

Stat-Crazy for Mobile



The more you read about smart phones and see them everywhere, the more you wonder if you should tailor your marketing to serving the mobile market. The quick answer is a resounding YES! The longer answer is to explain what you're missing out on without mobile, which these stats do nicely:

- **Half a billion people accessed mobile Internet worldwide in 2009. Usage is expected to double within five years as mobile overtakes the PC as the most popular way to get on the Web.**
- **Over 85 percent of new handsets can access the mobile Web.**
- **Mobile searches have quadrupled in the last year. For many items one in seven searches are now mobile.**
- **71 percent of smartphone users that see TV, press, or online ads, do a mobile search.**
- **The number of mobile video viewers is expected to hit 23.9 million, and those numbers are set to double by 2013.**
- **Smartphone video calling is expected to reach 29 million users by 2015.**

We can help!

Now that you know why you need a mobile site, here are some examples of mobile sites we've created. We've learned what works and can share our best practices with you.

