

# Mobile Marketing

## 8 Facts That Prove the Value

**1**  **The adoption rate of mobile is twice that of the internet, three times that of social media, and 10 times faster than PCs.”** EMMA CROW

**2** **As of 2021, there were 7.1 billion mobile phone users worldwide. This is projected to rise to 7.49 billion by 2025.**

**3** **The time we spend on our mobile devices continues to increase year-over-year. This creates many more points of contact for marketers.**

**4** **IN ADDITION TO TARGETING MOBILE USERS BY LOCATION, marketers can select specific audiences by demographic or behavioral attributes. This diminishes wasted ad spend significantly.**



**5** **Mobile communications can be personalized in a variety of ways,** including addressing a user by name, sending messages at the most appropriate times, and addressing events that are happening in the local area. This is highly effective in increasing engagement.

**6** **Mobile ad campaigns can be much more cost-effective than radio or TV advertising. There are options available for every budget.**

**7** **With precise tracking of impressions, clicks, etc., it's much easier to measure the success of mobile marketing campaigns than of traditional media campaigns.**

**8** **Mobile campaigns can be optimized on the fly for maximum effect and ROI.**



SOURCE: STATISTA