

# MOBILE STATS AT A GLANCE

# Q4

From time spent to dollars spent, mobile continued its march forward in 2018. Here are some notable stats and ramifications coming out of the final quarter of the year.

**89**  
Percent

Number of those who won't return to a mobile app one week after first using it<sup>1</sup>

**An onboarding strategy is as important as flawless technical execution.**

**31**  
Percent

The number of Americans who say it would be hard to give up their TV<sup>3</sup>

**There are no absolutes in tech adoption. Don't expect everyone to change long-practiced behaviors.**

**1.1**  
Million

Traditional TV providers had their worst quarter ever, as 1.1 million homes cut the cord in Q3 2018<sup>2</sup>

**Eyeballs aren't where they used to be. Be sure that you are considering catering to audiences in new places.**

**55**  
Million

Number of people who will have used mobile payments in 2018<sup>4</sup>

**This category has long been hyped. Growth is slower than some suggested, but it's happening.**

**36**  
Percent

Number of seniors in the U.S. who will use a smart speaker in 2018<sup>4</sup>  
**Intuitive technology breaks down generational walls.**

**15**  
Percent

Number of those marketers who, because of volume, will throw away data rather than analyze it<sup>5</sup>

**It's not about how much data you can gather, it's about what kinds of data are meaningful for you to make business decisions.**

**6**  
Billion Dollars

The amount that mobile will exceed TV in advertising spend this year<sup>4</sup>  
**Again, eyeballs aren't where they used to be. Are your dollars in appropriate places?**

**45**  
Percent

Number of people who say that their mobile device is their most important shopping tool<sup>6</sup>

**This number increasing YOY is as predictable as Christmas coming each year.**

**20**  
Percent

Number of consumers who say they would consider purchasing goods and services through a chatbot experience<sup>7</sup>

**The how isn't important when something just works.**

**22**  
Percent

The increase in the number of Hispanics with a household income below \$30K who have a smartphone versus home broadband<sup>3</sup>

**Hispanics have long over-indexed in mobile. Nothing has changed here.**

**378**  
Dollars

The amount that Americans spend online on average in a year<sup>8</sup>

**A 16% increase isn't anything to dismiss, yet \$5 of \$6 spent in holiday shopping is expected to be in brick and mortar stores.**

**By all means, enjoy the holiday season. But commit to evaluating all of the changes that we've seen this year and to developing a Q1 plan by the end of the first working week of 2019.**