Since Mary Meeker boldly declared a $7 billion mobile advertising spending opportunity in her Internet Trends Report, the spotlight has shone bright on the future of mobile advertising. If your content marketing strategy still doesn’t include an emphasis on mobile, consider these stats below. Mobile advertising is the move! Don’t get left behind!

**MOBILE USE**

- Consumers now spend more than 5 hours a day on their smartphones.
- And they’re watching videos 88% growth year over year in time spent watching videos on a smartphone.

**MOBILE ADVERTISING SPENDING**

- Over 1/3 of ad dollars worldwide will go to mobile in 2019 - for the first time ever.
- 83% of internet users use a mobile phone to go online.
- eMarketer measured a 30% growth in Mobile Native ad spend versus just 15% growth of Desktop spend.

**BUT WHAT ABOUT ENGAGEMENT (THE NITTY GRITTY)**

- Mobile ad spend will top $93 billion in 2019 (eMarketer).
- In Q4 2018 Mobile CTR was 150% higher than Desktop.
- Mobile CTR for 2018: 229%
- Mobile Time on Site: Increased by 28% from Q1 to Q4 2018
- Mobile Bounce Rate: Decreased by 25% from Q1 to Q4 2018

**AS LONG AS YOUR STRATEGY IS CONTENT FIRST...**

- People today have 2X more interactions with brands on mobile than anywhere else (includes TV, in-store, you name it).
- Content makes consumers 131% more likely to buy. (Twitter via Nudge, “The State of Commerce”)
- In a Verizon Media Study, most people accepted advertising as a form of content, and 78% of respondents agreed that they would engage to see ads blending in with the page. (WARC via Nudge, “The State of Commerce”)
- 89% of people are likely to recommend a brand after a positive experience on Mobile. (Google, 2017)

Content makes consumers 131% more likely to buy. (Twitter via Nudge, “The State of Commerce”)

© 2019 Bidtellect®. All Rights Reserved.