

Mobile Advertising and Shopping - US - July 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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With rapid adoption of smartphones and tablets, mobile ad sales and mobile shopping are both seeing dramatic growth: Mobile ad sales grew 76% in 2014 and 41% in 2015. Mobile shopping sales grew 57% in 2014 and 32% in 2015.

This report looks at the following areas:

- PCs still preferred for shopping
- Small screens dominate away from home
- Bright spots in mobile ads often unwelcome

Mobile commerce represents only 22% of total online sales, and mobile ads carry only 31% of total online ads. Online shoppers continue to prefer the PC over mobile, and the majority of smartphone users would likely prefer an ad-free experience. However, penchants for mobile shopping and interests in mobile ads vary sharply between demographic groups, as delineated in the surveys conducted for this report.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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