

Mobile Advertising and Shopping - US - July 2014

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“With smartphone penetration rising quickly through the late majority, brand spend on mobile ads and consumer spend on mobile shopping will both see radical growth.”
– Billy Hulkower, Senior Technology and Media Analyst

This report looks at the following areas:

- Are larger screens making mobile ads and shopping easier?
- Are mobile ads becoming more effective?
- Are smartphones the engine of growth for online sales?

Dramatic gains are being seen in both mobile shopping sales and mobile advertising sales, based upon the increasing penetration of smartphones and tablets, the increasing screen size of smartphones, and the increasing computing power of smartphones and tablets. This report explores how mobile shopping and research habits differ from online shopping and research conducted on PCs, to better understand how consumers approach remote shopping overall. The report also explores where smartphones and tablets are used to access the internet, the reach of mobile ads, and attitudes and response to mobile ads.

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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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