



Our MOBILE UNIVERSE - E-book SECTIONS | Click [HERE](#) for Full Text Version E-book (PDF)

Our Mobile Universe (Advertising's *New Reality*) - Introduction

This E-book is a Collection of Articles, Reports and Statistics about the ever changing Mobile (Digital) Universe.

The Purpose of this Guide is to gather & present the Digital Trends that are now Blending Online Advertising with Offline Advertising - Creating a **Media Mix** that is both more Effective & Potent than the Ad World ever anticipated.

As Mobile Data - Combined with Geography becomes a more important Factor in the AD Universe, understanding the Newest Media Options available is Key. Today's Mobile Consumer is expecting Marketers to cater to and find him/her where and when it's most convenient - the Geographic here and now.

These Reports, Statistics and Headlines (In all Sections) reflect the rapid pace that our Digital Society is becoming a more Mobile Society and using that Mobility to Reinvent the Consumer Paradigm for all of us.

Both Mobile + OOH Reach Consumers where they Live, Work, Eat and Spend the most Time and Money.

In this MOBILE Universe, Digital Marketing has become Geographical Marketing once again. It's formed both an Integrated and Powerful Alliance. A SYNERGY is Emerging that Shows where Advertising Minds might want to Focus.

"Geo/Proximity Marketing is the New Trend in American Marketing Combining the Online & Offline Worlds."





OUR MOBILE UNIVERSE - SLIDE SHOW Version (PPT) | Click [HERE](#) for Full Text Version E-book (PDF)
A Collection of Over 300 Stats, Articles and Study Links by Daniel Sage (Media Broker)

A MARKETERS GUIDE to....



Our MOBILE UNIVERSE

ADVERTISING'S NEW Reality.

A Collection of 300 Stats, Articles and Reports.





Our MOBILE UNIVERSE - E-book SECTIONS | Click [HERE](#) for Full Text Version E-book (PDF)

SECTION 1 | Mobile Stats

Mobile and Smart Phone Activity (U.S. & Beyond) Statistics, Quotes, Headlines, etc..



SECTION 2 | Mobile Stats

U.S. Demographics, Time Spent - Commuting, Work, Time with Media



SECTION 3 | Mobile Stats

Mobility, Smartphones & Geography
The New Consumer Behavior



SECTION 4 | Data Analytics

MOBILE Marketing (A.I., Geo-Targeting, Location Based, Geo-Fencing, Beacons etc..)



SECTION 5 | OOH Stats

Out Of Home and Digital Out Of Home (OOH & DOOH) - Stats & Reports



SECTION 6 | The OTHER Mobile

The Other Mobile | Transit and Vehicular Marketing Sections - Digital SYNERGY



SECTION 7 | The OTHER Mobile

Vehicular Marketing - Industry Overview, Ad Rates, Impressions, Studies, Data.



Our MOBILE UNIVERSE



OUR MOBILE UNIVERSE – ADVERTISING'S **NEW** REALITY

Click **HERE** for Full Text Version E-book (PDF) | A Collection of Over 300 Stats, Article and Study Links



The MOBILE Matter

*Consumers Spend 11 Hours
Away from Home.*

*The Average
Time Spent With Media
by US Adults (18+) is
12 hours, 9 minutes per day.*

OOH Reaches 90-95% of the Population.



Our MOBILE UNIVERSE

- * *69% of mobile Use is done on the Go.*
- * *49% of website traffic comes from mobile devices.*
- * *49% of consumers use mobile phones for shopping.*
- * *40% Mobile sales - share of all retail e-commerce sales in the US in 2018.*
- * *M-commerce (Mobile) will overtake E-commerce for the first time in 2019.*





Our MOBILE UNIVERSE - E-book Contents Sample | Click [HERE](#) for Full Text Version E-book (PDF)

Our New **MOBILE UNIVERSE** (Trends and Insights into The New Digital Marketing Universe)

E-BOOK - Introduction / Overview | Sections | [See Slide Share Version HERE](#)

SECTION 1. Mobile and Smart Phone Activity (U.S & Beyond) Statistics, Quotes, Headlines, etc...

BEST 10 MOBILE Statistics Sites (300 Best Stats & Excerpts From Dozens of Articles & Reports)

- 1) 75+ Mobile Marketing Statistics 2019 and Beyond (See Full Article [HERE](#))
- 2) Internet Stats & Facts for 2019 (Full Article [HERE](#))
- 3) 60+ Smartphone Statistics in 2019 (Full Article [HERE](#))
- 4) 50 Mobile Statistics, Facts and Trends to Guide You in 2018 (Full Article [HERE](#))
- 5) 61+ Internet Statistics that Prepare You for 2019 (Full Article [HERE](#))
- 6) 25+ Awesome Mobile Marketing Statistics for 2019 (Full Article [HERE](#))
- 7) 19 Mobile Web Predictions for 2019 (Full Article [HERE](#))
- 8) 29 Fascinating M Commerce Statistics for 2019 (Full Article [HERE](#))
- 9) The Most Important Mobile Marketing Statistics for 2019 (Full Article [HERE](#))
- 10) 104 Fascinating Mobile Marketing Statistics & Facts for 2019 | Note: Great Graphs (Full Article [HERE](#))

SECTION 2. U.S. Demographics, Time Spent - Commuting, Work, Time with Media - Go To [HERE](#)

BEST CONSUMER Data

- A. Employment - U.S. Statistics
- B. Commuting - U.S. Statistics
- C. Time Spent with Media etc...

SECTION 3. Mobility, Smartphones & Geography - The New Consumer Behavior

BEST 10 MOBILE + OOH TRENDS - Articles and Reports

- 1) The Changing Consumer and Media Landscape (See Full Article [HERE](#))
- 2) Drive-to-Store: How OOH is Changing the Game (See Full Article [HERE](#))
- 3) MOBILE & OOH: Shopping While Driving Gains Traction (See Full Article [HERE](#))
- 4) Billboards that Think: The Big Data and Advertising Revolution (See Full Article [HERE](#))
- 5) Nielsen's 2019 OOH Advertising - Study Conclusions - (See Summary [HERE](#))
- 6) Five OOH Trends To Watch Out For In 2019 (See Full Article [HERE](#))
- 7) People Love Instagramming Billboards - and it's Great for Advertisers (See Full Article [HERE](#))
- 8) The DOOH Opportunity: How OOH is Becoming a Bigger Piece of the Media Mix Pie (See Full Articles [HERE](#))
- 9) Expect to see a Rise in Big Brands using Out-of-Home Advertising. (See Full Article [HERE](#))
- 10) The Marriage of OOH + Mobile | Trends in Out-of-Home Media (OOH) (See Full Article [HERE](#))



SECTION 1 | MOBILE STATISTICS - 300 Best Stats & Excerpts From Dozens of Articles & Reports

The MOBILE UNIVERSE (See All Article Links [HERE](#))

- * 98% of US citizens aged 18-29 are Online. (Source: Statista)
- * 80% of Americans have Smartphones AND spend more than five hours a day on their Smartphones.
- * Users spend on average 69% of their Media Time on Smartphones (Comscore, 2017)
- * The average person has 60-90 apps installed on their phone, using around 30 of them a mo launching 9 a day.
- * People today have 2X more interactions with Brands on Mobile than anywhere - includes TV, in-store, etc.. (Google, 2017)
- * The average time internet users spend online is 100 days a year.
- * Up to 70% of web traffic happens on a Mobile Device (CLODive, 2018)
- * 75% of Americans say they use their smartphones most often to check Email.
- * Mobile Phone internet Users in the United States will likely increase from 237 million in 2017 to 275 million by 2022.
- * 89% of mobile Media Time is with Apps, with the other 11% spent on websites. (Smart Insights)
- * We spend 90% of media time on Mobile Devices in apps and 10% on the mobile web.
- * 57% of all U.S. online traffic now comes from Smartphones and Tablets (BrightEdge, 2017)
- * There are over 2.5 billion smartphone users in the world and nearly 9 billion mobile connections.
- * In 2018, there were around 1.56 billion smartphones sales worldwide. (Source: Statista)
- * There are more than 1 million people coming Online for the first time each day since January 2018.

MOBILE + WEB (Mobile Phones and Internet Usage Statistics)

- * For the first time in history, Mobile Internet has taken a lead over Desktop Internet use.
- * 56% of the world's population has internet access.
- * According to 2018 mobile browsing stats, Mobile accounts for 52.2 % of Web Internet Traffic.
- * 78.17% of Google searches were from mobile phones during October 2018.
- * 52.2% of all website traffic originated from mobile phones in 2018. (Source: Statista)
- * 75% of US smartphone owners check emails on their phones. (Source: Blue Corona)
- * In late 2015, Mobile Web traffic surpassed Desktop for the very first time.
- * Over 5 billion Google searches are made every day.
- * By 2019, 63.4 % of all Mobile Phone users will access the Internet from their Mobile Phone.
- * In 2018, 52.2% of all website traffic worldwide was generated through Mobile phones. (Source: Statista)



Our MOBILE UNIVERSE - E-book Stat Samples Below | Click [HERE](#) for Full Text Version E-book (PDF)
Geo/Proximity Marketing is the New Trend in American Marketing - Combining the Online & Offline Worlds.

Mobile & Consumer Stats

- * 98% of US Citizens aged 18-29 are Online. (Statista)
- * 80% of Americans have Smartphones AND Spend more than 5 hours a day on their Smartphones.
- * 69% of Mobile Use is done on the Go.
- * 49% of Website Traffic comes from Mobile Devices.
- * 49% of Consumers use Mobile Phones for Shopping.
- * Mobile Devices will surpass TV as far as time spent in 2019. (Emarketer.com)
- * 61% of US consumers use their Mobile Devices in stores to Compare prices.
- * 80% of Americans are Online Shoppers.
- * Digital Ad Spend Surpasses 50% of Total Ad Spend in U.S.
- * 80% of Marketers say they plan to Boost their use of Location Data over the next two years.

...and Hundreds More....

**The Other
MOBILE Media**



OOH & Mobile Vehicle Stats

- * OOH Reaches 90-95% of the Population.
- * Consumers 18-64 spend more with OOH than any other ad Media except for Television.
- * Consumers spend 11 of their waking hrs away from home, while about 5% of Ad Budgets are spent on OOH.
- * OOH Most Effective in Driving Online Activity and Click thru Rates - Recent Nielsen study.
- * OOH drives more per Ad dollar spent than any other Traditional Media - 382% more effective than TV.
- * OOH 200% more Effective than Print, and 63% more Effective than radio in driving consumers online.
- * OOH drives more per Ad dollar spent than any other traditional Media It's 382% more effective than TV - 200% more effective than Print, and 63% more Effective than Radio in driving Consumers Online.
- * A Mobile AD performs 45% better than a Static Advertisement.





This Collection Brought to You by Mobile AD Marketing

A Collection of Over 300 Stats, Article and Study Links | Click [HERE](#) for Full Text Version E-book (PDF)

**Our NEW
MOBILE UNIVERSE**



+
MOBILE

**The Other
MOBILE Media**

MOBILE

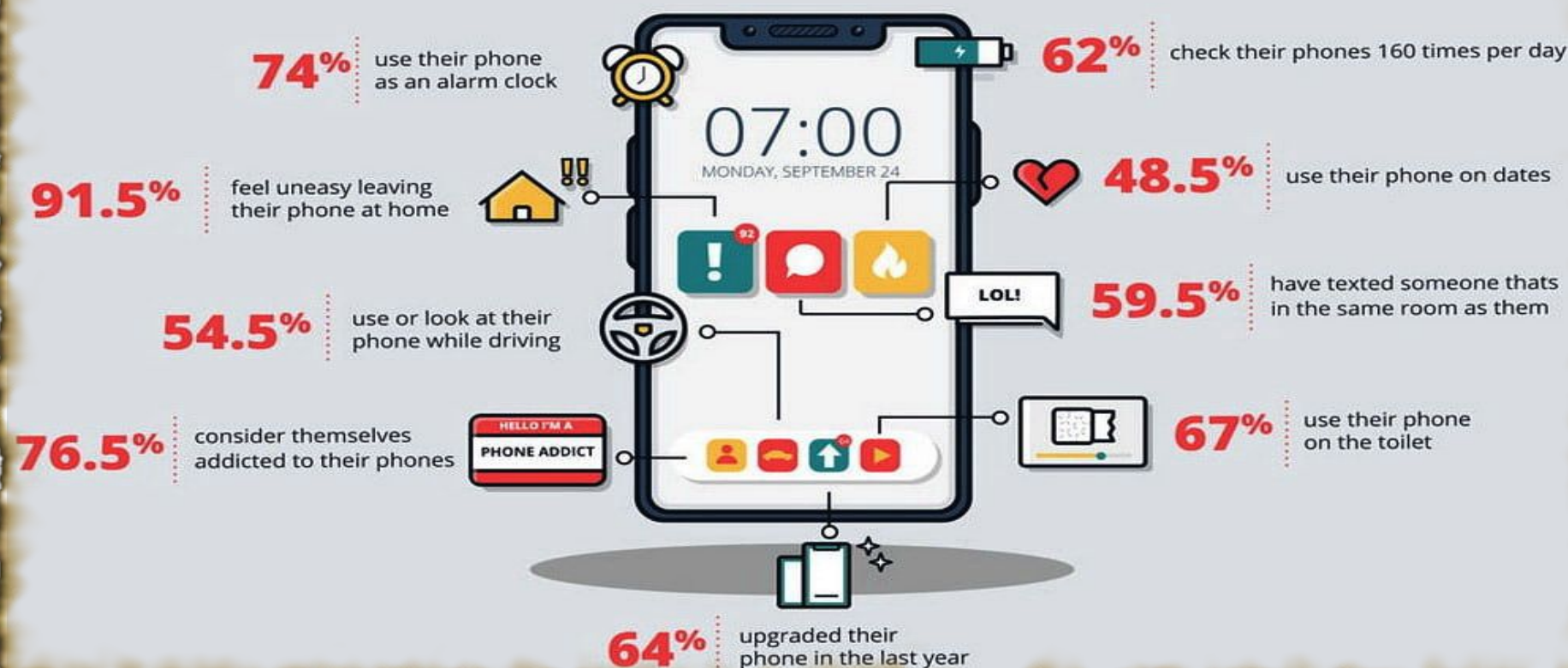


Mobile AD Marketing



Our MOBILE UNIVERSE - PART 1 {CEL Usage} | Click [HERE](#) for Full Text Version E-book (PDF)

9 SURPRISING STATISTICS ON CELL PHONE USAGE





MOBILE MARKETING UNIVERSE – A Few HEADLINES (In the E-book)

A Collection of Over 300 Stats, Article and Study Links | Click [HERE](#) for Full Text Version E-book (PDF)

"How Location-Based Advertising Will Impact Brands"

"Why Location-Based Marketing is Set to Disrupt Marketing in 2019"

"Why Location is Everything for the Future of Retail Marketing"

"Location-Based Mobile Ads are Exploding"

"83% Increase in Customers Due to Location-Based Advertising" (Factual's 2019 Report)

"Expect to see a Rise in Big Brands using Out-of-Home Advertising"

"People Love Insta-gramming Billboards – and it's Great for Advertisers

"The DOOH Opportunity: How OOH is Becoming a Bigger Piece of the Media Mix Pie"

"Drive-to-Store: How OOH is Changing the Game"

"MOBILE & OOH: Shopping While Driving Gains Traction"

“Location-Targeted Ad Spend will represent 45 percent of overall Mobile Ad Revenues by 2021”

"By the end of 2018, Retailers will have 3.5 million active Beacons"

“Messages on Outdoor Mobile Billboards have a 97% recall rate.”

Destination-Based Marketing Adapts Location-Driven Strategies for Consumers on the Move”

Mobile Billboards Boost Name Recognition 15 X greater than any other form of Advertising

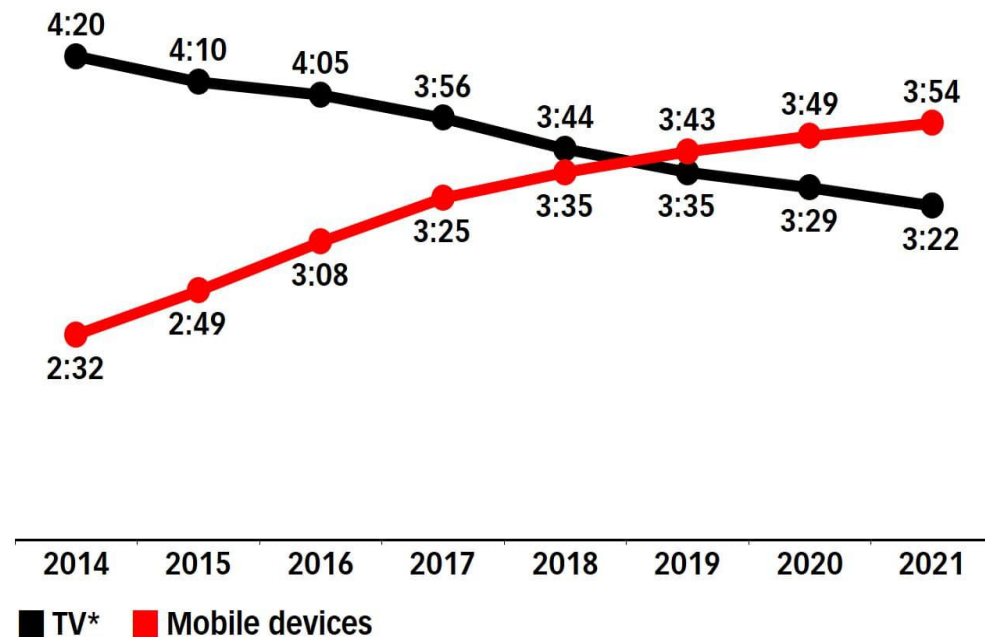




OUR MOBILE UNIVERSE – PART 1 {TIME SPENT} | Click [HERE](#) for Full Text Version E-book (PDF) A Collection of Over 300 Stats, Article and Study Links

TV and Mobile Devices: Average Time Spent in the US, 2014-2021

hrs:mins per day among population

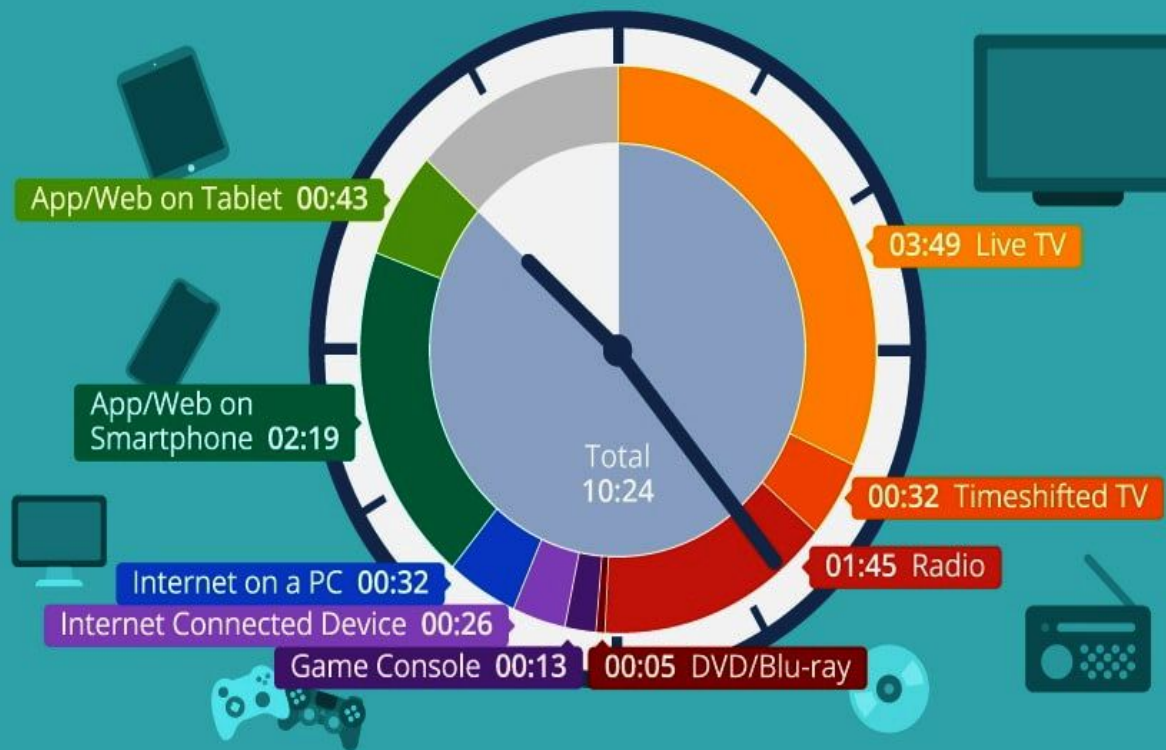




Our MOBILE UNIVERSE - PART 1 {Time Spent} | Click [HERE](#) for Full Text Version E-book (PDF)

Always On: Media Usage Amounts to 10+ Hours a Day

Average time U.S. adults (18+) spent with electronic media per day in Q2 2018 (hours:minutes)*



* incl. simultaneous use of different devices;
internet connected devices include app usage on smart TVs



Source: Nielsen Total Audience Report Q2 2018

statista

Our MOBILE UNIVERSE

** 80% of Americans have Smartphones AND spend more than five hours a day on their Smartphones.*

"Consumers Spend 11 hours away from home, while about 5% of Ad Budgets are spent on OOH"

"Out-of-Home Advertising is the most Effective Offline Medium in driving Online Activity"

** M-commerce (Mobile) will overtake E-commerce for the first time in 2019.*





OUR MOBILE UNIVERSE - PART 1 {TIME SPENT} | Commuting & OOH Activities

Daily minutes consumed per person, per medium

	Newspapers	Magazines	Television	Radio	Internet	(Desktop)	(Mobile)
2012	21.0	22.5	313.8	120.0	127.2	(67.7)	(59.5)
2013	21.3	21.3	305.8	116.0	141.1	(67.3)	(73.8)
2014	19.6	19.6	297.8	111.0	154.9	(66.9)	(88.1)
2015	17.0	18.6	289.0	109.0	180.0	(56.0)	(124.0)
2016	15.0	17.6	287.4	104.5	189.0	(53.0)	(136.0)
2017	14.0	16.5	282.1	102.0	217.0	(53.0)	(164.0)
2018	12.4	15.2	270.4	102.0	236.8	(52.0)	(190.0)
2019	11.0	14.0	263.6	100.0	259.2	(51.0)	(208.2)
2020	9.5	12.7	258.3	100.0	281.1	(50.0)	(231.1)
2021	8.0	12.0	253.2	99.0	301.9	(50.0)	(251.9)

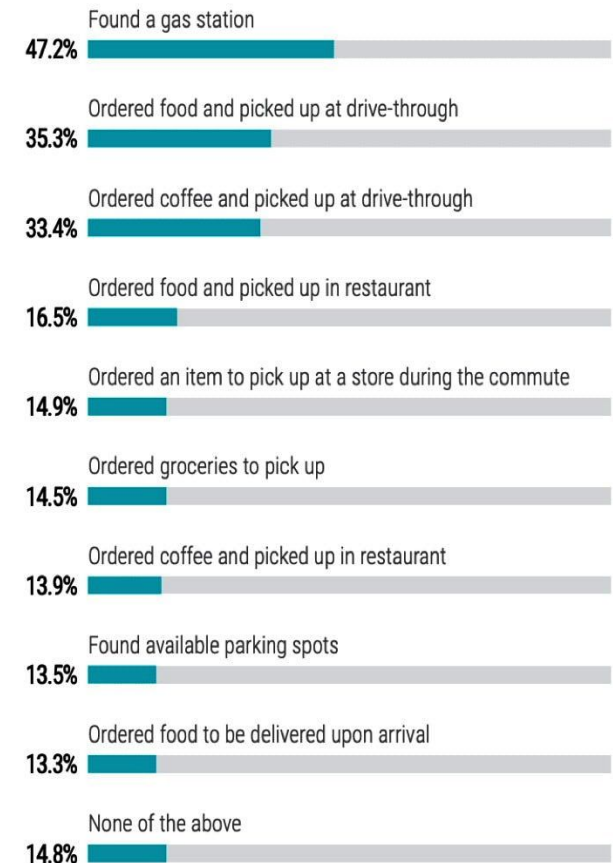
Source: Zenith Media Consumption Forecasts, Fifth Edition, June 2019.



Mobile devices now drive over **52% of web traffic** and account for nearly **2 of every 3 minutes** spent online

Commuter Activity While Commuting To Work

How commuters used their connectivity during their commutes in the past week





40% of consumers will go to a competitor's site after a bad mobile experience

The average person checks their smartphone 34 times a day

75% of users said they are more likely to return to a mobile site if the experience on mobile is good

Mobile web browsing accounts for 50% of all web traffic

51% of consumers are more likely to purchase from a mobile optimized site

48% of mobile users feel that you don't care about them if your site is not mobile-friendly

By 2016, 88% of local advertising will be delivered on a mobile device

Over 20% of all blog visits came from a mobile device or tablet



The Other MOBILE Media

90% of mobile searches lead to action, over 50% lead to purchase

57% of consumers will not recommend a business with a poorly designed mobile site

99% of smartphone owners use their mobile browser at least once a day

53% of American consumers use their smartphones to access search engines at least once a day



OUR MOBILE UNIVERSE - SLIDE SHOW | Click [HERE](#) for Full Text Version E-book (PDF) A Collection of Over 300 Stats, Article and Study Links

How Do US Millennials Prefer to Shop?

% of respondents, 2017 & 2019

Browse online and purchase online



Browse online and in-store but purchase in-store



Browse online and in-store but purchase online



Browse in-store and purchase in-store



Browse in-store but purchase online



■ 2017

■ 2019

Note: ages 22-37

Source: CouponFollow, "Millennial Shopping Report 2019," March 19, 2019

245923

www.eMarketer.com

Our MOBILE UNIVERSE

** 42% of all Mobile Brand experiences involve search (Google, 2017)*

** Nearly 1/3 of all mobile searches are related to location (Google, 2016)*

** 50 percent of North American adults use at least two ad-blocking methods.*

** More than 615 million devices worldwide have an ad-blocker installed.*

** Over 5 Billion Google searches made a day.*

** 95% of teens now report they have a smartphone or access to one.*

** Most people look at their phone about 150 times a day, (that's roughly once every 6.5 minutes),*

** People Ages 18-24 looked at Smartphones 60% of the time during TV ads - and people ages 45 and over did so 41% of the time (Facebook, 2018)*

OOH Time Spent in & OOH Mobile Synergy

- * More than 95% of Americans are reached by Media which aid in targeting Vehicle Drivers and passengers.*
- * OOH reaches the most Attractive Audiences for Advertisers. Consumers most influenced by OOH are 18-49,*
- High-earning, tech-savvy, and mobile, who spend 6-9+ hours per week commuting.*
- * OOH = Exceptional ROI. For every \$1 spent, approx \$2.80 in sales result, compared to only \$2.41 for print and \$2.43 for TV.*
- * OOH provides the most Cost Effective Reach at the lowest CPM in Advertising.*
- * Mobile (Vehicular) Advertising boosts Brand name and recognition by 15X more than any other form of Advertising.*
- * A Mobile Ad performs 45% higher exposure than static advertisement.*
- * OOH Ranks second, behind Digital, in the fastest-growing forms of Advertising Worldwide.*
- * OOH Most Effective in Driving Online Activity and Click thru Rates - Recent Nielsen study.*
- * 84% of Gen Z's pay attention to Outdoor Advertising.*



Deloitte
Insights

Issues by the Numbers, November 2018

How do Americans spend their time?

Highlights from the
American Time Use Survey



Work, sleep, and watch TV—that's what Americans do, unsurprisingly, for most of the day.

Percentage of
time per day
spent on sleep,
work, and TV
on weekdays ...

Mon	Tue	Wed	Thu	Fri
65.0% or 15 hours, 37 minutes				

and on
weekends

Sat	Sun
58.8% or 14 hours, 6 minutes	

Americans with paid full-time jobs who worked on an average week-day are working a bit longer in 2017 than in 2003 ...

Average time per day
participating full-time
workers spend on
work or work-related
activities, weekdays

2003
9 hours,
11 minutes

... but the time spent working
on weekends has fallen slightly.

Average time per day
participating full-time
workers spend on
work or work-related
activities, weekends

2003
6 hours,
9 minutes



2017
9 hours,
20 minutes

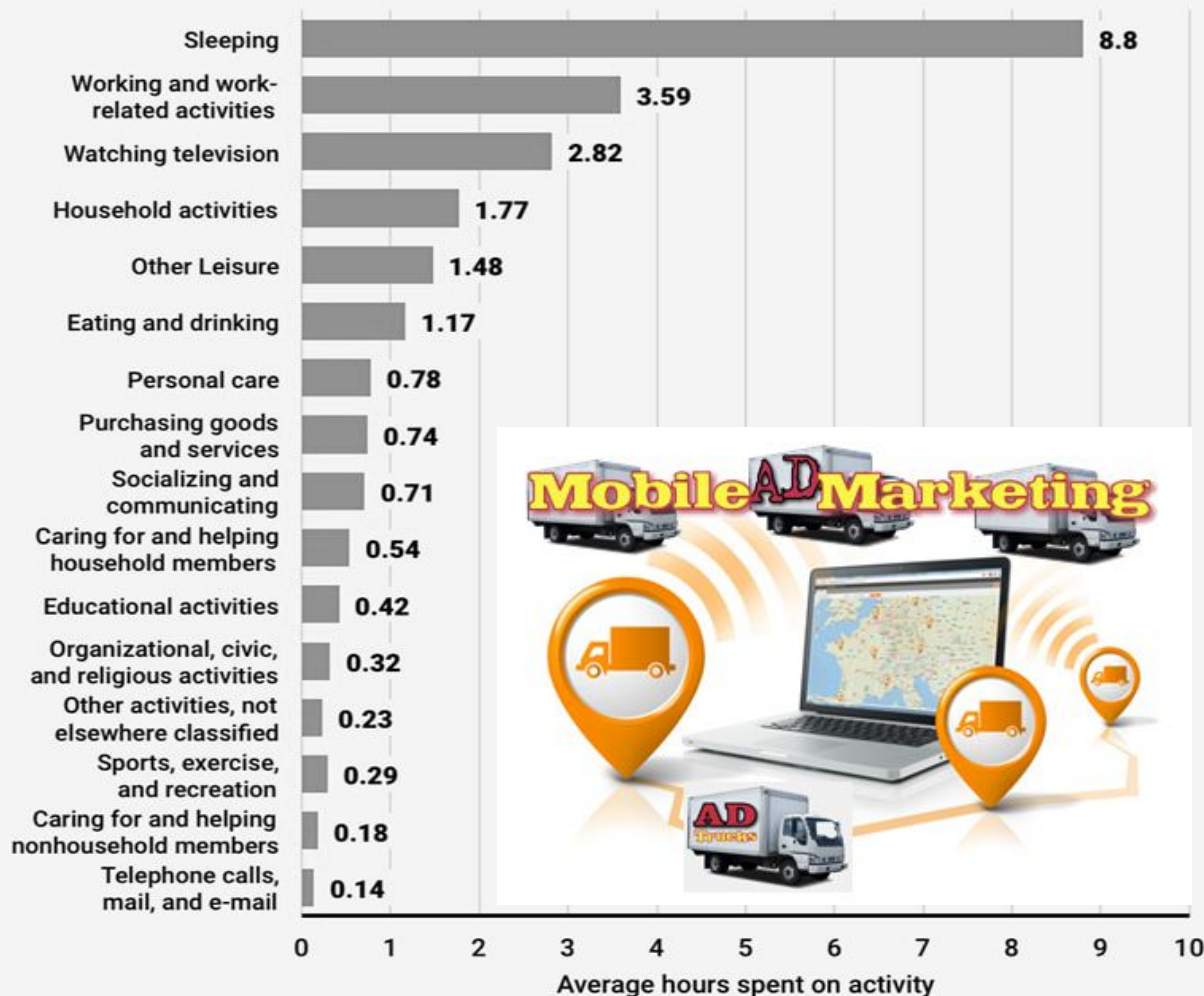
Up approx. 8 minutes



2017
6 hours, 5 minutes
Down approx. 4 minutes



HOW AMERICANS SPEND THEIR TIME



OUR MOBILE UNIVERSE

** 99% - OOH's weekly Reach.*

** 18 - hours per week the average person spends on the road. 135 - miles covered in that time.*

** 93 % - share of people who have driven in or ridden in a car during the past month*

** 194 - minutes the average person spends in a car each weekday - 57 - minutes on Sunday.*

** 70 % - share of waking hours people spend away from home. Average 11 hours a day.*



AD TRUCKS are Working 5-6 Days a Week. 8-10 Hours a Day.



TIME SPENT + More MOBILE = OOH Synergy | Click [HERE](#) for Full Text Version E-book (PDF)
A Collection of Over 300 Stats, Articles and Reports Links

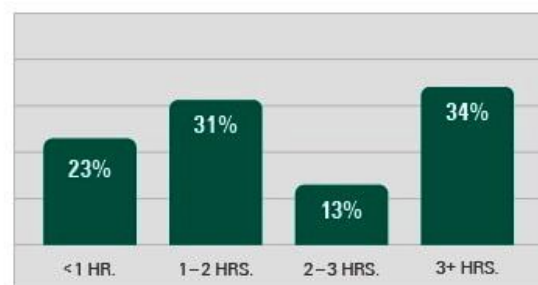
OVER 17 HOURS A WEEK

OVER 17 HOURS A WEEK
on the road.



3 HOURS PER WEEKDAY

3 HOURS PER WEEKDAY
traveling.



OUR MOBILE UNIVERSE

*** 88% of smartphone owners use their phone while driving. (Source: Zendrive)**

*** 18 - hours per week the average person spends on the road. 135 - miles covered in that time.**

** 93 % - share of people who have driven in or ridden in a car during the past month.*

** 194 - minutes the average person spends in a car each weekday - 57 - minutes on Sunday.*

*** OOH reaches the most attractive audiences for advertisers. Consumers most influenced by OOH - are 18-49, high-earning, tech-savvy, and Mobile, who spend 6-9+ hours per week commuting**

47% of the U.S. travels over 100 miles per week.

Miles traveled per week: <25: 20% | 25-49: 12% | 50-99: 20% | 100-199: 23% | 200-299: 12% | ≥300: 12%

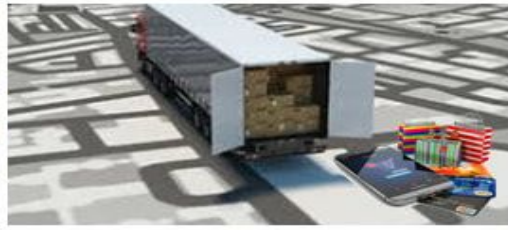


The Other MOBILE Media

70% of Time is Spent Out of Home
68% of Mobile Use is Done on the Go.



Our MOBILE UNIVERSE

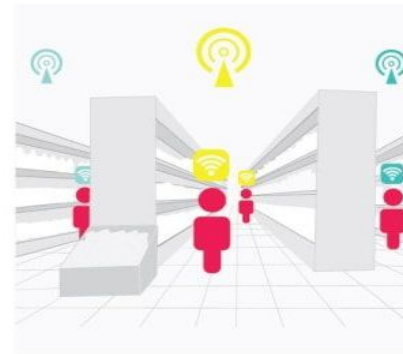


MOBILE MARKETING / GEO-TARGETTING | Click [HERE](#) for Full Text Version E-book (PDF)

GEO-TARGETING

GEOFENCING

BEACONING



How is LBA Effective?

Location is all pervasive and this element has found new home in marketing as brands tighten their targeting on in-store shoppers. With the increasing popularity of smartphones and continuous advancement in location technology and GPS-enabled apps, brands can now send real-time, relevant ads to shoppers about to buy.

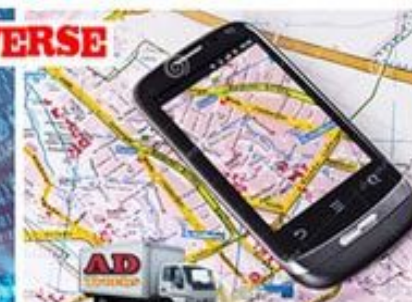
Tapping the right audience

Hyper-targeted offers are delivered to the users' phones in store as they walk past displays.

Marketers can better understand behavior by analyzing real-time location specific data

Firms can provide consumers with product/ service information and recommendations in real-time, based on location





MOBILE MARKETING DATA | Click [HERE](#) for Full Text Version E-book (PDF)

Types of MOBILE Marketing

Text (SMS) Promotions

Campaigns typically promoted offline and out-of-home that prompt customers to text a keyword to a short code to receive a benefit

Mobile Display Advertising

Placement of display advertising on mobile media including search, mobile apps, social networks, and mobile publisher sites

Mobile Optimized Websites

A website that has been designed such that it is accessible, usable, and valuable to users connecting via a mobile device

Mobile Apps

Software that is downloaded and installed on a mobile device that allows users to access a specific service, typically (but not necessarily) connected to the Internet

Mobile Coupons

Targeted promotions sent directly to customers typically through email messages that are often redeemed at point of purchase

Location-Based Promotions

Campaigns that recognize customers at a specific location by sending notifications to their mobile devices

Augmented Reality

Instances where digital information and effects are overlaid on a physical, real-world product or environment

Mobile Payment

Mobile-based services that provide value to shoppers in retail locations, typically with connection to POS or m-commerce

Location-Based Advertising by the Numbers

70%

of consumers find location-based ads and alerts to be valuable

53%

are likely to engage with location-based ads and/or visit a retailer after receiving one

47%

are likely visit retailers that offer promotions when they're nearby



Mobile devices now drive over **52%** of web traffic and account for nearly 2 of every 3 minutes spent online

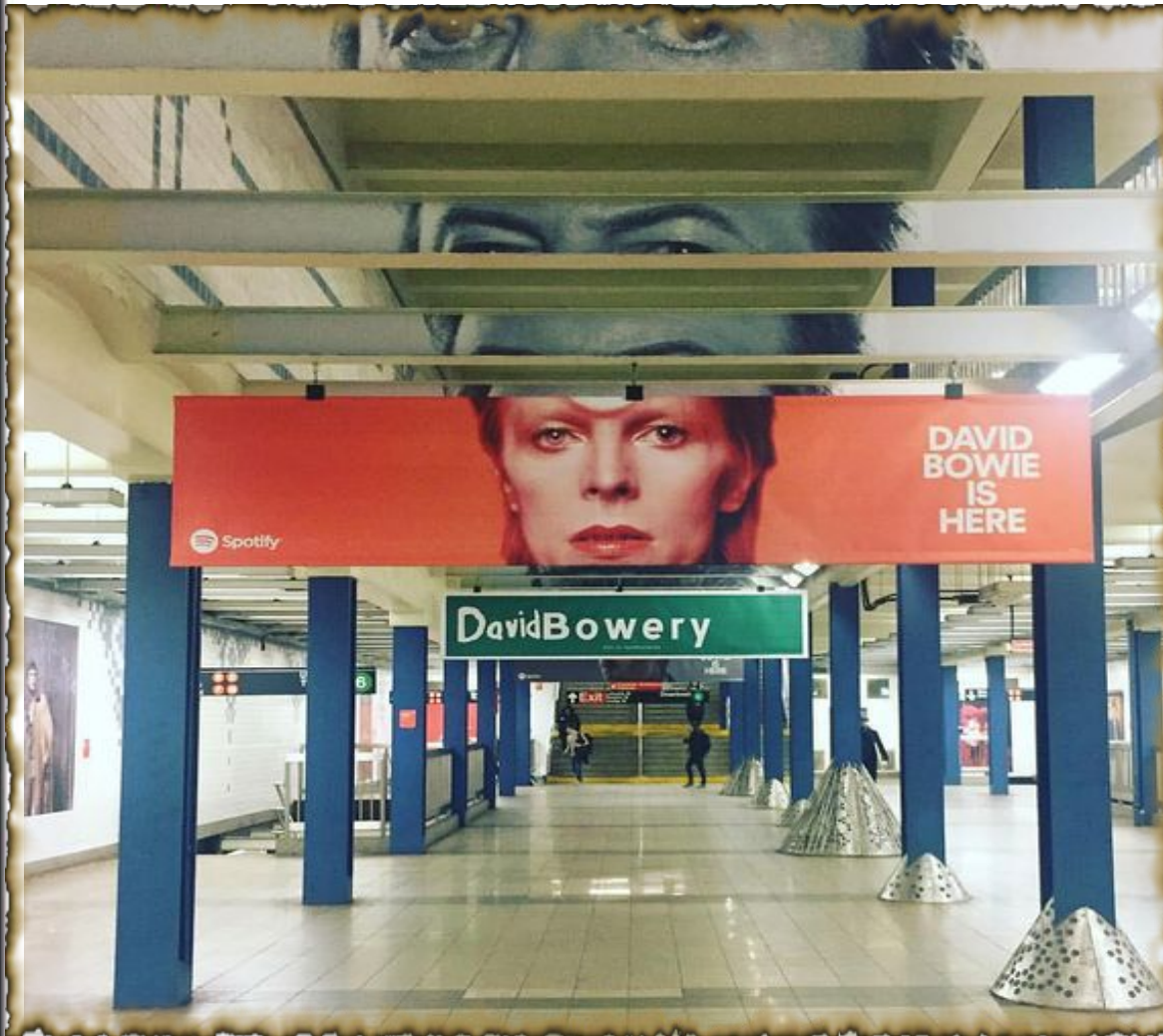


MOBILE MARKETING DATA | Click [HERE](#) for Full Text Version E-book (PDF)





Our MOBILE UNIVERSE - *POWER of OOH + MOBILE. {Case Study - AMPLIFICATION}*



Our MOBILE + OOH UNIVERSE

Spotify's New York City subway David Bowie tribute for The Brooklyn Museum Exhibit...

Reached more than 50 Million People on Social Media Channels – with NO Paid Amplification.

THAT'S the POWER of OOH + MOBILE.



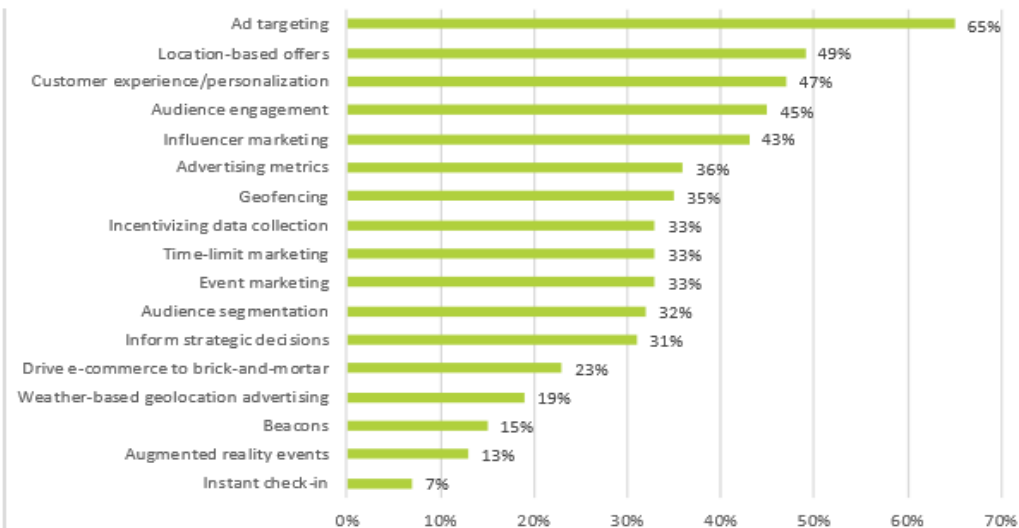


Our MOBILE UNIVERSE - *POWER of OOH + MOBILE. {Case Study - AMPLIFICATION}*

Nearly two-thirds of marketers use location data for targeting ads, and nearly half for location-based offers.

The most common uses for location data are ad targeting (65%), location-based offers (49%) and customer experience or personalization (47%). More than 4 out of 10 marketers are also leveraging location data to engage audiences, market to influencers and measure advertising effectiveness.

How are you or your company using location data?

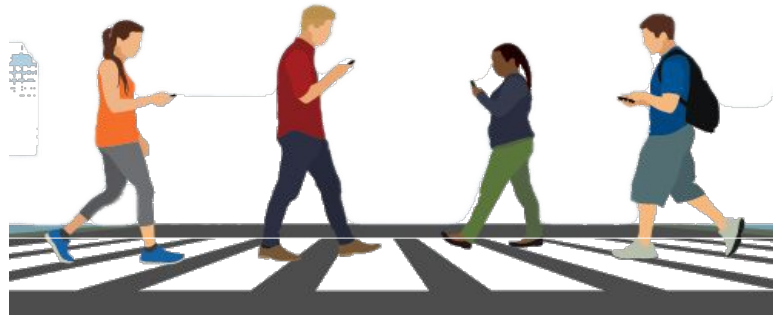


With two-thirds of the world's population now connected by Mobile Devices - location data has emerged as one of the most powerful and important data sources. Location data is used to solve hard problems—from providing fire-fighters and emergency medical technicians key information during times of crisis to helping us avoid bad traffic.

Location Data also makes our lives more convenient. Can you imagine using mobile apps like Uber, Google Maps or Yelp if they weren't powered by location data? It's not a pretty picture—the experience would be cumbersome.

On average, people use nine mobile apps daily that often employ location data to help them navigate their lives; we have come to expect our favorite apps and services to use location to be more relevant. It's changing human behavior, which means cutting-edge marketers are changing too.

A Recent WARC Study finds that adding OOH to other media can increase Reach up to 300%.





Trends in Mobile

WALLETS

The Mobile Wallet Industry is growing yearly by **142%**

GEO LOCATION

• 56% of mobile phone users depend on local search
• 1 in 3 mobile searches have local intent

ADVERTISING

Mobile Search Ads grew 76% in 2014, while mobile banner ads grew 100%

• By 2017, video will be 66% of mobile traffic
• 40% of YouTube's traffic is mobile

VIDEO

SHORT VIDEO

Apps like Vine and Instagram have opened the playing field to anyone with a smartphone

Top Mobile Apps by Downloads • Worldwide Q2 2018

SensorTower

Overall Downloads

- 1 WhatsApp
- 2 Messenger
- 3 Facebook
- 4 Instagram
- 5 Tik Tok
- 6 Vigo Video
- 7 SHAREit
- 8 musical.ly
- 9 UC Browser
- 10 Kwai

App Store Downloads

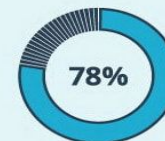
- 1 Tik Tok
- 2 YouTube
- 3 Instagram
- 4 WhatsApp
- 5 Messenger
- 6 Facebook
- 7 Google Maps
- 8 Pinduoduo
- 9 Gmail
- 10 Netflix

Google Play Downloads

- 1 WhatsApp
- 2 Messenger
- 3 Facebook
- 4 Instagram
- 5 Vigo Video
- 6 SHAREit
- 7 UC Browser
- 8 musical.ly
- 9 Tik Tok
- 10 Hotstar

LIVESTREAM IS THE SOCIAL STRATEGY

The possibilities for incorporating livestream as part of a wider campaign are huge.



THE FUTURE IS VIDEO

By 2019, video will account for around 78% of the world's mobile data traffic.

3x

LIVE VIDEO IS KEY

Facebook reports that users spend more than 3x more time watching a live video vs. static content.

VIDEO STREAMS + MOBILE = OOH Synergy

LIVESTREAM IS THE SOCIAL STRATEGY

The possibilities for incorporating livestream as part of a wider campaign are huge.



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VIDEO STREAM STATS & Articles

There is a growing belief that traditional television does not offer enjoyable, quality content for the price, while 70% of consumers believing streaming subscriptions offer better services (Deloitte).

There is a 45.2% penetration rate for digital video streaming in the United States (Statista).

Over 60% of Gen Z and Millennial consumers stream videos daily (Deloitte, 2018).

Audiences are more likely to use paid video streaming services (Nielsen, 2018).

Consumers in the United States spend nearly as much time watching videos as they do working, nearly 40 hours.

15 hours of this are through streaming services (Deloitte).



Video Marketing & the Impact on Brands



Video is seen as the **future of content marketing**. More than $\frac{1}{2}$ of all companies are using video in their marketing strategies.



7 in 10 people view brands in a more **positive light** after watching interesting video content from them.

The top 5 reasons **people are put off** after viewing an **explainer video** are:



It did not explain the product or service clearly enough. **37%**



Its low quality was discouraging. **25%**



It was too long. **21%**



It was poorly designed. **12%**



It had bad animation. **5%**



The number of **mobile phone video viewers** in the US is projected to reach **137 million** by 2019.



18 to 24 year olds spend **36 minutes** per week viewing **video content on smartphones**, the most of all age demographics & key for brands to focus on.



Video ad revenue will increase at a **3 year compound annual growth rate of 19.5%** through 2016, according to Business Insider.



That is much faster than **traditional online display advertising**, which will only grow at a **3%** annual rate.



Video ads have an average **click-through rate (CTR)** of **1.84%**, the highest CTR of all digital ad formats.

KEY TAKEAWAY



Video will be key to effective marketing strategies & brands who do them well will increase brand engagement. Brands who switch from text based display advertising to video based advertising have the best chance of converting leads to sales - especially if done on mobile platforms.



Our MOBILE UNIVERSE



MOBILE + OOH - THE PERFECT MEDIA MIX

Click [HERE](#) for Full Text Version E-book (PDF) | A Collection of Over 300 Stats, Articles and Reports Links



**AD TRUCKS are Working
5-6 Days a Week.
8-10 Hours a Day.**



Our MOBILE UNIVERSE

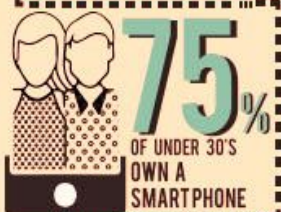
** 80% of Americans have Smartphones AND spend more than five hours a day on them..*

"Consumers Spend 11 hours away from home, while about 5% of Ad Budgets are spent on OOH"

"Out-of-Home Advertising is the most Effective Offline Medium in driving Online Activity"

** M-commerce (Mobile) will overtake E-commerce for the first time in 2019.*

Source: Mobility Report 2017, Ericsson



Source: Outperform, Ipsos and Route, UK 2015



Source: Smarter - Drive to Web, JCDcaux France



Source: #Outperform, Ipsos and Route, (UK 2015, 35 campaigns, 16-44 year olds)



MOBILE ADS + OOH ADS + MOBILE MEDIA = MEDIA MIX

A Collection of Over 300 Stats, Article and Study Links | Click [HERE](#) for Full Text Version E-book (PDF)





MOBILE + MOBILE BILLBOARDS = OOH Synergy

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"Mobile Devices will over take TV as far as Time Spent in 2019"

The New MOBILE America

"The Trend of Shopping on-the-Go is Spreading like Wildfire, mostly because this type of E-Commerce is Convenient for Consumers and Retailers alike.

On one end, we have Consumers that can complete a Purchase with just a few taps on their Mobile Device. On the other end, Mobile Commerce has massive potential from retailers' point of view, as it enables them to reach their Audience Anytime and Anywhere."

"CONSUMERS 18-64 Spend MORE TIME with OOH than any other Ad Media except for Television"



- * 80% of U.S have Smart Phones. 237 million and rising.
- * 69% of Mobile Use is done on the Go.
- * 49% of Website Traffic comes from Mobile Devices.
- * 49% of Consumers use Mobile Phones for Shopping.



*"OOH Extends the **Reach** and **Frequency** of integrated Campaigns **Better** than any other Advertising Media.*

*When Out-of-Home is **Added** to a **Media Plan**, overall **ROI Improves**"*
(Benchmarking research).

IMAGINE ...Your Very Best ADs



On 100 of These in 10 U.S. Cities
AD More Mobile to Your Media Mix * Max Reach * Max Impact



Marketing To A Mobile Age – By Daniel Sage | OUR MOBILE UNIVERSE - SLIDE SHOW

The Last Captive Audience In America (Is In The Vehicle Next to You)

For Brands and the Agencies that represent them – what may seem obvious – is that the most valuable prospects are those with jobs and careers – the ones that head out into the world to earn, live and spend. They are nearly half of America on any given business day. The worker bees of any community - all heading for the hive to begin the days labors - the blood flow of the communal body. Shuffling to and from work or school, shopping, dining, dropping kids off, picking kids up, running errands, seeing doctors, mechanics, movies, Capacity?) shows, biking, walking, etc. - greasing the wheels of U.S. commerce. The consumer half of a society that would grind to a halt without their contributions. This employed person would seem to be a most esteemed and targeted group – I would call them a high quality lead in the sales world. - And yet - the underlying paradox has always been - Why does a Medium that reaches nearly 95% of the Population Receive only 5% of the Ad Spending?

While I do understand the enticement that the digital world offers as far as a mathematical precision of targeting and engagement and measurement - tracking tools the traditional mediums simple ROI equation could never satisfy - I do not understand the chasm in spending when the Reach Factor is so Vast for OOH.

The OTHER Mobile Media - The American Commuter now has the entire Media world within hands reach – all digitalized for easy access – From your Smart Phone - you can Stream TV, Videos and Radio, Surf the Web and Read the News, Email, Locate a Business, find Apps for anything, purchase anything, check your social media and your home security camera – an entire universe all rolled into a hand held device - a Mobile Phone is the now the connecting tissue for all the other Mediums.

All the while – 70% of the time is spent away from home. The commuter drives 135 miles a week and spends some 18 hours on the road. The only other medium that commands as much time is TV watching. So whether driving or riding, walking or biking, catching buses or trains, OOH is the all encompassing environment the daily commuter spends a great deal of time in. Not only that – that same person is looking for distraction or stimulation to break up this routine. It only makes sense to capture an audience looking to be entertained. This is the Perfect Reason to embrace a new kind of AD Medium - One that results in Maximum Impressions as well as Maximum Impact. - Imagine If Every Fed Ex, UPS or Walmart Truck you saw Today had your Brands AD on it - And imagine a small fleet of these Ad trucks permeating the city or metro area you live and work?

Vehicular Marketing | What are AD Trucks and Where do they come from? - Trucks deliver 70-80% of all goods in America. 15 million commercial trucks operate throughout every corner of this country every minute of the day delivering products to every conceivable kind of business. They cover nearly 600 billion miles and transport over \$900 billion worth of manufacturing and retail goods a year.

We drive next to them on freeways and see them parked at the mini malls, fast food chains, retail outlets, clothing and furniture stores, Walgreens and 7-11s. They are working 8-12 hours a day 5-6 days a week, making 10 -15 stops in a typical days run. The majority of these trucks are basic white or bear a simple fleet emblem. The remarkable thing for the advertising world is that many thousands of these 3rd party vendors are now open to promoting the very Brands whose products they drop off each day, adding a new fluid dimension to the advertising industry. That's the powerful option the Advertising World is now becoming aware of. A recent WARC Study finds that adding OOH to other media can increase Reach up to 300%.

AD Trucks can act as Reinforcement for all other Ad Messages - whether Radio ads, Banner Ads, Streaming TV or Video ads, Magazine and Newspaper ads or any OOH media including Billboards. Mobile Billboard meets Mobile Phone in mobile world constantly in motion. What could make for a better Media partnership?



MOBILE + MEDIA MIXES = OOH Synergy

A Collection of 300 Stats, Article and Study Links | Click [HERE](#) for Full Text Version E-book (PDF)

Out of Home Is BIG



Every week, the out of home units we measure across the entire U.S. have the ability to deliver 101,465,994,516 impressions.

Peak Hours



Nearly a quarter of out of home advertising's daily audience occurs during its three peak hours between 4pm and 7pm.

Daily Trips in America

Americans take 1.1 billion trips a day – four for every person in the United States.



OOH Space



It would take over 2.2 billion smart phones to cover all the OOH space measured by Geopath.

OOH - While They're Buying



45% of daily trips are taken for shopping and errands.

Miles Traveled



U.S. daily travel averages 11 billion miles a day – almost 40 miles per person per day.





The Return of Mass Marketing in America? By Daniel Sage | CEO - Mobile Ad Marketing.com

The days of wide audience appeal seems to be a rapidly evaporating concept, when "Mad Men" mass marketing was the goal and simply creating a catchy phrase or visually alluring product presentation would drive instant sales and abundant client praise. The popular strategy in advertising is now focused audiences and niches. This is a meticulous approach and requires much more time and money over a long period to garnish results. Deep pockets are required for such long term efforts, and yet, local marketing campaigns are where every great American Brand and Franchise begins - and finally ends up.

That's why OOH is so important in the Ad spectrum. It is the connecting Medium for all the Ad Fragmentation. A most impressive OOH medium is Mobile Billboards and AD Trucks - Vehicular Marketing marvels that travel with and where the people are - a modern Mobile delivery method for our always in flux society.

The OTHER Mobile Media - The American Commuter now has the entire Media world within hands reach – all digitalized for easy access – From your Smart Phone - you can Stream TV, Videos and Radio, Surf the Web and Read the News, Email, Locate a Business, find Apps for anything, purchase anything, check your social media and your home security camera – an entire universe all rolled into a hand held device - a Mobile Phone is the now the connecting tissue for all the other Mediums.

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The Other MOBILE Media

MOBILE AD Marketing





AD MEDIA + More MOBILE = OOH Synergy

See OOH "Marketing Mix" Strategies Here | [Click HERE](#) for Full Text Version E-book (PDF)



TV-STREAM



DIRECT MAIL



RADIO



SHOWS



NEWSPAPERS



GAMES



MAGAZINES



OOH



**70% of Time is Spent Out of Home
68% of Mobile Use is Done on the Go.**



AD MEDIA MIXES + More MOBILE = OOH Synergy

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Out-of-Home Remains a Small Percentage of Advertising Spending

U.S. Total Media Ad Spending Share by Media, 2014-2019, % of total

	2014	2015	2016	2017	2018	2019
TV	39.0%	37.9%	37.3%	36.3%	35.6%	34.6%
DIGITAL	28.3%	31.6%	34.4%	37.0%	39.2%	41.4%
Mobile	10.9%	16.6%	21.6%	24.9%	26.9%	28.9%
PRINT	17.3%	15.8%	14.5%	13.6%	12.8%	12.1%
Newspapers*	9.1%	8.0%	7.1%	6.5%	6.0%	5.7%
Magazines*	8.3%	7.8%	7.4%	7.1%	6.7%	6.5%
RADIO**	8.6%	8.2%	7.8%	7.4%	7.1%	6.8%
OUTDOOR	4.0%	3.9%	3.8%	3.7%	3.6%	3.4%
DIRECTORIES*	2.8%	2.5%	2.2%	2.0%	1.8%	1.7%

Advertisers & Agencies - Can Achieve Sales Uplift of 11 to 15 Percent by Adopting Hyper-Local Strategies such as Out-of-Home Advertising. There are several strategies to engage with shoppers on a hyperlocal basis, including OOH, digital and spot TV.

OOH has multiple aspects in its favor that can result in more effective activation of micro-target growth pockets. For instance, when consumers are not at home, they are more attentive. Couple this higher engagement with the fact that consumers are spending an increasing share of their active hours out of the home, and better salience than traditional media is the result.

OOH provides more definitive reach than digital media, which shoppers tend to not view up to one-third of the time.

A Recent WARC Study finds that adding OOH to other media can increase Reach up to 300%.



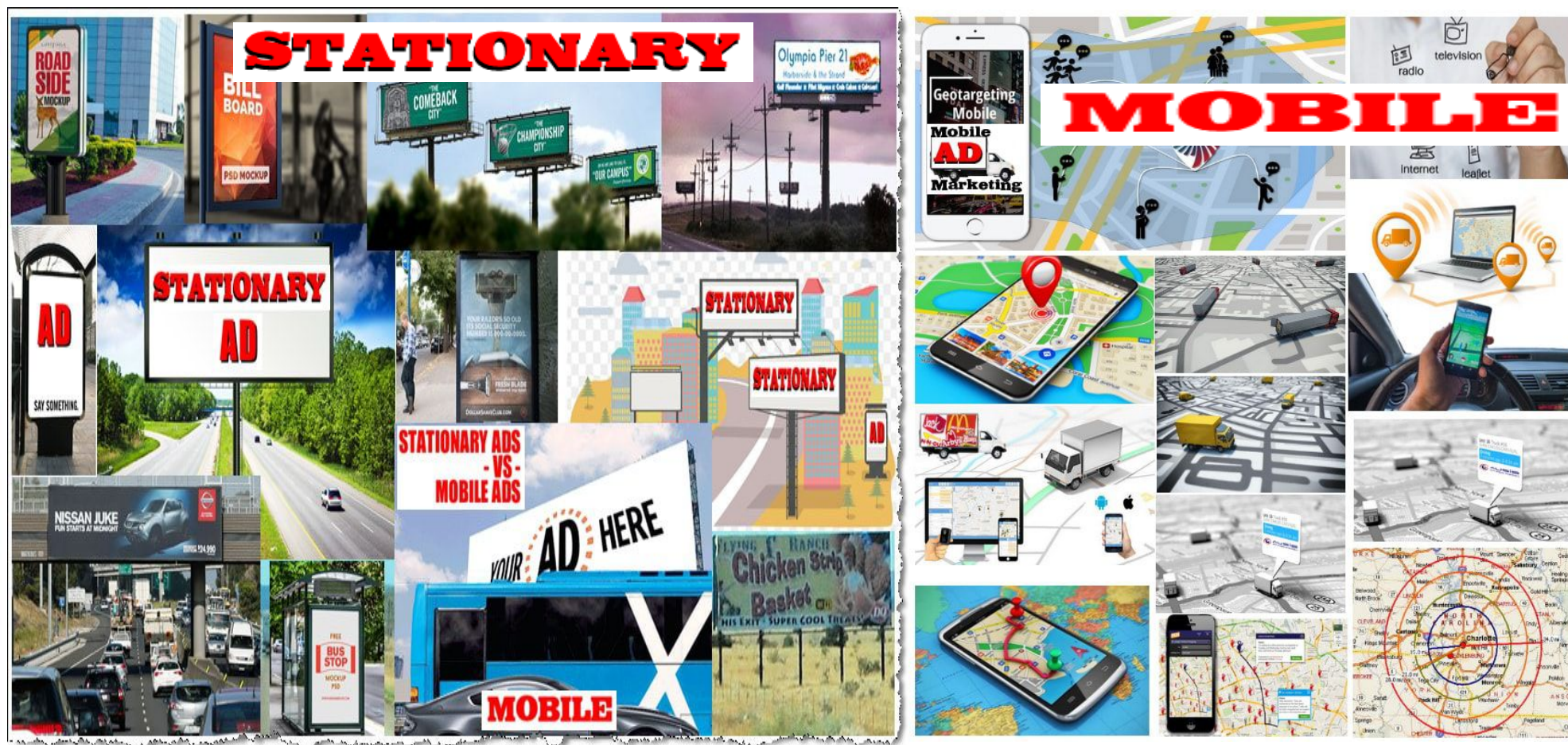
STATIC (Stationary) ADS -vs- MOBILE ADS (Full Study [HERE](#))

CLEAR CHANNEL Inventory - CHICAGO | DMA Rank 3rd | 7,501,730 Population (Adults 18+)

OOH Inventory Reaches 91% of the DMA 18+ Pop. weekly (463.5 MM Impressions)

AD Trucks (Delivery type) Will Drive Past Several Hundred Stationary Ads a Day!

Work 5-6 days a week, 8-10 hours a day. | Typically Cover some 100-150 miles a day within a 40 Mile radius.





MOBILE + MOBILE BILLBOARDS = OOH Synergy

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**We'll Supply the MOBILE
You AD The MARKETING!**



MOBILE + GEOGRAPHY + MOBILE BILLBOARDS = OOH Synergy

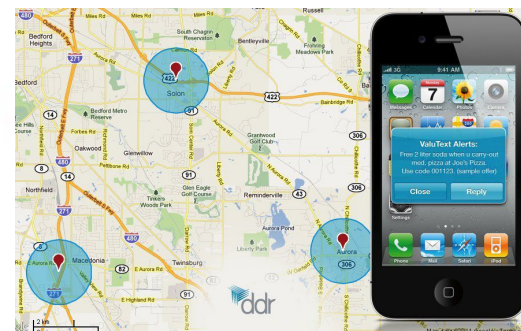
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AD TRUCKS & MOBILE BILLBOARD STATS

- * *A Single Delivery Truck averages 16 Million Impressions in a Year"*
- * *Mobile Advertising Boosts Brand name and recognition by 15X more than any other form of Advertising.*
- *Studies have found Ad Trucks were Noticed by 98% of People in Cars.*
- * *Perception Research found that Vehicle Advertising is 2.5 times more Effective than fixed Billboard Advertising.*

"Consumers Spend 11 hrs away from Home, while about 5% of Ad Budgets are spent on OOH."

**The Other
MOBILE Media**

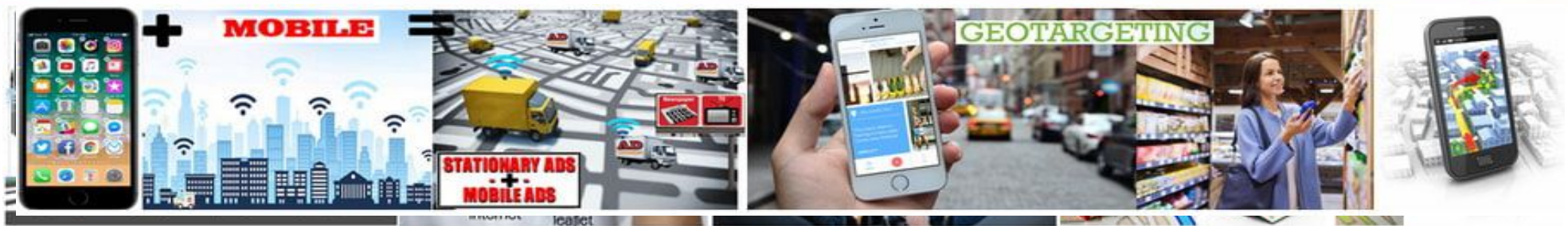




MOBILE ADS + MOBILE BILLBOARDS = HIGH IMPACT

A Collection of Over 300 Stats, Article and Study Links | Click [HERE](#) for Full Text Version E-book (PDF)





MOBILE PHONES + MOBILE BILLBOARDS = OOH Synergy





STATIC (Stationary) OOH + MOBILE BILLBOARDS {Sample Study}

(Billboards, Wall Murals, Panels, Bus Stops, Transit etc...)

CLEAR CHANNEL Inventory - CHICAGO | DMA Rank 3rd | 7,501,730 Population (Adults 18+) | OOH Reach

Over 4,000 Displays Covering 7 counties. Reaches 91% Population Weekly (463.5 MM Impressions)

Digital Impact - Dominant digital OOH provider with 58 roadway displays.

Reaches 89% of the DMA A18+ Population Weekly (95.4 MM Impressions) | 10 Mobile Billboards



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MOBILE PHONES + MOBILE BILLBOARDS = OOH Synergy





Proximity
Marketing Campaign



OUR MOBILE UNIVERSE – THE END

Brought to You by Daniel Sage & MobileADMarketing.com





Brought to You by MobileADMarketing.com

Largest Mobile Inventory in America. 300,000 Ad Vehicular Spaces – Coast to Coast.

*Mobile **AD** Marketing has been featured on the following websites...*

Forbes  **WACHOVIA**

 **Merrill Lynch**

HOOVERS
A D&B COMPANY

BRANDWEEK **LICENSE**

YAHOO! FINANCE  **Google**

FleetOwner **TTNews.com** by Transport Topics

 **Advertising Industry Newswire™**
Business, Entertainment & Technology News

MediaPost Publications

 **PR Newswire**
United Business Media

 **PRWeb®**
PRESS RELEASE
NEWS WIRE

 **TransWorldNews**
News, Company Profiles, TV News

msn **MarketWatch**  **canada.com**

MOBILE AD Marketing



IMAGINE ...Your Very

**Best
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**Put Your Marketing
Where The People ARE.
AD TRUCKS to Your MEDIA MIX!**



On 100 of These in 10 U.S. Cities

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