



Internet
Advertising
Bureau
UK

MOJO

Mobile Online Journey Observation



We interviewed a representative sample of 800 UK smartphone owners aged 16+



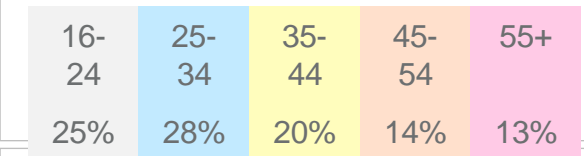
Smartphone OS share



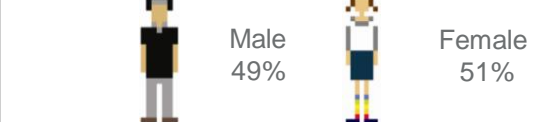
Household income



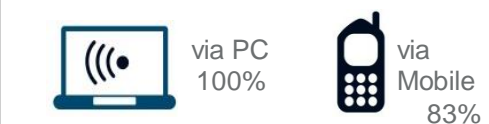
Age



Gender



Internet access



Sample was weighted in line with the installed base of smartphone owners across each OS platform. Market share estimates taken from GfK Retail and Technology UK sales data





Both smartphones and PCs are used at every stage of the purchase process

Recall of product/brand:

- Social Networks
- Display adverts

Awareness

Internet research conducted:

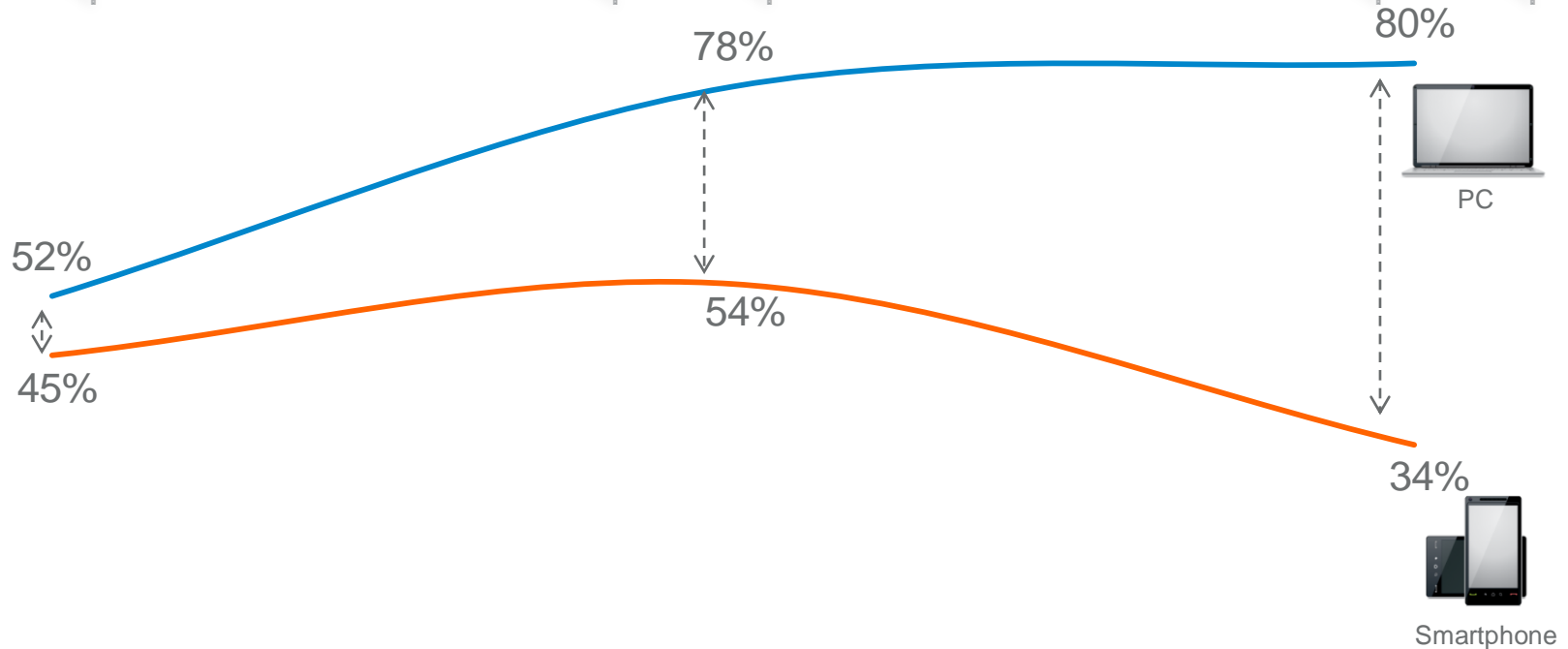
- Research (site visits)
- Search

Research

Purchase:

- Physical products
- Services / tickets
- Digital downloads provided separately

Purchase



Awareness, Research and Purchase Base (unweighted): All respondents (n=789)



Smartphones are changing the way we shop

38%
of respondents
use their
smartphone in
store



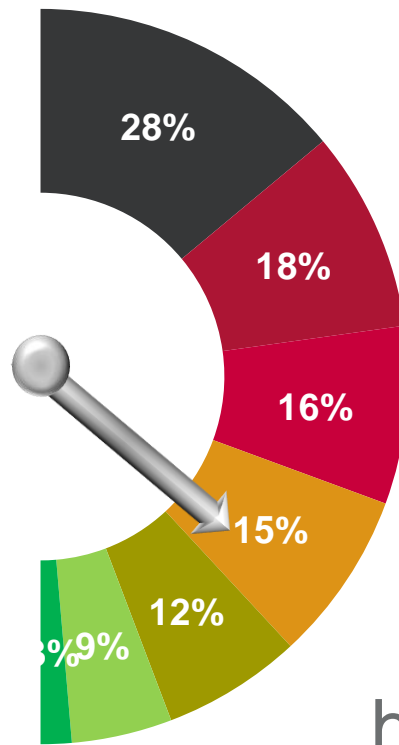
E1b. When you have been out shopping have you ever used your mobile / smartphone to look for more information on products you were thinking of buying?



72% of those with access to a tablet use them weekly to make purchases

Average time spent per week shopping on tablet

4.4 hours is the mean length of time spent shopping online by tablet users*



- None
- Less than 1 hour per week
- 1-2 hours per week
- 3-5 hours per week
- 6-10 hours per week
- 11-19 hours per week
- 20 hours or more per week

*Equivalent for smartphone owners is **2.2 hours**, and for PC users **2.9 hours**



Conclusions

1. Both **mobile and online** are used from awareness to research to purchase. Providing a seamless experience across **both** platforms counts as good customer service.
2. **Half of those following up adverts on smartphones, are sent there by TV.** All TV activity should have a mobile call to action.
3. **Over a third of respondents use their smartphone in store.** Retailers that optimise for, rather than fight, this will be the long term winners.
4. **Smartphone users are twice as likely to follow up on a product on mobile compared to in store.** Should the mobile strategy be twice as important as in store?
5. **Tablet owners spend 4 ½ hours a week browsing and shopping.** Retailers can drive incremental sales by creating a rich environment on tablets to engage shoppers.



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Questions

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