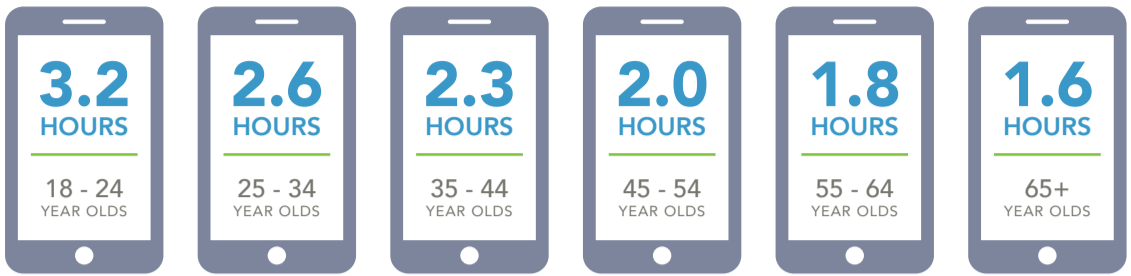


MOBILE FACTS

Mobile Time Spent with Digital Media



Per user in the US in 2017. Source: Comscore

Mobile Time is Mostly "App Time"

MOBILE APPS
2 hrs 27 min

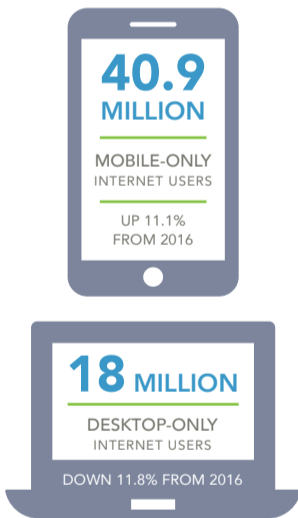
(84% of total mobile internet time)

MOBILE BROWSERS
26 seconds

(15% of total mobile internet time)

Source: eMarketer

Mobile Internet Users vs. Desktop Internet Users



Source: eMarketer

- Users spend on average 69% of their media time on smartphones

Source: ComScore

- Mobile devices will drive 80% of global internet usage

Source: Zenith

- 50% of the time individuals spend on digital media is on mobile apps

Source: ComScore

- The total number of mobile app downloads in 2017 – 197 billion

Source: Statista

- The average number of apps people use daily-9, monthly-30

Source: TechCrunch

5 Ways Mobile Apps Can Help You Grow Your Business

**BOOST
BRANDING &
VISIBILITY**

**IMPROVE
CUSTOMER
SERVICE
EXPERIENCE**

**DISTRIBUTE
CONTENT**

**ACQUIRE
MORE
CUSTOMERS**

**GENERATE
MORE
INCOME**

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