

THE RISE OF MOBILE SHOPPERS

Smartphones have changed the way we research and purchase, giving advertisers a new way to reach consumers in the moments that matter

Smartphones are becoming ubiquitous

They're key to the research and purchase journey



62%
of the UK own smartphones

OF WHICH

61%
research on their smartphone



Consumers use their phones to research everywhere



52%
at home



25%
on the go



18%
in a store



19%
on public transport

And this research influences purchases made on mobile and elsewhere. For example, after researching travel products on smartphones...



12%
purchase on mobile



88%
purchase on desktop, tablets or offline



THE WORLD HAS GONE MULTI-SCREEN

Source: Google / TNS Connected Consumer Study 2013
Source: Google / Ipsos Our Mobile Planet Study 2013
Source: Google / TNS Mobile Purchase Journey Study 2013

