



# Marketing Quick Facts



## General Marketing & Consumer Facts

- 1) The average US middle class income in 2015 was approximately \$64,000.
- 2) In Q4 of 2015, consumers were spending 34.9% of their income on Goods (21.7% on nondurable goods- groceries, clothing, gas, etc.; 13.2% on durable goods- automobiles, furniture, electronics, etc.).
- 3) An average US household spends \$3,997 a year on groceries.
- 4) Average American consumers spend \$2,787 on food away from home (i.e. restaurants or food not purchased from a grocery store), a 6.2% increase from 2013.
- 5) Average American consumers spend \$2,728 on Entertainment, a 9.9% increase from 2013.
- 6) For US consumers in February 2016, spending is up \$3/ day on things like restaurants, gas stations, stores or online (discretionary money only) since the start of the year.
- 7) Desktop online holiday sales were close to \$56.4 billion in 2015. This was up 6% from 2014
- 8) In 2014, American consumers reported they would spend 54% of their income on electronics.
- 9) More than 1 in 10 American consumers report that they will never give up their caffeine habits and that it would be the last thing they would cut back on.
- 10) Mintel forecasts an increase of almost 27% for dining out from 2014-2019.
- 11) US consumers are, on average, spending \$1,786 on apparel and clothing; an 11.3% increase from 2013.
- 12) In 2015 Facebook reported that they have over 1.44 billion monthly active users, out of those 1.25 billion are mobile users.
- 13) The microblogging service, Twitter, reported 305 million monthly active users in 2015.

# SMS Marketing Facts

- 1) Companies who properly employ SMS marketing messages can successfully reach 95% of mobile users.
- 2) SMS campaigns have a performance rate that is seven times greater than email.
- 3) 90% of SMS loyalty club members report having benefited from the service.
- 4) 75% of all mobile phones are capable of receiving SMS communication.
- 5) The current open rate of text messages is at 98% while email is only at 20%.
- 6) Over 90% of all text messages are read in less than three minutes.
- 7) Leads who receive SMS messages related to the transaction are 40% more likely to convert than those who don't receive texts.
- 8) Approximately 25% of all marketers are now implementing SMS strategies.
- 9) 44% of consumers prefer information about a product or service via text message versus other communication channels.
- 10) About 70% of employees prefer that their company use SMS to communicate with staff as well as customers.
- 11) 20% of financial organizations use SMS to provide business continuity.
- 12) Over 80% of mobile phone users report that they use SMS communication for business.
- 13) Over 33% of professionals claim they can't wait ten minutes before responding to a text message.
- 14) One out of every five consumers will prefer a text message to a phone call.
- 15) The average person will take 90 minutes to respond to an email, but they will only take 90 seconds to respond to a text message.

# Mobile Marketing Facts

- 1) Approximately 60% of the average marketer's time is spent on digital strategy, including mobile..
- 2) Studies show that about 65% percent of Americans check their mobile device as soon as they wake up.
- 3) Over 80% of teenagers between ages 13 and 17 use a smartphone..
- 4) There are more people own a mobile phone than use a toothbrush..
- 5) Over 50% of mobile searches result in actual sales.
- 6) Mobile coupons are ten times more likely to be used than print coupons.
- 7) Americans spend an average of 2.8 hours per day accessing digital media on a mobile device.
- 8) Approximately 91% of adult smartphone users keep their device within arm's reach at all times.
- 9) 44% of consumers prefer information about a product or service via text message versus other communication channels.
- 10) A mobile optimized websites receive higher search rankings on Google.
- 11) Approximately 80% of consumers own and use a mobile device.
- 12) Over 68% of businesses have somehow implemented mobile marketing tactics..
- 13) 70% of a customer's interaction with a brand is done via mobile.
- 14) Mobile marketing is projected to be a \$46 Billion industry by 2019.
- 15) Over half of consumers report that they won't recommend a website that isn't mobile optimized..

# SMS Coupon Facts

- 1) 82% of consumers say digital coupons are a convenient option compared to printed coupons
- 2) US adults who redeem digital coupons will be up 7.6% in 2015 to 121.3 million
- 3) 30.9% of retailers said a percentage discount was the most effective customer incentive
- 4) 45% would like to receive in-store coupons from their favorite brands
- 5) 47.1 million people redeemed a coupon obtained from an app, mobile internet, QR code, or SMS on a tablet in 2013
- 6) Redeemable SMS coupons are redeemed at a rate of 8%-16% - compared to 2.7% for email coupons.
- 7) About 50% of US consumers make a direct purchase after receiving a discount coupon from a business.
- 8) SMS coupons have redemption rates 10x higher than their printed counterparts. 44% of consumers prefer information about a product or service via text message versus other communication channels.
- 9) When asked why they would scan a QR code, 87 percent of smartphone users said it was to access a coupon, discount or deal. Approximately 80% of consumers own and use a mobile device.
- 10) It is estimated that there will be around 104 million mobile coupon users in 2016 (about a 70% increase from 2013).
- 11) 90% of mobile coupons are redeemed within 3 days of the consumer receiving it.
- 12) 49% of US smartphone owners have used a mobile coupon on their devices.



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