Mobile Statistics 2016:
Why Your Company Needs to Pay Attention to Mobile
Why you should care about mobile
Mobile is the way the world *communicates*
80% of the world’s population (6.4 billion) predicted to be smartphone users by 2021 (Ericsson)
Businesses need to become part of their customers’ and employees’ mobile behaviour
On average, users are spending **3.3 hours** a day on their **smartphones** *(Exact Target)*
68% of mobile users are engaging with brands via apps. (Flurry Mobile)
Having a mobile website is not enough
People today are spending **86%** of mobile time on **mobile apps** *(Adweek)*
Why users prefer mobile apps

Apps are:

**Quick** to load and use
Instant access to materials and quicker response times.

**Optimised** for specific tasks
Common tasks can be done faster than using a website.

**Reliable** and work offline
Offline access to information and tasks.

**Build** habits
Constant presence in users’ home screens and use of icon badges and push notifications.
Build apps for your customers
There's been a **91% growth** in use of mobile during **B2B research & buying** *(Google)*
Tablet users spend 20% more than desktop shoppers, twice as much as smartphone users (Econsultancy)
Benefits of customer-facing apps

Boost **revenue**

Additional **communication** channel

Improve **engagement**

Stay **front of mind**

Offer added **value**

Ensure customers find you, not your **competitors**
Build apps for your employees
60% of employees already use apps for work-related activity (Digital Strategy Consulting)
Companies gain an extra **240 hours of work** per year from employees due to **mobile working** (iPass)
71% spend over two hours a week accessing company information on mobile (Fierce Mobile IT)
Benefits of employee apps

Boost revenue
Improve productivity
Cut costs
Stay ahead of competition
I'm convinced. How can I find out more about apps?

Review our [2015 Fliplet usage report](http://www.fliplet.com) to learn more about mobile apps adopted and industries adopting them.

Check out the [Fliplet blog](http://www.fliplet.com) for more content on great app ideas for employees and customers.
How can I get started?

Download one of our Ebooks on building your own mobile apps.

Start a free trial and build your own customer and employee apps using Fliplet.

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“Fliplet is helping us to be at the cutting edge of our industry”

Angie Ferrara, Digital Marketing Manager, Bird & Bird