Soluzioni mobile: migliorare la comunicazione con il cliente
Descrivete il vostro Business in 2 parole
Mobile vs Web
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

Source: eMarketer 8/14 (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.
Percent Audience Reach on Desktop and Mobile App by Category

Source: comScore Media Metrix & Mobile Metrix, U.S., June 2014
Mobile App vs. Browser Splits

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

- Smartphone: 12% Browser, 88% App
- Tablet: 18% Browser, 82% App
MONTHLY USAGE OF APP AND MOBILE WEB

MEN
- 29 HRS 32 MINUTES
- 22 HRS 27 MINUTES

WOMEN
- 30 HRS 58 MINUTES
- 23 HRS 39 MINUTES

89% OF THEIR TIME SPENT ON MEDIA IS THROUGH MOBILE APPS

Q4 2013 Q4 2012

11% OF THEIR TIME SPENT ON MEDIA IS THROUGH THE MOBILE WEB

MEN
- 3 HRS 45 MINUTES
- 4 HRS 8 MINUTES

WOMEN
- 3 HRS 46 MINUTES
- 4 HRS 30 MINUTES

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Mobile SEARCH
Cosa fate con lo smartphone
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
• **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
In store SEARCH
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

- Appliances 97%
- Grocery 89%
- Baby Care 87%
- Electronics 87%
- Household Care 86%
- Health & Beauty 81%
- Apparel 80%

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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

- **Health & Beauty**
  - Median Basket Size $30
  - Median Basket Size $45
  - % Increase +50%

- **Appliances**
  - Median Basket Size $250
  - Median Basket Size $350
  - % Increase +40%

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

- **Search Engine**
  - 82%

- **Brand Websites**
  - 50%

- **Store Websites**
  - 62%

**PRIMO ROUND**

digital events & communication
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 Read Reviews In-Store Using Their Smartphone

- 22% Office Supply
- 3% Dollar Store
- 7% Convenience Store
- 43% Department Store
- 34% Mass Merchandiser
- 21% Clothing
- 14% Grocery Store
- 19% Furniture Store

In-Store Shoppers Who Use or Request a Coupon

- 17% Office Supply
- 2% Dollar Store
- 9% Convenience Store
- 41% Department Store
- 29% Electronics
- 26% Mass Merchandiser
- 41% Grocery Store
- 39% Clothing
- 5% Furniture Store

Source: Nielsen 2015. USA. Mobile Shopping Report. All stores. All smartphone users. All store visits.