

MOBILE COMMERCE

a Global Perspective



MOBILE COMMERCE

is a global phenomenon

75%

of mobile Internet users have purchased a product or service via their smartphone or tablet in the past 6 months.

6



Mobile purchasers make **31%** of typical monthly purchases via their smart device

vs 44%

of purchases made in store



Turkey and China

are currently the leading markets in terms of share of mobile purchases



2 in 10 Mobile purchasers PURCHASE WEEKLY via their mobile device

3 in 10

in APAC make mobile purchases weekly



MOTIVATORS

Mobile commerce is primarily driven by **convenience** and **value**



49% Convenience



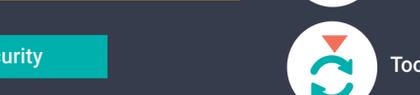
46% Timesaving



34% Best Deal

80% are satisfied with their mobile purchase experience

62% plan to purchase more products or services via their mobile device



BARRIERS

Other Frustrations with mobile purchase

31% No Need

21% Security

21% Privacy

14% Poor Review

Cost of transaction is high

Too slow

Difficult to use

Previous bad experience

Unstable mobile network

These key concerns need to be addressed to ensure the continued growth of mobile commerce.

MULTICHANNEL Experience

Mobile devices serve as a **direct purchase channel** as well as a **research tool** to aid purchases on other channels

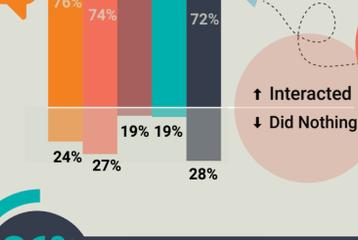


MOBILE ADVERTISING

a clear route to **consumer engagement**



6 in 10 Mobile purchasers discover new products or services via social media



71% of South Americans are influenced by social media to make a purchase from their mobiles

36% of mobile purchasers leverage social media to share their mobile purchase experience



MOBILE WALLET

China is the most forward moving market to adopt mobile payments followed by Norway and the UK

18% of mobile purchasers have used a mobile wallet to purchase products or services in the past six months



Products or services purchased using mobile wallets by mobile wallet users

Method: 22 question mobile survey, completed online via smartphone or tablet, across 19 markets. Sample: N=200 per market (N=3800 in total), 18 years or older, conduct online activities on mobile (smartphone or tablet) and have purchased a product or service on mobile in the past 6 months. Conducted with the support of: IAB (US), IAB Australia, IAB Austria, IAB Brazil, IAB Canada, IAB Chile, IAB China, IAB Colombia, IAB France, IAB Ireland, IAB Mexico, IAB New Zealand, Japan Interactive Advertising Association, IAB Norway, IAB Peru, IAB Singapore, IAB Sweden, IAB Turkey, and IAB UK.

