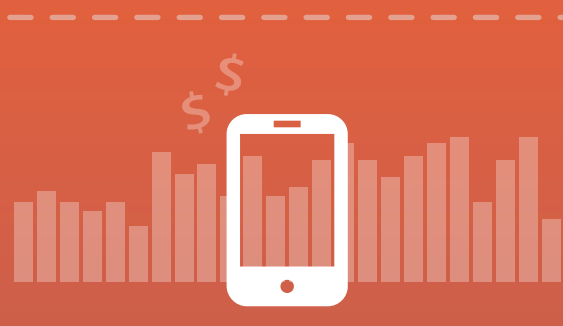
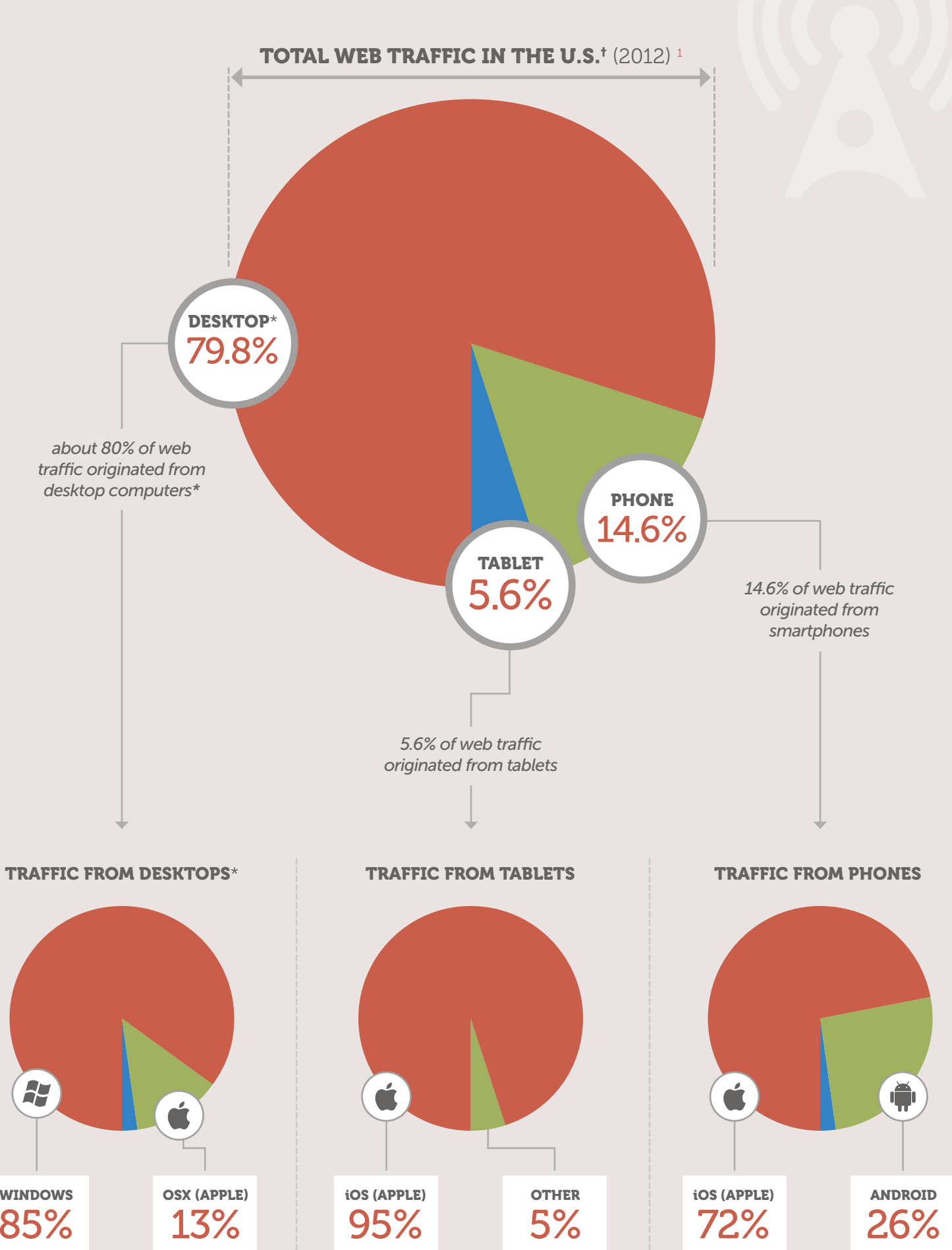


# HOW MOBILE IS Changing Business



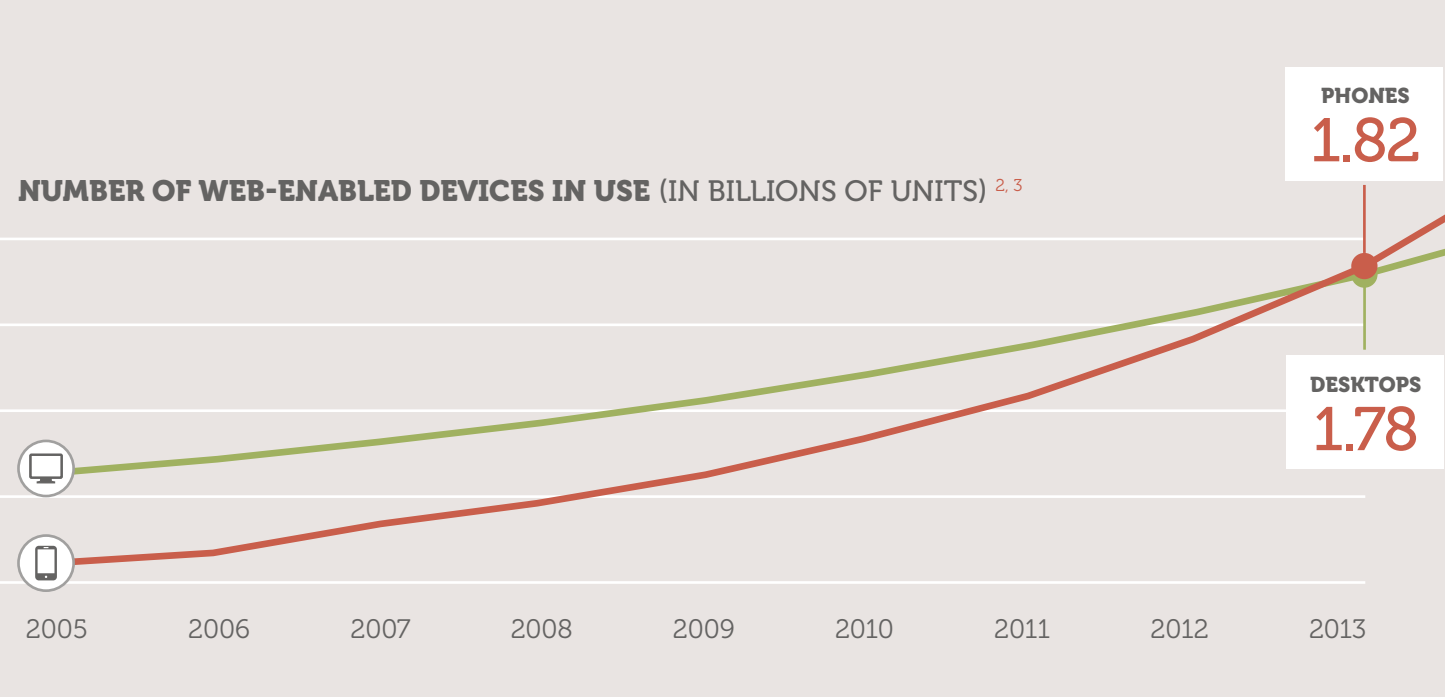
The business landscape is changing. This includes how people access the web and conduct commerce. Are you prepared for the change?

## WEB TRAFFIC BY DEVICE FOR 2012

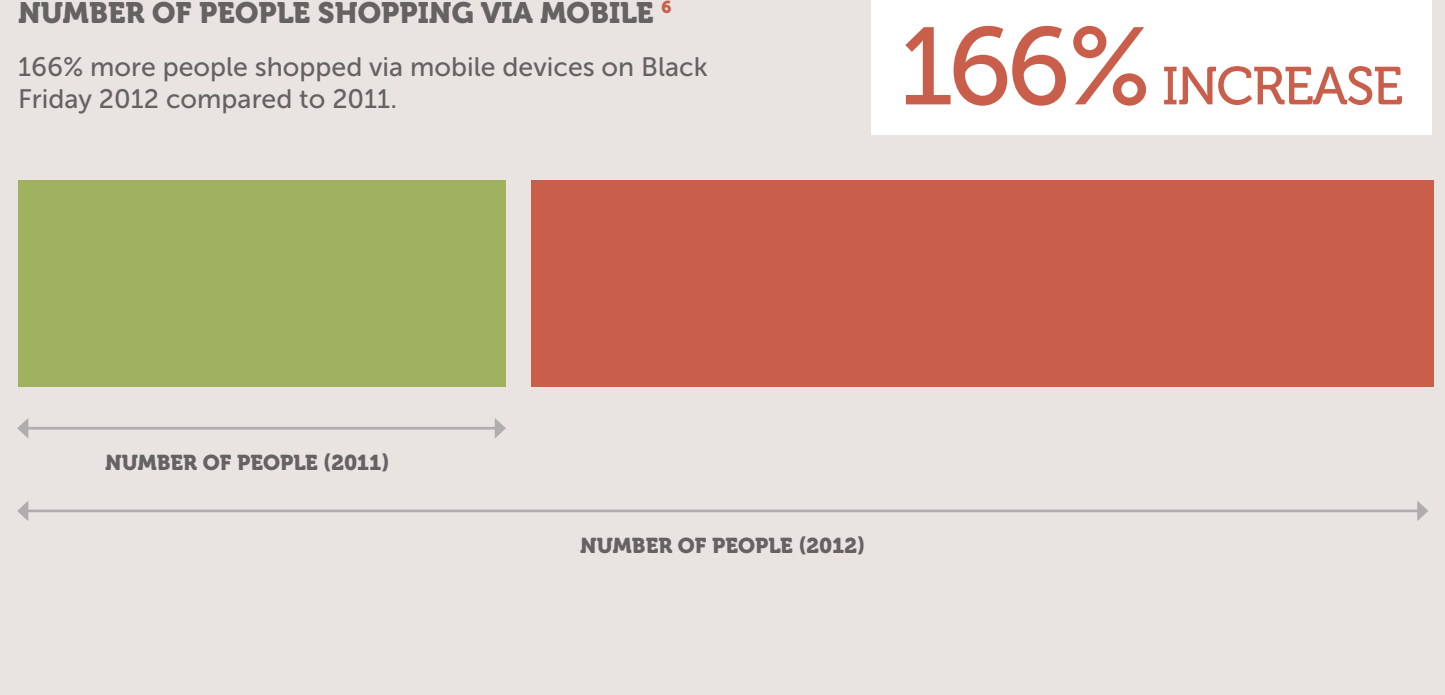
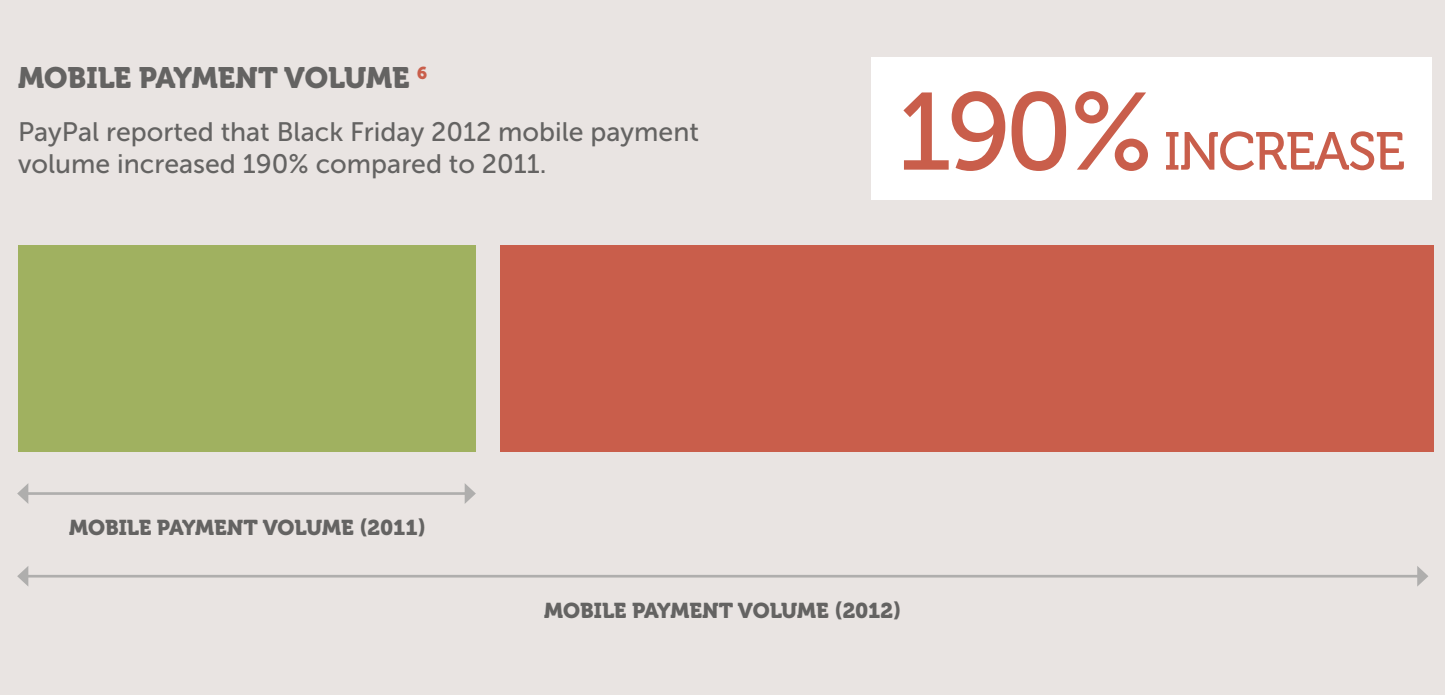
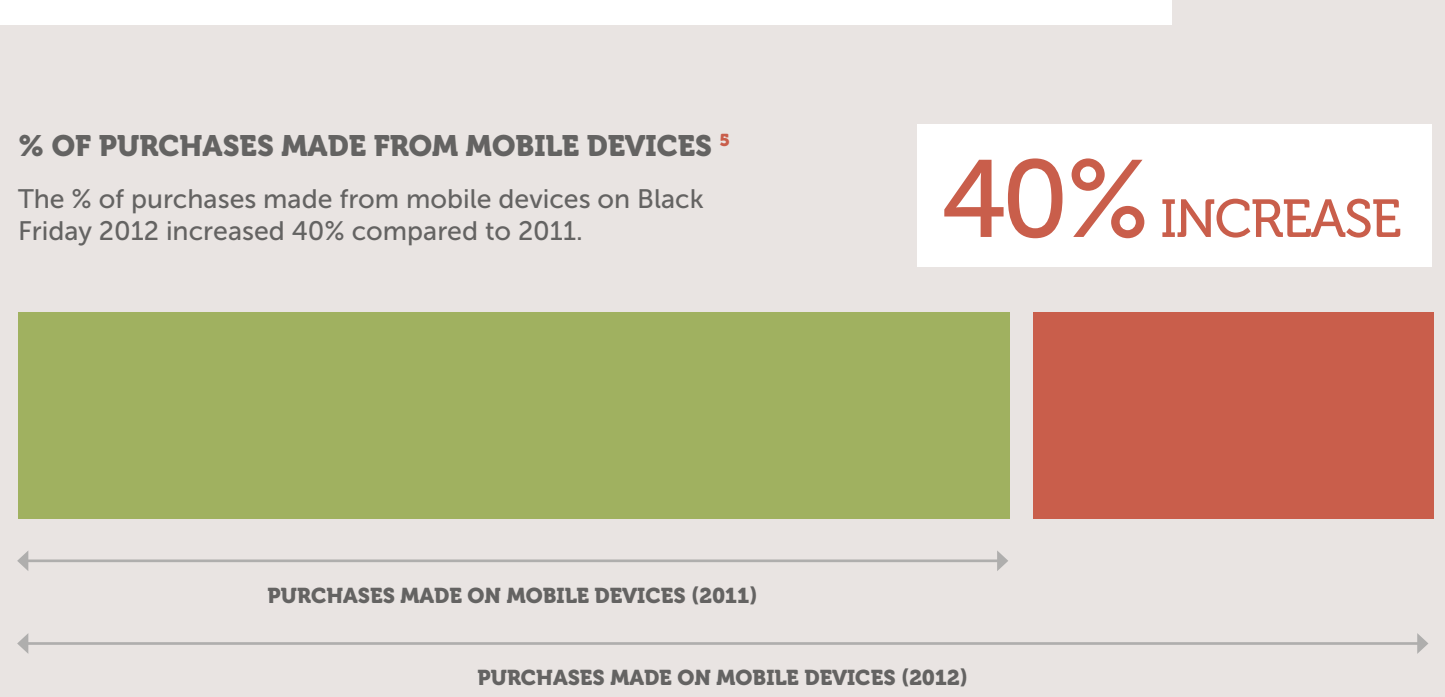


## WEB USAGE TRENDS BY DEVICE

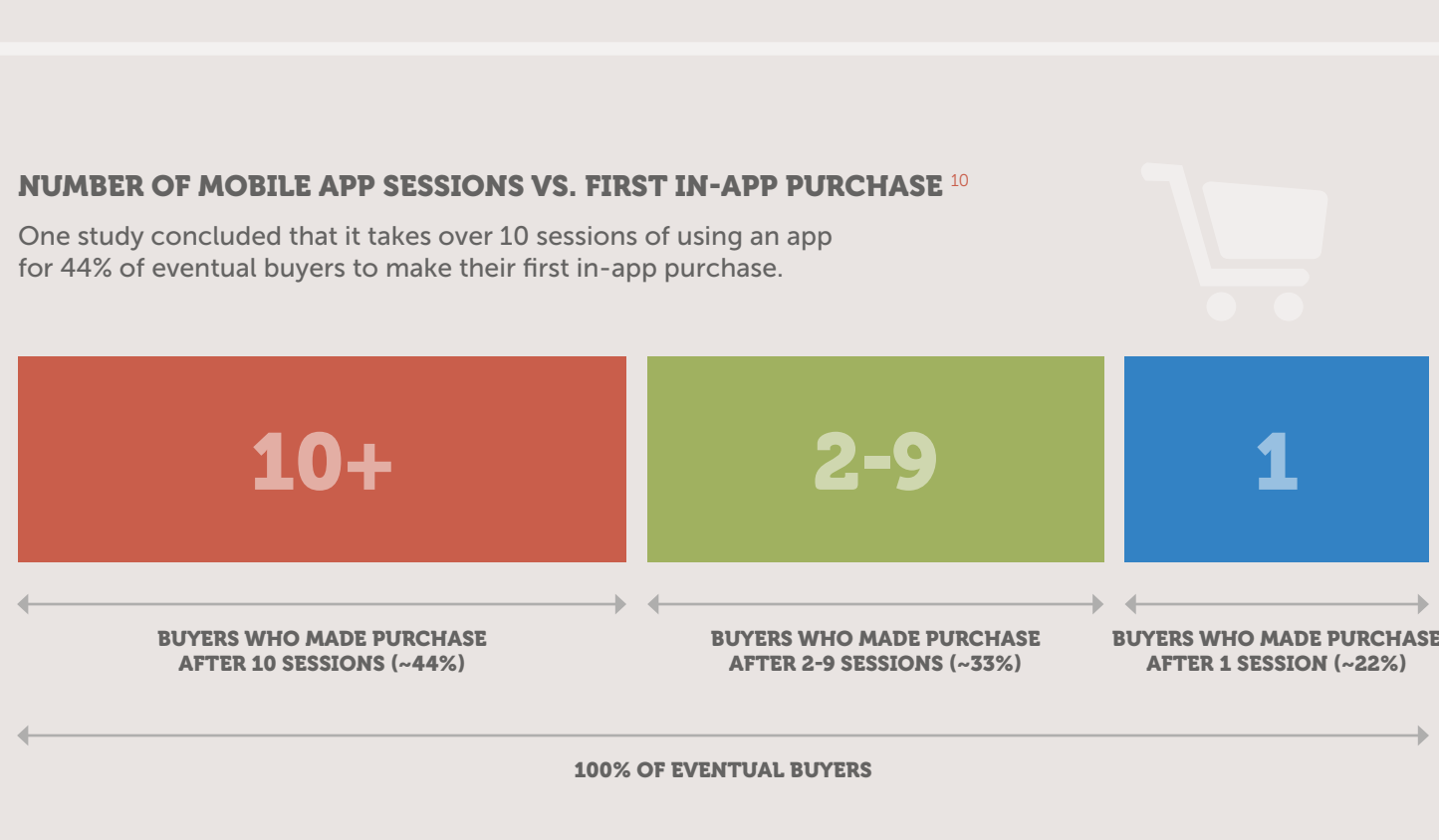
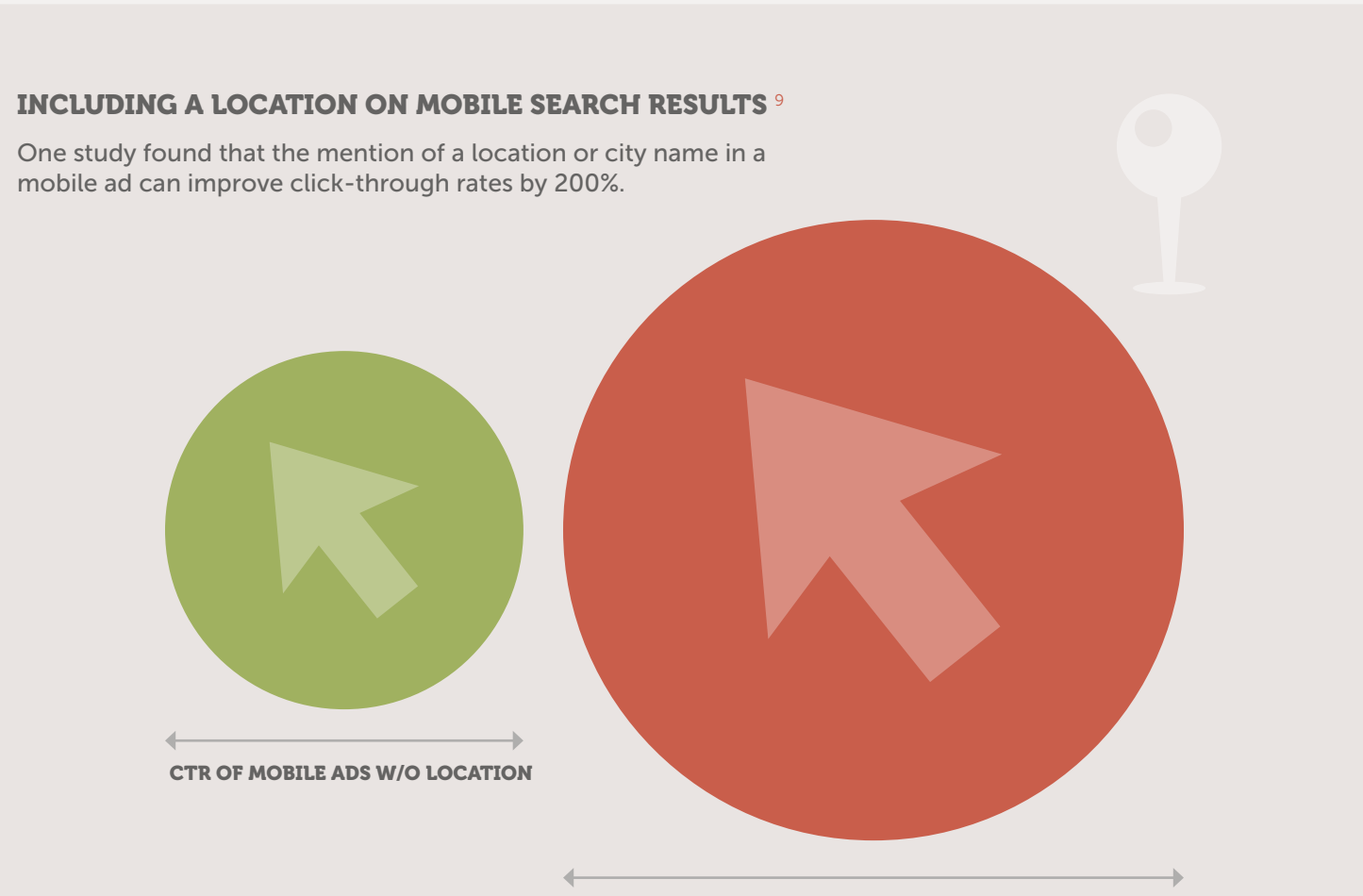
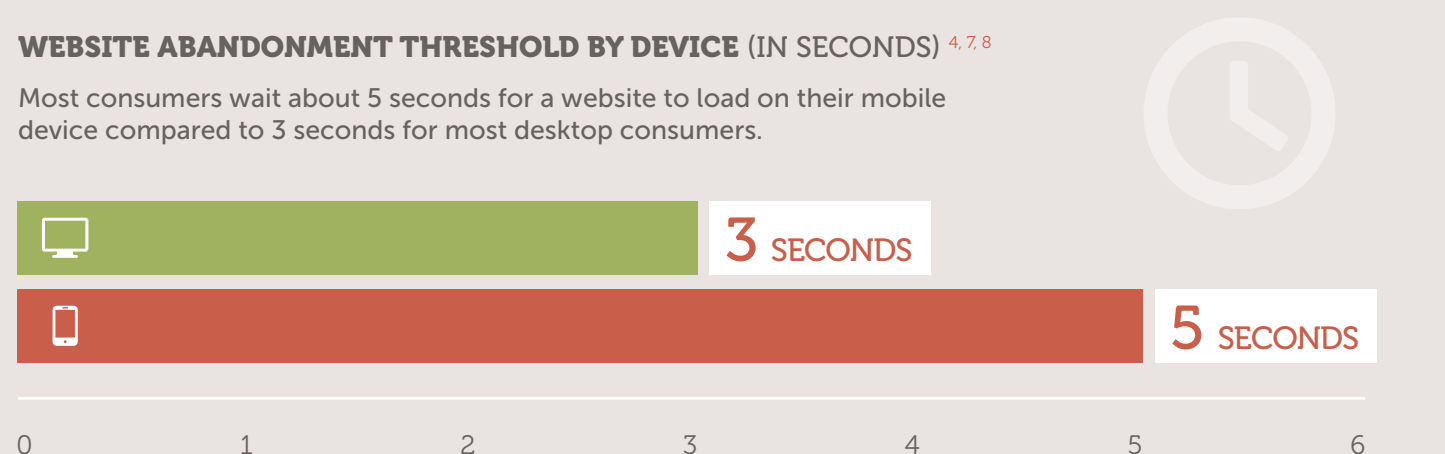
It's been estimated that in 2013, mobile phones will overtake desktops as the most commonly used device to access the web (worldwide).<sup>2</sup>



## MOBILE E-COMMERCE TRENDS (FOR BLACK FRIDAY)



## THE MOBILE EXPERIENCE



1 - <http://allthingsd.com/20120525/mobile-devices-now-make-up-about-20-percent-of-u-s-web-traffic/>  
 2 - <http://www.gartner.com/newsroom/id/1278413>  
 3 - <http://www.gartner.com/newsroom/id/703807>  
 4 - <http://blog.hubspot.com/blog/tabid/6307/bid/33314/23-Eye-Opening-Mobile-Marketing-Stats-You-Should-Know.aspx>  
 5 - <http://techcrunch.com/2012/11/23/black-friday-online-sales-already-up-13-percent-15-percent-purchases-made-from-mobile-phones/>  
 6 - <http://qz.com/31618/paypal-nearly-tripled-its-mobile-payment-volume-on-cyber-monday/>  
 7 - <http://www.schipul.com/mobile-web-design/>  
 8 - <http://blog.kissmetrics.com/loading-time/>  
 9 - <http://www.mediapost.com/publications/article/171106/localized-creative-improves-click-through-rates-e.html>  
 10 - <http://www.mediapost.com/publications/article/166102/loyalty-not-the-hard-sell-drives-in-app-purchase.html>