



THE DAILY DEMANDS OF THE MOBILE CONSUMER

Ian James, General Manager International, Verve™

MEET THE MOBILE CONSUMER OF TODAY

The generation who have never lived in a world without mobile

Smartphone 

predominant device

60% said they would rather lose their wallet than their mobile phone

80% expect tailored ads to target target location and interests/habits

95% will make in-store purchases based on ads they have seen on their device

SHAPING THE MOBILE MARKETPLACE IN THREE SIGNIFICANT WAYS

Personalisation

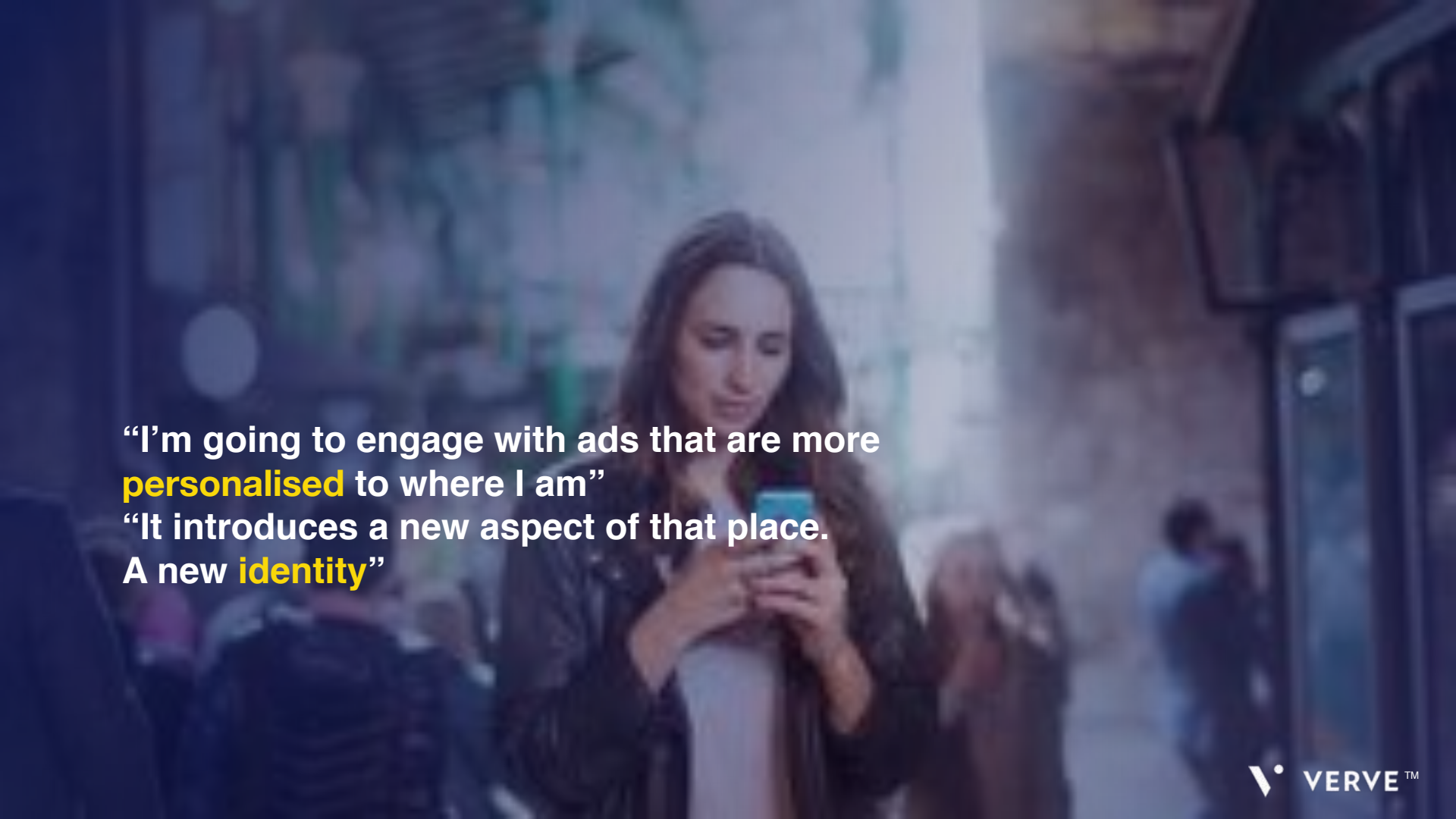
Online - Offline

Value Exchange

PERSONALISATION

71%

of mobile prodigies
expect ads customised
to their location

A woman with long brown hair, wearing a dark jacket over a light-colored top, is looking down at a smartphone held in both hands. She is standing in a crowded outdoor area, possibly a street or market, with other people and buildings visible in the blurred background. The overall lighting is soft and slightly dim, with a blueish tint.

“I’m going to engage with ads that are more
personalised to where I am”

“It introduces a new aspect of that place.
A new **identity**”

ONLINE - OFFLINE

95%

of mobile prodigies make
in-store purchases based
on ads they've seen on
their device



A man wearing a blue and white jacket and a blue and white cap is looking at a bookshelf. He is pointing at a book on the shelf. The background is a blurred bookshelf.

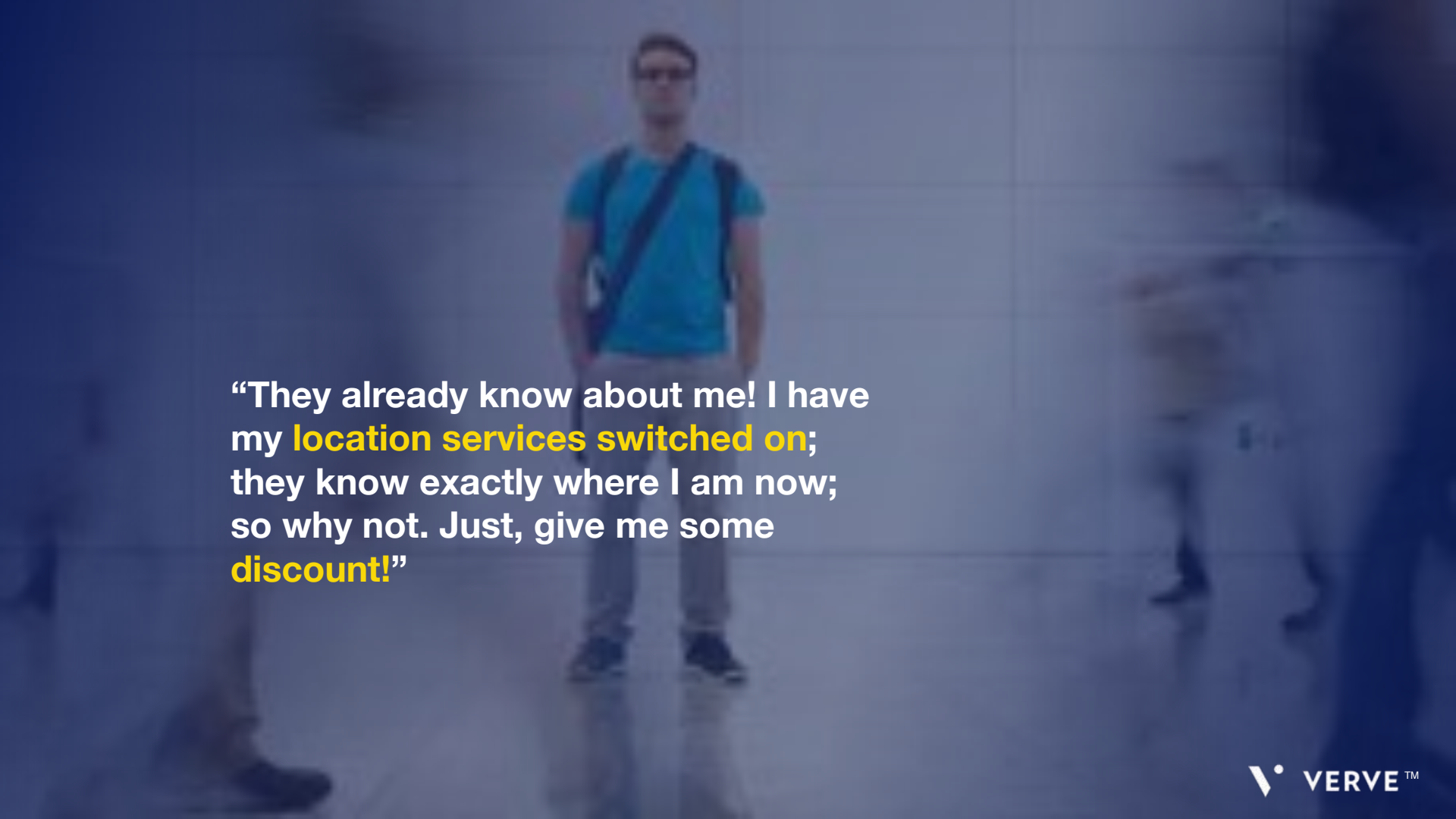
“It’s those ‘follow you around’
kind of ads, where eventually
I just have to have it”.
“I am such a sucker for that”.

VALUE EXCHANGE

42%

of mobile prodigies said
they will engage with an ad
when their data is used for
them, not against them



A man wearing a blue t-shirt, grey pants, and a black backpack stands in the center of the frame. He is looking directly at the camera. The background is a blurred, crowded indoor space, possibly a transit station or a large hall, with other people visible but out of focus. The overall lighting is somewhat dim, and the image has a slightly desaturated, blue-tinted appearance.

“They already know about me! I have
my **location services switched on**;
they know exactly where I am now;
so why not. Just, give me some
discount!”



THE THREE KEY TAKE-AWAYS

Device data is key in understanding the consumer's individuality

Location intelligence is becoming of upmost importance to consumer demands

When used correctly, users will engage with ads. Let's start utilising the best, **most accurate data**, and build a better advertising marketplace **together**

A woman is holding a smartphone in front of her face, shouting with her mouth wide open. The phone has a cartoon face on the back. The background is a blurred city street.

THANK YOU

Ian James, General Manager International, Verve™