

# Mobile Apps Have Daily Users

Of those who have downloaded apps, nearly 2 in 3 said they use their apps daily, and 1 in 4 use their apps for more than 30 minutes per day

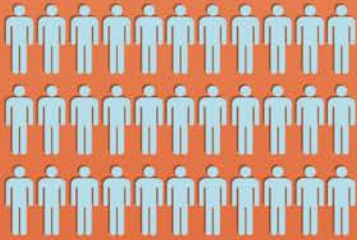


According to a recent study by Flurry, which tracks app usage on a staggering 300,000 apps on over a billion active mobile devices, 80% of mobile time is spent on apps!

The average smartphone user currently has about 41 apps downloaded in their smartphone. That is up 28% from last years app average.

# WHY YOUR BUSINESS SHOULD ENGAGE CUSTOMERS THROUGH A MOBILE APP

**33 Million**



More than 33 million U.S. customers already engage in shopping-related activities on their mobile phones



2.3 million of those customers have made a purchase on their devices

**81%**

By 2015, 81% of U.S. cell users will have smartphones



# Investing in a mobile app can increase revenue



According to an ABI Research survey of US consumers, respondents who said they had downloaded a retailer-branded app said...

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Consumers had visited the store more often

**+ 45.8%**

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Bought more of the store's products and services

**+ 40.4%**

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Told a friend about their shopping experience

**+ 35.8%**

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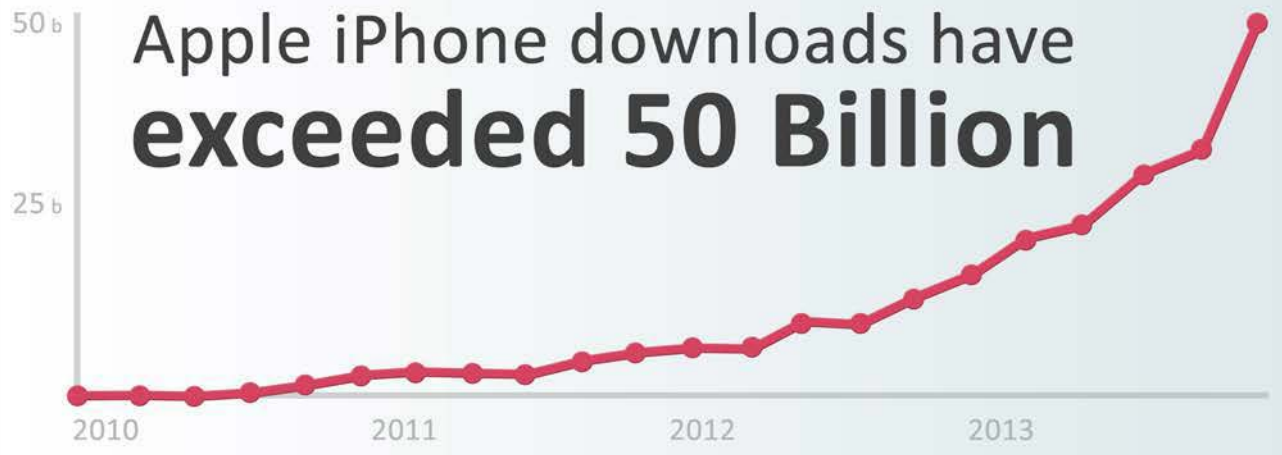
Encouraged friends to visit the store

**+ 30.8%**



The iPhone will continue to be the leading app platform with a database of over **500,000 applications**

Source: Apple.com

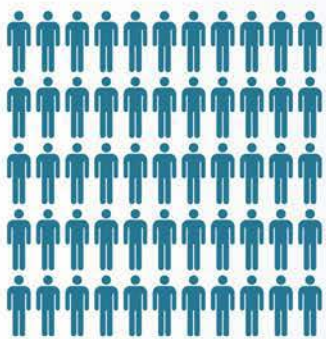


Source: techcrunch.com



Smartphones will grow at more than a **30%** compound annual growth rate for the next five years globally

Source: Research by In-Stat



**56%** of Americans are now smartphone users.

Source: Pew Internet