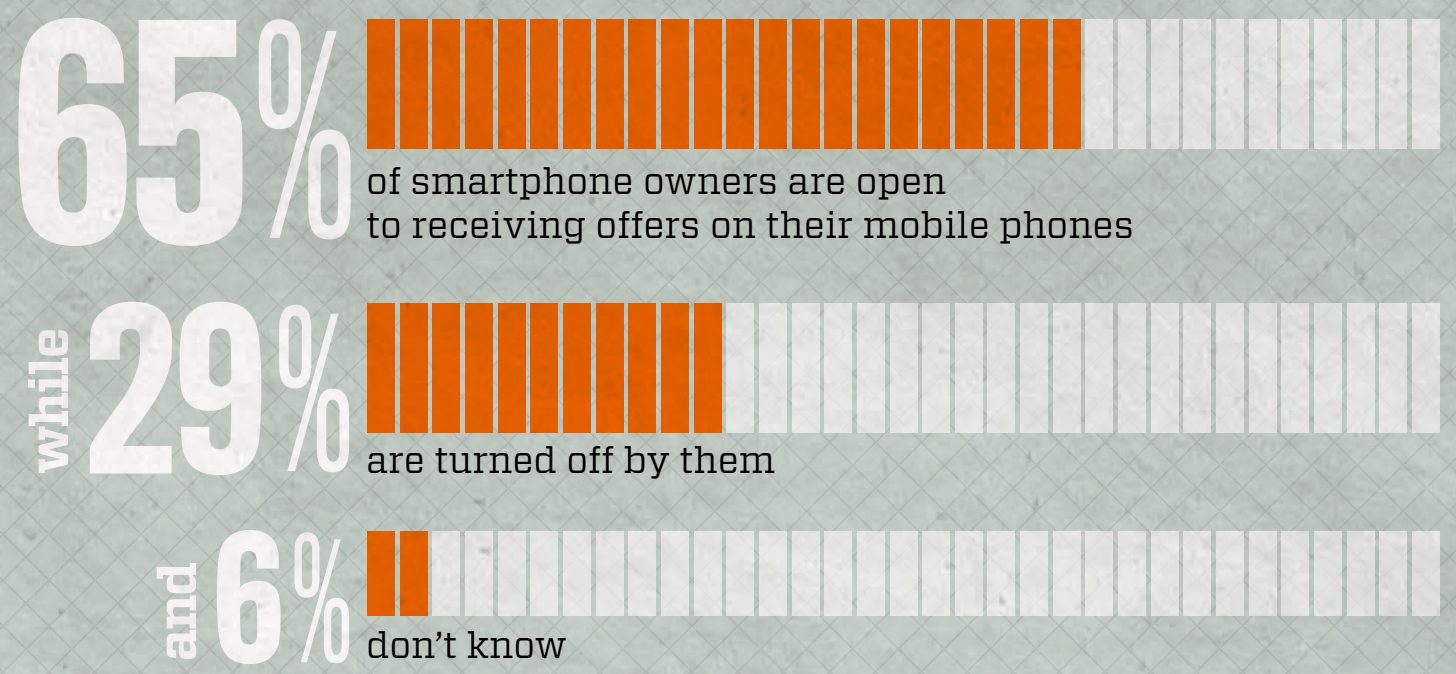


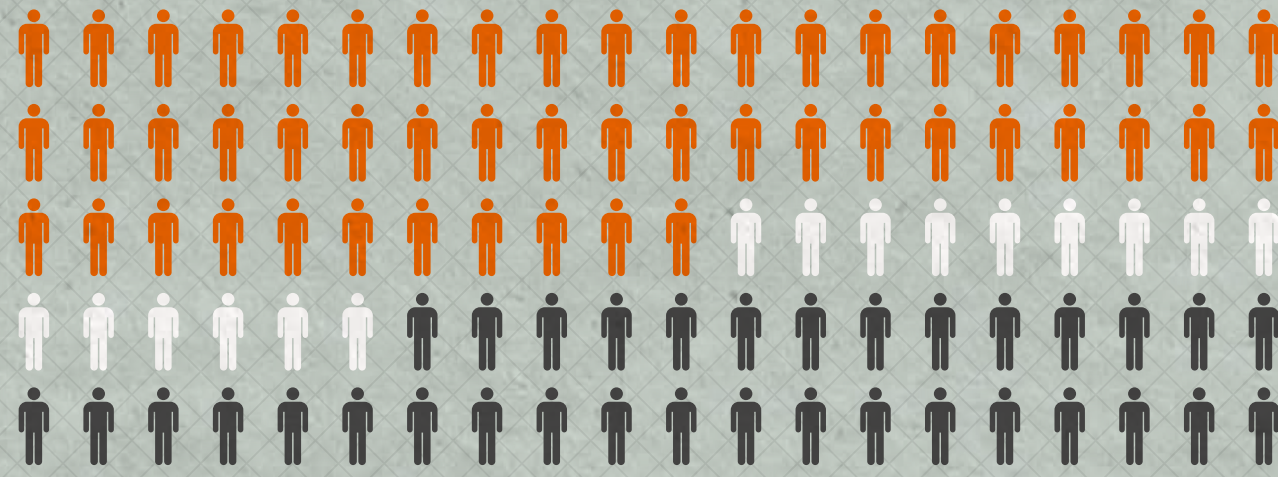
# MOBILE MARKETING

## WHAT'S WITH THE ATTITUDES?

### 1. DO PEOPLE ACTUALLY LIKE OFFERS ON THEIR MOBILE PHONES?



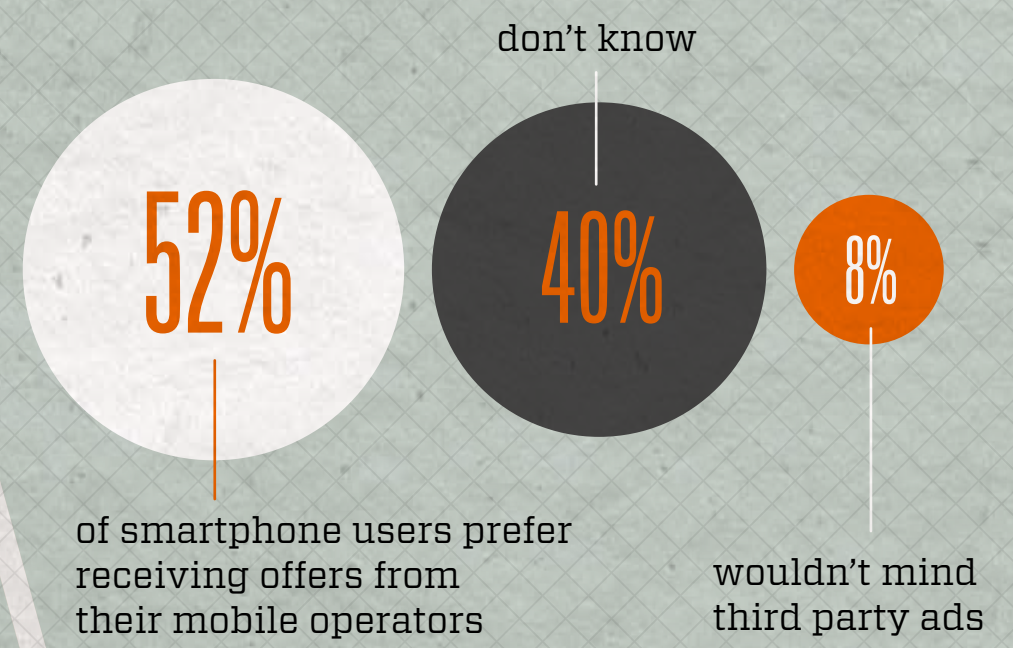
### 3. WHAT KIND OF OFFERS SHOULD MOBILE OPERATORS PROVIDE?



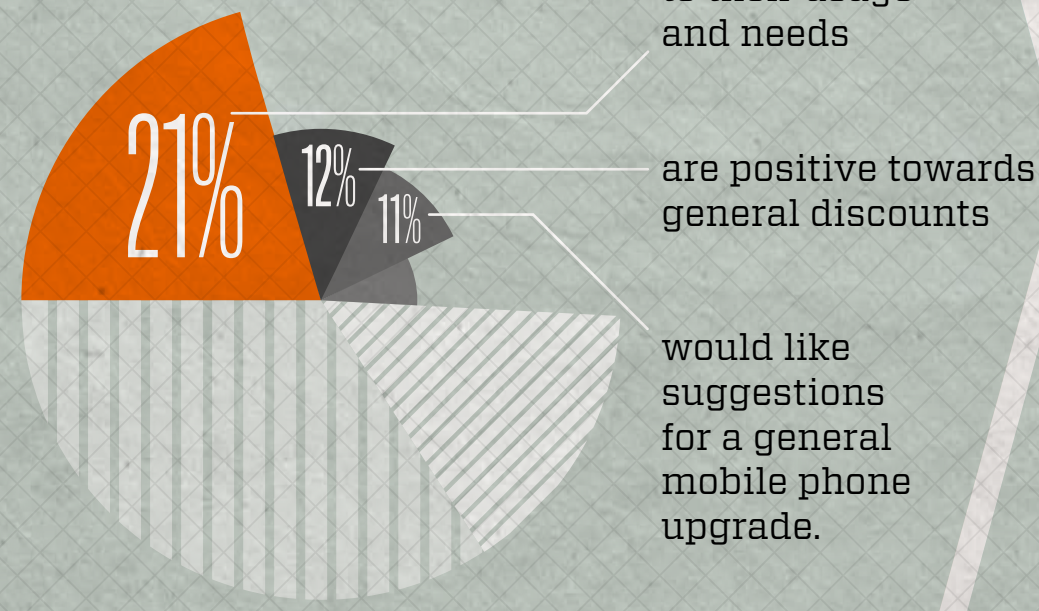
**51%** of smartphone owners prefer receiving offers concerning mobile products only (upgrade plan, top-up discounts etc)

**15%** are open to offers from third party advertisers

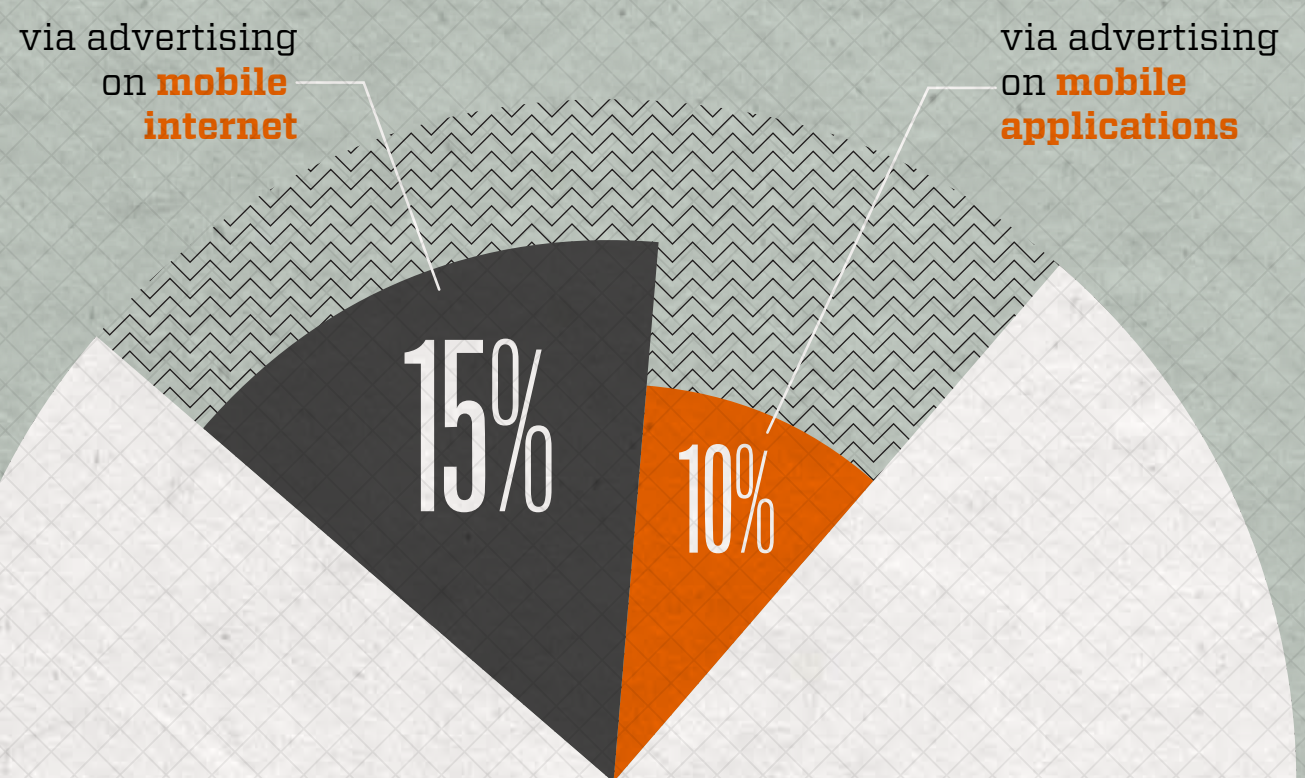
### 2. FROM WHOM?



### 4. WHAT SORT OF MOBILE PRODUCTS AND SERVICES?



### 5. THROUGH WHAT MOBILE CHANNEL DO PEOPLE PREFER RECEIVING OFFERS?



### 6. HOW OFTEN?



**83%** up to **TWICE** a month.

**only 2%** more than **5 TIMES** per month.



THE MOST EFFECTIVE MOBILE MARKETING MEDIUM FOR ELICITING CONSUMER RESPONSE IS SMS

BUT BE WARNED:

**72%** WOULD **CHANGE PROVIDER** IF THEY RECEIVED THIRD PARTY ADS.

