

Since most smartphone users check their devices many times a day, it's important that resellers provide the best experience possible, during every website visit. Better mobile marketing can help you improve your entire marketing plan—which will help increase business!

25% of all search queries are done on mobile device¹

In 2019, mobile ad spending expected to reach \$195.55 billion²

48% of emails opened on mobile device — a 180% increase from 2011³

WHAT'S HAPPENING ON MOBILE DEVICES?

WORLDWIDE E-COMMERCE SALES IN Q1 OF 2015

18%
ON SMARTPHONES⁴

16%
ON TABLETS⁵

B2B BUYERS AND MARKETERS

70% get 25% of their site traffic from mobile⁷

40% plan to spend more online next year¹⁰

21% mobile is their primary revenue⁸

56% often use their phones to look at B2B sites¹¹

nearly **60%** have purchased online⁹

24% make business purchases by phone¹²

94% research online before making business purchases¹³

Want to learn more about enhancing your mobile marketing presence? Contact ScanSource Services Group. We can design a plan to help move your business forward—through a bigger and better mobility strategy.

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1 <http://www.smartinsights.com/mobile-marketing/mobile-marketing-strategy/the-state-of-mobile-marketing-2015-infographic/>
2 <http://www.smartinsights.com/mobile-marketing/mobile-marketing-strategy/the-state-of-mobile-marketing-2015-infographic/>
3 <http://www.smartinsights.com/mobile-marketing/mobile-marketing-strategy/the-state-of-mobile-marketing-2015-infographic/>
4 <https://www.internetretailer.com/2015/06/11/smartphones-take-traffic-and-sales-other-shopping-devices>
5 <https://www.internetretailer.com/2015/06/11/smartphones-take-traffic-and-sales-other-shopping-devices>
6 http://www.huffingtonpost.com/ian-mills/5-reasons-you-absolutely-_b_5122485.html
7 <http://www.emarketer.com/Article/Have-B2Bs-Figured-Mobile-Not-Really/1012700>
8-13 <http://customerthink.com/interesting-infographics-whats-happening-to-b2b-on-mobile/>