

Mobile

LANDSCAPE



90% of push notifications are read within 3 minutes



Mobile shoppers put **ease of use** as the most important quality of a mobile site.



85% of smartphone users prefer mobile apps to mobile websites.



61% of mobile searches result in a phone call



51% of time consuming media is spent in mobile.



68% of users enable push notifications



89% of smartphone users search for a local business from their device at least once a week.



8/10 consumers wants to collect loyalty points on a mobile phone.

