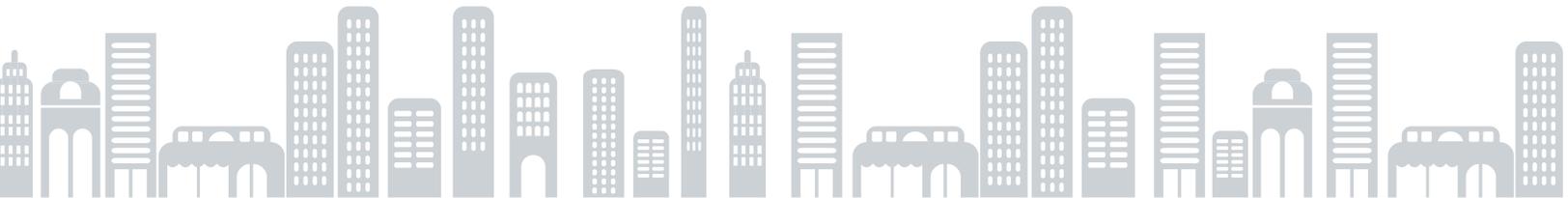


Mobile Payments and Marketing

Consumer Usage of Mobile Phones



1 Over half of all Americans have a profile on a social network.⁴

2 One in seven Twitter users have been contacted by a brand as the result of a tweet.⁴

3 90% of online shoppers trust recommendations from people they know, and 87% spend more dollars online after seeing recommendations.⁴

4 50% of Facebook, blogs & brand videos affect opinions about products in shaping Gen Y sentiment, second only to friends' opinions.⁴

Consumer research on smartphones

96%

of smartphone users have researched a product or service on their device.¹

66%

of smartphone users have performed a search on their smartphone after seeing an offline ad.¹

Top activities people perform on their mobile phones²



50%
Maps/Search



49%
Social Media

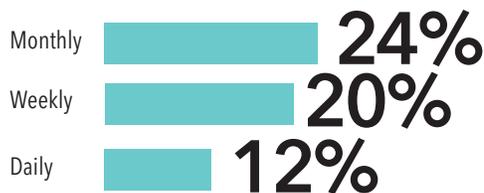


33%
Entertainment



25%
Dining

U.S. tablet owners use their device to make purchases³



Additional Stats



On average, Americans spend

2.7 hours

per day socializing on their mobile device.²



29%

of consumers are open to scanning mobile tags to get coupons.²



86%

of consumers use their mobile phone while watching television.²



1/2

of all local searches are done on a mobile device.²

On Black Friday 2012, the day after Thanksgiving that marks that frenzied start to the Christmas shopping season in the U.S., 24% of all online shopping took place on mobile and tablet devices.⁵

¹Google™, "Our Mobile Planet: United States Understanding the Mobile Consumer" conducted by Ipsos OTX MediaCT. May 2012 http://services.google.com/fh/files/blogs/our_mobile_planet_us_en.pdf
²Microsoft tag, "The Growth of Mobile Marketing and Tagging" Holly Richmond. March 21, 2011 http://tag.microsoft.com/community/blog/t/the_growth_of_mobile_marketing_and_tagging.aspx
³Zmags, "Meet the Connected Consumer: how Tablets, Smartphones and facebook are Changing the Way Consumers Shop Across Retail Categories" conducted by Euqation Research. Jan 16, 2012
⁴Mashable.com
⁵Forbes, "5 Eye-Opening Stats that Show The World Is Going Mobile" Pamy Olson, Dec. 4, 2012 <http://www.forbes.com/sites/pamyolson/2012/12/04/5-eye-opening-stats-that-show-the-world-is-going-mobile/>