

13 REASONS

Your Business May Need A

MOBILE WEBSITE

In 2013!



1

50% of ALL LOCAL SEARCHES are performed on MOBILE DEVICES.

2

In 2013 MORE PEOPLE will go online using their MOBILE PHONE INSTEAD OF THEIR PC.

3

86% of mobile internet users are using their devices WHILE WATCHING TV.

4

61% CALL and 59% SHOW UP in person after visiting a MOBILE SITE.

5

Of the world's 4 BILLION MOBILE PHONES in use, 1.08 BILLION are SMARTPHONES and a whopping 3.05 BILLION are SMS (short message service) ENABLED.

6

There are 7 BILLION PEOPLE on earth. 5.1 BILLION own a CELL PHONE. 4.2 BILLION own a TOOTHBRUSH.

7

It takes 90 MINUTES for an average person to RESPOND TO AN EMAIL. It takes 90 SECONDS for the average person to RESPOND TO A TEXT MESSAGE.

8

MOBILE COUPONS get 10 TIMES the redemption rate of TRADITIONAL COUPONS.

9

91% of all SMARTPHONE USERS have their phone within ARM'S REACH 24/7.

10

9 OUT OF 10 MOBILE SEARCHES lead to ACTION, over HALF leading to PURCHASE.

11

70% of ALL MOBILE SEARCHES result in action WITHIN 1 HOUR. 70% of ONLINE SEARCHES result in action in ONE MONTH.

12

53% of adult CELLPHONE OWNERS use it to ACCESS THE INTERNET.

13

52% of users said a BAD MOBILE EXPERIENCE made them LESS LIKELY to ENGAGE WITH A COMPANY.

