

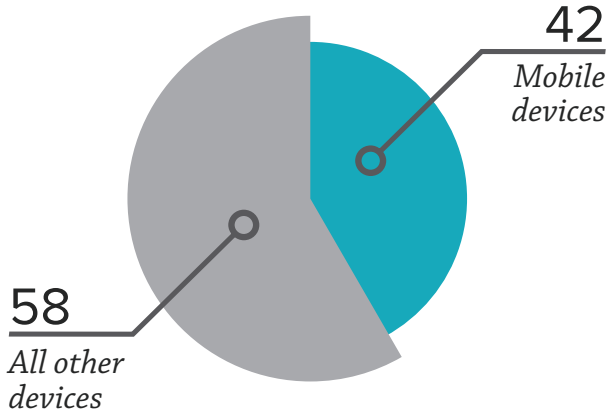


Facts About Mobile Devices

A mobile driven world demands certain conveniences



42% Of Americans use mobile devices to access the internet

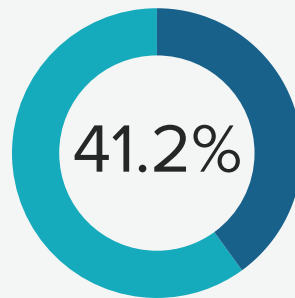
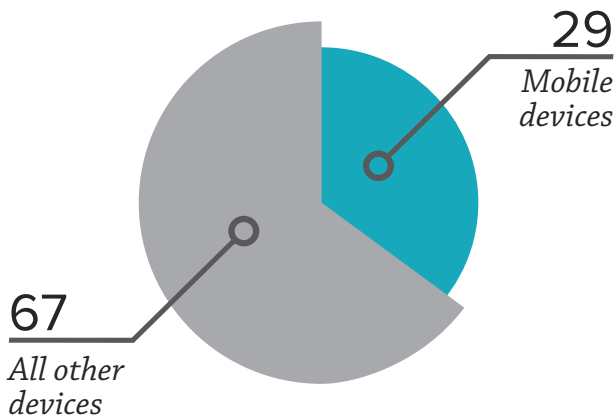


Cellphones Dominate PCs

There are 5x as many cellphones in the world as there are PCs

Black Friday 2014

Over 1/3 of Black Friday sales in 2014 were made with a mobile device

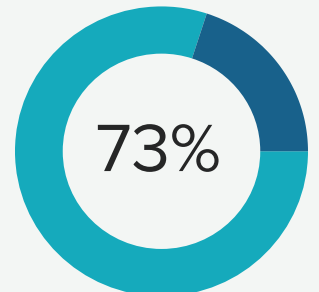


Cyber Monday

About 41.2% of traffic to retail websites on Cyber Monday came from mobile devices, along with 22% of sales.

Online Shopping

73% of smartphone users say they used the mobile web to make a purchase instead of using an app.



Sources: USA Today, ImpigoMobile, Branding Brand, CBS News, Gartner.com, JumpTap.com