

TAKE 5:

ALL ABOUT SMARTPHONES

All About Smartphones

When people in America and Europe think of smartphones, devices like the iPhone 6 come to mind. These incredibly capable devices, and other top-of-the-line phones like the Samsung Galaxy S6, set the standard for the most capable phones in the world. But there are dozens of smartphones available these days, and many at pricepoints that will likely surprise you.

Smartphone Penetration

Globally, smartphone penetration is growing rapidly, and is expected to continue to do so, albeit at a slowing rate. As smartphone penetration begins to max out in the developed world, countries like India, Brazil and China are driving an increasing proportion of growth:

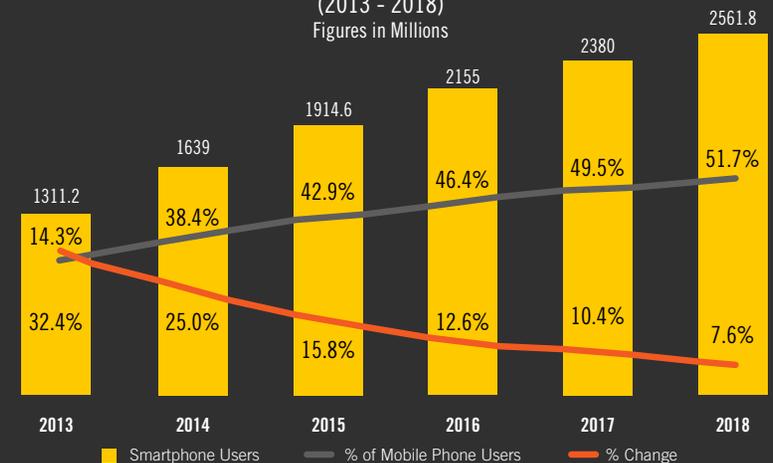
Smartphone Defined

The definition of a smartphone is a cellular phone that includes a web browser and has the ability to run freestanding cellphone applications or apps. Such phones often have touch-sensitive screens, and run on one of the several leading operating systems:

- iOS (from Apple)
- Android (from Google)
- Windows Phone (from Microsoft/Nokia)

The leader in the space in terms of the number of phones supported is Android, followed by iOS. But Windows Phone is slowly getting traction, especially in the developing world where inexpensive smartphones using the platform are growing in penetration and popularity.

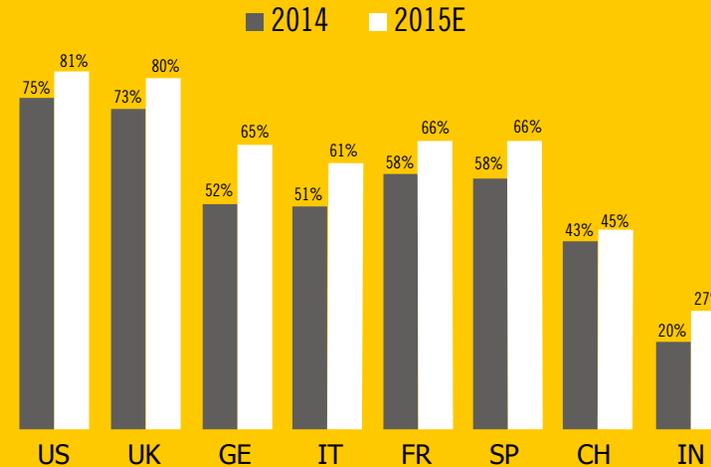
Smartphone Users and Penetration Worldwide
(2013 - 2018)
Figures in Millions



Source: eMarketer, Dec 2014

Smartphone Penetration By Country

As A Share Of Total Mobile Population, 2014 Vs. 2015 (Estimated)



Source: comScore, IAB, eMarketer, BI Intelligence Estimates

BI Intelligence published the following statistics and estimates for smartphone penetrations in eight leading markets. The mix of developed and developing countries will give you a sense of the growing dominance of smartphones globally.

Smartphone Pricing

While top of the line smartphones routinely sell for more than \$600, a growing number of smartphones are priced far lower, and are accounting for most of the global growth. In developing countries, there are dozens of models available at less than \$200.

And in January of 2015, Nokia/Microsoft introduced a \$29 smartphone. Additionally, Mozilla has promised a phone this year for less than \$25. So clearly the market is changing and has changed markedly.

Smartphones and Mobile Marketing

Mobile marketing was already going strong before the advent of smartphones. But smartphones have opened up a world of opportunities for consumer engagement, from display and video advertising to branded apps. The majority of major brands are now availing themselves of mobile marketing opps. That's true for brands in both developing and developed markets.

ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit
www.Apsalar.com/Resources
for more Take 5 content!

ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.

Apsalar
MOBILE DMP

- APSALAR ATTRIBUTION**
Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevant to your business
- APSALAR AUDIENCES**
Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences
- APSALAR DATASYNC**
Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.