

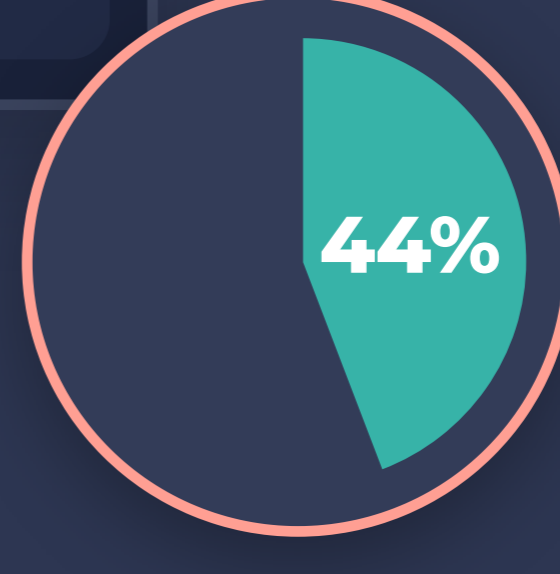
THE TREND OF M-COMMERCE MARKETING

From mobile shopping for the holidays to personalized ads, here's what hundreds of consumers think about the m-commerce experience.



As smartphones become more and more entwined in our everyday lives, brands are taking note.

Savvy marketers are constantly experimenting with how they can reach consumers in new ways, such as through social media ads, better site experiences on mobile, and much more. So it makes sense that mobile or "m-commerce" continues to rise in popularity.

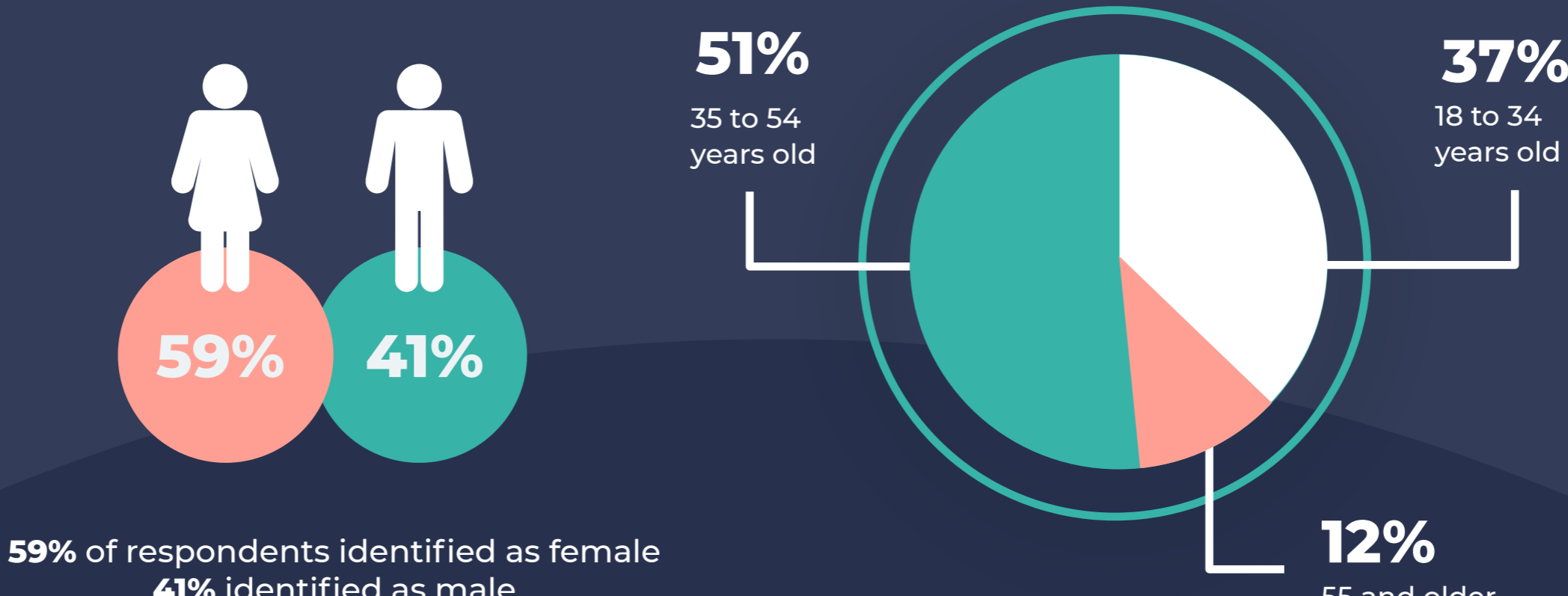


Business Insider Intelligence predicts m-commerce volume will hit **\$488 billion, or 44% of e-commerce, by 2024**. We wanted to know how today's smartphone users leverage mobile shopping, what they like and dislike about the experience, and where they see this trend headed in the future.

Below, hear from hundreds of people about how they shop from their phones, view targeted mobile ads, and their thoughts on m-commerce as a whole.



Of the more than 500 U.S. smartphone users we surveyed:



RESULTS



Mobile Shopping

More than **94%** of participants have made a purchase via their smartphone or tablet, while **87%** have done so in the past **3 months**.



Mobile Ads

More than **80%** said they'd been served a product or service ad while using their smartphone in the past **3 months**.



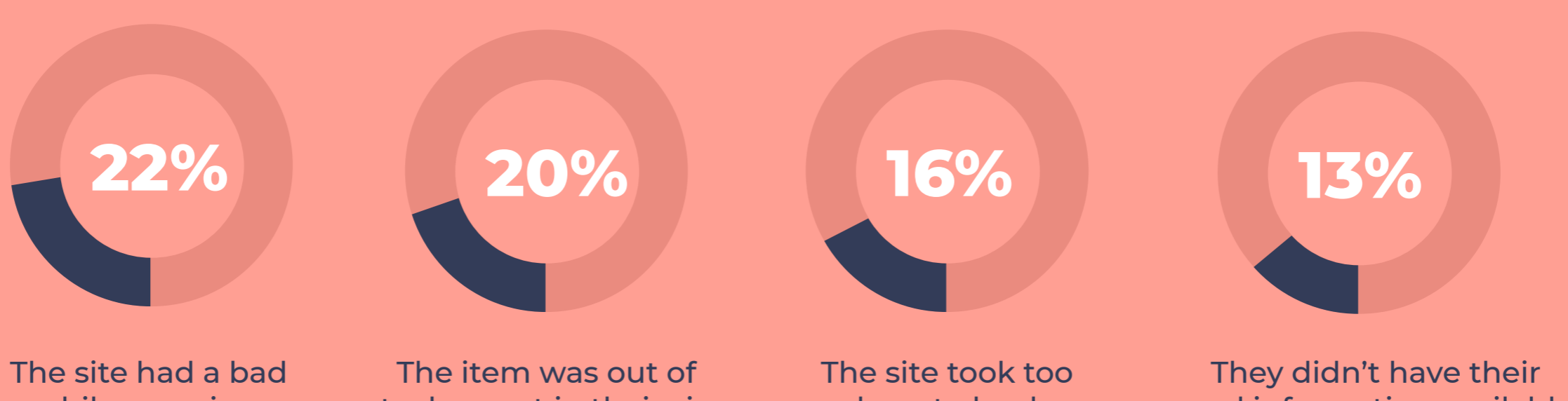
Increased Reach & Exposure

When asked, "Have you ever purchased something you discovered through a mobile ad on your smartphone?," **68%** said **yes**.



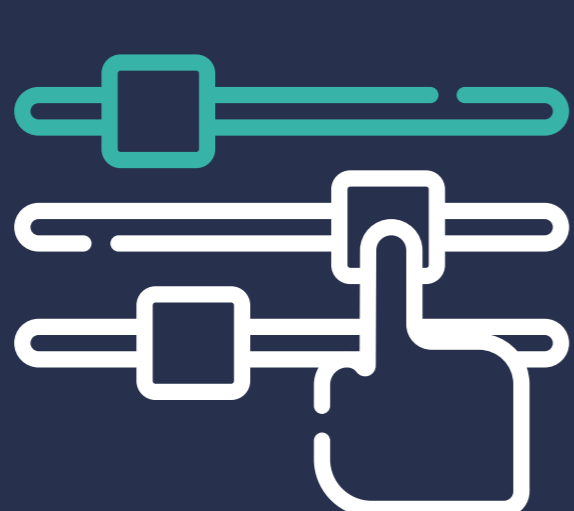
Purchasing Gone Wrong

Of survey respondents who said they'd started but failed to complete a mobile purchase, some reasons why included:



M-Commerce Benefits

"The convenience of ordering on my phone" is the main reason why **69%** of participants opt to shop via mobile.



A Personalized Experience

When asked whether they prefer generic ads or ads tailored to past purchases and interests, **44%** said they favored tailored ads, **27%** prefer generic ads, and nearly **29%** weren't sure.

Shopping for Must-Haves

20% of survey participants currently do the bulk of their essentials shopping (things like groceries and medications) via desktop, while **nearly half** shop via their phone or tablet. **4%** said they mostly use their phone or tablet activated device, and **27%** shop in person.



(Numbers for non-essentials shopping were similar.)

The Future of M-Commerce

In response to "Do you think you'll shop from your phone more in the future?,"

nearly 73% said **yes**.



'Tis the Season

Are you going to make a holiday-shopping purchase via phone this year?

58%
Very likely

30%
Somewhat likely