

# TOP 5

## *mobile marketing trends*

to watch

1



### Greater Adoption of Mobile Barcodes

Barcodes give marketers an opportunity to bring print media to life utilizing the latest capabilities of the smartphone. Marketers can have an engaging interaction with consumers whether they are at home, on the go, or in-store. And just like Near Field Communication (NFC), barcodes are another part of the mobile ecosystem that help enhance the consumer wireless experience.

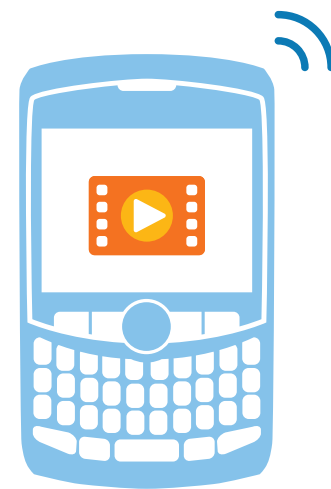
2



### Enhanced In-Store Experience

To meet consumer demand and enhance the shopping experience, bricks-and mortar stores are developing wireless shopping experiences, enabling mobile point-of-sale (POS), digital signage, and geotargeted advertising. Further, the emergence of NFC is enhancing the wireless experience and allowing consumers to engage more quickly and easily.

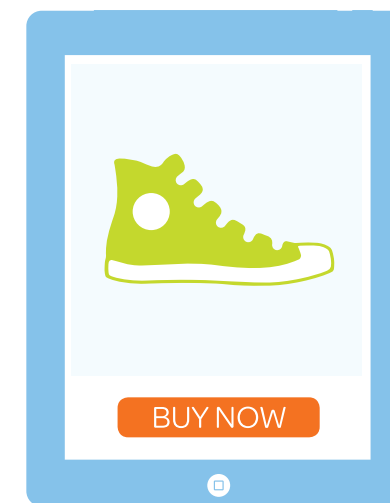
3



### More Multimedia Marketing

Smartphones allow consumers to access rich content in real-time. Businesses that direct their marketing to smartphone users via sms messaging, video / picture messaging, eMail messaging, etc. can have a more interactive experience and increase their exposure, credibility and sales.

4



### The Rise of the Tablet

It's becoming clear that tablets are more than just a passing fad, and that's good news for marketers – tablet users tend to spend more money on mobile websites than smartphone owners.<sup>1</sup>

5



### Increased Use of Customer Analytics

Understanding consumers' buying behavior can turn mobile customer engagement into sales. The right mobile marketing platform can provide rich metrics that help measure conversions and consumer details like demographics, geography and even handset information.

Companies have been experimenting with mobile marketing for years, but spending in this sector took off in 2011, increasing nearly 45 percent.<sup>2</sup> According to a recent AT&T survey of U.S. marketers, the trend will continue in 2012. In fact, 88% of survey respondents expect their mobile marketing programs to increase in 2012.<sup>3</sup>