



Campaign Mobile™

Your complete mobile marketing platform

The Facts on Mobile Marketing

Campaign Mobile has been developed in response to ongoing research of the industry, our clients and their customers. Key insights from this research follow.

Industry: The Big Picture

- Penetration of 3G handsets continues to increase across the globe. 53% of Australian mobile phone users said they owned a 3G or 3.5G mobile in 2008, up from 37% in 2007.¹ Penetration of 3G or 3.5G handsets currently sits at 26% in the UK, 23% in the US, 81% in Japan and 72% in South Korea.²
- 3G networks improve the quality and user-experience associated with the mobile internet. The result is continuing growth in the use of mobile data services. In Australia, the number of people that said they had visited a mobile website increased from 41% in 2007 to 49% in 2008.³ Globally 60% of US, 33% of Taiwanese and 39% of Chinese mobile phone users say they browsed the mobile internet in 2008.⁴
- The introduction of the iPhone has accelerated mobile internet usage. As a result, iPhone users consume more data per mobile internet session than other handset owners. They also view more data-intensive sites on their phones and visit more sites per session than other handset owners.⁵
- Mobile internet users access a wide variety of different mobile websites. In Australia, popular categories of mobile internet use are news, weather, email, internet searches, maps/directions, content downloads, sports, instant messaging, banking, mobile TV and booking tickets.⁶
- US mobile internet users also visited a variety of mobile web site categories, including: weather, email sites, news, city guides/maps, sports, entertainment, videos/movies, music and search sites.⁷
- Global mobile advertising revenues are predicted to reach US\$19 Billion by 2011.⁸
- Mobile Advertising response rates are averaging 6% to 10% with some campaigns achieving massive response rates.⁹

Our Clients: Their thoughts about Campaign Mobile

"I think it looks terrific and I'm really glad that someone's making this."

The perceived benefits of Campaign Mobile for clients are:

- The pre-packaged nature of the product
- Ease of use
- It provides a low cost and low risk entry into the mobile space
- It fits easily into existing web development service offerings

Our Client's Customers: Their thoughts about Campaign Mobile

"I think it [is] great...I'd use it for just about everything I think after a while."

m.Net research has found that end users are most interested in mobile services that:

- Do not involve a cost to them
- Provide immediate benefit
- Leverage off existing behaviours
- Are easy to use
- Are Practical
- Are innovative and complementary to the services they can access on their computers
- Have real, intrinsic value

m.Net research has also revealed that end users think that sending information from the internet to your phone is "... very convenient [since] no one wants to write things down any more...."

The view of many respondents was captured in the following quote: *"I think it's ideal, like I reckon that all the advertisers after a while will have it, cause if they don't they're going to be behind the eight ball cause if I see one with send to mobile and the rest aren't, I'll go straight to that one cause I need that facility!"*

1. m.Net Corporation, 2007 & 2008. Worldwide Mobile Data Services Study.
2. Netsize, 2009. The Netsize Guide 2009: Mobile Society and Me, When Worlds Combine.
3. m.Net Corporation, 2007 & 2008. Worldwide Mobile Data Services Study.
4. m.Net Corporation, 2008. Worldwide Mobile Data Services Study.
5. Amethon Solutions, 2008. Australian Mobile Internet Insights – Q3, 2008.
6. AdNews, 2009: Special Report: Mobile Marketing.
7. Nielsen, 2008. Critical Mass: The Worldwide State of the Mobile Web.
8. Netsize, 2009. The Netsize Guide 2009: Mobile Society and Me, When Worlds Combine.
9. Vodafone, 2008. Mobile Advertising Portfolio MAP.

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