

Mobile Advertising - US - May 2013

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"The amount of real estate available for mobile ads is enormous. With \$3.4 billion in spending in 2012, marketers are staking positions in these new ad formats, but the most basic question regarding ad placement is still under discussion: does mobile advance sales, brand equity, both, or neither?"

– Billy Hulkower, Senior Technology Analyst

In this report we answer the key questions:

- Is the phone too personal for ads?
- Is the phone too small or slow for advertising?
- Are mobile ads effective?
- Apps: Best deployed above the line or below?

More than half of all U.S. teens and adults own a smartphone; time spent reading newspapers and magazines runs higher on mobile devices than it does for print; the majority of [Facebook](#) users access it primarily via mobile; 10% of all engagement with media occurs on a mobile device. Considering this, it may not be surprising that ad spend on mobile more than doubled in 2011 to \$1.6 billion, and more than doubled again in 2012 to reach \$3.4 billion.

Simultaneously, the mobile sphere is relatively novel for most advertisers, and many see the phone as too personal to be appropriate for ads, and its screen too small to allow for effective ads to be placed on it. This report serves as a guide for navigating mobile phone advertising, focusing on how brands can achieve the greatest return on investment for their mobile ad budgets. Subjects in the report include which demographics are most open to mobile ads, which show the highest level of response to ads, the type of ads preferred by consumers, as well as how to best take advantage of the location-based nature of mobile ads.

Other subjects covered in the report include mobile couponing, how consumers conduct product research via mobile phones, and an overview of which web activities are conducted via mobile in general, resulting in a clear view of where contact and engagement can occur on the mobile phone.

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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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Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Sales data
 Consumer data
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

The market
 Sales doubling annually
 Figure 1: U.S. mobile ad sales, 2010-12
 Mobile share of internet ad sales quadruples 2010-12
 Figure 2: U.S. mobile ad share of total internet ad sales, 2010-12
 Market factors
 Trends in hardware penetration favorable for market growth
 Web activities on mobile phones gaining traction
 Figure 3: Top web-based features used on cell phone in past 30 days, April 2011-November 2012
 Data limitations a hindrance to video, a perk for apps
 Figure 4: Monthly cellular data allotment, by age, September 2012
 The consumer
 Social transitions to mobile
 Leisure activities more appropriate to mobile ads than packaged goods
 High-income groups disproportionately available on iOS, BlackBerry
 Figure 5: Smartphone OS, by household income, April 2013
 Coupons, content, apps, drive interest
 Search, web surfing rank highest in mobile web usage
 Figure 6: Top online activities conducted in last month on a cell phone, January 2013
 Ads reach three in four mobile web users
 Figure 7: Types of mobile ads seen in past month, by age, January 2013
 Search clear leader for conducting research via phone
 Figure 8: Methods of product research conducted on mobile phones, January 2013
 Blacks and Hispanics better audience for mobile ads than whites and Asians
 Figure 9: Interest in purchasing products seen in mobile ads, by race and Hispanic origin, January 2012-August 2012
 What we think

Issues in the Market

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Is the phone too personal for ads?

Figure 10: Perception of mobile ads compared to PC ads, by age, January 2013

Is the phone too small or slow for advertising?

Figure 11: Attitudes to mobile ads, by age, January 2013

Are mobile ads effective?

Apps: Best deployed above the line or below?

Insights and Opportunities

Key points

Leisure activities beat products

Figure 12: Trends in attitudes to mobile advertising and shopping, January 2010-August 2012

Coupons beat activities

Figure 13: Interest in local mobile couponing, by age, January 2013

Figure 14: Use of mobile coupons, by household income, January 2012-August 2012

Figure 15: Use of mobile coupons, by age, January 2012-August 2012

Focusing on youth

Figure 16: Attitudes to mobile ads and shopping, by age, January 2012-August 2012

Mobile video reaches young adults (only)

Figure 17: Features used on cell phone in past 30 days, by age, April 2012-November 2012

Accessing an affluent audience

Figure 18: Features used on cell phone in past 30 days, by household income, April 2012-November 2012

Figure 19: Attitudes to mobile ads and mobile shopping, by household income, January 2012-August 2012

Targeting high-income households via the iOS

Figure 20: Smartphone OS, by household income, April 2013

Buying the discount

Trend Application

Inspire Trend: Attention Economy

Figure 21: Attitudes to mobile ads, by gender, January 2013

Figure 22: Stipulations for receiving mobile ads, by age, January 2013

Inspire Trend: Make It Mine

Figure 23: Purchasing and clicking in response to mobile ads, by gender, January 2013

Mintel Futures: Human

Market Size

Key points

Sales doubling annually

Figure 24: U.S. mobile ad sales, 2010-12

Competitive Context

Key points

Mobile ads to overtake PC ads this decade

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Figure 25: U.S. mobile ad share of total internet ad sales, 2010-12

Market Drivers

Key points

Universal cell phone penetration

Figure 26: Cell phone ownership, April 2010-November 2012

Majority of teens and adults own a smartphone

The rise of Phablets

Rollout of 4G

Figure 27: Attitudes to cellular internet speed, by current provider, September 2012

Figure 28: Attitudes to mobile ads in relation to internet speed, by age, January 2013

Data allotments largely limited on mobile web

Figure 29: Monthly cellular data allotment, by age, September 2012

Wi-Fi networks offer free access to mobile web

Figure 30: Devices used to access the internet at home, February 2010-August 2012

Innovations and Innovators

CSR and IndoorAtlas pursue precise hyper location

Digital watermarks combine print with mobile

Figure 31: Brides magazine We Love It 2.0 app, 2013

Figure 32: Digimarc Discover app

Apps allows user to opt out of behavioral targeting

Figure 33: Ad Control app for iOS image, April 2013

Secret "Mean Stinks" campaign links to cause-related social content

Location-linked texting opens new doors

Figure 34: Preferences for types of mobile ads, by age, January 2013

Google flu data used for location-based targeting in real time

Mobile search goes vocal

Verve Marketplace gives national access to local and local to national

Reach and Research

Key points

Three in four mobile web users exposed to ads

Figure 35: Types of mobile ads seen in the past month, by age, January 2013

Spending on social networks, professional review sites questionable

Figure 36: Methods of product research conducted on mobile phones, by age, January 2013

Larger screens preferred for product research and shopping

Figure 37: Preferences between phones and larger devices for research and shopping, by age, January 2013

Higher-income groups stuck on the PC

Figure 38: Preferences between phones and larger devices for research and shopping, by household income, January 2013

Mobile Web Activities

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

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Key points

Wide range of activities creates plethora of contact points

Figure 39: Features used on cell phone in past 30 days, April 2010-November 2012

Figure 40: Preferences for types of mobile ads, by age, January 2013

Figure 41: Stipulations for receiving mobile ads, by age, January 2013

Social mobile

Apps

Mobile shopping

Figure 42: Online activities conducted in last month on a cell phone, by age, January 2013

Mid- and high-income groups more active in mobile web

Figure 43: Online activities conducted in last month on a cell phone, by household income, January 2013

Dads and Moms

Key points

Men more friendly to ads, women more keen on coupons

Figure 44: Willingness to receive mobile ads, by gender, January 2013

Figure 45: Attitudes to mobile ads and mobile shopping, by gender and age, January 2012-August 2012

Orienting ads towards dads and moms discretely

Figure 46: Willingness to receive mobile ads, by parental status, January 2013

Figure 47: Purchasing and clicking in response to ads, by parental status, January 2013

Figure 48: Online activities conducted in the last month on a cell phone, by parental status, January 2013

Impact of Race and Hispanic Origin

Key points

Asians lead in mobile activity, but not ad friendly

Figure 49: Features used on cell phone in past 30 days, by race/Hispanic origin, April 2012-November 2012

Hispanics, Blacks more open to mobile ads

Figure 50: Attitudes to mobile ads and shopping, by race and Hispanic origin, January 2012-August 2012

Figure 51: Use of mobile coupons by Hispanics, by language spoken in home, January 2012-August 2012

Custom Consumer Groups: Based on Ad Engagement

Key points

Definition and demographics

Definition

Figure 52: Stipulations for receiving mobile ads, by mobile ad groups, January 2013

Demographics

Figure 53: Mobile ad groups, by age, January 2013

Figure 54: Mobile ad groups, by parental status, January 2013

Online activities

Figure 55: Online activities conducted in last month on a cell phone, by mobile ad groups, January 2013

Figure 56: Methods of product research conducted on mobile phones, by mobile ad groups, January 2013

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Attitudes to ads

Figure 57: Attitudes to mobile ads, by mobile ad groups, January 2013

Appendix – Additional Consumer Data

By gender

Figure 58: Methods of product research conducted on mobile phones, by gender, January 2013

Figure 59: Attitudes to mobile ads, by gender, January 2013

By age

Figure 60: Devices used to access the internet at home, by age, January 2012-August 2012

Figure 61: Purchasing and clicking in response to ads, by age, January 2013

By gender and age

Figure 62: Online activities conducted in last month on a cell phone, by gender and age, January 2013

Figure 63: Purchasing and clicking in response to ads, by gender and age, January 2013

Figure 64: Use of mobile coupons, by gender and age, January 2012-August 2012

By household income

Figure 65: Types of mobile ads seen in past month, by household income, January 2013

Figure 66: Devices used to access the internet at home, by household income, January 2012-August 2012

By marital and parental status

Figure 67: Features used on cell phone in past 30 days, by marital status and presence of children, April 2012-November 2012

Figure 68: Stipulations for receiving mobile ads, by marital status, January 2013

Figure 69: Stipulations for receiving mobile ads, by parental status, January 2013

Figure 70: Attitudes to mobile ads, by parental status, January 2013

Figure 71: Preferences for types of mobile ads, by parental status, January 2013

Figure 72: Methods of product research conducted on mobile phones, by parental status, January 2013

Figure 73: Attitudes to mobile ads and shopping, by marital status and presence of children, January 2012-August 2012

Figure 74: Preferences between phone and larger devices for research and shopping, by parental status, January 2013

Figure 75: Devices used to access the internet, by parents with children in household, January 2012-August 2012

Figure 76: Devices used to access the internet, by marital status and presence of children, January 2012-August 2012

Figure 77: Types of mobile ads seen in past month, by parental status, January 2013

By race and Hispanic origin

Figure 78: Methods of product research conducted on mobile phones, by race/Hispanic origin, January 2013

Figure 79: Online activities conducted in last month on cell phone, by race/Hispanic origin, January 2013

Figure 80: Stipulations for receiving mobile ads, by race/Hispanic origin, January 2013

Figure 81: Preferences between using a phone and larger devices for research and shopping, by race/Hispanic origin, January 2013

By language spoken in the home

Figure 82: Features used on cell phone in past 30 days, by language spoken in home, April 2012-November 2012

Figure 83: Attitudes to mobile ads and shopping, by language spoken in home, January 2012-August 2012

Figure 84: Devices used to access the internet, by languages spoken in home, January 2012-August 2012

Methods of research conducted on mobile phones: cross-tabulated

Figure 85: Methods of product research conducted on mobile phones, by methods of research, January 2013 (part 1)

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Figure 86: Methods of product research conducted on mobile phones, by methods of research, January 2013 (part 2)

By mobile ad groups

Figure 87: Purchasing and clicking in response to ads, by mobile ad groups, January 2013

Figure 88: Preferences between using a phone and larger devices for research and shopping, by mobile ad groups, January 2013

Figure 89: Types of mobile ads seen in past month, by mobile ad groups, January 2013

Figure 90: Preferences for types of mobile ads, by mobile ad groups, January 2013

Appendix – Trade Associations

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