

ENGAGEMENT SHOULD DRIVE MOBILE STRATEGY

THE CMO COUNCIL ESTIMATED
THAT **MOBILE ADVERTISING**
WAS TO INCREASE TO



MARKETERS HAVE BEEN BOMBARDED WITH THE MESSAGE THAT IF YOU ARE
NOT MOBILE-FIRST, YOU ARE MOBILE NOTHING

THIS FOCUS ON MOBILE SHOULD'N'T COME AT THE
EXPENSE OF EXPERIENCE AND ENGAGEMENT

HOW PEOPLE ENGAGE WITH THE
DIFFERENT PLATFORMS MATTERS

ACROSS FIVE SAMPLE INDUSTRIES, **DESKTOP USERS**
ARE **MORE ENGAGED** THAN MOBILE USERS²



MOBILE STILL LAGS BEHIND DESKTOP WHEN IT
COMES TO **RETAIL ECOMMERCE REVENUES**



DESKTOP
TOTAL REVENUE
75.1%



SMARTPHONE
TOTAL REVENUE
11.2%³

THESE DIFFERENCES ARE WHAT SHOULD BE
INFORMING MARKETING DECISIONS
RATHER THAN THE BLANKET RECOMMENDATION THAT
ALL EFFORT SHOULD BE DEDICATED TO MOBILE