**REPORTS and MANAGEMENTS in MOBILE MARKETING**

**What is Report in Digital Marketing?**

* Reporting is integral to our digital marketing services. We share campaign and program data to help you understand how you digital marketing is driving your business forward.

**Why Business reports are important?**

* Business reports are very important in order to understand where we stand after putting so much effort into it. But to get a clear picture the reports has to be in such a way so that we look into this at a glance get a basic understanding where do we stand, what are you headed for and what is the improvement.

**What to expect from business reports?**

* When you look at reports that three most important things that you want to know.

1. What is done and where do you stand?
2. What is a progress and how close are you to your target?
3. How much have you spent and what is the value return for it?

To understand those parameters a business report has to explain all the courses of action of action you have taken with a certain time frame and a result of those actions.

You need to have a clear idea where did you stand, where do you stand, are you close to your target or not. So if you are running ppc(pay per click) you like to know what is the no of traffic and what is the increase in no of traffic, how many conversions you have now and what is the % of increase. Also you need to have a clear idea how much have you spend and what is the return for that you need a financial to understand ROI (return on investment).

**Report Management in Mobile Marketing:-**

We all know that the uses of mobile device have exploded in recent history and there are no of multiple works we do on mobile only. Literally billions of people are using mobile phones and other devices to access the internet. So according to this mobile marketing is one of the most important one.

**We need to refresh our knowledge about the mobile industry because a lot has changed over the past year. And with the help of report and managements, we understand what is driving mobile activity, how it has evolved and how can we take advantage of it’s as a business**.

Normal mobile marketing concludes following points:-

* Mobile usage:-

1. As of August 2017, there are over 3.5 billion unique mobile internet users.

2. Users spend on average 69% of their media time on smart phones.

3. Mobile devices will drive 80% of global internet usage.

4. 50% of the time individuals spend on digital media is on mobile apps.

* Mobile app usage:-

5. There are about 8 million apps in the Google Play store, 2.2 million in the Apple App Store, 669K in the Windows Store and 600K in the Amazon App store.

6. The total number of mobile app downloads in 2017 is 197 billion (a forecast).

7. The total number of iOS app downloads in 2016 was 25 billion.

8. The total number of Android app downloads in 2016 was 90 billion.

* Mobile search:-

9. Mobile is the dominant platform for searches, as 48% of the buyers use smart phones to start searching with a search engine.

10. 69% of consumers worldwide between the ages of 18 and 39 use mobile devices to research products before they buy.

* Mobile spending:-

11. 88% of consumers who search for a type of local business on a mobile device call or go to that business within 24 hours.

12. When people search on mobile, it tends to lead to action: 92% of those who searched on their phone made a related purchase.

13. 57% of users say they won’t recommend a business with a poorly-designed mobile site.

* + Mobile advertising:-

14. 87% of face book’s advertising revenue comes from mobile.

15. By 2019, mobile advertising is expected to represent 72% of all U.S. digital ad spending.

* + Mobile market:-

16. 68% of companies have integrated mobile marketing into their overall marketing strategy.

17. 71% of marketers believe mobile marketing is core to their business.

18. 83% of mobile users say that a seamless experience across all devices is very important.

19. 83% of B2B marketers said mobile apps were important to content marketing.

* **On-target percentage- The number of impression marketers is getting with their target audience known as on-target percentage.**