobile site, 46% don't support responsive web design (Source: Econsultancy)
- 68% of people use a mobile device to look up a store address (Source: SocialLight)
- 96% of new smartphones sold are either iPhone or Android Devices (Source: The Verge)
- 91% of Smartphone users keep their phone within arm's length. (Source: Forbes)
- 52% of mobile users check the prices of an item online they wish to buy. (Source: BusinessOn)
- 90% of consumers say buying decisions are influenced by online reviews (Source: Marketing Land)
- 86% of mobile internet users use their mobile device while watching TV, with 37% of those browsing the internet for non-related TV material (Source: Yahoo)
- 25% of US mobile web users only access the web from their mobile phones (Source: On Device Research, as reported by MobiThinking)
- 60% of global mobile consumers use their mobile device as their primary or exclusive internet source (Source: Internet Retailer)
- 25% of smartphone owners ages 18-44 can't remember the last time their phone wasn't next to them (Source: Fast Company)
- Smartphone users spend an average of 60 minutes a day. iPhone users average 90 minutes a day. (Source: Experian)
- Wi-Fi has become the medium of choice. 2/3 of US consumers prefer Wi-Fi to Cellular. (Source: Deloitte)
- By 2020, it is predicted that 24 Billion devices will be connected to the Internet. The vast majority will use some form of wireless for access. (Source: Gigaom)

## Mobile Websites Statistics

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- 55% of all searches are from mobile devices (Source: eReachConsulting)
- 60% of global mobile consumers use their mobile device as their primary or exclusive internet source (Source: Internet Retailer)
- “I’m outta here.” 60% of mobile users expect a site to load in 3 seconds or less. 74% are willing to wait only 5 seconds for a site to load before leaving. (Source: Compuware.com)
- 48% of users say that if they arrive on a business site that is not mobile optimized, they take it as an indication of the business not caring (Source: MarginMedia)
- 95% of smartphone users have used their phone to look up local information. After doing so, 61% called and 59% visited. (Source: Forbes)
- 50% of all mobile searches are conducted in hopes of finding local results (Source: SearchEngineWatch)
- 61% of local searches result in a purchase (Source: Business2community)
- 50% of mobile users visit a store within a day after conducting a local search (Source: Google)

## Loyalty Programs and Rewards Statistics

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- 78% of consumers report being either “frequently” or “sometimes” influenced by coupons (Source: FirstDataCanada)
- Mobile Coupons receive 10x higher redemption rates than print coupons (Source: GoMobileBook.com)
- 56% of smartphone users want to receive location-based offers on their phones when they are near a store (Source: FirstDataCanada)
- 89% of consumers carry at least one merchant loyalty program card in their wallet (Source: ICPPrint)
- 40% of shoppers look for offers on their mobile devices while in store (Source: Millennial Media)
- 48% of consumers say that the most critical time to gain their loyalty is when they make their first purchase or begin service. (Source: ClickFox)
- Returning customers spend on average 67% more than first-time customers. (Source: Bain and Company)
- Up to 15% of a business’s most loyal customers account for 55-70% of the company’s total sales. (Source: The Center for Retail Management at Northwestern University)
- Only 34% of SMB owners have any loyalty program at all, and of those who do, the majority are offline. (Source: BIAKelsey)
- 78% of consumers are not yet loyal to a particular brand. (Source: Nielsen)
- 94% of loyalty program members want communications from the programs they participate in. (Source: Maritz)
- Thirty-eight percent of marketers identified their biggest challenge in 2015 as improving customer acquisition and retention. (Source: TeraData)
- Online content drives 62% of millennials to brand loyalty. (Source: NewsCred)
- 73% of smartphone users are interested in interacting with their programs through their mobile device. (Source: Maritz)

- 61% of SMBs report that more than half of their revenue comes from repeat customers, rather than new business. (Source: BIAKelsey)
- Socially connected loyalty program members have an 18% lift in spend. (Source: CrowdTwist)
- 63% of women and 53% of men say they will stay with a brand longer when earning rewards. (Source: Cherry London)
- 69% of consumers say choice of retailer is influenced by where they can earn customer loyalty/rewards program points. (Source: Maritz)
- 73% of smartphone users are interested in interacting with their programs through their mobile device. (Source: Maritz)
- Mobile offers are redeemed 10x more frequently than print offers. (Source: eMarketer)
- A 2% increase in customer retention has the same impact as decreasing costs by 10% (Source: HubSpot)

## Beacon Statistics

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- Timely in-store messages sent to customers can lead to 20x increase in purchase intent (Source: inMarket)
- The beacon base in the US will consist of 4.5 million active beacons by the end of 2018, with 3.5 million of these devices in use by retailers. (Source: Business Insider)
- Retailers to invest \$2.5 Billion in IoT within 5 years. Much of that investment will be for beacons and RFID tags. (Source: Juniper Research)

## Wi-Fi Marketing Statistics

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- 60% of people can't go without Wi-Fi for more than 1 day; 75% of people say 1 week without Wi-Fi would leave them grumpier than 1 week without coffee (Source: Iconic Displays)
- 62% of local business customers spend more time in store if Wi-Fi is available (Source: iGR)
- Businesses who offer free Wi-Fi to boost sales numbers have a success rate of 72% (Source: iGR)
- 75% of businesses say they consider free wireless access to be either "important" or "very important" to their business now. (Source: iGR)
- 64% of consumers make a restaurant choice based on availability of Wi-Fi services (Source: Accenture)
- 79% of even the least Wi-Fi Interested shoppers, age 45+ are positively influenced by in-store Wi-Fi availability (Source: Accenture)
- 78% of Facebook users are mobile-only (Source: CMO Council)
- 56% of social network users have stated they would use their social profiles to login in return for a customized experience with a brand. (Source: CMO Council)
- 74% of people would be happy for a retailer to send a text or email with promotions while they're using in-store Wi-Fi (Source: OnDeviceResearch)
- Up to 70% of consumers in-store have a Wi-Fi capable device in their pocket (Source: Retail Touch Points)
- 64% of hotels now offer free Wi-Fi. (Source: Hotel Chatter)
- 50% of consumers feel comfortable making a large purchase in-store if Wi-Fi access is available. (Source: Accenture)

- By 2017, 60% of carrier network traffic will be offloaded to Wi-Fi. (Source: Wireless Broadband Association)
- 71% of all mobile communications flows over Wi-Fi. (Source: Wi-Fi Alliance)

## SMS Statistics

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- SMS coupons are redeemed 8% more than emailed coupons (Source: CMO Council)
- 98% of all SMS messages are opened, but only 20 per cent of emails are looked at (Source: VentureBeat)
- 99% of text messages are read and responded to within 90 seconds of receiving them (Source: DigitalMarketingMagazine)
- SMS sees an engagement rate 6-8 times higher than email marketing (Source: 60secondmarketer)
- Brands using SMS successfully reach 95% of smartphone and non-smartphone users. (Source: GoMoNews.com)
- 90% of users who enroll in an SMS loyalty program feel they gained value from it. (Source: Hipcricket)

## Mobile Commerce and Engagement Statistics

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- 71% of consumers receiving a quick brand response on social media say they would likely recommend that brand to others (Source: Forbes)
- 80% of shoppers admit that they're more likely to purchase from and interact with a brand that offers an engaging mobile experience (Source: Huffington Post)
- 78% of small businesses attract new customers through social media (Source: Relevanza)
- 62% of shoppers search for deals digitally for at least half of their shopping trips (Source:GMA/Booz & Company Shopper Survey)
- 55% of US Internet users will redeem a digital coupon or code at least once per year (Source: Digital Marketer)
- 80 percent of mobile users prefer locally relevant advertising and 75 percent are more likely to take an action after seeing a location-specific message (Source: Mobile Audience Insights Report from JiWire)
- iTunes App Store now has 1.2 million apps, and has seen 75 billion downloads to date (Source: TechCrunch)
- Forty-two percent of ecommerce sales come through apps (Source: Internet Retailer)
- Mobile app store revenues worldwide are projected to grow to US \$76.5 billion in 2017 (Source: CMO Council)
- 44% of consumers say that they would like brands to deliver deals and coupons to their mobile devices (Source: CMO Council)
- 53% of the "on-the-go" U.S. audience is willing to exchange their location in exchange for more relevant content and better information, including mobile deals (Source: JiWire)
- More than 33.3 million U.S. consumers already engage in shopping-related activities on their mobile phones, 7%, or 2.3 million, of those consumers have made a purchase on their devices, the report finds (Source: Experian Simmons, Mobile Consumer Report)

- 87% of millennials always have their smartphone at their side, day and night. 78% of millennials spend over 2 hours a day using their smartphones. 68% of millennials consider their smartphone to be a personal device (Source: CMO Council)
- 46 percent of consumers have used their phone to get product information while in a store (Source: Briabe Media)
- 56 percent of people believe mobile can make the shopping experience more enjoyable (Source: Lightspeed Research)
- 13.1 million consumers access retail content via mobile phones with 8.2 million of those visiting mobile commerce websites (Source: comScore/Millennial Media Mobile Retail Study)
- 67 percent of retailers see value of having customers use their smartphones within the store and 41 percent said they perceive a lot of value in mobile in-store (Source: RSR Research)
- Within the 49% of mobile users who have made a mobile purchase in the last six months, 84% look for local retailer information, 82% find online retailers, 73% find a specific manufacturer or product website, 71% learn about a product or service after seeing an ad, 68% find the best price for a product or service, and 63% search before purchasing in a store or from a catalog (Source: Performics Mobile Search Insights Study, conducted by ROI Research)
- 75% of heavy mobile users said mobile search makes their lives easier, 63% said access to mobile search has changed the way they gather information, and 32% said they use mobile search more than search engines on their computers (Source: Performics Mobile Search Insights Study, conducted by ROI Research)
- Over 70% of iPhone owners report using applications or their smartphone's web browser to help them while shopping in-store, and 41% are making purchases directly from their phones (Source: Chadwick Martin Bailey and iModerate Research Technologies)
- 78-84% of consumers now rely on their social networks when researching new products (Source: IBM Report)
- 62% of smartphone users said they have purchased physical goods from their mobile devices in the last six months (Source: Adobe Survey)
- 69% of retail executives said mobile is an important strategic initiative (Source: NRF)
- 79% of smartphone users found it useful to download mobile coupons to their phones (Source: Accenture, reported by Internet Retailer)
- 73% of consumers find it useful to receive an instant coupon as they pass by an item in a store (Source: Accenture, reported by Internet Retailer)
- 56% of shoppers with smartphones believe using their phone during the shopping experience will make it more enjoyable (Source: Accenture, reported by Internet Retailer)
- 73% of shoppers with smartphones prefer to reference their mobile device while in-store rather than ask a sales associate for help (Source: Accenture, reported by Internet Retailer)
- 71% of Generation Y respondents (approximately 16-31 years old) said they use mobile coupons to get e-commerce discounts (Source: Cognizant Technology Solutions and RIS News)
- 62 percent of consumers use their smartphones to search for a store location or directions, 40 percent search for price and product information, 38 percent check the status of an order, and, while in store, 32 percent browse product reviews (Source: IDC Survey)