

Mobile Marketing Statistics and Tips for 2018

The Significance of Mobile Marketing for Rising Brands

Mobile Phone User Penetration of the World's Populations



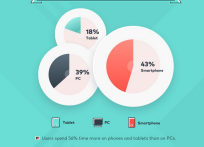
In 2018, An estimated 65.9% of the Earth's population owns a mobile phone.

Online Traffic driven by Mobile Devices



This is the reason why Google has rolled out a new mobile-first algorithm.

The Average Amount of Time Spent on Mobile Devices



When spent 60% more time viewing content on mobile than on PC.

Time Online on Mobile by Age



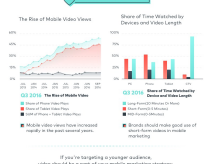
People aged 18 to 24 use mobile devices more frequently than any other age group.

Mobile drives frequent engagement



Mobile Marketing Tips for Business

Mobile Video Content



If you're targeting a younger audience, video should be a part of your mobile marketing strategy.



Build a Mobile-Friendly Website



Capitalize on Social Media



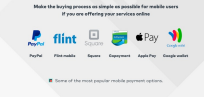
The Importance of QR



Utilizing Mobile Native Video Advertisements



Develop a Mobile Payment System



Use QR codes to Streamline User Experience

