

53% make price comparisons,



## of smartphone users use them at work, use them when they're at a restaurant.7

throughout the day.





to help them organize

themselves.8

39% find promotional offers,

Discount

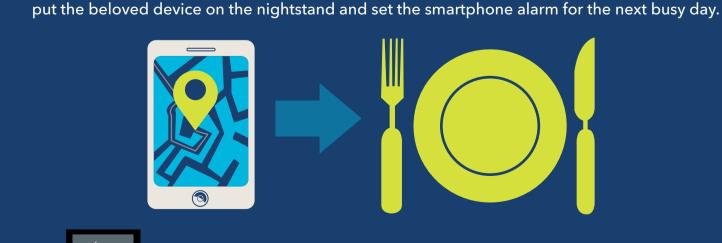
When the workday is over, consumers with money to

spend turn to smartphones to get them to your business.



At the end of a long day, mobile device users are still online.

Smartphone users access them while they're on dates (67%) and at the movie theater (45%).10 They may use online search, social media reviews and GPS to find a restaurant for dinner, and 72% at the dinner table while they're with their families. When it's time for bed, they





of cell phone users have slept with their phones next to their bed because they didn't want to miss anything overnight.14

of mobile shoppers now use their phones to help with shopping in physical stores. Frequent

smartphone users spend 25% to **50%** more in-store than others. 12

smartphone owners used their device to

make a purchase in 2012.13

smartphones with the close personal relationships users have with them, you get a powerful vehicle for reaching connected consumers who are ready to connect with you. Will you be there to answer their call? 1.The Washington Post, "Number of cellphones exceeds U.S. population: CTIA 8. Onbile, "Where Do People Use Their Smartphones' http://www.onbile.com/info/where-do-people-use-their-smartphones/

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