



Mobile is the *Move*

Since Mary Meeker boldly declared a \$7 billion mobile advertising spending opportunity in her Internet Trends Report, the spotlight has shone bright on the future of mobile advertising. If your content marketing strategy still doesn't include an emphasis on mobile, consider these stats below. Mobile advertising is the move! *Don't get left behind.*

MOBILE USE



Consumers now spend more than **5 hours** a day on their smartphones
(AdWeek survey)



And they're watching videos... **88% growth** year over year in time spent watching videos on a smartphone (AdWeek survey)

U.S. adults will spend an *average* of

3 HOURS **35** MINUTES

per day on mobile devices
in 2018
(eMarketer)



of *mobile minutes* were spent on smartphones
in 2018
(eMarketer)

MOBILE ADVERTISING SPENDING

In her 2018 Internet Trends Report, Mary Meeker identified a **~\$7 billion** mobile advertising spending opportunity
(Business Insider).

Over **1/3** of ad dollars worldwide will go to mobile in 2019 - for the first time ever

Mobile ad spend will **top \$93 BILLION** in 2018
(eMarketer)

eMarketer measured a 30% growth in Mobile Native ad spend versus just 15% growth of Desktop spend.

83% of internet users use a **mobile** phone to go **online**
(eMarketer)

BUT WHAT ABOUT ENGAGEMENT (THE NITTY GRITTY)

Mobile CTR for 2018

229%	In Q1 2018 Mobile CTR was 229% higher than Desktop
150%	In Q4 2018 Mobile CTR was 150% higher than Desktop

(Bidtellect 2H 2018)

{ **Average Mobile CTR for 2018: 0.35%** }

(Bidtellect 2H 2018)

Mobile Time on Site: **Increased by 28% from Q1 to Q4 2018**

Mobile Bounce Rate: **Decreased by 25% from Q1 to Q4 2018**

AS LONG AS YOUR STRATEGY IS CONTENT FIRST...

People today have **2X** more interactions with brands on mobile than anywhere else (includes TV, in-store, you name it).

(Google, 2017)

Content makes consumers **131% more likely to buy.**

(Twitter via Nudge, "The State of Content")

1/3 of content marketers **increased** their spending in 2018 compared to 2017.

(Forbes)

In a Verizon Media Study, most people accepted advertising as a form of content, and **79%** of respondents agreed that they would *prefer* to see ads blending in with the page.
(WARC via Nudge)

89% of people are likely to recommend a brand after a positive experience on Mobile.

(Google, 2017)