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DIGITA•RE VENETO

Soluzioni mobile: migliorare la comunicazione con il cliente



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Descrivete il vostro Business in 2 parole



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Mobile vs Web



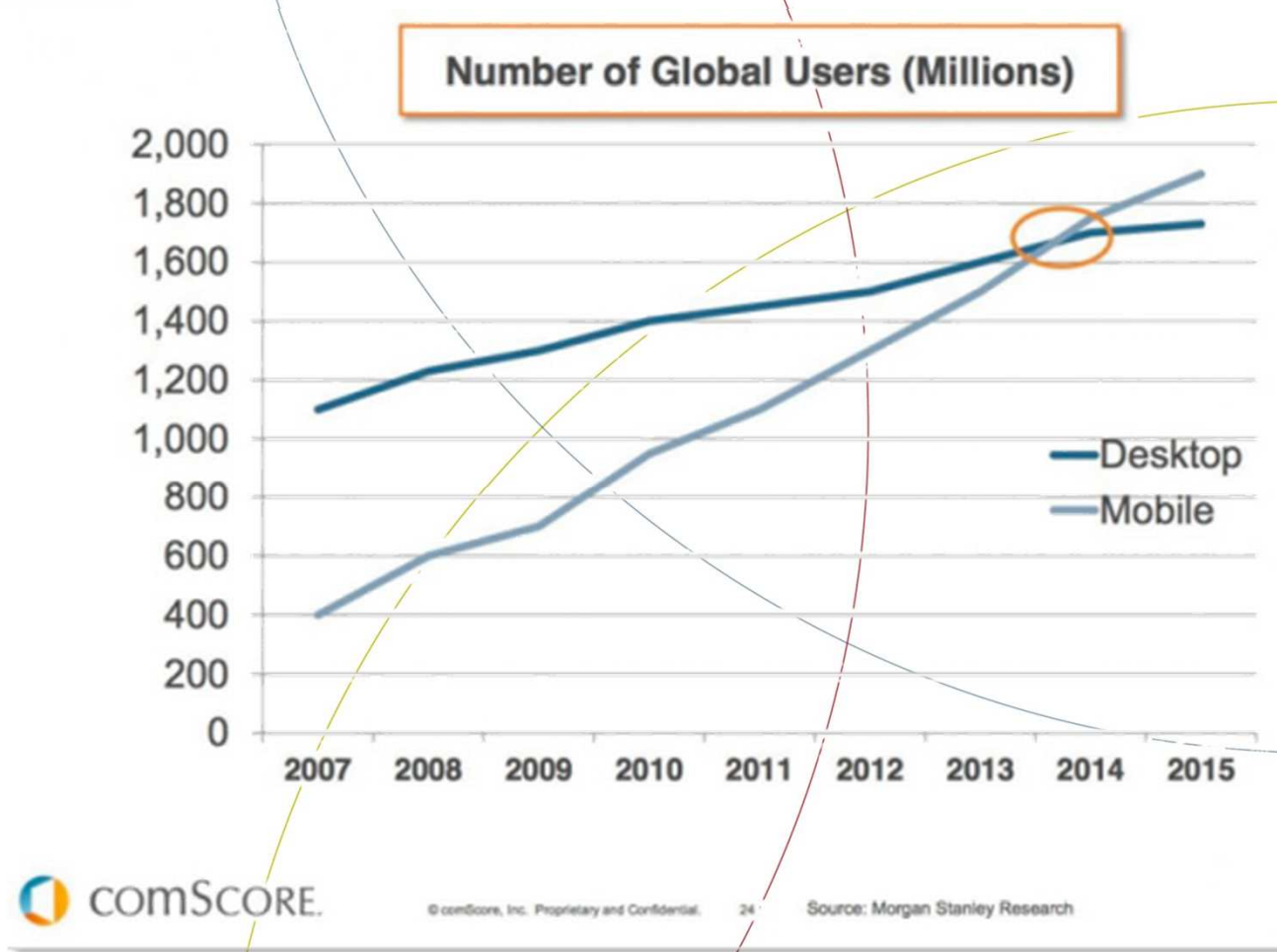
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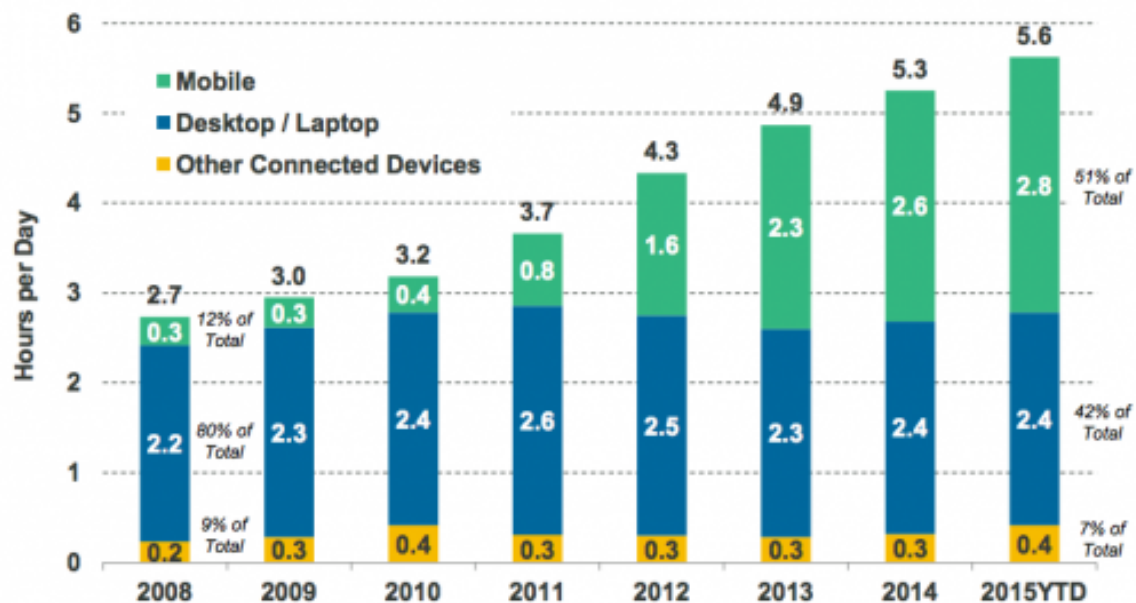
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Internet Usage (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

**Time Spent per Adult User per Day with Digital Media, USA,
2008 – 2015YTD**



@KPCB

Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

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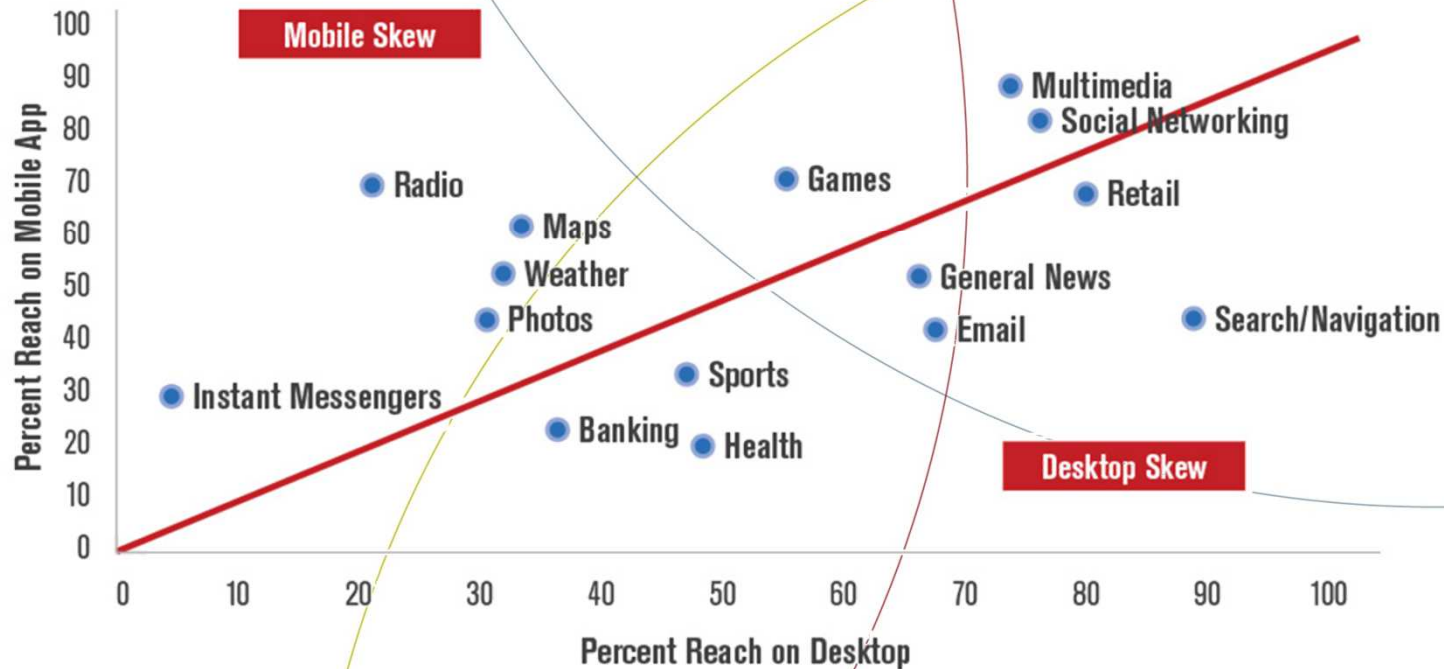
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Percent Audience Reach on Desktop and Mobile App by Category

Source: comScore Media Metrix & Mobile Metrix, U.S., June 2014



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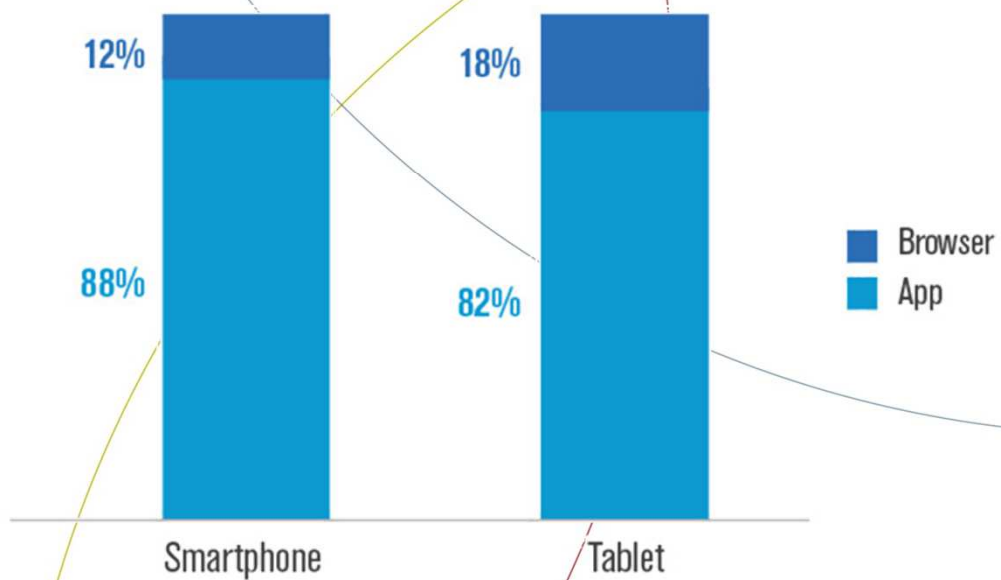
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Mobile App vs. Browser Splits

Source: comScore Mobile Metrix, U.S., Age 18+, June 2014



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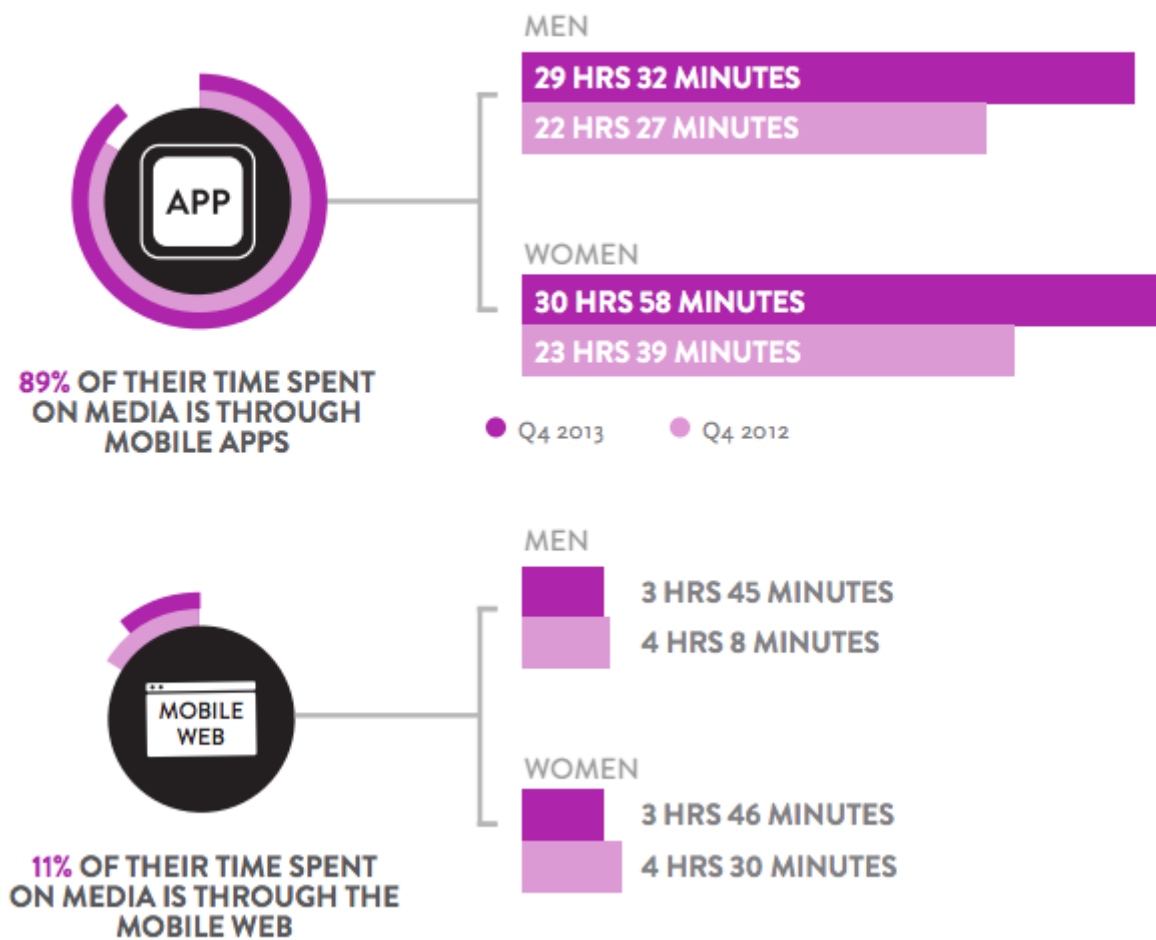


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MONTHLY USAGE OF APP AND MOBILE WEB



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Mobile SEARCH



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Cosa fate con lo smartphone



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Actions users want to take on mobile business sites

76%

Get a location or operating hours



61%

"Click to call" the business



54%

Send email



53%

Download an app



48%

Get to the company's social networking page



41%

Play a video clip



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- **Banking & Finance:**

- Check account balances
- Get directions or operating hours
- Log into an account
- Pay bills

- **Travel**

- Check flight status
- Get directions or operating hours
- Check in for a flight or confirm a reservation
- Find a business location
- Log in to an account
- Search for flight times, hotels, car rentals
- Find a phone number or email address

Retail:

- Get directions or operating hours
- Contact the store
- Find product information
- Make a purchase or order a service

Automotive:

- Get directions or operating hours
- Contact a dealer
- Make a service appointment

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In store SEARCH



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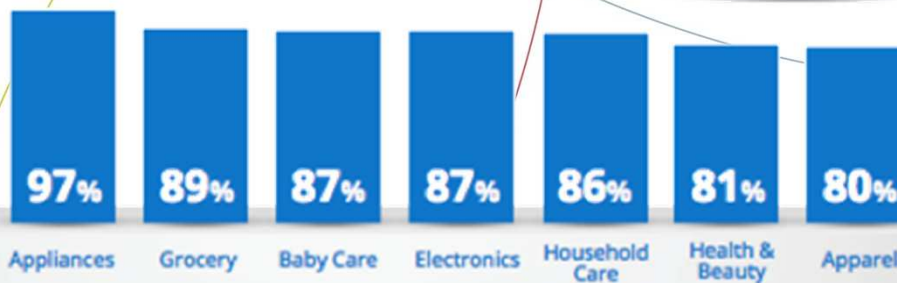
Mobile In-Store Research

How in-store shoppers are using mobile devices

79% of smartphone owners are 'smartphone shoppers'

84% of these shoppers use their phone to help shop while in a store

in-store smartphone use by category



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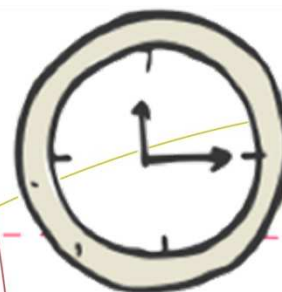


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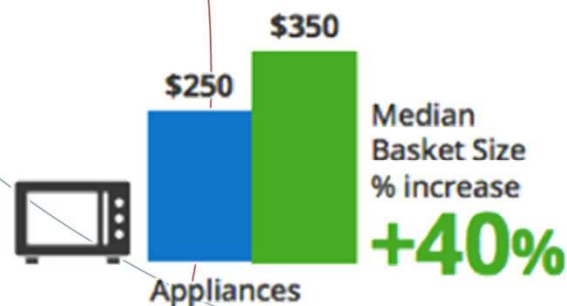
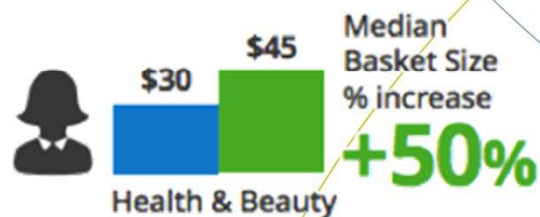
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15 minutes is the average time
smartphone shoppers
use their phones in-store

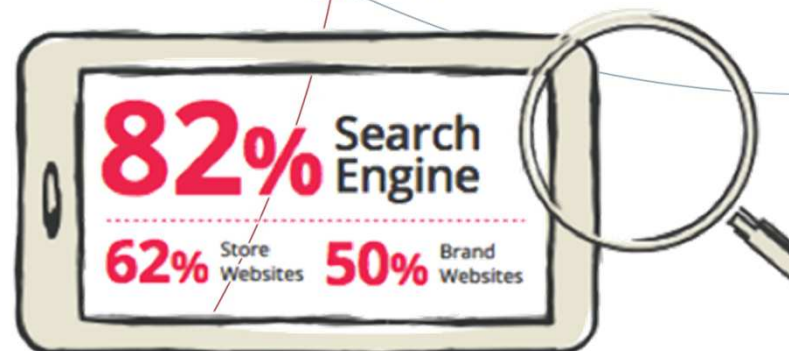


Shoppers who use mobile more, **buy more**

■ Smartphone Shoppers
■ Frequent Smartphone Shoppers



Consumers choose
search as their #1
in-store resource
to help **make
purchase decisions**



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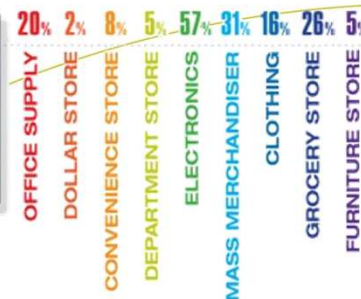
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MOBILE SHOPPING SAVVY In-Store Activity by Store Type

A recent Nielsen survey of U.S. smartphone owners who report using their mobile phones while shopping in a store, indicates that consumers use their phones differently depending on the type of store.



In-Store Shoppers Who Scan QR codes to get more product details



In-Store Shoppers Who Use or Request a Coupon



Source of Data: http://big.mash.com/nelsen/online_purchase/as-a-consumer-different-stores-different-online-shopping-behavior/

Infographic Design
Aldo Lazzarini

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